

INDUSTRY 24h

MEDIAKIT 2024

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FACHWELT VERLAG

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The international portal

INDUSTRY24h

www.INDUSTRY24H.com

The international trade portal for the entire process industry

Key-Facts

- ✓ Daily news
- ✓ Cross-industry reporting
- ✓ Information on important industry trade fairs
- ✓ Media library with company and product videos
- ✓ Company portrait and company register

Topcis

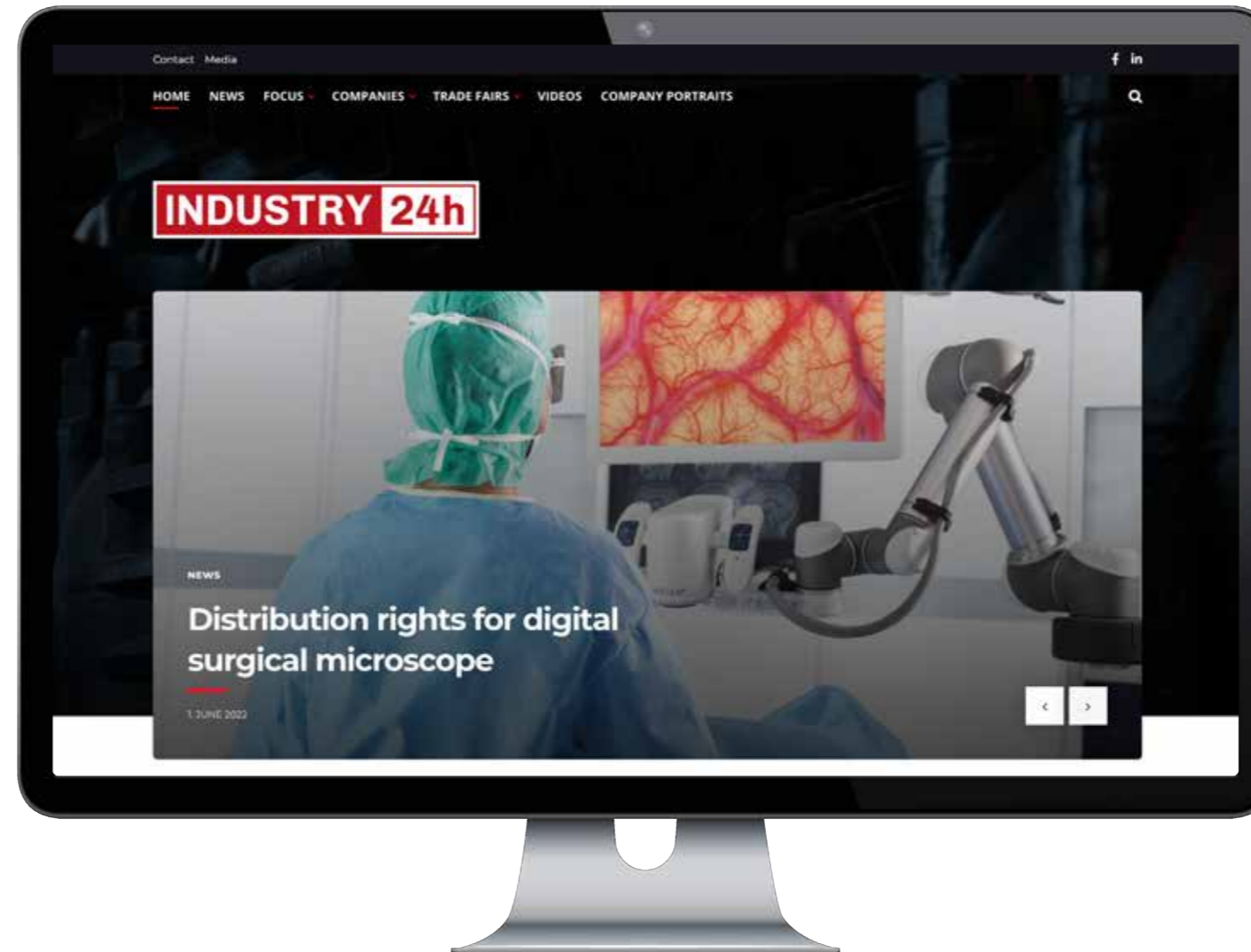
Chemicals, pharma, food & beverage, bulk material, research, development, industry 4.0

Target group

Experts, professionals and decision makers

Profile

News, articles, interviews, tradeshow reports, product information, videos



Nutzer

Ø 49.300 / Month

Length of stay

Ø 4:53 Min.

Page Impressions

Ø 124.600 / Month

[To the portal](#)

Search engines

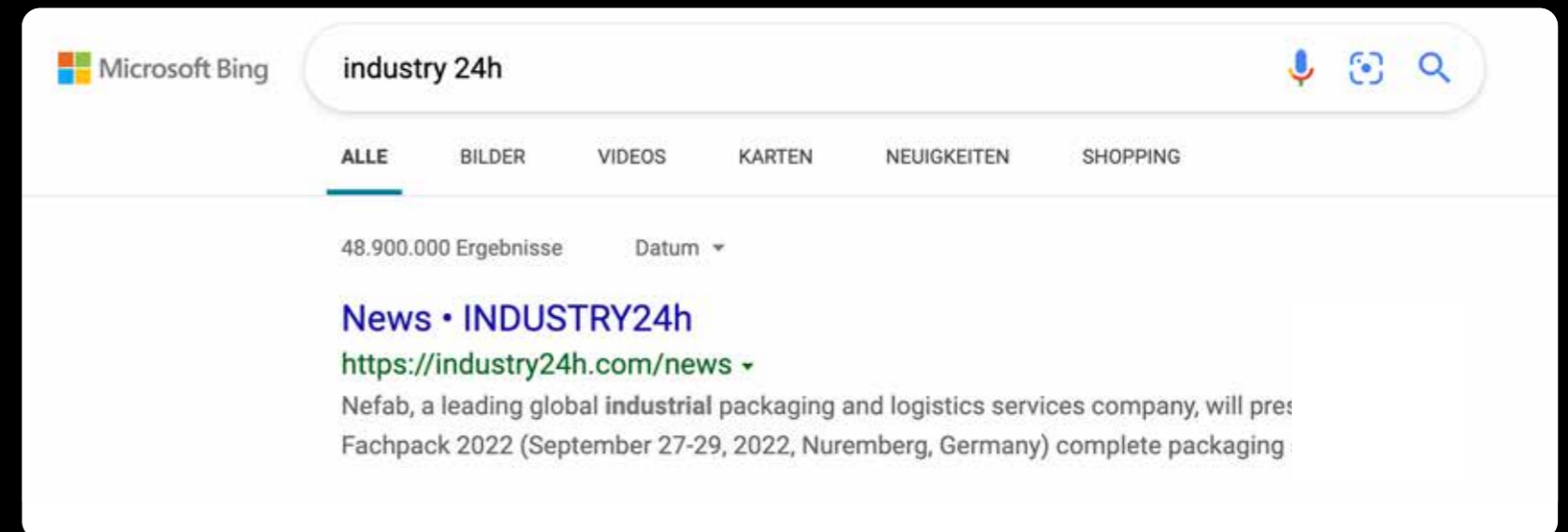
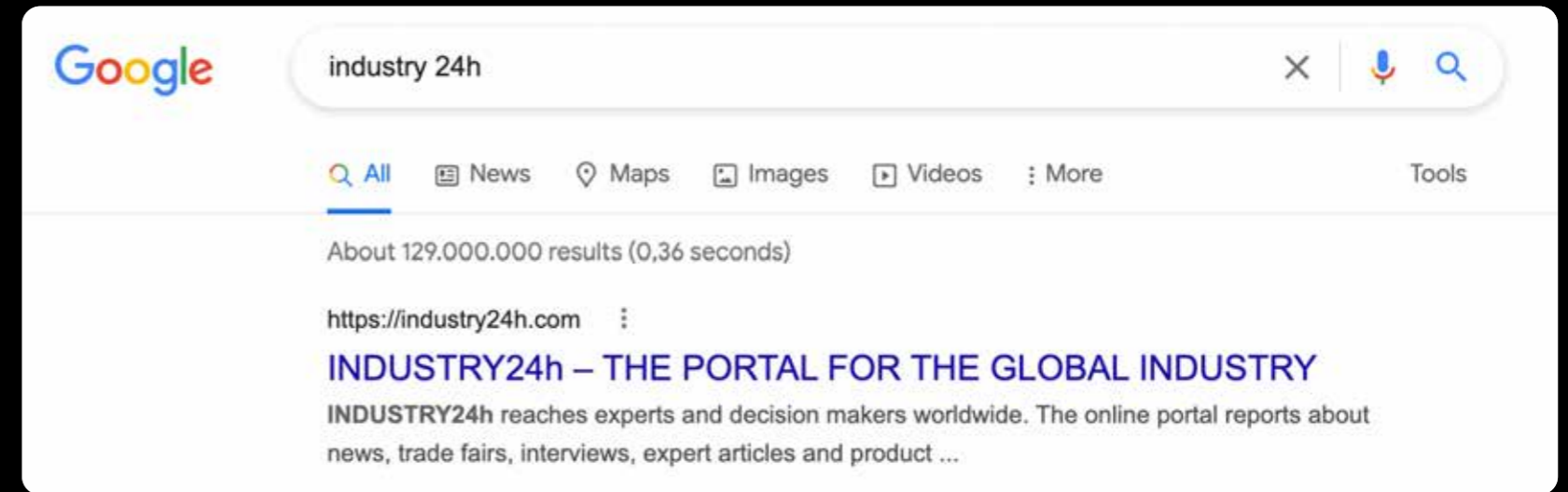
Best Ranking for your success

We are the undisputed number 1 on Google and Microsoft Bing.

The Industry24h PORTAL is search engine optimized and thus achieves the best results. As a result, we always achieve the best ranking on the market-leading search engines. This clearly proves that we provide excellent services and our readers / users benefit from it.

With our content we achieve the best results. Correct keywords in the text and our know-how are of decisive importance for your success.

Use the media power of our portal for marketing your products!



Banner formats

Format: JPG, PNG, GIF
Size: Max. 2MB

File delivery via E-Mail to daten@fachwelt-verlag.de

Fullwidth



Pixelsize: 1140 x 400 px
Period: 4 Wochen

2.290,-

Leaderboard



Pixelsize: 728 x 90 px
Period: 4 Wochen

1.890,-

Medium Square



Pixelsize: 360 x 360 px
Period: 4 Wochen

1.390,-

Skyscraper



Pixelsize: 120 x 600 px
Period: 4 Wochen

1.990,-

Supersize



Pixelsize: 728 x 90 px
Period: 4 Wochen

1.390,-

Eventcalendar

www.prozesstechnik-portal.com/veranstaltungen

Take advantage of our reach - maximize the exposure of your event with a calendar listing.

1 Entry	66,-
3 Entries	99,-
6 Entries	149,-
9 Entries	199,-

**More than 9 entries
on request**

NEW

Medium Cube

Pixelsize / Page:	360 x 360 px
Period:	1 Month
Format:	JPG, PNG, GIF
Size:	Max. 8MB

With the interactive cube as a display surface we offer you the possibility to display and link 4 ads at the same time!

Your benefits

- ✓ 4-page ad format
- ✓ 4 different links
- ✓ Interactive and Responsive

1.690,-



Click me to go to the demo page!

Sponsored Content

File delivery via E-Mail to daten@fachwelt-verlag.de

The Industry24h online portal is used daily by experts and professionals. Use the Sponsored Content for the marketing of your products and services.

- ✓ Placement on the home page
- ✓ In the look & feel of Industry24h
- ✓ Text/image combination
- ✓ Advertising period: 4 weeks

	Images	Text length	Price
Cover Story	10	25.000 characters	1.990,-
Top Story	5	25.000 characters	1.690,-
Product of the month	5	15.000 characters	1.490,-
Exclusive Interview	5	15.000 characters	1.490,-
Advertorial	3	5000 characters	1.290,-





Native Advertising

Views / Month
Ø 4.000

Your benefits

- ✓ Own company section including sidebar
- ✓ Full attention for your products
- ✓ Prominent placement on the website
- ✓ Reporting included
- ✓ Constant publication of current press news
- ✓ Cannot be hidden by adblockers
- ✓ Responsive design - for all devices

Period	Price
3 Months	4.990,-
6 Months	5.990,-
9 Months	7.990,-
12 Months	9.990,-

Company portrait

Views / Month
Ø 2.000

When booking the portrait, you will receive the entry in the online company register for free.

Your benefits

- ✓ Integration of videos and picture galleries
- ✓ Download PDF files
- ✓ Links to social media platforms
- ✓ Integration of a contact form on request
- ✓ Add up to six contacts
- ✓ Responsive design – for all devices
- ✓ Reporting included

📍 www.industry24h.com/category/firmenportraits

Period	12 Months
Preis	1.490,-



Standalone-Newsletter

File delivery via E-Mail to daten@fachwelt-verlag.de

Benefit from the recommendation nature of our sender address and use our proximity to the market for your competitive advantage!

Recipient **Ø 39,000** Open rate **Ø 15,7 %** Clicks **Ø 2.200** Data delivery **daten@fachwelt-verlag.de**

Your benefits

- ✓ Attention-grabbing advertising format
- ✓ Great proximity to the market
- ✓ Positive association with the sender address
- ✓ Effective target group coverage
- ✓ Freely selectable content

Necessary data

- ✓ Max. 5000 characters of text
- ✓ Max. 10 images
- ✓ Links

5.980,-

Follow-Up Mailing

All recipients who have received the standalone newsletter received the standalone newsletter but have not opened it receive it again.

+ 690,-



Example



Example



Example

Social-Media

Our social media channel **IndustrieWelt** publishes cross-industry news about the process-technical chemical, pharmaceutical, food, laboratory, water and wastewater water and wastewater technology. Use our powerful channel to increase the impact of your campaigns!

Total statistics

Subscribers

5.500

Interactions

Ø 100

Impressions

mind. 20.000

Our social media experts will ensure a successful advertising campaign of your products. According to your specifications, we carry out a selection of the target groups you specify. You define the industries and the fields of activity of your potential customers.

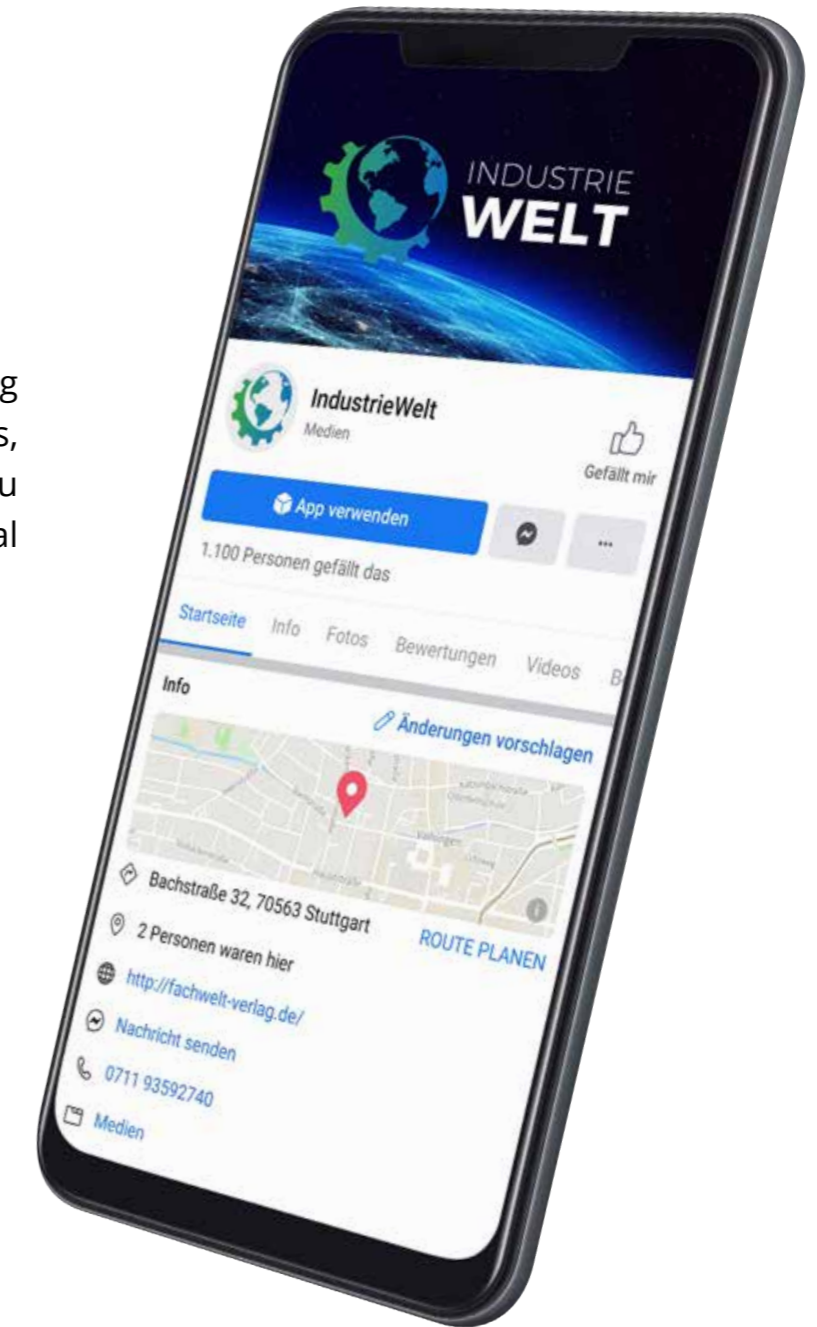
Channels



LinkedIn



Facebook



Social-Media

LinkedIn



Image size
1200 x 627

Text length
200 char.

Hashtags
6 Begriffe

Impressions
8.000

Interactions
Ø 100

Subscribers
4.000

Social-Media-Kampagne

990,-

Your benefits

- ✓ High reach
- ✓ Great advertising effect at an attractive price
- ✓ Neutral recommendation character
- ✓ Attention-grabbing presentation

Social-Media-Campaign

- ✓ Selection according to industries and fields of activity
- ✓ Fast marketing of your products
- ✓ Product recommendation as a professional medium
- ✓ Linking to your website or your Youtube channel

File delivery via E-Mail to daten@fachwelt-verlag.de

Facebook

Image size
1200 x 630

Text length
200 char.

Hashtags
6 Begriffe

Impressions
8.000

Interactions
Ø 100

Subscribers
1.500



Social-Media-Kampagne

990,-

Media packages

*Upgrade for all packages can be arranged

Our Recommendation

Light

- ✓ 1 x Product of the Month 1.490,-
- ✓ 1 x Social-Media Post 890,-
- ✓ 1 x Ad in Topic-Newsletter 1.090,-
- ✓ 1 x Company portrait 1.490,-

Product launch
Fair booth promotion
Social media reporting

List price

~~4.960,-~~ -15%

3.791,-

Premium

- ✓ 1 x Cover-Story Online-Portal 1.990,-
- ✓ 2 x Product of the Month 2.980,-
- ✓ 4 x Social-Media Posts 3.560,-
- ✓ 3 x Ad in Topic-Newsletter 3.270,-
- ✓ 1 x Exclusive Interview 1.490,-
- ✓ 1 x Ad in E-Mag Format S 1.880,-

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

List price

~~15.170,-~~ -35%

9.860,-

Smart

- ✓ 1 x Cover-Story Online-Portal 1.990,-
- ✓ 1 x Product of the Month 1.490,-
- ✓ 2 x Social-Media Posts 890,-
- ✓ 1 x Ad in Topic-Newsletter 1.090,-
- ✓ 1 x Company portrait 1.490,-

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

List price

~~6.950,-~~ -25%

4.837,-

Maximum

- ✓ 2 x Cover-Story Online-Portal 3.980,-
- ✓ 1 x Product of the Month 1.490,-
- ✓ 8 x Social-Media Posts 7.120,-
- ✓ 4 x Ad in Topic-Newsletter 4.360,-
- ✓ 1 x Exclusive Interview 1.490,-
- ✓ 1 x Ad in E-Mag Format S 1.880,-

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

List price

~~20.320,-~~ -40%

12.192,-

Your individual E-Mag special edition

Take advantage of our digital media expertise and implement your corporate publishing products with us as an e-mag. The advantages are obvious on the tablet, notebook and smartphone:

The e-mag is the economical alternative to the print product, because you save on both printing and shipping costs. In return, you benefit from the intelligent networking of your articles, a high reach in the network and high response rates.

We will be happy to advise and support you during implementation - from conception to editing and screen design to programming and publication.



**Integrierung Ihres
Corporate Designs**



**Attractive advertising
opportunities**



User-Tracking



Available at any time



Click me to go to the demo page!

Light

The **Light variant** includes consulting and support for the entire implementation - from conception to editing and screen design to **programming and publication**.

Individual product - the focus is only on you!

- ✓ Your corporate design
- ✓ Selectable content
- ✓ User-Tracking
- ✓ Available any time

Design your special edition with all the advantages of our digital possibilities

- ✓ Text, image presentation
- ✓ Slideshows
- ✓ Videos in MP4 / Youtube
- ✓ Animations
- ✓ Podcasts / Videocasts
- ✓ White Papers

Services in consulting and support

- ✓ Concept
- ✓ Editing
- ✓ Screendesign
- ✓ Programming



Click me to go to the demo page!

✓ Other options by arrangement

Bis 16 Seiten

9.880,-

Short and to the point. That's how you reach your target audience.

Unsere Empfehlung

Bis 32 Seiten

16.880,-

Comprehensive and to the point for your readership.

Bis 48 Seiten

25.880,-

Very comprehensive for a variety of content and requirements.



Click me to go to the demo page!

✓ Other options by arrangement

Bis 16 Seiten

16.760,-

Short and to the point. That's how you reach your target audience.

Unsere Empfehlung

Bis 32 Seiten

23.760,-

Comprehensive and to the point for your readership.

Bis 48 Seiten

32.760,-

Very comprehensive for a variety of content and requirements.

Exclusive

In addition to the basic variant, the **Exclusive variant** offers attractive advertising opportunities in the **e-mag**, on the **portal**, via **newsletter** and **social media**. This wide-ranging campaign ensures that your individual e-mag special edition the best possible distribution.

Individual product - the focus is only on you!

- ✓ Your corporate design
- ✓ Selectable content
- ✓ User-Tracking
- ✓ Available any time

Design your special edition with all the advantages of our digital possibilities

- ✓ Text, image presentation
- ✓ Slideshows
- ✓ Videos in MP4 / Youtube
- ✓ Animations
- ✓ Podcasts / Videocasts
- ✓ White Papers

Your E-Mag is additionally advertised with us *

- ✓ E-Mag PROZESSTECHNIK
- ✓ Online-Portal
- ✓ Newsletter
- ✓ Social Media

*Advertising is coordinated with the publishing management

Lead-Generation

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 to measure the success of a campaign?
- ❓ Which numbers are relevant?
- ❓ How do I reach my target group?

- ✓ **Goal** Leads with full contact details
- ✓ **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

FACHWELT VERLAG



Contact

Any questions? Contact us!



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Advertising rates

Prices in Euro, valid as of
January 1, 2024.

File delivery

via E-Mail ato
daten@fachwelt-verlag.de

Terms and conditions

The General Terms and Conditions apply, which can be
viewed at www.fachwelt-verlag.de/agb.

Terms of payment

Direct debit and payment in advance: 3 % discount
Within 10 days: 2 % discount

MORE DIGITALISATION

MORE POSSIBILITIES

MORE VALUE

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.