Media Kit 2019
CITplus
c Chemanager.com

Germany's Leading Magazine
(by circulation sales)
for Chemical Engineers
Quality connects

According to the b2b Decision Maker Analysis by Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

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WILEY-VCH

DESCRIPTION

Brief description

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 – more than 114,000 readers per issue.

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.

Overview

Publication frequency 10 issues per year
Volume 22nd year 2019
Circulation 20,000
Publisher GDCh, DECHEMA, VDI-GVC (ProcessNet)
Publishing house Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12, 69469 Weinheim, Germany
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Fax +49 6201 606 100
Internet www.citplus.com
E-Mail citplus@gitverlag.com
Publishing Director Dr. Katja Habermüller
Commercial Manager Vanessa Winde
EMEA, Sciences Dr. Michael Reubold
Product Manager Wolfgang Sieß, Editor-in-Chief
Editorial Roland Thomé
Advertising Melanie Horn
Order Management € 225 (+ VAT)
Subscription 1436-2597
ISSN DIN A4, 210 x 297 mm
Format of the magazine 2016: 10 issues
Content analysis 568 pages = 100%
Total pages 466 pages = 82%
Editorial 102 pages = 18%
Advertising 16
Inserts
DATES & CONTENTS

ISSUES | 1–2 | 3 | 4 | 5 | 6
---|---|---|---|---|---
Publishing Date | 06.02.2019 | 06.03.2019 | 03.04.2019 | 02.05.2019 | 05.06.2019

TRADE FAIRS

- maintenance Schweiz
  Zürich, 13.–14.02.2019
- DIAM Leipzig
  Schkeuditz, 13.–14.02.2019
- PWOTech
  Nuremberg, 09.–11.04.2019
- PARTEC
  Nuremberg, 09.–11.04.2019
- Maintenance NEXT
  Rotterdam, 09.–11.04.2019
- MSR-Spezialmessen Nord
  Hamburg, 19.06.2019
- Servpac (vorher INservFM)
  Frankfurt, 25.–26.06.2019
- Sensor+Test
  Nuremberg, 25.–27.06.2019

TRADE FAIR ISSUES

- Maintenance
  Comvac / Automation
  Powtech | Partec
  Pumpen | MSR / Sensors

SPECIALS

- 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

- Inspektion Technology
- Temperature
- pH
- Pressure
- Analytics
- Explosion Protection
- Flow Measurement
- Valves and Fittings

ISSUES | 7–8 | 9 | 10 | 11 | 12
---|---|---|---|---|---
Publishing Date | 07.08.2019 | 04.09.2019 | 09.10.2019 | 06.11.2019 | 04.12.2019

TRADE FAIRS

- MSR-Spezialmessen Südwest
  Ludwigshafen, 18.09.2019
- FachPack
  Nuremberg, 24.–26.09.2019
- FILTECH
  Cologne, 22.–24.10.2019
- ILMAC
  Basel, 24.–27.09.2019
- DIAM Bochum
  Bochum, 09.–10.10.2019
- parts2clean
  Stuttgart, 22. –24.10.2019
- SPS/IPC/Drives
  Nuremberg, 26.–28.11.2019

TRADE FAIR ISSUES

- Ilmac
  Filtech
  SPS/IPC/Drives

SPECIALS

- Industrial Parks
- Plant Construction
- Filtration and separation
- Industrie 4.0 / Internet of Things
- SIL | ATEX | Explosion protection

Topics in the Special Fields*

- 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

- Safety Technology
- Hoses | Pipes | Fitting Technology
- Level Measurement
- Engineering-Software | Process IT
- Flow Measurement

*Please find the individual topics within the subject area on the following page
### Subject Area
- 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

### Topics in the Subject Area

#### Devices + Components
- for metering, emptying, conveying, transporting, storage, packaging and filling, calcing 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, container, 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, mixing valves, non-return valves, actuators, inspection glasses, gate valves, safety valves and fittings, fittings, valve blocks, sampling devices.

#### Treatment Systems
- Waste water / sewage technology, flow measurement, neutralisation, sludge treatment, pure water incineration, process water, ultra-neutralisation, sludge treatment, waste water / sewage technology.

#### Conveying, Transportation, Storage
- Removal equipment, conveyor belts, fluidisation, ventilation, pulsed air equipment, handling systems, lifting gear, tipping equipment, palletising systems, pneumatic conveyor systems, chain conveyors, sacks, IBCs, 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.

#### Coatings
- corrosion protection, wear protection, linings.

#### 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, lifters, motors, MSR technology, switching devices, electrostatic charge protection systems, vacuum cleaners, fans, warning devices.

#### Compacting Technology
- Agglomeration, pressing, pelletising, tablet technology.

#### 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 Technology
- 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.

#### Valves
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### Prices & Formats

#### Advertisements

<table>
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#### Preferred Positions

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#### Additional Costs

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### Additional Charges

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### Discounts

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### Terms of Payment

Payment within 30 days without deduction.

### Bank Details

J.P. Morgan AG · Taunus Turm · Taunustor 1 · 60310 Frankfurt, Germany
IBAN: DE55 5011 0800 6161 5174 43
BIC: CHASDEFF

VAT-ID No.: DE 813481633 · Tax No.: 47020/21620

All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2018 and supersedes all previous price lists.

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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 has exclusive rights of it for 6 months.
2. Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
3. No discount given
4. Surcharge for advertisements smaller than ½ page A4 = 50%
5. Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

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**ADDITIONAL COSTS**

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**ADDITIONAL CHARGES**

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**DISCOUNTS**

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<td>15%</td>
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<td>24</td>
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**Buyer's Guide**

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**Reprint and PDF**

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<td>4 Pages</td>
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<td>1,200 €</td>
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**On-line**

General terms of business Contact
## Formats

### 1/1 Pages
- **Type Area:** 185 x 260 mm
- **Bleed Size:** 210 x 297 mm with 3 mm overlap on all sides.
- **Final Size:** 216 x 303 mm

### 1/2 Pages
- **Type Area:**
  - Portrait: 90 x 260 mm
  - Landscape: 185 x 128 mm

- **Bleed Size:**
  - Portrait: 102 x 297 mm
  - Landscape: 210 x 147 mm

+ 3 mm overlap

### Junior-page
- **Type Area:**
  - Portrait: 137 x 190 mm
  - Landscape: 185 x 85 mm

- **Bleed Size:**
  - Portrait: 147 x 209 mm
  - Landscape: 210 x 104 mm

+ 3 mm overlap

### 1/4 Pages
- **Type Area:**
  - Classic: 90 x 128 mm
  - Landscape: 185 x 30 mm

- **Bleed Size:**
  - Classic: 102 x 82 mm
  - Landscape: 210 x 49 mm

+ 3 mm overlap

### 1/8 Pages
- **Type Area:**
  - Classic: 90 x 63 mm
  - Landscape: 185 x 30 mm

- **Bleed Size:**
  - Classic: 102 x 82 mm
  - Landscape: 210 x 49 mm

+ 3 mm overlap

## 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**
- **Print profile:** ISO Coated_v2_300 (39L)

### Colours
- **Euro scale 60 ruling**

### Screen Ruling
- **60 ruling**

### 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: 26,200 copies

### Delivery of Bound-in Inserts
- Delivery quantity: 26,500 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 (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/.
5. 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 melanie.horn@wiley.com

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Melanie Horn
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 557
Fax: +49 (0) 6201 606 790
CITplus is the official publication of ProcessNet
The personal members of the VDI association GVC (about 10,000) receive CITplus continuously in the context of their membership.

Circulation analysis*

<table>
<thead>
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<th>Circulation Analysis</th>
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Size of business unit

<table>
<thead>
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<th>Size of Business Unit</th>
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<tbody>
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</tbody>
</table>

* 2nd quarter 2016

Industries/Sectors/Specialisms/Professional groups

<table>
<thead>
<tr>
<th>Industry/Sector/Professional</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical industry</td>
<td>43%</td>
</tr>
<tr>
<td>Machinery/plant/equipment construction</td>
<td>22%</td>
</tr>
<tr>
<td>Pharmaceutical industry</td>
<td>10%</td>
</tr>
<tr>
<td>Engineering offices for technical planning, maintenance and repair</td>
<td>9%</td>
</tr>
<tr>
<td>Colleges of further education, colleges and universities</td>
<td>7%</td>
</tr>
<tr>
<td>Food and fodder industry</td>
<td>5%</td>
</tr>
<tr>
<td>Electrical engineering, precision mechanics and optics</td>
<td>2%</td>
</tr>
<tr>
<td>Mining, exploitation of oil, gas, stone and minerals</td>
<td>1%</td>
</tr>
<tr>
<td>No details</td>
<td>1%</td>
</tr>
</tbody>
</table>

Decision-making competence for investments

<table>
<thead>
<tr>
<th>Decision-Making</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make specific specialist recommendations</td>
<td>67%</td>
</tr>
<tr>
<td>Make definitive decisions together with colleagues</td>
<td>66%</td>
</tr>
<tr>
<td>Obtain information</td>
<td>61%</td>
</tr>
<tr>
<td>Make preparations for decisions with analyses and evaluations</td>
<td>60%</td>
</tr>
<tr>
<td>Provide suggestions</td>
<td>60%</td>
</tr>
<tr>
<td>Make definitive decisions alone</td>
<td>35%</td>
</tr>
<tr>
<td>The decisions are made by employees subordinate to me</td>
<td>22%</td>
</tr>
<tr>
<td>No details</td>
<td>3%</td>
</tr>
</tbody>
</table>

Job characteristic: field of activity

<table>
<thead>
<tr>
<th>Job Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction, technical planning, production division, R&amp;D</td>
<td>52%</td>
</tr>
<tr>
<td>Sales, marketing</td>
<td>13%</td>
</tr>
<tr>
<td>Executive management</td>
<td>12%</td>
</tr>
<tr>
<td>Technical operations, maintenance</td>
<td>10%</td>
</tr>
<tr>
<td>Training, education</td>
<td>7%</td>
</tr>
<tr>
<td>Consulting, controlling</td>
<td>4%</td>
</tr>
<tr>
<td>Not specified and other</td>
<td>2%</td>
</tr>
</tbody>
</table>

Reader structure: Regional circulation

ROW 8.6%
Regardless of what type of marketing tactics and channels you use – from powerful traditional print advertising to engaging digital content marketing – quality content is always an essential part of it. Wiley’s content solutions offer you access to highly respected publications and learning tools. Benefit from 200 years of publishing experience, a trusted brand, authoritative content and incomparable scientific and professional communities. Get connected through Wiley content!

Content Solutions powering your Business!

Mix and match content campaigns to suit your marketing goals: Choose from tailored combinations of advertising, reprints, supplements and other traditional strategies, as well as powerful microsites, mobile apps, email campaigns, and interactive online learning environments.

Contact us to find out how Wiley content solutions could help drive your marketing strategy.

Advertising

Reaching the minds that matter most: Whether print or online, Wiley advertising offers access to highly targeted, influential audiences of decision makers and opinion leaders in key markets around the world. 19.5 million experts read Wiley journals in print or on WileyOnlineLibrary 100,000 decision makers in industry read our B2B publications.

Webinar

Interact with your target group: Our free-to-attend online seminars engage targeted audiences in real time as well as on-demand – offering a wealth of opportunities to showcase your brand, build thought leadership, deliver training and more.

Microsite

Connect through content: Engage with your target group and position your company as thought leader or technology expert in a certain field. Whether you choose the stand-alone version or a microsite integrated in our B2B portals, you will benefit from promotion campaigns and best technical service.

Essential Knowledge Briefings (EKB)

Exclusivity: Spread your knowledge of a hot topic via the latest channel. EssentialKnowledgebriefings.com represents the ideal platform for your digital publications. You will not only benefit from the strong image of the Wiley brands, but also from exclusivity – no other competitor can publish an EKB on your subject.

Reprints & Sponsorship

Influence through education: Whether you choose a flyer, single article, collection of articles or abstracts with a cover, reprints and ePrints deliver the right content and right brand messages to your target audience. Or raise your profile in a special target group by sponsoring a complementary subscription to respected Wiley online journals.

Custom Publishing & Supplements

Position your brand: Grow brand awareness with a supplement – an extra issue of a peer-reviewed Wiley journal – or a corporate publishing project like customer or company magazines or corporate books. Rely on our editorial expertise and independence as well as our experienced layout team.
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.

Banner advertising
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  € 1,390 / month, run of site*
**Full Banner** 468 x 60 Pixel  € 990 / month, run of site
**Wide Skyscraper** 160 x 600 Pixel  € 1,840 / month, run of site
**Skyscraper** 120 x 600 Pixel  € 1,450 / month, run of site
**Rectangle** 180 x 150 Pixel  € 1,550 / month, run of site
**Medium Rectangle** 300 x 250 Pixel  € 1,930 / month, run of site

* "run of site" means that the ad placements may appear on any page of the target site in a rotating scheme with a maximum of four banners at one position.

Whitepapers / Application Notes
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.

**Whitepaper**: € 890 for 6 months
Including: Teaser text, product photos, company contacts, PDF for download

**Webcast**: € 890 for 6 months
Including: Teaser text, product video, company address

Top Teaser Story
Promote your product, your application note, your event or any other highlight on the “cover page” of chemanager-online.com. Reach your target group 24/7/365.

**Top Teaser Image** 510 x 286 Pixel  € 1,990 / 14 days*
Scope of Service: ↪ Picture, Headline, Intro on landing page (150 letters) ↪ Detailed Text (up to 4,000 characters recommended) ↪ 1-4 Images ↪ Contact Information
Running Time: 14 days prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal’s database

* In a rotation scheme with five other Top Teaser Stories

Newsletter: Banner formats & prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 Pixel</td>
<td>€ 1,840</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>€ 1,450</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 990</td>
</tr>
<tr>
<td>Feature</td>
<td>see below</td>
<td>€ 990</td>
</tr>
</tbody>
</table>

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

Banner:
Size of data: max. 40 KB
Data formats: GIF, JPG, any kind of Redirect/Tag
Target-website: please tell us the exact URL, where your banner should be linked to.

Feature:
1 picture square shape, 1 picture rectangular shape, up to 4,000 char. text
Pictures: JPG, PNG, TIF

Webcasts:
Data format: any video format is possible
Size of data: max. 40 MB
**Microsites**

**Focusing on your Topic**

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content.

Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

---

**Webinars**

**In Dialogue with your Target Group**

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

---

### Microsite “BASIC”

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client.**</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
</tbody>
</table>

**Promotion**

| 1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter | X |
| 1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter | X |
| 1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter | X |

**Tariffs Microsite “BASIC”**

| 6 weeks | € 8,750 | € 15,500 | € 27,750 |

### Microsite “PREMIUM”

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/ agreed to), Banners and Product features provided by the client.**</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months including 1 exchange of editorial content</td>
<td>12 months including 2 exchanges of editorial content</td>
</tr>
</tbody>
</table>

**Promotion**

| 1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter | X |
| 1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter | X |
| 1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter | X |

**Tariffs Microsite “PREMIUM”**

| 6 weeks | € 10,750 | € 19,250 | € 34,250 |

### Microsite “Stand alone”

<table>
<thead>
<tr>
<th>Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
<td></td>
</tr>
</tbody>
</table>

| 18 weeks | on request | on request | on request |

* Discount not available  ** If desired the publishing house will create the printing material for an additional fee.

---

### Webinar “BASIC”

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client.**</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Promotion**

| 1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin. | |

**Tariff Webinar “BASIC”**

| 10 weeks | € 8,750 |

### Webinar “PREMIUM”

<table>
<thead>
<tr>
<th>Media Service</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client.**</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Promotion**

| 1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin. | |

**Tariff Webinar “PREMIUM”**

| 10 weeks | € 11,250 |

* Discount not available  ** If desired the publishing house will create the printing material for an additional fee.
PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS – is the unique product database for vertical B2B markets.

PRO-4-PRO is an essential part of Wiley’s cross media publishing concept. The combination of publishing product news in our B2B magazines, portals and PRO-4-PRO multiplies the marketing success for your company.

---

**BANNER IN A PRODUCT SEGMENT**

<table>
<thead>
<tr>
<th></th>
<th>PRICE PER MONTH €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle Banner 180 x 150 Pixel</td>
<td>725</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>6 MONTHS / PRICE €</th>
<th>12 MONTHS / PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry</td>
<td>free of charge</td>
<td></td>
</tr>
<tr>
<td>Product entry</td>
<td>310</td>
<td>550</td>
</tr>
</tbody>
</table>

**PACKAGE DEALS**

<table>
<thead>
<tr>
<th></th>
<th>RUNTIME</th>
<th>12 MONTHS / PRICE €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Package</td>
<td>12 Months</td>
<td>1,700</td>
</tr>
<tr>
<td>Basic Plus Package</td>
<td>12 Months</td>
<td>3,140</td>
</tr>
<tr>
<td>Flat rate</td>
<td>15 Products (12 Months)</td>
<td>5,080</td>
</tr>
</tbody>
</table>

---

**Clear structure**

**Modern Design**

**Optimized for mobile devices**

---

ONE SITE FITS ALL

WWW.PRO-4-PRO.COM
Ein EKB bietet Ihnen die ideale Mög-lichkeit Basiswissen zu komplexen Inhalten zielgerichtet zu vermitteln.

Das positioniert Sie als Fachexpert e und Meinungsführer und leistet bei Ihrer Zielgruppe wertvolle Hilfestellung.

Sie wählen das Thema – wir übernehmen die grafische und inhaltliche Gestaltung und bieten Ihnen auf www.essentialknowledgebriefings.com die richtige Plattform um qualifizierte Leads zu generieren.

Auf Ihre Zielsetzung abgestimmte Marketingaktivitäten gewährleisten den entsprechenden Traffic.

Unternehmen, die Wissen kompakt bzw. zeitgemäß vermitteln möchten und auf der Intranet-Transfer der starken Wiley-Markan setzen, vertrauen auf dieses Kommunikationsinstrument.

Wissenswert! Essential Knowledge Briefings (EKB)

Ein EKB bietet Ihnen die ideale Möglichkeit Basiswissen zu komplexen Inhalten zielgerichtet zu vermitteln. 

Das positioniert Sie als Fachexperte und Meinungsführer und leistet bei Ihrer Zielgruppe wertvolle Hilfestellung.

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Unternehmen, die Wissen kompakt bzw. zeitgemäß vermitteln möchten und auf der Intranet-Transfer der starken Wiley-Markan setzen, vertrauen auf dieses Kommunikationsinstrument.