

# WILEY



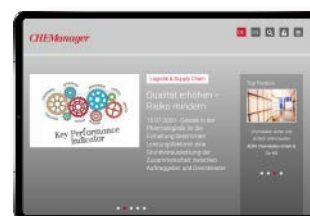
© metamorworks - stock.adobe.com

## 2024 Media Guide

# CHEManager

Compelling solutions through strategic partnerships

[www.chemanager.com](http://www.chemanager.com)



# CHEManager

***CHEManager, the leading trade and business newspaper for the management in the chemical and pharmaceutical industry.***

***CHEManager*** supplies managers and executives periodically with important news to assist them in making strategic business and investment decisions. Latest news, insightful interviews, substantiated market reports and technical articles provide ***CHEManager*** readers in Germany, Switzerland and Austria with a headstart on crucial information 12 times per year. Two times a year, ***CHEManager*** interviews top executives to compile the substantiated business survey ***CHEMonitor***. ***CHEManager***'s penetration of the management levels of chemical and pharmaceutical companies – for instance all members of the VAA (German Association of Chemical Executives) – with a circulation of 40,000 copies is unique.

The ***CHEManager*** brand family is complemented by the B2B online portal ***www.chemanager.com*** with a biweekly newsletter as well as internationally distributed English-language special-topic tabloids under the ***CHEManager International brand*** (4 issues per year, circulation 50,000 copies) and the corresponding English-language online portal. Thus, the ***CHEManager*** brand is the ideal year-round, cross-media image vehicle for corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

## Content

3	CHEManager Footprint	15	CHEManager Innovation Pitch
4	Analysis	16	B2B Website
5	Reader Survey	17	Newsletter
6	Dates & Contents	18	Recruitment Advertising
9	Prices & Formats	19	Move Beyond Advertising
11	Technical Specifications	20	General Terms and Conditions
12	CHEManager International	22	Contact
13	Achema	23	Publisher
14	Native Advertising Plus		

## Overview

**Publication Frequency**  
12 issues per year

**Volume**  
Vol. 33, 2024

**Print run**  
40,000 (Q2/23)  
see [www.ivw.de](http://www.ivw.de)



**Membership**  
IVW

**Publishing Director**  
Steffen Ebert

**Editor-in-Chief**  
Dr. Michael Reubold

**Commercial Manager  
Sciences**  
Vanessa Winde

**Head of Advertising**  
Thorsten Kritzer

**Order Management**  
Melanie Radtke

**Subscription (Print)**  
€ 96.30 (+ VAT)

**Single copy rate**  
€ 12.10 (+ VAT)

**Subscription for students**  
€ 48.15 (+ VAT)

**ISSN**  
0947-4188

**Format of the newspaper**  
350 x 510 mm  
(Rheinisches Format)

## CHEManager Footprint

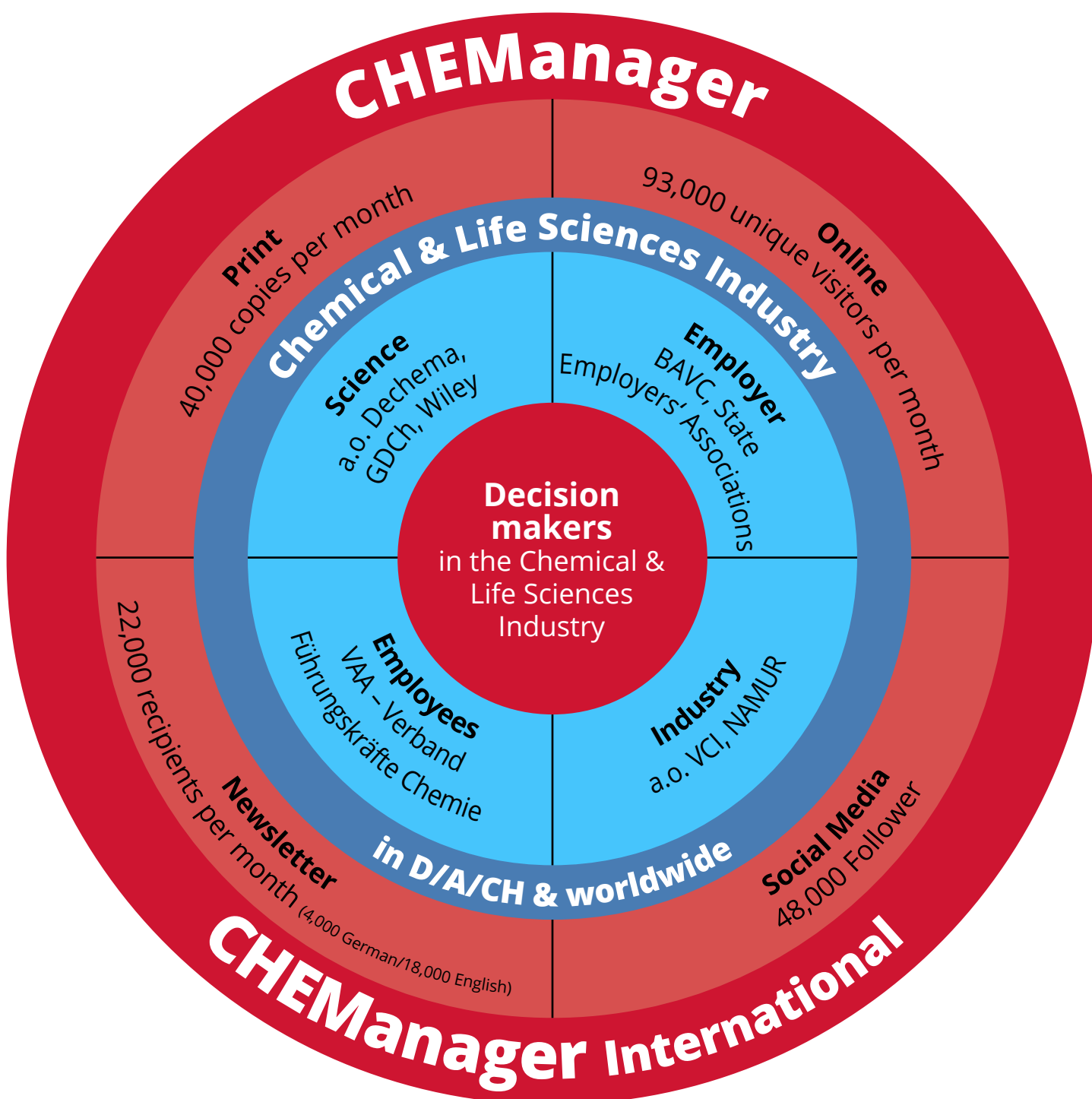
### With CHEManager:

Reach the right audience to achieve effective results for your marketing campaigns in the chemical & life sciences industry.

Connect with decision makers in an effective way. The platform offers you a range of advertising and marketing solutions specifically designed to reach and engage your target audience.

Leverage the industry expertise and wide coverage of over 200,000 contacts a month to promote your brand, products and services. Whether you want to strengthen your company's brand awareness or generate valuable leads for your sales force.

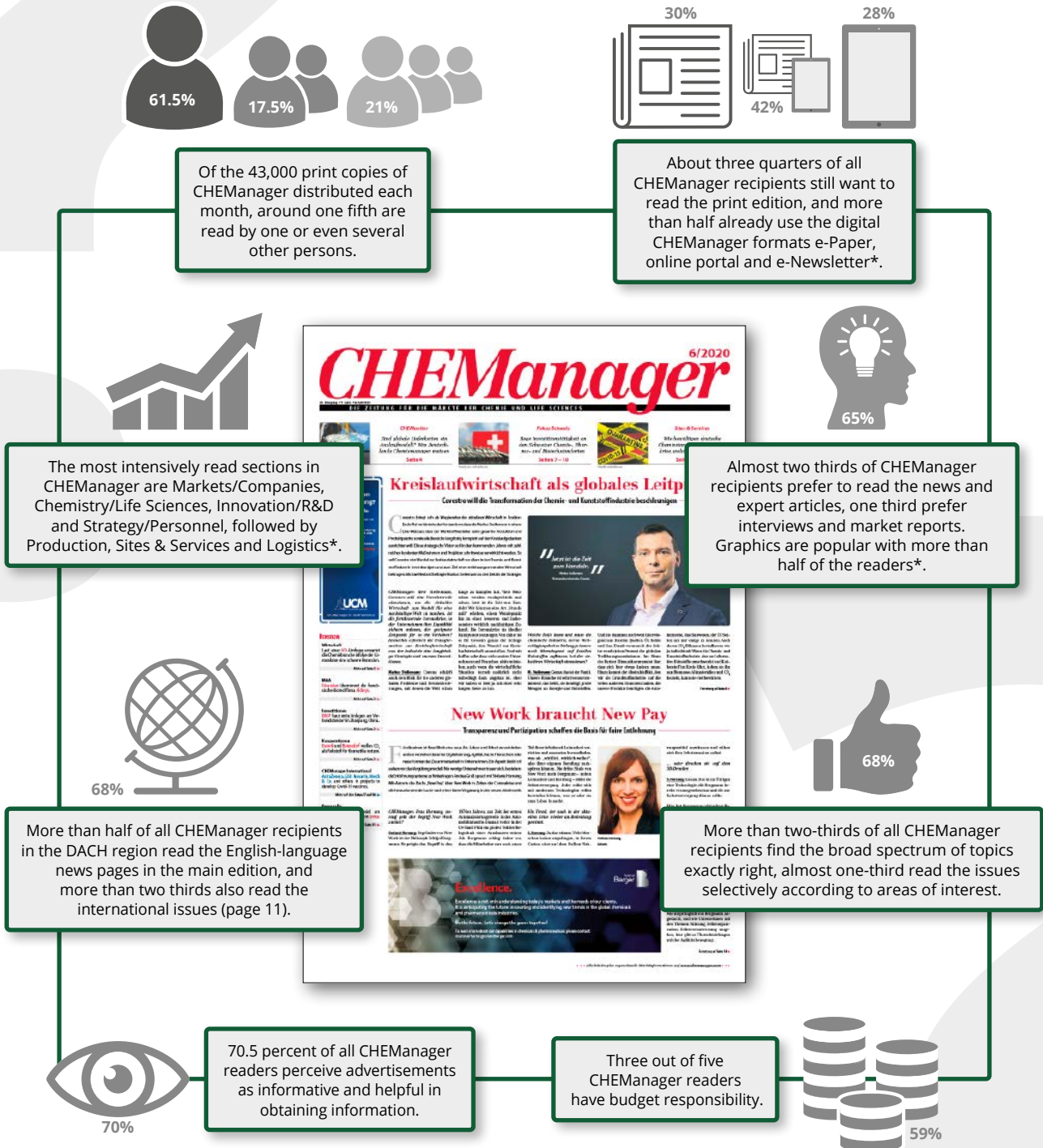
CHEManager is the perfect platform to achieve your marketing goals.



# Reader Survey

In the first quarter of 2019, CHEManager conducted a three-month reader survey in which the results of more than 330 online questionnaires and individual phone surveys were evaluated. The results confirm the regular recipient analyses (page 5) and also allow representative statements to be made about the recipients' reading

behavior and their perception of the contents of the CHEManager print edition. Participants were also asked about the use of the digital edition and the CHEManager.com online platform. Some relevant results are shown graphically on this page.



## Bottom Line

CHEManager meets the information needs of its demanding, highly qualified readership in terms of topics, text styles and media formats. The vast majority of CHEManager readers have management and leadership functions. The ongoing high use of the print edition and the increasing use of digital formats reflect the spectrum of the

current generation of managers between 30 and 60 years of age. More than half of the readers have budget responsibility and more than two thirds rate advertising in the printed CHEManager or corresponding digital advertising formats on the online portal CHEManager.com as informative and helpful.



# Analysis

**CHEManager is the leading publication for executives in the chemical and pharmaceutical industry.**

Nine out of 10 readers of **CHEManager** hold upper or middle management positions. CHEManager is distributed to the members of the German association VAA – Chemical Industry Executives.

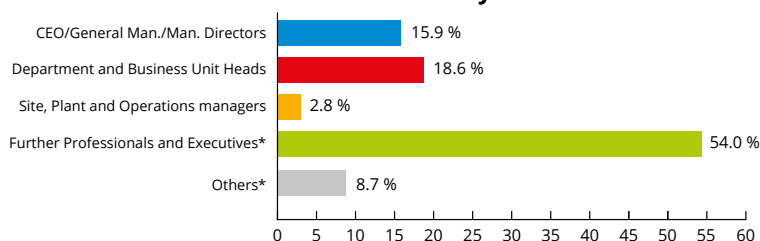
**CHEManager is the publication with the broadest distribution within the chemical and pharmaceutical industry in the German-speaking countries of Europe.**

With an area-wide distribution in Germany, Switzerland, Austria and Benelux, **CHEManager** is highly visible in companies within the chemical and pharmaceutical industry.

**CHEManager is an indispensable media vehicle for communicating with top decision-makers in the chemical and pharmaceutical industry.**

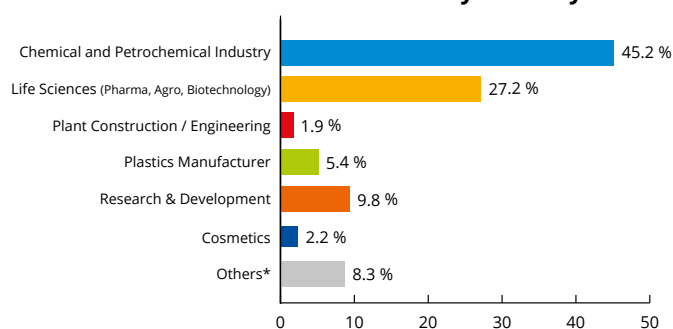
**CHEManager** provides the ideal content for your corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

### Distribution by Position



\* Including approx. 16,000 personal membership recipients at the VAA (Verband angestellter Akademiker und leitender Angestellter der chemischen Industrie e. V.), whose personal data are not collected for data protection reasons, and approx. 3,000 unknown recipients of distribution via distribution partners at universities and airports as well as in MPs' offices and congress/trade fair hotels.

### Distribution by Industry



\* Including distribution via distributors at universities and airports, as well as in MP offices and convention/trade show hotels.

Geographical Distribution	%
Germany	92.8
Switzerland	2.0
Austria	1.5
Benelux	3.1
Others	0.6

Distribution - German Postal codes	%
Post Code 0	4.6
Post Code 1	5.3
Post Code 2	5.6
Post Code 3	7.2
Post Code 4	14.6
Post Code 5	13.4
Post Code 6	21.3
Post Code 7	7.7
Post Code 8	9.2
Post Code 9	3.9
Abroad	7.2

## Editorial Analysis

Topics	%
Markets & Companies*	31
Management & Strategy	16
Production & Automation Control, Digitalization	12
Chemistry & Life Sciences	6
Logistics	7
Industrial Locations (Sites & Services)	7
At a Glance	5
Start-ups	4
Human Resources & Employment Issues	4
Innovation	4
Energy / Environment	4


\* incl. international News

Circulation Breakdown	Copies
Print run	40,000
Subscriptions	16,038
Controlled circulation, Trade Shows	23,574
Total Circulation	39,612

# Dates & Contents

Issues	1 January	2 February	3 March	4 April
Publishing date	24.01.2024	21.02.2024	20.03.2024	17.04.2024
Advertising deadline	08.01.2024	05.02.2024	04.03.2024	28.03.2024
Editorial deadline	18.12.2023	24.01.2024	21.02.2024	20.03.2024
Features and Focus Topics	Austria	Innovation	Digitalization, IoT	Circular Economy

## Topics

<b>Markets • Companies</b> Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs	■	■	■	■
<b>Management • Strategy</b> Company management, business model strategies, financing, start-ups, innovation and R&D management, portfolio and asset management, digitalization, Innovation Pitch	■	■	■	■
<b>Personnel • Career</b> Human Resources strategies, employer branding, labor law and legislation, professional training and development, information for specialists and executives, career management, job market	■	■	■	■
<b>Industrial Locations (Sites &amp; Services)*</b> Site management, site development, industrial settlement, industrial & site services, infrastructure			■	
<b>Chemistry • Life Sciences*</b> Innovative applications of chemicals and materials, feedstocks, value chains & circular economy, catalysis, contract research & manufacturing services, chemical distribution	■	■	■	■
<b>Logistics • Supply Chain*</b> Logistics services, transportation and storage, supply chain management		■		
<b>Production**</b> Plant engineering & construction, plant safety, maintenance, process & automation technology, digitalization, IoT, environmental and climate protection, energy efficiency	■	■	■	■
<b>CHEManager International (English-language topical issues)***</b>			 Issue 1 details page 12	

## E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	17.01. + 31.01.	14.02. + 28.02.	13.03. + 27.03.	10.04. + 24.04.
Distribution date CHEManager International Newsletter (Englisch)	10.01 + 24.01.	07.02. + 21.02.	06.03. + 20.03..	03.04 + 17.04.

## Trade Shows/Conferences

	<b>8th ECP</b> 06.02.2024 Frankfurt, Germany	<b>Handelsblatt Jahrestagung Pharma</b> 29.02.-01.03.2024 Berlin, Germany	<b>Analytica</b> 09.-12.04.2024 Munich, Germany	<b>Hannover Messe</b> 22.-26.04.2024 Hanover, Germany
	<b>E-world Energy &amp; Water</b> 20.-22.02.2024 Essen, Germany	<b>LOPEC</b> 06.-07.0.2024 Munich, Germany		<b>IFAT</b> 13.-17.05.2024 Munich, Germany
		<b>LogiMAT</b> 19.-21.03.2024 Stuttgart, Germany		<b>Handelsblatt Jahrestagung Chemie</b> 18.-19.04.2024 Frankfurt, Germany

Trade fair dates without guarantee.

\* Editorial schedules in more details are available for these sections upon request: visit [www.chemanager.com](http://www.chemanager.com) or send email to [chemanager@wiley.com](mailto:chemanager@wiley.com)


\*\* The Production section focusses on all relevant process industries: chemicals (incl. agrochemicals, food, cosmetics, petrochemicals, plastics) and pharmaceuticals (incl. biotechnology).

\*\*\* Please find additional information on the English-language topical issues on page 12.

## Dates & Contents

Issues	5 May	6 June	7 July	8 August
Publishing date	15.05.2024	12.06.2024	10.07.2024	14.08.2024
Advertising deadline	25.04.2024	24.05.2024	24.06.2024	29.07.2024
Editorial deadline	17.04.2024	15.05.2024	12.06.2024	17.07.2024
Features and Focus Topics	Logistics, Process Technology	Fine & Specialty Chemicals	Switzerland	Energy & Environment

### Topics

<b>Markets • Companies</b> Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs	■	■	■	■
<b>Management • Strategy</b> Company management, business model strategies, financing, start-ups, innovation and R&D management, portfolio and asset management, digitalization, Innovation Pitch	■	■	■	■
<b>Personnel • Career</b> Human Resources strategies, employer branding, labor law and legislation, professional training and development, information for specialists and executives, career management, job market	■	■	■	■
<b>Industrial Locations (Sites &amp; Services)*</b> Site management, site development, industrial settlement, industrial & site services, infrastructure		■		
<b>Chemistry • Life Sciences*</b> Innovative applications of chemicals and materials, feedstocks, value chains & circular economy, catalysis, contract research & manufacturing services, chemical distribution	■	■	■	■
<b>Logistics • Supply Chain*</b> Logistics services, transportation and storage, supply chain management	■			■
<b>Production**</b> Plant engineering & construction, plant safety, maintenance, process & automation technology, digitalization, IoT, environmental and climate protection, energy efficiency	■	■	■	■
<b>CHEManager International (English-language topical issues)***</b>	 Issue 2 details page 12			

### E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	08.05. + 22.05.	05.06. + 19.06.	03.07. + 17.07. + 31.07.	14.08. + 28.08.
Distribution date CHEManager International Newsletter (Englisch)	01.05. + 15.05. + 29.05.	12.06. + 26.06.	10.07. + 24.07.	07.08. + 21.08.

### Trade Shows/Conferences

	<b>Achema</b> 10.–14.06.2024 Frankfurt, Germany	<b>Battery Show</b> 18.–20.06.2024 Stuttgart, Germany		<b>Ilmac</b> 04.–05.09.2024 Lausanne, France
		<b>Chemspec Europe</b> 19.–20.06.2024 Dusseldorf, Germany		

Trade fair dates without guarantee.

\* Editorial schedules in more details are available for these sections upon request: visit [www.chemanager.com](http://www.chemanager.com) or send email to [chemanager@wiley.com](mailto:chemanager@wiley.com)

\*\* The Production section focusses on all relevant process industries: chemicals (incl. agrochemicals, food, cosmetics, petrochemicals, plastics) and pharmaceuticals (incl. biotechnology).

\*\*\* Please find additional information on the English-language topical issues on page 12.

## Dates & Contents

Issues	9 September	10 October	11 November	12 December
Publishing date	11.09.2024	16.10.2024	13.11.2024	11.12.2024
Advertising deadline	26.08.2024	27.09.2024	25.10.2024	25.11.2024
Editorial deadline	14.08.2024	18.09.2024	16.10.2024	13.11.2024

Features and Focus Topics	Pharma & Biotech	Plastics, Circular Economy	Industrial Locations	Automation, Safety & Security

### Topics

<b>Markets • Companies</b> Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs	■	■	■	■
<b>Management • Strategy</b> Company management, business model strategies, financing, start-ups, innovation and R&D management, portfolio and asset management, digitalization, Innovation Pitch	■	■	■	■
<b>Personnel • Career</b> Human Resources strategies, employer branding, labor law and legislation, professional training and development, information for specialists and executives, career management, job market	■	■	■	■
<b>Industrial Locations (Sites &amp; Services)*</b> Site management, site development, industrial settlement, industrial & site services, infrastructure		■	■	
<b>Chemistry • Life Sciences*</b> Innovative applications of chemicals and materials, feedstocks, value chains & circular economy, catalysis, contract research & manufacturing services, chemical distribution	■	■	■	■
<b>Logistics • Supply Chain*</b> Logistics services, transportation and storage, supply chain management	■			
<b>Production**</b> Plant engineering & construction, plant safety, maintenance, process & automation technology, digitalization, IoT, environmental and climate protection, energy efficiency	■	■	■	■

### CHEManager International (English-language topical issues)\*\*\*



Issue 3  
details page 12



Ausgabe 4  
details page 12

### E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	11.09. + 25.09.	09.10. + 23.10.	06.11. + 20.11.	04.12. + 18.12.
Distribution date CHEManager International Newsletter (English)	04.09. + 18.09.	02.10. + 16.10. + 30.10.	13.11. + 27.11.	11.12.

### Trade Shows/Conferences

	<b>CPhI Worldwide</b> 08.-10.10.2024 Milan, Italy	<b>Fuel &amp; Gas Logistics</b> 22.-24.10.2024 Leipzig, Germany	<b>Namur Hauptsitzung</b> 23.-24.11.2024 Neuss, Germany	
	<b>Sepawa Congress</b> 20.10.2024 – 31.10.2024 Berlin, Germany	<b>Deutscher Logistik Kongress</b> 23.-25.10.2024 Berlin, Germany		

Trade fair dates without guarantee.

\* Editorial schedules in more details are available for these sections upon request: visit [www.chemanager.com](http://www.chemanager.com) or send email to [chemanager@wiley.com](mailto:chemanager@wiley.com)

\*\* The Production section focusses on all relevant process industries: chemicals (incl. agrochemicals, food, cosmetics, petrochemicals, plastics) and pharmaceuticals (incl. biotechnology).

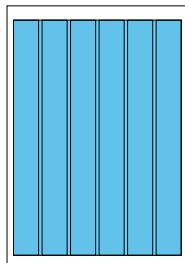
\*\*\* Please find additional information on the English-language topical issues on page 12.



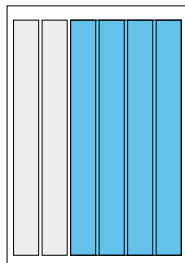
# Prices & Formats

Newspaper Format +++ More than Double Space of a Standard A4 Magazine +++ Maximum visibility

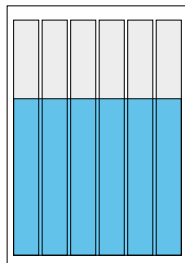
**1/1 Page**  
Width: 325 mm  
Height: 476 mm  
(6 columns)  
€ 16,350



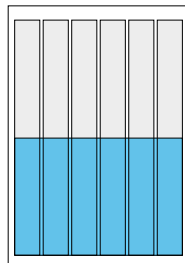
**2/3 Page portrait**  
Width: 215 mm  
Height: 455 mm  
(4 columns)  
€ 12,050



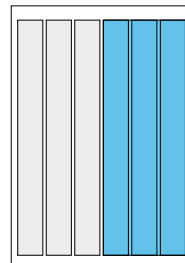
**2/3 Page landscape**  
Width: 325 mm  
Height: 303 mm  
(6 columns)  
€ 12,050



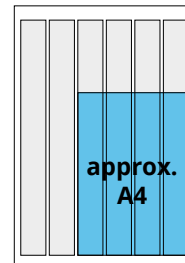
**1/2 Page landscape**  
Width: 325 mm  
Height: 225 mm  
(6 columns)  
€ 10,750



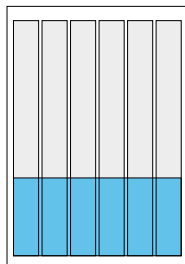
**1/2 Page portrait**  
Width: 160 mm  
Height: 455 mm  
(3 columns)  
€ 10,750



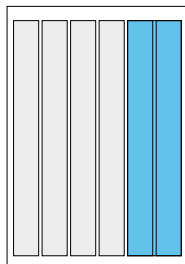
**1/2 Page corner**  
Width: 215 mm  
Height: 303 mm  
(4 columns)  
€ 10,950



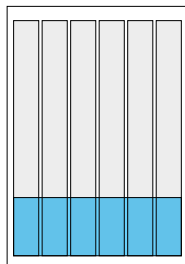
**1/3 Page landscape**  
Width: 325 mm  
Height: 149 mm  
(6 columns)  
€ 8,800



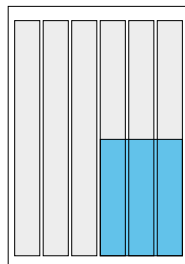
**1/3 Page portrait**  
Width: 105 mm  
Height: 455 mm  
(2 columns)  
€ 8,800



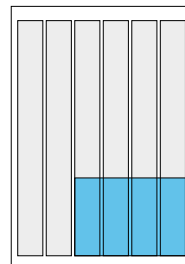
**1/4 Page landscape**  
Width: 325 mm  
Height: 114 mm  
(6 columns)  
€ 7,550



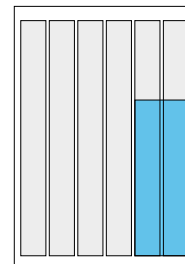
**1/4 Page classic**  
Width: 160 mm  
Height: 227 mm  
(3 columns)  
€ 7,550



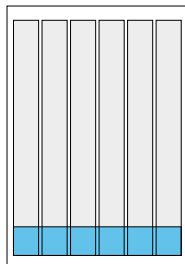
**1/5 Page landscape**  
Width: 215 mm  
Height: 152 mm  
(4 columns)  
€ 7,350



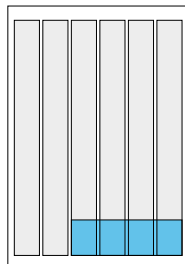
**1/5 Page portrait**  
Width: 105 mm  
Height: 303 mm  
(2 columns)  
€ 7,350



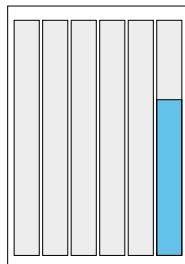
**Footer**  
Width: 325 mm  
Height: 57 mm  
(6 columns)  
€ 4,800



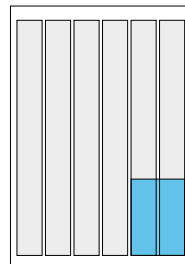
**Corner (small)**  
Width: 215 mm  
Height: 74 mm  
(4 columns)  
€ 3,650



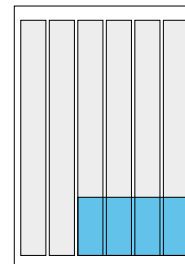
**Skyscraper**  
Width: 50 mm  
Height: 303 mm  
(1 column)  
€ 3,650



**Rectangle**  
Width: 105 mm  
Height: 149 mm  
(2 columns)  
€ 3,650



**1/6 Page landscape**  
Width: 215 mm  
Height: 114 mm  
(4 columns)  
€ 5,450



Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats are available upon request.

### Advertisements by Millimetre

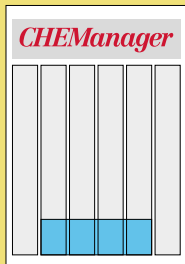
(Price per single column/50 mm)

Standard position  
€ 15.10/mm

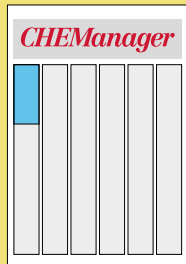
Island advertisement  
€ 18.10/mm

### Premium Positions

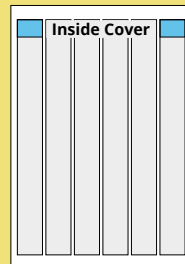
**Title page, Footer**  
Width: 215 mm  
Height: 74 mm  
(4 columns)  
€ 7,250



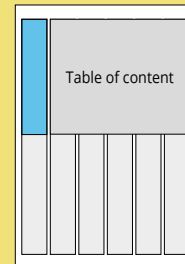
**Title page, Newsflow**  
Width: 50 mm  
Height: 116 mm  
(1 column)  
€ 2,650



**Title corner**  
Width: 50 mm  
Height: 35 mm  
(1 column)  
€ 850



**Skyscraper, Table of content**  
Width: 58 mm  
Height: 260 mm (1 column)  
€ 3,950



## Prices & Formats

Preferred positions	w / h (mm)	Price € 4c
Title page Advert at bottom	215 x 74	€ 7,250
Inside cover (e. g. Production) <sup>1</sup>		€ 9,150
Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)	50 x 35	€ 850

Loose Inserts <sup>2</sup>	weight	Price €
	up to 20 g	€ 230
	per additional 5 g	€ 7

BusinessPartner	Total Price € 4c
width x height	105 x 120 mm
4 Issues	€ 3,240
8 Issues	€ 5,400
12 Issues	€ 7,560

### Advertisements by Millimetre

(Price per single column/50 mm)

Advertisements	€ 18.10 mm
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Job advertisements please see page 18

### Additional charges

Binding positions	10%
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### Discounts

3 Advertisements	5%
6 Advertisements	10%
9 Advertisements	15%
12 Advertisements	20%

### 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:

Thorsten Kritzer,  
+49 (0) 6201 606 730, tkritzer@wiley.com

<sup>1</sup> 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.

<sup>2</sup> Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

### Terms of Payment:

Payment within 30 days without deduction.

### Bank details:

J.P. Morgan AG  
Taunus Turm · Taunustor 1  
60310 Frankfurt, Germany  
IBAN: DE55501108006161517443  
BIC: CHASDEFX

VAT-Id.No.: DE136766623  
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2023 and supersedes all previous price lists.

# Technical Specifications

## Newspaper format

350 x 510 mm (width x height)  
325 x 455 mm (width x height), print space  
Number of columns: 6, column width 50 mm

## Print methods

Newspaper web press (Roll offset)

## Colours

Euro scale,  
no special colours possible

## Application of paint

max 240%

## Screen ruling

70 ruling  
Print profile: ISOnewspaper26v4

## Inserts

Minimum insert size: 105 x 148 mm  
Maximum insert size: 240 x 350 mm (w x h)  
the back fold must be on the long side (350 mm)  
Minimum weight for single-sheet inserts: 170 g/m<sup>2</sup>

## Delivery of loose inserts

Delivery quantity: 40,200 copies

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

## Data formats

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 to [mradtke@wiley.com](mailto:mradtke@wiley.com)



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

# CHEManager International

In addition to the 12 German-language issues of CHEManager, we will be publishing English-language special focus issues under the brand of **CHEManager International**.

These on-topic issues will provide a comprehensive overview on each thematic priority. An extensive pan-European plus overseas circulation will ensure the presence in the world's largest and most vibrant sales markets for the chemical & life science industries. **40,000 copies** will be distributed together with the CHEManager newspaper **in the German language markets**, another **10,000 copies** will be distributed directly to decision makers **across Europe** and will be circulated at leading trade shows and conferences. Regular e-newsletters, daily updated industry news on CHEManager.com plus the digital issues guarantee a **continuous and highly visible cross-media presence**.

## CHEManager International 1

Incl. Focus Topics: Pharma & Biotech, Logistics



Pharma, Biopharma & Biotechnology, Bioeconomy, Chemical & Pharma Logistics, Digitalization.

**Publishing date: 20.03.2024**  
**Advertising deadline: 23.02.2024**

**Circulation: 50,000 copies**  
**incl. distribution at trade shows**  
**CPHI North America,**  
**Interphex, In-Cosmetics**

## CHEManager International 2

Incl. Focus Topics: Fine & Specialty Chemicals, Distribution



Fine and Specialty Chemicals, Bio-based Chemistry, Contract Research, Development and Production, Chemical Distribution.

**Publishing date: 05.06.2024**  
**Advertising deadline: 08.05.2024**

**Circulation: 50,000 copies**  
**incl. distribution at trade shows**  
**Achema, Chemspec Europe**

## CHEManager International 3

Incl. Focus Topics: Pharma & Biotech, Innovation



Pharmaceutical and biotechnological R&D, chemicals for pharmaceuticals, contract research (CROs) and contract manufacturing (CMOs).

**Publishing date: 11.09.2024**  
**Advertising deadline: 16.08.2024**

**Circulation: 50,000 copies**  
**incl. distribution at trade shows**  
**ChemOutsourcing, CPHI Worldwide**

## CHEManager International 4

Incl. Focus Topics: Regions & Locations, Circular Economy



Leading and emerging regions for the chemical & life science industries including detailed location information for investors (FDI).

**Publishing date: 11.12.2024**  
**Anzeigenschluss: 15.11.2024**

**Circulation: 50,000 copies**

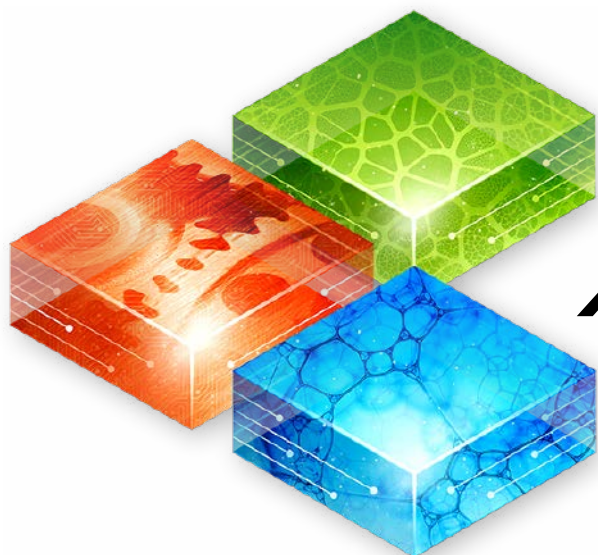
### Prices & Formats

Format: Tabloid, stapled bound (240 mm width x 330 mm height)

Format	(width x height in mm)	Price in €
2/1 pages tabloid	455 x 303	€ 13,750
1/1 page tabloid	215 x 303	€ 8,450
1/2 page tabloid landscape	215 x 152	€ 4,750
1/2 page tabloid portrait	105 x 303	€ 4,750
Juniorpage	160 x 227	€ 4,750

Format	(width x height in mm)	Price in €
1/4 page classic	105 x 149	€ 2,350
1/4 page landscape	215 x 74	€ 2,350
1/4 page portrait	50 x 303	€ 2,350
Cover pages (bleed)	240 x 330 (plus 3 mm trim)	€ 9,250
Title page + story*		€ 9,750
BusinessPartner	4 Issues (105 x 120 mm)	€ 3,200

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



# ACHEMA2024

June 10-14, 2024

## Your company in the spotlight!

---

Show your presence on the market and choose the right advertising space for your company!

Present yourself in the print publications of **CHEManager**, **CITplus**, **ReinRaumTechnik** and **LVT Lebensmittel Industrie**, online and in our **daily newsletters**.

Place your ad in several publications, various newsletters or online — with one package price. Publication dates of the Achema issues are May and June 2024.

**Optimal combined package offers on request!**

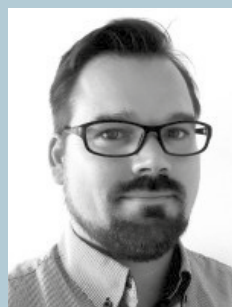
### Ask for your individual offer:



Thorsten Kritzer  
Tel.: +49 (0) 6201 606 730  
tkritzer@wiley.com



Jan Käppler  
Tel.: +49 (0) 6201 606 522  
jkaeppler@wiley.com



Hagen Reichhoff  
Tel.: +49 (0) 6201 606 001  
hreichhoff@wiley.com



Stefan Schwartze  
Tel.: +49 (0) 6201 606 491  
sschwartze@wiley.com



# Native Advertising Plus

## Content is King

In addition to publishers, organisations as well as agencies produce unique and relevant content supporting researchers, engineers and executives with their business processes, strategic decisions or learning success.

## Distribution is Crucial

Valuable content is the essential basis, its targeted distribution is a necessity. Present your content with the leading platform for the chemical, pharmaceutical and process industries and benefit from the excellent reputation CHEManager enjoys across the industries.

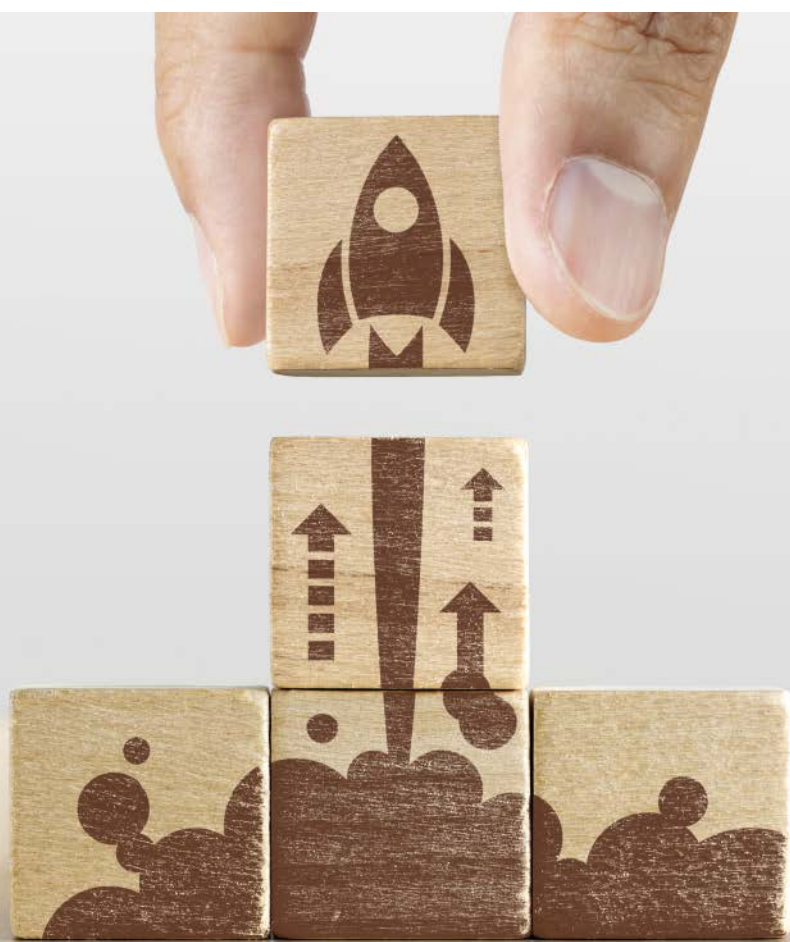
## Native Advertising Plus

With the Native Advertising Plus packages you inform CHEManager's readers with original content. The content communicates your expertise in the field, establishes the experts in your company as thought leaders and leverages brand awareness. The native advertising piece will be designed in the look & feel of CHEManager's original editorial content, both in print and online. By publishing the author's name together with detailed contact information, we encourage direct business initiation.\*



	CHEManager			CHEManager International		
	Basic Native Advertising	Advanced Native Advertising	Professional Native Advertising	Basic Native Advertising	Advanced Native Advertising	Professional Native Advertising
<b>Content</b>	1/4 page text advertisement with 3,500 characters + 1 illustration or graphic	1/2 page text advertisement with 5,500 characters + 2 illustration or graphic	1/1 page text advertisement with 10,000 characters + 4 illustration or graphic	1/2 page text advertisement with 2,000 characters + 1 illustration or graphic	1/1 page text advertisement with 3,500 characters + 2 illustration or graphic	2/1 page text advertisement with 9,000 characters + 4 illustration or graphic
Design in the look & feel of a CHEManager article with customer's individual content	■	■	■	■	■	■
Editorial consulting: benefit from the expert knowledge of our editors – they will be pleased to help you with the production of your content.		■	■		■	■
Online publication until further notice (online layout, tags, links to customer's website; video Integration possible)	■	■	■	■	■	■
Guaranteed placement for 1 day among featured topics		■	■		■	■
Guaranteed placement for 3 days as headline-article			■			■
<b>Price</b>	<b>€ 4,500</b>	<b>€ 6,500</b>	<b>€ 9,900</b>	<b>€ 2,900</b>	<b>€ 5,100</b>	<b>€ 8,300</b>

\*For legal reasons, we have to insert the word Advertorial above the article.



# CHEManager INNOVATION PITCH

## The Initiative

Something is happening in the German and international chemical and life science start-up scene! That is good news, because start-ups are drivers of innovation: chemical start-ups develop new materials and technologies that are urgently needed, for example, for the energy revolution, or they bring digitalization to the process industry. Life science start-ups are discovering new diagnostic or treatment methods for healthcare or are driving digital research forward through databases and platform models. New business models that enable partnerships along the R&D or value chain are also driving progress in chemistry and the life sciences.

The CHEManager Innovation Pitch gives founders, young entrepreneurs and start-ups from the industry the opportunity to present their ideas or business models to a broad audience of experts and thus establish new contacts with potential investors, development partners and customers.

## The Competition

The CHEManager Innovation Pitch is not only a presentation platform for start-ups in the monthly print editions of CHEManager as well as the four print editions of CHEManager International and on a dedicated website, but also a competition. At the end of each year, a jury of experts from organizations and companies associated with the chemical and life science industries selects an annual winner from the start-ups that made it into the CHEManager Innovation Pitch.

## Present your start-up | Sponsoring

As an established communication and information platform, CHEManager offers start-ups access to potential partners and investors and creates a broad public presence through the network.

Are you a company founder and have a start-up in the chemical or life science industry or would you like to support the initiative as a sponsor?

Contact us:  
[chemanager@wiley.com](mailto:chemanager@wiley.com) | +49 (0) 6201 606 522  
[chemanager-innovationpitch.de](http://chemanager-innovationpitch.de)

# B2B-Website [www.chemanager.com](http://www.chemanager.com)

**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**.

Leaderboard	728 x 90 Pixel	€ 1,750 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 2,250 / month, run of site*
Skyscraper**	120 x 600 Pixel	€ 1,750 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 2,350 / 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 Portal (Content ad)

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 **\*€ 2,400**

**Combo offer:** Feature on Portal + Newsletter **€ 2,900**

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

### Accesses to the website

Page Impressions/month	139,800
Unique Visits/Month	92,450

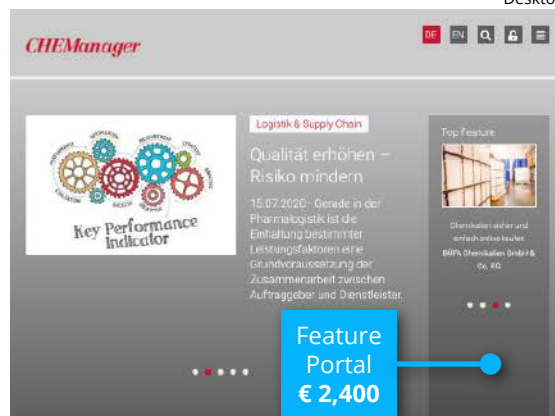
Mean values from the 1st half of 2023

### Deadline for Top Feature:

7 working days before publication

See next page for technical specifications

Desktop

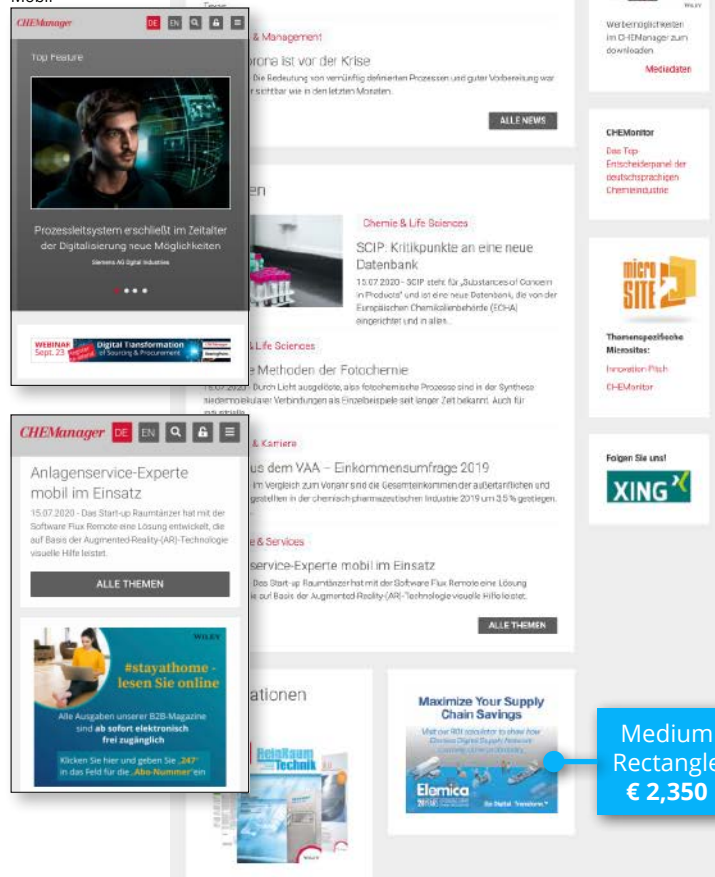


Leaderboard  
€ 1,750

Wide Skyscraper & Skyscraper  
€ 2,250 | € 1,750

Medium Rectangle  
€ 2,350

Mobil





# Newsletter: [www.chemanager.com](http://www.chemanager.com)

With alternating German- and English-language free-of-cost newsletters, **CHEManager** provides its subscribers with important market and company news on a weekly basis. In addition to latest news, exclusive interviews and top stories the newsletters inform about products, services and events.

## Newsletter: Banner formats & prices

**Publication:** bi-weekly. With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,100
Medium Rectangle	300 x 250 Pixel	€ 2,200
Feature Newsletter	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	€ 1,200
<b>Combo offer:</b> Feature on website + newsletter		€ 2,900

## Newsletter Key Figures 2022/2023

	german	english
Subscribers	2,000	9,650
Unique Open Rate (MW.)	36.5 %	17.6 %

MV = Mean value of 39 (german) and 28 (english) 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

Data formats: GIF, JPG, PNG

## Target-website

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

## Webcast

Data format: any video format is possible

Size of data: max. 40 MB or Youtube link

## CHEManager

### Comeback der deutschen Chemie

**Themen:** VCI-Halbjahresbilanz, Unternehmensbilanzen, M&A-News, Personalia, News über AlzChem, BASF Bayer, Brenntag, Evonik, Lanxess, Rentschler, Röhm, Sartorius, WeylChem, u.v.m.

Liebe Leserinnen und Leser,

die deutsche Chemieindustrie hat eine starke Bilanz für das erste Halbjahr 2021 vorgelegt. Der Umsatz der Branche stieg dank guter Nachfrage sowie kräftig anziehender Preise (+ 4,7 %) für chemisch-pharmazeutische Produkte im Vergleich zum Vorjahreszeitraum um 12 % auf 111 Mrd. EUR. Diese positive Bilanz zog der **Verband der Chemischen Industrie (VCI)** heute Vormittag.

Herzliche Grüße,

Michael Reubold und Ralf Kempf  
CHEManager



## Top-Thema



Märkte & Unternehmen

### Arbeit, die zum Leben passt

14.07.2021 - Die neue Flexibilität soll auch in Zukunft Teil der Arbeitswelt des Chemiekonzerns Evonik sein.

Full Banner  
€ 1,100

## Maximize Your Supply Chain Savings

Visit our ROI calculator to show how Elemica Digital Supply Network can help drive profitability



Medium Rectangle  
€ 2,200

## Feature



Chemikalien & Distribution

### Akquisition von EKC vollendet, neuen Geschäftsbereich geschaffen

LANXESS Deutschland GmbH - Die Übernahme von Emerald Kalama Chemical (EKC) durch Lanxess ist erfolgreich abgeschlossen.

Feature  
€ 1,200

INTERPHEX OCTOBER 19-21, 2021  
WWW.INTERPHEX.COM

Exclusive access to your customers

Single Sponsored Newsletter  
€ 6,500

# Recruitment Advertising



The Jobbörse Chemie (chemistry job board), the B2b chemical industry newspaper CHEManager as well as the German Chemical Industry Employers' Association (BAVC) have combined their expertise and efforts by creating the online job market Jobnetwork Chemie | Pharma. The means of this platform targeting the German speaking markets is to provide support to employers in recruiting qualified personnel and specialists. Jobnetwork Chemie | Pharma efficiently connects job-seekers and employers in the chemical and pharmaceutical industries – from trainees and young professionals through to experienced experts and managers.

**Online job postings will be published on the following websites:**

- www.jobnetwork-chemiepharma.de
- www.chemanager-online.com/jobs
- www.jobcluster.de
- www.vaa.de/Karriere

**Online job advertisements**

**Premium advertisements**

Publication of a Premium advertisement (one post per advertisement) in individual design, over a period of up to 60 days.

Your investment: **€ 825** plus statutory VAT.

**Print job advertisements**

With CHEManager you can address over 40,000 specialists and management staff in the German-speaking parts of Europe.

Your investment:  
**€ 3,250** for a ¼ page classic format,  
160 mm width x 227 mm height

Incl. four-colour surcharge plus statutory VAT.

[www.jobnetwork-chemiepharma.de](http://www.jobnetwork-chemiepharma.de)

# Your Business 2024 in the Spotlight

CHEManager.com

## International Issues



**FEATURES:**  
PHARMA & BIOTECH,  
LOGISTICS  
**MARCH**

**Editorial**  
Michael Reubold  
Publishing Manager  
+49 (0) 6201 606 745  
mreubold@wiley.com



**FEATURES:**  
FINE & SPECIALTY  
CHEMICALS, DISTRIBUTION  
**JUNE**

**Ralf Kempf**  
Managing Editor  
+49 (0) 6201 606 755  
rkempf@wiley.com



**FEATURES:**  
PHARMA & BIOTECH, R&D  
CONTRACT MANUFACTURING  
**SEPTEMBER**

**Sales**  
Thorsten Kritzer  
Head of Advertising  
+49 (0) 6201 606 730  
tkritzer@wiley.com



**FEATURES:**  
REGIONS & LOCATIONS,  
CIRCULAR ECONOMY  
**DECEMBER**

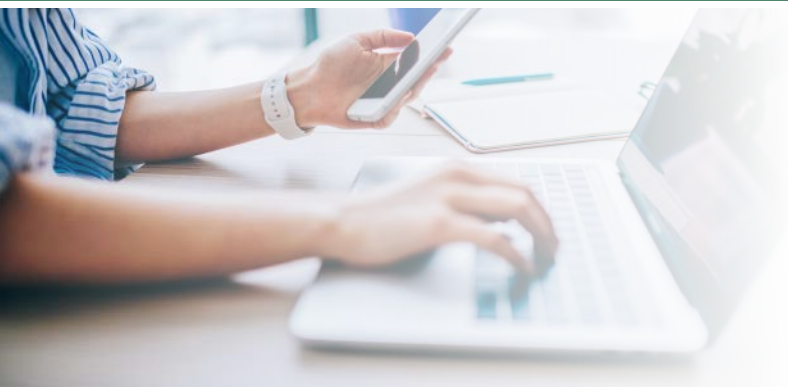
**Jan Kaeppler**  
Media Consultant  
+49 (0) 6201 606 522  
jkaeppler@wiley.com



# MOVE BEYOND ADVERTISING

Erfolgreiche Kommunikation in  
Wissenschaft und Industrie

Mit unseren Lösungen **Wiley Events & Education** und **Wiley Communications** erreichen Sie Ihre Zielgruppen mit dem richtigen Marketing-Mix und generieren qualifizierte Leads für Ihr Unternehmen.



## Events & Education Solutions

**Schließen Sie Wissenslücken und präsentieren Sie Lösungen, die Anwendende in ihrer täglichen Arbeit unterstützen:**



### Webseminare

Zeigen Sie Ihre Expertise und interagieren Sie direkt mit Ihrer Zielgruppe. Sie vertiefen so Ihre Kundenbindung und gewinnen neue Leads.



### Virtual Events

Positionieren Sie sich als Meinungsbildner\*in in einem ausgewählten Themengebiet. Interaktive Formate wie Podiumsdiskussionen, Networking-Sessions und Break-out Räume bieten Ihnen direkten Zugang zu Ihrer Zielgruppe.



### Knowledge Hub

Präsentieren Sie Ihre Marke neben glaubwürdigen, relevanten Inhalten. Auf der themenspezifischen Onlineplattform erhalten Anwendende wertvolle Informationen, können sich mit Ihrer Marke und den Lösungen Ihres Unternehmens vertraut machen und sich weiterbilden.

## Communications Solutions

**Präsentieren Sie sich als Fachleute und bieten Sie Ihrer Zielgruppe Zugang zu glaubwürdigen und relevanten Inhalten:**



### Article Collections

Bieten Sie Forschenden und Fachleuten der Branche Zugang zu peer-reviewed Artikeln aus unseren Fachzeitschriften. Wir bündeln Artikel aus einem bestimmten Thema in einem PDF mit Ihrem Logo und stellen es zum Download bereit.



### Essential Knowledge Briefing

EKBs vermitteln Basiswissen zu komplexen Inhalten in Form von kurzen Leitfäden in einem mobil optimierten Format zur flexiblen Nutzung.



### Expert Insights

Unsere Article Summary Collections, Whitepapers und Custom E-books unterstützen Ihre Zielgruppe mit Expertenwissen zu relevanten Themen. Umfang und inhaltliches Konzept stimmen wir gemeinsam mit Ihnen und unseren Fachredaktionen ab.

Erzielen Sie noch bessere Ergebnisse durch unsere Zusatzleistungen: **professionelle Übersetzungen, erhöhte Reichweite, Content Feeds, Erstellung von Infografiken, Druckexemplare** und **Expertenkommentare als Audio- oder Videodatei**

## Ihr Erfolg ist unser gemeinsames Ziel!

Wir entwerfen Ihre maßgeschneiderte Marketingkampagne aufgrund Ihrer Bedürfnisse. Dabei wählen wir die passenden Kanäle und Maßnahmen, unsere Experten begleiten Sie von Anfang bis Ende und gewährleisten eine reibungslose Umsetzung Ihrer Marketingkampagne.

## Geben Sie Ihrer Marke mehr Sichtbarkeit

Gerne planen wir mit Ihnen Ihre nächste Kampagne oder geben Ihnen weitere Informationen zu unseren Marketinglösungen.

Wenden Sie sich an Ihren Kontakt bei Wiley oder senden Sie eine E-Mail an [corpsolutions@wiley.com](mailto:corpsolutions@wiley.com)

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(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;

(f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and

(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):

- (a) Section II (Ad Placement and Positioning);
- (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 Terms will prevail, to the extent of the inconsistency.

## REPRINT TERMS

19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.

21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.

22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.

23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

# Advertising and Reprint Production Terms and Conditions

## PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
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## CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

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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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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