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2023 Media Guide **CITplus**

Compelling solutions through
strategic partnerships

www.chemanager.com/citplus
<https://onlinelibrary.wiley.com>



CITplus

The process engineering magazine CITplus is the premiere magazine in the German-speaking region for comprehensive application and practice-related articles, documentaries, interviews and product presentations in the field of process engineering, measurement and control technology and process control technology.

CITplus has **the largest subscription circulation** in its field (more than 50%). CITplus is read by over 20,000 qualified executives, process and chemical engineers, investment decision-makers as well as designers, developers and plant engineers, who are known by name. According to a study by the Emnid Institute, CITplus has an average of 3.4 co-readers.

As the official publication of ProcessNet, the combination of the two associations and co-publishers VDI-GVC and DECHEMA, CITplus provides its readers with decisive and often exclusive (background) information for their day-to-day work. The editorial spectrum ranges from pumps, compressors and compressed air technology to filter and separation technology, mechanical process and bulk materials handling technology as well as software for processes and methods up to MSR and automation technology.

Content

3	Dates & Contents	12	B2B-Audience Portal
4	Dates & Contents	13	Newsletter
5	Subject areas Topics	14	Native Advertising PLUS
6	Prices & Formats	15	PRO-4-PRO
7	Formats	16	Move Beyond Advertising
8	Technical Specifications	21	General Terms and Conditions
9	Analysis	22	General Terms and Conditions
10	Specialist Committee	23	Contact
11	Wiley Online Library	24	Publisher

Overview

Publication frequency
10 issues per year

Volume
26th year 2023

Circulation
20,000

Publisher
DECHEMA
VDI-GVC (ProcessNet)

Publishing Director
Dr. Heiko Baumgartner

Commercial Manager
Sciences
Vanessa Winde

Product Manager
Dr. Michael Reubold

Editor-in-Chief
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Advertising
Stefan Schwartze
Marion Schulz
Thorsten Kritzer

Subscription
€ 234.40 (+ VAT)

ISSN
1436-2597

Format of the magazine
DIN A4

Dates & Contents

Issues	1-2	3	4	5	6
Publishing Date	06.02.2023	07.03.2023	05.04.2023	10.05.2023	07.06.2023
Advertising Deadline	18.01.2023	14.02.2023	15.03.2023	19.04.2023	16.05.2023
Editorial Deadline	28.12.2022	24.01.2023	22.02.2023	29.03.2023	26.04.2023
Newsletter	18.01.2023 15.02.2023	15.03.2023	12.04.2023	17.05.2023	14.06.2023

Trade Fairs	Filtech Cologne, 14.-16.02.2023	European Coatings Show Nuremberg, 28.-30.3.2023	MSR-Spezialmesse Leverkusen, 26.04.2023	Maintenance Dortmund, 24.-25.05.2023	MSR-Spezialmesse Hamburg, 21.06.2023
		Solids Dortmund Dortmund, 29.-30.03.2023	Hannover Messe Hanover, 17.-21.04.2023	Pumps & Valves Dortmund, 24.-25.05.2023	
			LogiMAT Stuttgart, 25.-27.04.2023	Interpack Düsseldorf, 04.-10.05.2023	
			Interpack Düsseldorf, 04.-10.05.2023		
			Sensor+Test Nuremberg, 09.-11.5.2023		
			transport logistic 2023 Munich, 09.-12.05.2023		

Focus topic	Air purification and drying	Battery production	Hydrogen-Plant technology	Digitale Tools and Data Management	Electrolysis
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Specials	Water and Waste water	Bulk Material Technology	Energy efficiency	Maintenance	Green Chemistry
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Subject areas*

• Systems • Devices • Components	■		■	■	
• Industrial Engineering • Safety	■	■		■	■
• Mechanical Processes • Bulk Material Technology • Logistics		■	■	■	
• Measurement, Control, Regulating, Automation Engineering • Drive Technology	■	■	■		■
• Pumps • Compressors • Compressed Air Technology	■		■	■	■
• Thermal Processes • Chemical Processes • Materials and Gases		■			■

Product Forum	Flow Measurement	Explosion Protection	Pressure Measurement	Gaskets Level Measurement	Gas Measurement
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*Please find the individual topics within the subject area on the following page▶

Dates & Contents

Issues	7-8	9	10	11	12
Publishing Date	27.07.2023	07.09.2023	05.10.2023	06.11.2023	06.12.2023
Advertising Deadline	07.07.2023	18.08.2023	13.09.2023	17.10.2023	15.11.2023
Editorial Deadline	15.06.2023	27.07.2023	24.08.2023	25.09.2023	25.10.2023
Newsletter	12.07.2023 16.08.2023	13.09.2023	11.10.2023	15.11.2023	13.12.2023

Trade Fairs		MSR-Spezialmesse Ludwigshafen, 13.09.2023	MSR-Spezialmesse Landshut, 18.10.2023	Namur Bad Neuenahr, 09.-10.11.2023	
		Powtech Nuremberg, 26.-28.09.2023	A+A Düsseldorf, 24.-27.10.2023	SPS Smart Production Solutions Nuremberg, 28.-30.11.2023	
		Ilmac CH-Basel, 26.-28.09.2023	all about automation Düsseldorf, 18.-19.10.2023		
		ECCE13 + ECAB6* Berlin, 17.-23.09.2023 <small>*13th European Congress of Chemical Engineering and 6th European Congress of Applied Biotechnology</small>			

Focus topic	Chemical Recycling	Particle technology	Power-to-X	Process measurement technology and PAT	5G
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Specials	Raw materials and Circular economy	SIL ATEX Explosion protection	Pumps	Digitization	Safety & Security
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Subject areas*

• Systems • Devices • Components	■	■	■	■	
• Industrial Engineering • Safety		■	■		■
• Mechanical Processes • Bulk Material Technology • Logistics	■	■		■	
• Measurement, Control, Regulating, Automation Engineering • Drive Technology	■		■	■	■
• Pumps • Compressors • Compressed Air Technology		■		■	■
• Thermal Processes • Chemical Processes • Materials and Gases	■		■		■

Product Forum	Hoses, Tubes, Connection Technology	Mixing, Conveying, Dosing	Heating, Cooling, Drying	Engineering, Software	Hazardous Materials Handling
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*Please find the individual topics within the subject area on the following page▶

Subject areas | Topics

• Systems • Devices • Components	• Industrial Engineering • Safety	• Mechanical Processes • Bulk Material Technology • Logistics	• Measurement, Control, Regulating, Automation Engineering • Drive Technology	• Pumps • Compressors • Compressed Air Technology	• Thermal Processes • Chemical Processes • Materials and Gases
Devices + Components for metering, emptying, conveying, transporting, storage, packaging and filling, calcining systems, coolers, reactors, recycling systems, sintering plant, vacuum systems, wear and abrasion protection, coating, heat recovery, heat exchangers, weighing	Plant Safety Emission protection, extractor systems, emission monitoring systems, dust removal systems, dust measurement devices	Filling Technology overspill protection, Big Bags, containers, metering equipment, barrels, IBC, silos, closing systems, weighing systems, filling systems	Drive Technology Drive electronics, speed controllers, rotary encoders, frequency inverters, gear units, couplings, motors, actuators, inverters, motion control, control cabinet systems, housing systems, cables and optic fibres, sensors	Fittings for Pumps and Compressors pressure reducers, taps, high pressure fittings, flaps, condensation drains, actuating devices, inspection glasses, gate valves, valves, sampling devices	Coatings corrosion protection, wear protection, linings
Treatment Systems waste water / sewage technology, flue gas cleaners, solvent recovery, neutralisation, sludge treatment, incineration, process water, ultra-pure water	Industrial Protection MAK measuring devices, metal separators, metal detectors, safety clothing, masks, hazardous substance handling, emergency showers, gas warning devices, protective equipment	Conveying, Transportation, Storage removal equipment, conveyor belts, emptying machines, powder pumps, locks, bucket conveyors, containers, nozzles, air injectors, barrels, fluidisation, ventilation, pulsed air equipment, handling systems, lifting gear, tipping equipment, palletising systems, pneumatic conveyor systems, chain conveyors, sacks, ICBs, Big Bags, helical conveyors, vibrating hoppers, silos, tanks, vacuum conveyor systems, vibrators	Asset Management FDT, EDDL, software, diagnostic tools	Sealing Solutions for Pumps and Compressors flat seals, mechanical seals, leakage monitoring, O-rings, gland packings, profiled seals, sealing materials	Catalysis
Valves pressure reducers, vent valves, taps, high pressure valves, flaps, condensation drain valves, mixing valves, non-return valves, actuators, inspection glasses, gate valves, safety valves and fittings, fittings, valve blocks, sampling devices	Electrical Explosion Prevention lighting, EEx p systems, housings, heaters, lift trucks, motors, MSR technology, switching devices, electrostatic charge protection systems, vacuum cleaners, fans, warning devices	Compacting Technology agglomeration, pressing, pelletisers, tablet technology	HMI writers, keyboards, monitors	Compressed Air Technology preparation, filters, condensation, drying, networks, heat recovery	Technical Gases systems, supply, processes
Containers autoclaves, fermenters, columns, reactors, agitator vats, containers, mixers	Engineering/Services plant planning, biological systems, large-scale plant, pharmaceutical plant, validation	Measurement, Control, Regulation of Bulk Materials displays, data recording, measuring devices for pressure, flow, humidity, fill level, bulk material flows, temperature, filter monitoring, cameras, material testing devices, process control, process control and visualisation technology, control devices, switching systems, remote diagnosis, remote maintenance, thermo-analysis, powder analysis, particle analysis and characterisation, weighing	Communication bus systems, HART, interface technology, wireless	Compressors oil-free compressors, contracting, piston compressors, compressed air technology, screw-type compressors, blowers	Thermal Separation Technology distillation, crystallisation, extraction
Seals scrapers, sealing materials, throttle seals for liquids and gases, flat seals, mechanical seals, flange seals, hydraulic seals, piston rings, leakage monitoring, diaphragm and bellows seals, O-rings, pneumatic seals, profiled seals, static seals, gland packings, shaft seals	Industrial Fire Protection fire detection, central fire alarm systems and extinguishing systems, smoke and heat extraction systems	Mixing Technology dispersion units, kneaders, agitators, mixers	Measurement Technology sensors, chromatography, measurement of density, flow rate, pressure, moisture, filling level, pH, dew point, temperature, viscosity, calibration technology, measurement transducers, process analysis, pH measurement, spectroscopy	Pumps high density material pumps, metering pumps, eccentric pumps, barrel pumps, centrifugal pumps, piston pumps, magnetic drive pumps, diaphragm pumps, hose pumps, vacuum pumps, gear pumps	Dryers drum dryers, vacuum dryers, fluidised bed dryers, freeze-dryers, convection dryers, belt type dryers
Piping Technology heaters, fittings, flanges, corrosion protection, compensators, leak location, pigging technology, piping, branches, atomisers	Maintenance, Servicing, Turnaround	Safety and Environmental Technology industrial fire protection, electrical explosion protection, non-electrical explosion protection, plant safety, industrial protection	Software process visualisation, quality assurance, recipe management, simulation, validation plant simulation, asset management, operation and process data recording, ERP, information management, MES, plant information management, plant intelligence, production data management, SCADA, supply chain management	Pipes heating, fittings, flanges, corrosion protection, compensators, leak location, pigging technology, pipelines, branches, atomisers	Heat Transfer plate-type heat exchangers, condensers, heat transfer media, evaporators, coolers, heating coils, spiral heat exchangers, tube-bundle heat exchangers
Hoses compressed air hoses, compressed air coils, formed hoses, high pressure hoses, couplings, leak location, profiled hoses, hose lines, hose materials, protected and insulated hoses, shrink tubes, special hoses, connection elements	Non-electrical Explosion Protection bursting discs, detectors, pressure relief, decoupling systems, explosion diverters, relief valves, explosion flaps, explosion suppression, flame detectors, flame barriers, spark detectors, spark extinguishing systems, inertion systems	Mechanical Separating Technology separators, decanters, flotation, filters, classifiers, vibrators, sieves, sedimentation, separators, washers, cyclones, centrifuges, diaphragm filtration	Control Technology control units/PLC, process control systems, switching cabinets, control rooms/control centres	High Pressure Hoses, Couplings, Leak Location, Hose Lines	Materials Technology glass, ceramics, polymers, metal, special materials
Software CA-x tools, maintenance planning, isometric drawings, planning, quality management, validation, certification	Cleaning Technology sweeping / vacuuming machines, CIP/SIP-cleaning, cleaning agents, clean room technology, blast cleaners	Packaging Technology labelling, packaging materials, palletising machines, tablet presses, automatic closing machines	Weighing Technology industrial weighing machines, metering weighing machines		
Technical Gases, Materials Technology, Micro-process Technology, Engineering, Services, Technikum, Mini-plant		Crushing Technology crushers, atomisers, granulating machines, homogenisers, mills			

Prices & Formats

Advertisements	width/height (mm)	Price €
1/1 Page	210 x 297*	8,240
1/2 Page portrait	90 x 260	4,910
1/2 Page landscape	185 x 128	4,910
Juniorpage	137 x 190	5,440
1/3 Page portrait	58 x 260	3,040
1/3 Page landscape	185 x 85	3,040
1/4 Page classic	90 x 128	2,540
1/4 Page portrait	43 x 260	2,540
1/4 Page landscape	185 x 63	2,540
1/8 Page classic	90 x 63	1,660
1/8 Page landscape	185 x 30	1,660
Job Advertisements	25% discount on regular advertisement prices	

Preferred Positions	width/height (mm)	Price €
Title page + story** ¹	213 x 303	9,390
Inside cover + story**	210 x 297	7,290
Inside front/back page, Back page ¹¹	210 x 297*	8,330
Belly Band	450 x max. 100	5,845
Postcards ²		145

* +3 mm bleed on all sides

BuyersGuide ³	Column	Price €
Each printed line, per edition and keyword	40 mm	8.–
Minimum duration: 12 successive months or until cancelled. 28 keystrokes or 21 capitals per printed line. Addition of company / corporate logo possible (quotation by column / 2 mm column height)		

Discounts

3 Advertisements	5%
6 Advertisements	10%
9 Advertisements	15%

Bound-in inserts*	width/height (mm)	Price €
2-page A4*	210 x 297	6,780
3-page A4 + side flip*	207 + 105 x 297	8,625
4-page A4*	420 x 297	9,400

* Head: 3 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts ³	weight	Price €
	up to 25 g	305
	up to 50 g	395

Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a Nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact:

Marion Schulz, +49 (0) 6201 606 565, mschulz@wiley.com

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Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on
1 October 2022 and supersedes all previous price lists.

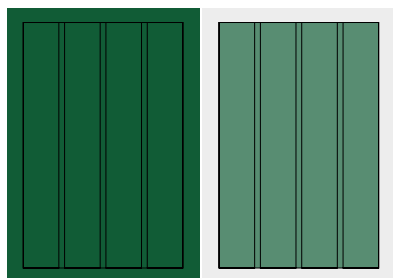
¹ Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

² Postcards: Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

³ Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

** The cover story/inside cover story will be handled like an editorial article and is subject to the standards and formalities of the magazine.

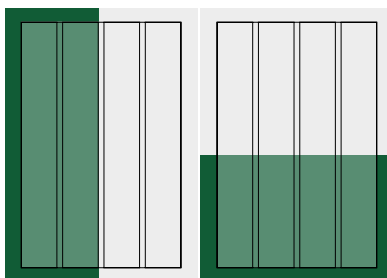
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

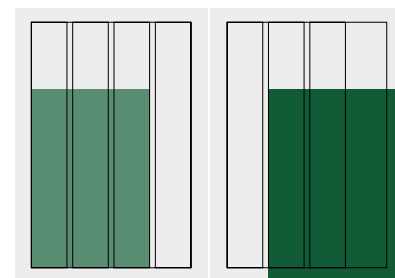
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

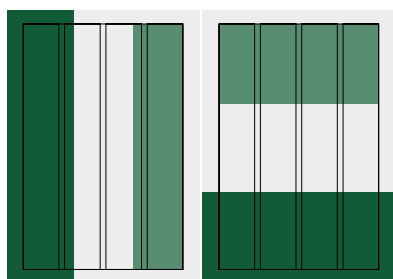
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

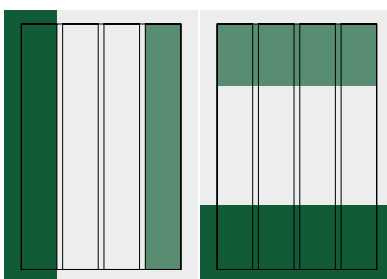
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

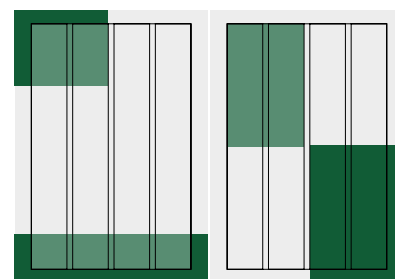
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Pages
Type Area/Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm



1/4 | 1/8
Pages Type Area/Bleed Size

Type Area:
classic: 90 x 128 mm
Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm
Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

Technical Specifications

Magazine format

210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4, column width 43 mm

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts

Delivery quantity: 20,200 copies

Delivery of bound-in inserts

Delivery quantity: 20,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

Data format

We accept the following data formats:
PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

by e-mail an mradtke@wiley.com



Wiley-VCH GmbH
FAO: Melanie Radtke
Boschstrasse 12
69469 Weinheim
Tel.: +49 (0) 6201 606 557

Analysis

Circulation Analysis*

Printed copies	20,000
Actually circulated copies	19,897
Subscribed copies	9,534
Free samples	10,363

* 1st quarter 2020

Size of business unit

1 – 49 employees	23 %
50 – 99 employees	9 %
100 – 199 employees	11 %
200 – 499 employees	12 %
500 – 999 employees	10 %
1000 and more employees	31 %
No details	2 %

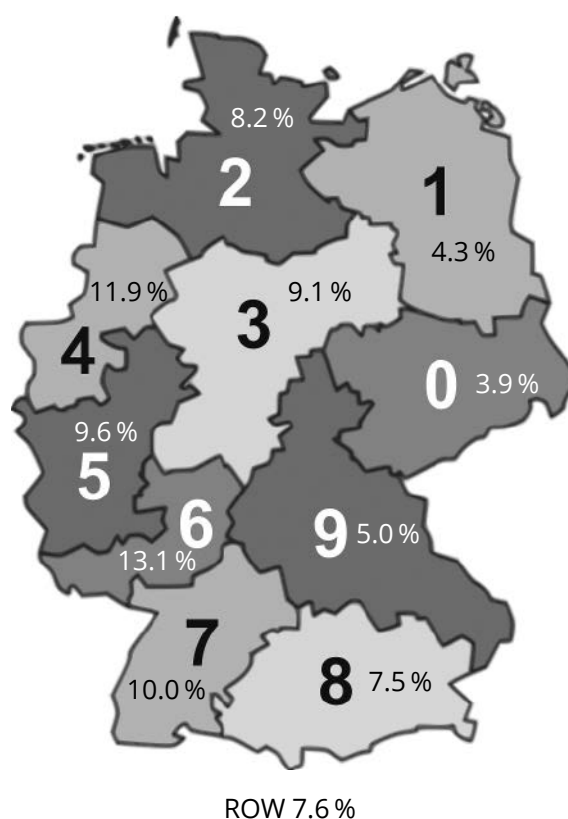
CITplus is the official publication of ProcessNet

The personal members of the VDI association GVC (about 7,100) receive CITplus continuously in the context of their membership.

Industries/Sectors/Specialisms/Professional groups

Chemical industry	43 %
Machinery/plant/equipment construction	22 %
Pharmaceutical industry	10 %
Engineering offices for technical planning, maintenance and repair	9 %
Colleges of further education, colleges and universities	7 %
Food and fodder industry	5 %
Electrical engineering, precision mechanics and optics	2 %
Mining, exploitation of oil, gas, stone and minerals	1 %
Energy + Water supply	1 %

Reader structure: Regional circulation



Decision-making competence for investments

Make specific specialist recommendations	67 %
Make definitive decisions together with colleagues	66 %
Obtain information	61 %
Make preparations for decisions with analyses and evaluations	60 %
Provide suggestions	60 %
Make definitive decisions alone	35 %
The decisions are made by employees subordinate to me	22 %
No details	3 %

Job characteristic: field of activity

Construction, technical planning, production division, R&D	49.8 %
Sales, marketing	6.9 %
Executive management	25.1 %
Technical operations, maintenance	9.5 %
Training, education	2.5 %
Consulting, controlling	4.5 %
not specified and other	1 %

Specialist Committee



Prof. Dr.-Ing. Norbert Kockmann, TU Dortmund, Faculty of Biological and Chemical Engineering, Working Group Apparatus Design, is the deputy head of the ProcessNet professional group PAAT — process, apparatus and systems engineering.



Prof. Dr. Thomas Hirth Vice President for Innovation and International Affairs of Karlsruhe Institute of Technology (KIT). Hirth is a member of Germany's BioÖkonomieRat and Chairman of the ProcessNet Executive Board.



Prof. Dr.-Ing. Wolfgang Peukert Professor of Solid Material and Boundary Layer Process Engineering at the University of Erlangen-Nuremberg and is chairman of the ProcessNet association for Particle Technology and Product Design.



Prof. Dr. Roland Ulber Kaiserslautern Technical University Faculty of Mechanical and Process Engineering, professor of Biological Process Engineering and representative of the Dechema association for Biotechnology in the specialist committee of CITplus.



Prof. Dr. Ferdi Schüth Max-Planck-Institute for Coal Research, Mülheim, chairman of the ProcessNet association for Reaction Technology and chairman of the coordination group for Chemical Energy Research.



Dr. Hans-Erich Gasche Director Process & Plant Safety, Bayer Technology Services, Leverkusen, Chairman of the working group "Lessons from Process Safety Incidents" within the ProcessNet section "Plant and Process Safety".



Dipl.-Ing. Eva-Maria Maus is the deputy chairperson on the ProcessNet specialist community for chemical reaction technology and deputy chairperson of the specialist group for membrane technology.



Dr. Christian Poppe is Director Technical Service, Covestro, as well as chairman of the VDI department "Operation of Process Systems" (GVC0 3 Operations).

Wiley Online Library

More than 1,600 magazines and more than 22,000 books in more than 120 subject channels build the content of the Wiley Online Library. The global Wiley Network offers the latest information from science and industry - from all sectors and geographical regions of the world.

By entering a search term (publication, topic or keyword) to access the large database. The user data shows how popular is this information source among users:

15 Mio. Unique Vistors

25 Mio. Visits

65 Mio. Pages Views

22,586 CITplus WOL-Downloads (2021)

The CITplus leaderboard features are the articles of the print editions, they are available in PDF format and can be find by search engine. The website also offers users the opportunity to search for the most cited technical articles, post content alerts and search the research the contents of the journal.

A point of contact that is of direct or indirect interest to users and offers an attractive platform for advertisers.

Request your personal offer:

Marion Schulz (Account Manager)

Tel.: +49 6201 606-565

E-Mail: mschulz@wiley.com

Wiley Online Library

Basic prices on a magazine

Price € TKP

Price € TKP
incl. geo-targeting

e. g. Chemie Ingenieur Technik –
available impressions approx. 50,900 / month

Leaderboard Banner (728 x 90)

69

79

Rectangle Banner (300 x 250)

89

99

TKP = price per thousand

B2B-Audience Portal: www.chemanager.com/CITplus

chemanager.com is the portal for top executives and decision makers of the chemical and pharmaceutical industry and the relevant supply and application sectors. Everybody who wants to stay on the cutting edge of industry news should not miss chemanager-online.com.

Online-Advertisement

Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on **chemanager.com/CITplus**.

Leaderboard	728 x 90 Pixel	€ 1,650 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 2,150 / month, run of site*
Skyscraper**	120 x 600 Pixel	€ 1,650 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 2,250 / month, run of site*

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

**the mobile optimized version requires an additional Medium Rectangle format

Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of **chemanager.com**. Reach your target group 24/7/365.

Scope of Service: Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

Running Time: 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database ***€ 2,200**

Combo offer: Feature on Portal + Newsletter **€ 2,750**

*in a rotation scheme with five other Top Feature Stories. Text is subject to editorial criteria.

Whitepaper | Application Note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors'.

Scope of Service: Teaser text, product photos, company contacts, PDF for download **€ 995 / 6 months**

Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

Scope of Service: Teaser text, product video, company address **€ 995 / 6 months.**

Accesses to the website (Google Analytics)

Page Impressions/month	131,800
Unique Visits/Month	84,700

Mean values from the 1st half of 2022

See next page for technical specifications

Desktop

Mobile

Newsletter: CITplus INSIGHT

CITplus Insight informs its newsletter subscribers 12 times a year about current topics in process technology. In addition to exclusive reports, the newsletters contain information on products and events, as well as news from the associations.

Newsletter: Banner formats & prices

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 850
Medium Rectangle	300 x 250 Pixel	€ 950
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 950
Combo offer: Feature on website + newsletter		€ 2,750

Material delivery at least 7 days before the dispatch date of the booked newsletter

Newsletter Key Figures 2021/2022

Number of recipients (DOI)	450
Open Rate (MV)	45.7 %
Click Through Rate (MV)	10.5 %

MV = Mean value of 7 newsletters sent out

Technical Data

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner (Website)

Size of data: max. 200 KB

Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB

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Target-website

Please tell us the exact URL, where your banner should be linked to.

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Size of data: max. 40 MB or Youtube link

CITplus INSIGHT

Achema 2022

Liebe Leserin, lieber Leser,

In diesen Zeiten scheint unsere Welt Kopf zu stehen, die Herausforderungen geradezu unlösbar. Doch das ist kein Grund, nicht nach Lösungen zu suchen. Jetzt sind Chemiker, Ingenieure und deren Ideen mehr denn je gefragt, um die Chemieindustrie fit zu machen für die nächsten Schritte der "industriellen Revolution": Defossilierung und Nachhaltigkeit der Wertschöpfungsketten. Im August werden wir auf der Achema 2022 viele neue Technologien entdecken dürfen, um Rohstoffe und Energie zu sparen. Diese Ausgabe von CITplus Insight bietet Ihnen einen Ausblick auf die Themen der Messe und Konferenz.

Etwina Gandert

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PS: Leiten Sie CITplus Insight gerne an interessierte Kolleginnen und Kollegen weiter. [Hier geht es zur kostenfreien Anmeldung.](#)

Full Banner
€ 850



Newsletter Dates

18.01.2023
15.02.2023
15.03.2023
12.04.2023
17.05.2023
14.06.2023
12.07.2023
16.08.2023
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15.11.2023
13.12.2023

Medium Rectangle
€ 950

Feature



News

ACHEMA 2022 – Nachhaltigkeit und Digitalisierung im Fokus

05.07.2022 - An die Chemieindustrie werden mit Blick auf Klimaschutz, Reduktion des CO₂-Emissionen und Rohstoffbedarf hohe Erwartungen gestellt. Antworten und Lösungsansätze für den...

Feature
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Produktion

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ADVERTORIAL

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Kontakt

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Kontakt

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Kontakt

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Food Industry technology

Products from the sectors Logistics and Materials Handling, Packaging and Labeling, Food analysis, Plant Construction and Technical equipment

Safety & Security



Intrusion prevention and next generation firewalls

The small "bump-in-the-wire" EtherCatch series IPS device and the EtherFire series IPS firewall protect critical assets such as PLCs and HMIs at the edge of OT networks.

Real time visibility and controlled management

The Security Dashboard (SDC) software allows administrators to manage all IP systems from one location. The SDC can configure and enforce security policies, monitor network activity in real time, and audit performance policy. Firmware and patch updates for the EtherCatch and EtherFire series.

Pattern-based virtual patching and intelligent threat protection

Pattern-based virtual patching significantly reduces a system's vulnerability to cyber threats. However, this remains a critical challenge in OT environments. Virtual patching techniques complement existing switch management processes by shielding against reconnaissance. Virtual patching acts as an operational emergency security tool that network administrators and operators can quickly deploy to remediate vulnerabilities in affected OT devices.

MOXA

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Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315

Move Beyond Advertising

Powering your message across science & industry

It's critical to find compelling ways to present your message so it stands out and gets your story in front of the right people and communities.

Wiley serves the full ecosystem of publications, societies, scientists and industry professionals with targeted reach and solutions to help you make even deeper connections with your audience.

Engage the right audience with the right marketing mix by adding **Wiley Events & Education** and **Wiley Communications** solutions plus **Amplifiers** to your marketing plans.

Events & Education

Present your own content or sponsor a webinar or virtual event and strategically position your brand alongside trusted, relevant content. Engage and interact with your audience and build credibility for your message.

Communications

These co-branded publications provide an exclusive and distinctive way to promote your brand, using the strengths of our multimedia programs and published work relevant to scientists and industry professionals.

Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!



Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

■ Webinar

Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.

Choose from:

- **Single-Speaker Webinar**
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

Speakers can be provided by the Wiley editorial team or suggested by the sponsor.

Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting



■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers, panel discussions, or co-branded webinars.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

By sponsoring a virtual event your brand will benefit from:

- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



■ Knowledge Hub

Strategically showcase your brand alongside trusted, relevant content.

A Knowledge Hub is an online learning destination focused on specific topic or application areas. Scientists and industry professionals are given a unique opportunity to get familiar with your brand and help further educate them in an engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's scientific practice. They provide users with in-depth information on methods and applications via a custom combination of engaging content, such as article collections, webinars, content feeds, and more!

Knowledge Hubs help scientists and industry professionals put their research into practice and enable you to:

- Associate your brand alongside trusted content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program with Wiley-led marketing tactics to drive additional targeted traffic

Take advantage of expert project management for seamless execution.

Pricing

For detailed information on any of these options, please contact your local representative.

Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

■ Article Collection

Provide scientists and industry professionals with access to full-length journal articles. Focused on a subject of your choice, we create a digital content asset containing 3 to 7 Wiley journal articles.



You can select from a wide range of journal publications and can add a contribution via an introduction letter. Additional full-page ads are optional. When a user enters the site, they will be invited to register.

By sponsoring an Article Collection, your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with key articles relating to sponsor's subject area of choice

■ Expert Insights

Provide scientists and industry professionals with a custom, co-branded publication focusing on a technology in your field. Examples are Ebooks or whitepapers and infographics combined into content assets along with sponsor content.

Expert Insights are presented behind registration and supported by dedicated marketing campaigns to drive traffic.



With Expert Insights scientists get a comprehensive view on a key topic and your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with custom publications relating to sponsor's subject area of choice

■ Essential Knowledge Briefing (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to scientists.

Rapidly deliver your messages in short, practical guides that are in a mobile-enabled format for convenience and easy access.



Work with Wiley to identify a topic — we take care of the content and design

By co-branding an EKB, your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

Pricing

For detailed information on any of these options, please contact your local representative.

Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

Consider adding these amplifiers to your package:

Extended Reach	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
Content Feed	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
Infographic	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
Expert Commentary	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
Translation	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
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Pricing

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 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
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 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“[IAB Terms](#)”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
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 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

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Advertising and Reprint Production Terms and Conditions

PRICING

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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
 - exercise any other rights at law or equity.

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38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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