

FOODTEC

SOLUTIONS FOR FOOD & BEVERAGE

Mediakit 2021

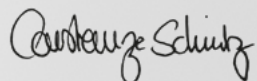
Dear business partners,

This year the Nobel Peace Prize will be awarded by the United Nations World Food Program (WFP). This honor makes it clear that the secure and sustainable supply of the constantly growing world population is one of the greatest challenges of the present and the future. In all seriousness and the sheer necessity of fluid and food intake, enjoyment should not be left by the wayside.

Whether it's about safety, convenience or enjoyment: The demands of consumers on the food and beverage industry and thus on their products are constantly increasing. The industry is rising to the challenge - with innovative technology that makes safe and tasty products available to a growing number of consumers.

With FOODTEC we present the services of the branch. We invite you to be part of this special publication again: **Put your products, processes and services in the spotlight!**

Yours truly

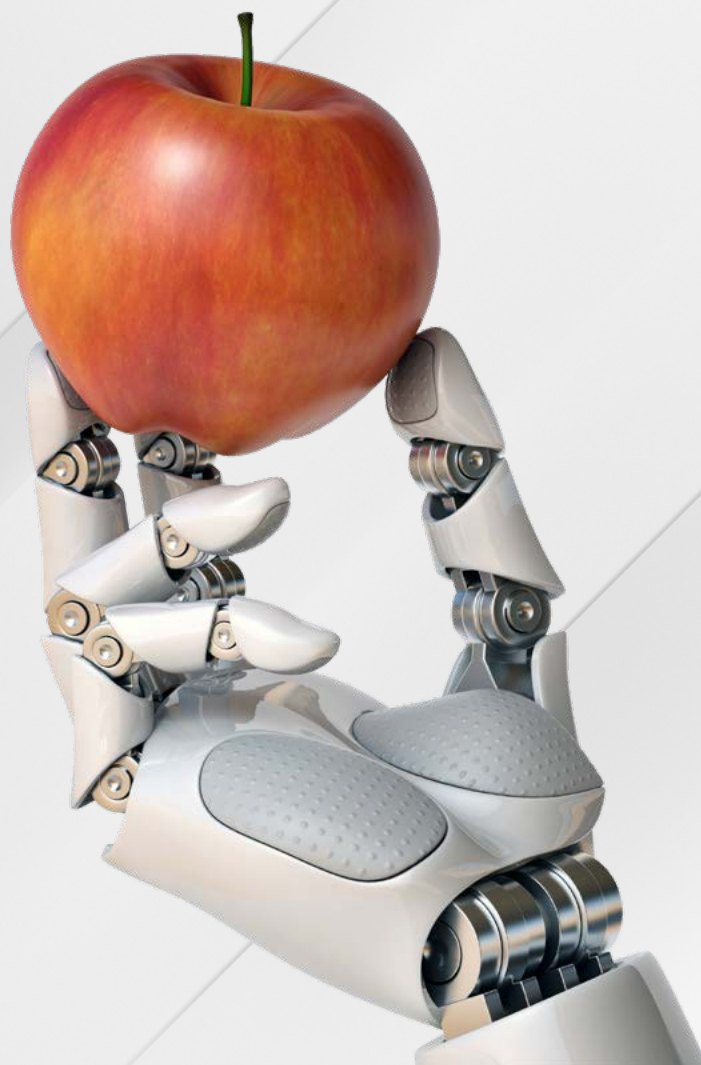


Constanze Schmitz
Editor-in-chief

The print magazine _____	2
Price packages _____	6
NEU! Webinars _____	8
NEU! Product highlight _____	10
Lead generation _____	12
The publishing portfolio _____	14
Social media _____	16

„Eat what is cooked. Drink what is clear. Talk what is true.“

– Martin Luther



The print magazine

FOODTEC

Solutions for Food & Beverage

Print run
10.200 copies

Short description
Topics include Plants, components, mechanical, CIP, thermal, safety, quality, hygienic design, cleaning, packaging & labelling.

Target group
Specialists and managers in the construction, research and development. For decision makers from the technical management.



Issue 1

Focus special

Food & Beverage

Copy deadline
16 February

Ad deadline
23 February

Release
09 March

Issue 2

Highlights

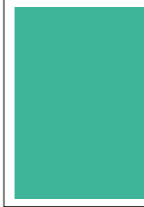



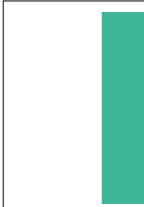


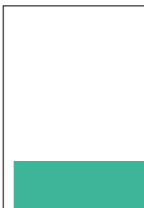




2021

Copy deadline
02 November

Ad deadline
09 November

Release
23 November

Ad formats

 <p>1/1 page Type area: 184 x 270 Bleed format: 210 x 297</p> <p>5.990,-</p>	 <p>Juniorpage Type area: 140 x 190 Bleed format: 151 x 201</p> <p>3.990,-</p>	 <p>1/2 page vertical Type area: 92 x 270 Bleed format: 103 x 297</p> <p>2.990,-</p>
 <p>1/2 page horizontal Type area: 184 x 135 Bleed format: 210 x 146</p> <p>2.990,-</p>	 <p>1/3 page vertical Type area: 60 x 270 Bleed format: 71 x 297</p> <p>2.490,-</p>	 <p>1/3 page vertical Type area: 184 x 90 Bleed format: 210 x 101</p> <p>2.490,-</p>
 <p>1/4 page vertical Type area: 46 x 270 Bleed format: 57 x 297</p> <p>1.890,-</p>	 <p>1/4 page horizontal Type area: 184 x 68 Bleed format: 210 x 79</p> <p>1.890,-</p>	 <p>1/4 page 2-column Type area: 92 x 135 Bleed format: 103 x 146</p> <p>1.890,-</p>
 <p>1/8 page vertical Type area: 46 x 135 Bleed format: 57 x 146</p> <p>1.290,-</p>	 <p>1/8 page horizontal Type area: 184 x 34 Bleed format: 210 x 45</p> <p>1.290,-</p>	 <p>1/8 page 2-column Type area: 92 x 68 Bleed format: 103 x 79</p> <p>1.290,-</p>

Company register

The company register in the print magazine offers you the opportunity to optimally market your products and services. Target potential customers and use the advertising effect for a small price.

The minimum term is one year from the ad booking (six issues x 199.-). If no revocation takes place before the end of the term, the order is automatically renewed for another year.

Print ad dimensions (W x H): 43 x 100 mm, Heading freely selectable with max. 20 letters.

www.prozesstechnik-portal.com/branchenspiegel

Free to print ad

Online entry

Views / month

Ø 1.486

Print entry / issue

✓ incl. one year online entry

199,-

Online entry

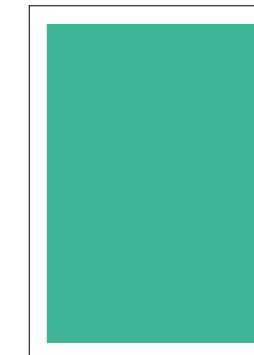
Period: 12 Months

99,-



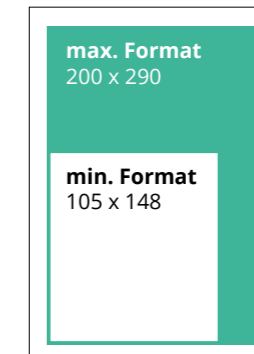
Special advertising

Bound inserts



Pages	Price
Weight up to 135 g/m	
2-page	5.690,-
4-page	8.750,-
6-page	11.380,-
8-page	14.690,-

Supplement



Weight	Price / thousand
up to 25g	275,-
up to 35g	315,-
up to 45g	335,-

Part supplements, for example for a particular postcode area, are possible after arrangement.

Additional forms of advertising

e. g. Tunnel, panorama or island ad on request.

Paketpreise

Light

- ✓ 1 x Advertorial: 750 characters + image as **product of the month** 1.490,-
- ✓ 1 x Social media post 890,-
- ✓ 1 x Banner/Text-Ad in focus-newsletter 1.090,-
- ✓ 1 x Entry in company register 990,-

List price

4.460,-

-15%

Product launch
Fair booth promotion
Social media reporting

3 weeks period

3.791,-

Smart

- ✓ 1 x Cover story online 1.990,-
- ✓ 1 x Advertorial: 750 characters + image as **product of the month** 1.490,-
- ✓ 2 x Social media posts 890,-
- ✓ 1 x Banner/Text-Ad in focus-newsletter 1.090,-
- ✓ 1 x Entry in company register 990,-

List price

6.450,-

-25%

Product launch
Product strengthening
Fair booth promotion
Medium term period
Social media reporting

5 weeks period

4.837,-

Unsere Empfehlung

Premium

- ✓ 1 x Cover story online 1.990,-
- ✓ 2 x Advertorial: 750 characters + image as **product of the month** 2.980,-
- ✓ 4 x Social media posts 3.560,-
- ✓ 3 x Banner/Text-Ad in focus-newsletter 3.270,-
- ✓ 1x Exclusive interview / covering online 1.490,-
- ✓ 1 x Ad in format 1/4 page, 4c * 1.890,-

List price

15.180,-

-35%

Product launch
Product strengthening
Product establishment
Fair booth promotion
Social media reporting

8 weeks period

9.867,-

Maximum

- ✓ 2 x Cover story online 3.980,-
- ✓ 1 x Advertorial: 750 characters + image as **product of the month** 1.490,-
- ✓ 8 x Social media posts 7.120,-
- ✓ 4 x Banner/Text-Ad in focus-newsletter 4.360,-
- ✓ 1x Exclusive interview / covering print + online 1.490,-
- ✓ 1 x Ad in format 1/4 page, 4c * 1.890,-

List price

20.330,-

-40%

Product launch
Product strengthening
Product establishment
Fair booth promotion
Social media reporting

10 weeks period

12.198,-

* Format extension can be arranged



Webinars




Procedure

Our editing staff conducts the moderation. You are the main guest and guide the users through the topic. You set the desired target group and branch you want to reach. Based on that we determine the prospects that we can find on our platforms.

You will become a **Webinar premium partner** explain your audience, what they should consider in an inversion. Your company logo will be prominently displayed media platforms. You are the expert of th subject.

? **What are the long term effects of an inverstion?**

? **What is the performance increase we can achieve?**

-  **Users** Guaranteed **30+**
-  **Period** Maximum 60 Minutes – short and to the point is the essence.
-  **Contacts** Contact details of the users will be made available GDPR compliant to you

Price **6.990,-**

<p>1</p> <p>Digitization of the processing industry</p> <p>February</p>	<p>2</p> <p>Process analytics of the future</p> <p>March</p>	<p>3</p> <p>Packaging technology</p> <p>April</p>	<p>4</p> <p>Drive technology</p> <p>May</p>
<p>5</p> <p>Measurement technology</p> <p>June</p>	<p>6</p> <p>Digitization</p> <p>September</p>	<p>7</p> <p>Explosion protection, Plant safety</p> <p>October</p>	<p>8</p> <p>Labelling technology</p> <p>November</p>



Social media

- ✓ 10.000+ Social media users
- ✓ Logo display as premium partner



Online portal

- ✓ Over 18.500 online users
- ✓ Display of your logo for 1 month



Magazine

- ✓ 28.000 Recepients
- ✓ Product preview



Newsletter

- ✓ 39.000 Recepients
- ✓ 1x Banner / TextAd



We guarantee

A smooth seminar – Afterwards you will get a detailed reporting with all view- and identification numbers as well as all contact details of the participants.



Product-Highlight

Procedure

Our editing staff conducts the interview will brief you about the most important points beforehand. You are the main guest and present the best of your products. The video interview will be published on multiple platforms.

Requirements

- ✓ Materials: Company logo, product image, product name, field of use, product strengths
- ✓ Procedure: Clear to our guidelines
- ✓ Target group, branch, region, interests ...

Service

- ✓ Product preview with 750 characters text incl. image in the print focus special.
- ✓ Video interview - max. 3-5 minutes
- ✓ Publishing of the video on the online portal, in the e-magazine and in the newsletter.

Price

2.880,-

1
interpack
25. Feb - 03. March

2
Hannover Messe
12. - 16. April

3
ACHEMA
14. June - 18. June

4
FachPack
28. - 30. September

5
SPS
23. - 25. November



Social media

- ✓ 10.000+ Social media users
- ✓ Logo display as premium partner



Online portal

- ✓ Over 18.500 online users
- ✓ Display of your logo for 1 month



Magazine

- ✓ 28.000 Recepients
- ✓ Product preview



Newsletter

- ✓ 39.000 Recepients
- ✓ 1x Banner / TextAd



We guarantee

A smooth seminar – Afterwards you will get a detailed reporting with all view- and identification numbers as well as all contact details of the participants.

Lead generation

Marketing-Mix

You must successfully spread your budget and position yourself properly. This results in the following questions:

- ? What do I want/should I achieve?
- ? Which media should be used?
- ? How do I distribute the advertising budget?
- ? How do you measure the success of a campaign?
- ? Which numbers are relevant?
- ? How do I reach my target group?

The variety of marketing offers in the media world is big. Finding the recipe to get your products to the right audience is complex. It is no longer enough just to be seen. You have to stand out and be special.

Our special marketing concept from the sales point of view guarantees you the desired success. We provide you with real contacts with complete personal information. We promise you target persons who are only interested in your products.

Sales-oriented product marketing

Goal Leads with full contact details

Your specifications

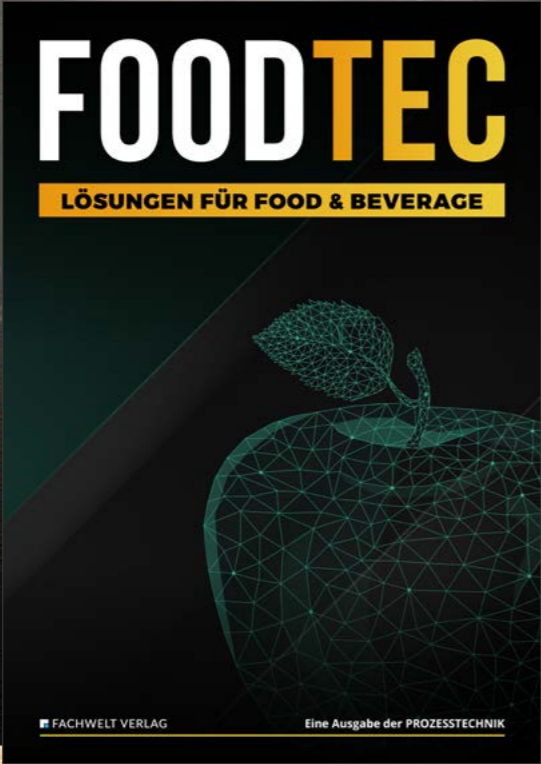
- ✓ **Schedule** Date Start/End
- ✓ **Range** Individual, depending on the selection
- ✓ **Selection** Target group by country, region, city
- ✓ **Interests** Branches and activity
- ✓ **Duration** Specified in days



We guarantee and promise the delivery from actual leads. The selected audience is interested in your products.

The publishing portfolio

The media for your success



Contact

Any questions? Contact us!

Alija Palevic

Publishing Director

T: +49 711 93 59 27-41 ■ ap@fachwelt-verlag.de

Mehdije Palevic

Key-Account Manager

T: +49 711 93 59 27-42 ■ mp@fachwelt-verlag.de

Petra Seelmann-Maedchen

Publishing Office NRW

T: +49 202 76 09 80 ■ psm@fachwelt-verlag.de

Constanze Schmitz

Editor-in-chief

T: +49 711 93 59 27-43 ■ cs@fachwelt-verlag.de

Pascal Manes

Media Consultant

T: +49 711 93 59 21-03 ■ pm@fachwelt-verlag.de

Daniel Keberle

Artdirector

T: +49 711 93 59 27-38 ■ dk@fachwelt-verlag.de

General publisher information

Publisher's address

FACHWELT VERLAG

Bachstraße 32 ■ 70563 Stuttgart

T: +49 711 93 59 27-40 ■ info@fachwelt-verlag.de

www.FACHWELT-VERLAG.de

Bank account

Kreissparkasse Böblingen

IBAN: DE81 6035 0130 0000 1136 36 ■ BIC: BKKRDE6B

Ad price information

Valid from Jan. 1st 2020, prices in Euro, plus VAT

Sending of advertisement data

Via E-Mail to daten@fachwelt-verlag.de

Terms & Conditions

The General Terms & Conditions, available under www.FACHWELT-VERLAG.de/agb, shall apply.

Conditions of Payment

Direct debit and advance payment: 3 % discount

Within 10 days: 2 % discount

Subscription prices for print and pdf

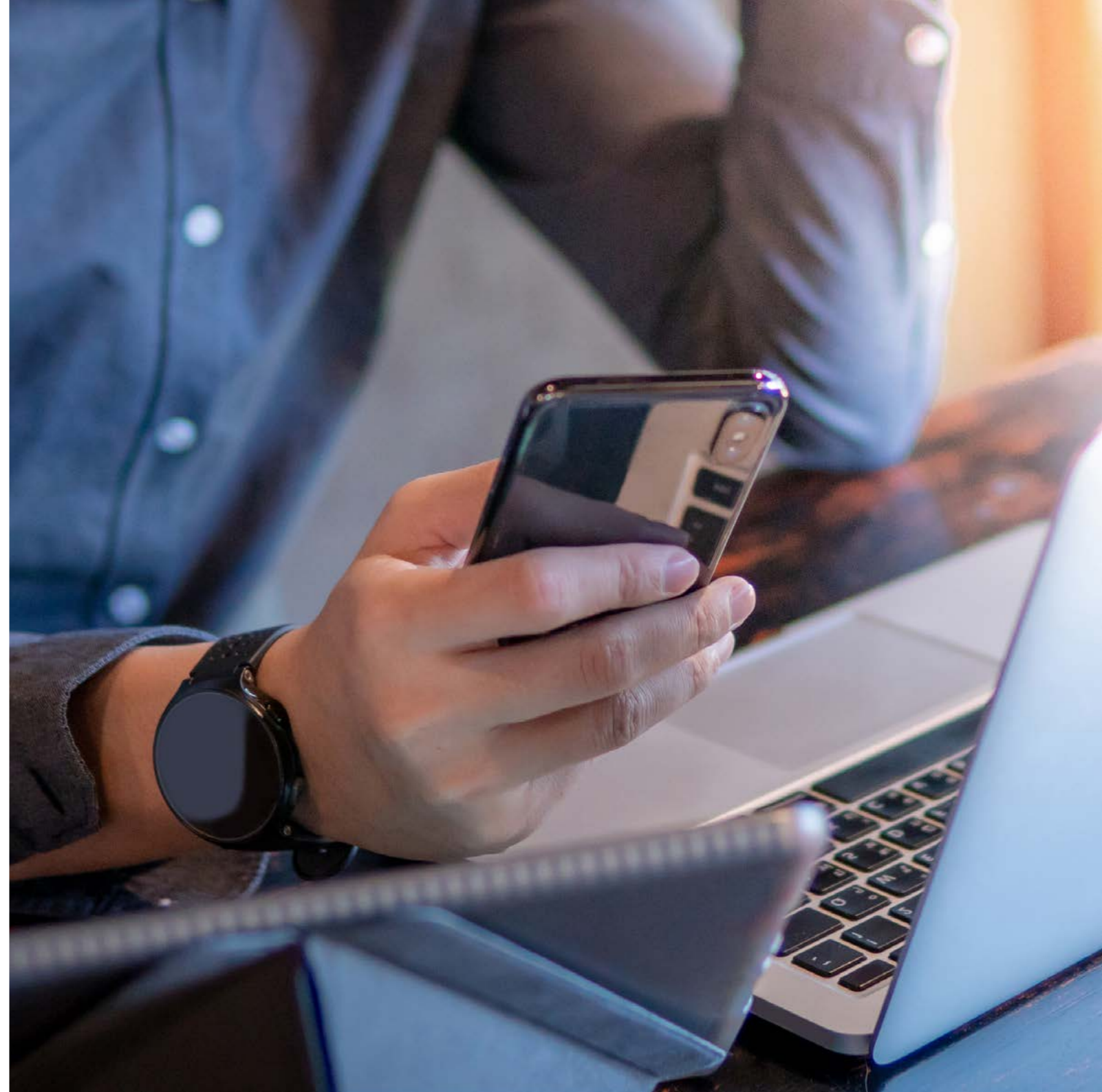
• PROZESSTECHNIK, FOODTEC: € 14,90

• WASSER & ABWASSER TECHNIK: € 14,-

• Analytic: € 9,90

• PHARMATECHNIK: € 9,90

Prices incl. VAT, print plus € 1.45 postage. Free delivery of the printed products only to qualified recipients.





STRIVING AHEAD!

Your publishing house for effective communication

As a qualified provider of print and online media, we are successfully present on an international level. We convey complex contexts in a comprehensible manner to special target groups. Our publishing program is continuously expanded with new ideas and innovations. The high benefit for clients and readers always takes top priority in our efforts to fulfil the wishes and aims of all involved.

 **FACHWELT VERLAG**

Bachstraße 32 ■ 70563 Stuttgart

+49 711 93 59 27-40

info@fachwelt-verlag.de

www.FACHWELT-VERLAG.de