Business Newspaper for Executives in the chemical and pharmaceutical industry
Top-quality penetration of the upper and middle management level
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.

You too can rely on Wiley’s print and online publications as well as on our strong brands.

Trade magazines reach 94% of the b2b target group with their print and online publications.

Description

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 43,000 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 55,000 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.

Overview

Publication Frequency
12 issues per year

Volume
Vol. 29, 2020

Print run
43,000 (2nd quarter 2019)

Web address (URL)
www.chemanager.com

Membership
IVW

Publisher
Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12, 69469 Weinheim, Germany
+49 6201 606 0
+49 6201 606 100
www.gitverlag.com
chemanager@wiley.com

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Internet
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Corporate Sales
Director EMEA, Sciences
Dr. Katja Habermüller

Editor-in-Chief
Commercial Manager
EMEA, Sciences
Head of Advertising
Order Management
Subscription
Single copy rate
Subscription for students
ISSN
Format of the newspaper
Content Analysis
Total pages
Editorial
Advertising
Inserts
Dr. Michael Reubold
Vanessa Winde
Thorsten Kritzger, Roland Thomé
Melanie Horn
€ 93.00 (+ VAT)
€ 11.60 (+ VAT, + Postage)
€ 46.50 (+ VAT)
0947-4188
350 x 510 mm (Rheinisches Format)
2018 = 16 issues
361 pages = 100 %
46 pages = 18 %
16

Database
Titel: Nachr. Chem. 06/2019
CHEManager.com • CITplus.de • reinraumtechnik.chemanager-online.com • GIT-LABOR.de • laboratory-journal.com • LVT-WEB.de • Angewandte.de • Angewandte.org • PRO-4-PRO.com • ChemistryViews.org • WileyOnlineLibrary.com
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 of ca. 40,600 print copies in Germany, ca. 813 copies in Switzerland and ca. 403 copies in Austria, 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

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/General Man./Dir.</td>
<td>18.5%</td>
</tr>
<tr>
<td>Department and Business Unit Head</td>
<td>18.4%</td>
</tr>
<tr>
<td>Site, Plant and Operations manager</td>
<td>3.3%</td>
</tr>
<tr>
<td>Further Professionals and Executives*</td>
<td>59.8%</td>
</tr>
</tbody>
</table>

*Including approx. 17,000 personal member recipients of the VAA (Association of Employed Academics and Senior Employees of the Chemical Industry). Personal data not collected for data protection reasons.

Distribution by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Chemical and Petrochemical Industry</td>
<td>49.5%</td>
</tr>
<tr>
<td>Life Sciences (Pharma, Agro, Biotechnology)</td>
<td>32.8%</td>
</tr>
<tr>
<td>Plant Construction/Engineering</td>
<td>5.0%</td>
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<tr>
<td>Plastics Manufacturing</td>
<td>2.2%</td>
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<tr>
<td>Cosmetics</td>
<td>2.7%</td>
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<tr>
<td>Others</td>
<td>7.8%</td>
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Editorial Analysis

<table>
<thead>
<tr>
<th>Topic</th>
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<tr>
<td>Markets &amp; Companies*</td>
<td>33%</td>
</tr>
<tr>
<td>Production &amp; Automation, Control</td>
<td>12%</td>
</tr>
<tr>
<td>Management &amp; Strategy</td>
<td>12%</td>
</tr>
<tr>
<td>Logistics</td>
<td>8%</td>
</tr>
<tr>
<td>Industrial Locations (Sites &amp; Services)</td>
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</tr>
<tr>
<td>Chemistry &amp; Life Sciences</td>
<td>7%</td>
</tr>
<tr>
<td>At a Glance</td>
<td>5%</td>
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<tr>
<td>Start-ups</td>
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<tr>
<td>Human Resources &amp; Employment Issues</td>
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<tr>
<td>Innovation</td>
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<tr>
<td>Energy / Environment</td>
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<tr>
<td>Others</td>
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</table>

* incl. international News

Circulation Breakdown

| Copies
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<tbody>
<tr>
<td>Print run</td>
<td>43,000</td>
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<tr>
<td>Subscriptions</td>
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<tr>
<td>Controlled circulation, Trade Shows</td>
<td>24,499</td>
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<tr>
<td>Total Circulation</td>
<td>41,785</td>
</tr>
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</table>
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 3) 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.

Of the 43,000 print copies of CHEManager distributed each month, around one fifth are read by one or even several other persons. About three quarters of all CHEManager recipients still want to read the print edition, and more than half already use the digital CHEManager formats e-Paper, online portal and e-Newsletter*. Almost two thirds of CHEManager recipients prefer to read the news and expert articles, one third prefer interviews and market reports. Graphics are popular with more than half of the readers*. More than two thirds of all CHEManager recipients find the broad spectrum of topics exactly right, almost one third read the issues selectively according to areas of interest. More than half of all CHEManager recipients in the DACH region read the English-language news pages in the main edition, and more than two thirds also read the international issues (page 10).

70.5 percent of all CHEManager readers perceive advertisements as informative and helpful in obtaining information. Three out of five CHEManager readers have budget responsibility. About three quarters of all CHEManager recipients still want to read the print edition, and more than half already use the digital CHEManager formats e-Paper, online portal and e-Newsletter*. 68 %

70 %

65 %

68 %

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.

* Multiple answers possible
## Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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</thead>
<tbody>
<tr>
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<td>19.02.2020</td>
<td>18.03.2020</td>
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### Features and Focus Topics

- Austria
- Start-Ups
- Digitalization
- Logistics

### Industry Panel CHEMonitor

<table>
<thead>
<tr>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markets • Companies</td>
</tr>
<tr>
<td>Management • Strategy</td>
</tr>
<tr>
<td>Personnel • Career</td>
</tr>
<tr>
<td>Industrial Locations (Sites &amp; Services)*</td>
</tr>
<tr>
<td>Chemistry • Life Sciences*</td>
</tr>
<tr>
<td>Logistics • Supply Chain*</td>
</tr>
<tr>
<td>Production**</td>
</tr>
<tr>
<td>INTERNATIONAL SPECIAL ISSUES</td>
</tr>
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</table>

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

#### E-MAIL-NEWSLETTER

<table>
<thead>
<tr>
<th>Issues</th>
<th>CHEManager-Newsletter (German)</th>
<th>CHEManager-International-Newsletter (English)</th>
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<tbody>
<tr>
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<td>15.01. + 29.01.</td>
<td>08.01. + 22.01.</td>
</tr>
<tr>
<td>Dates</td>
<td>12.02. + 26.02.</td>
<td>05.02. + 19.02.</td>
</tr>
<tr>
<td>Dates</td>
<td>11.03. + 25.03.</td>
<td>04.03. + 18.03.</td>
</tr>
<tr>
<td>Dates</td>
<td>08.04. + 22.04.</td>
<td>01.04. + 15.04. + 29.04.</td>
</tr>
</tbody>
</table>

#### TRADE SHOWS/CONFERENCES

<table>
<thead>
<tr>
<th>Issues</th>
<th>Lounges</th>
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<tbody>
<tr>
<td>Issues</td>
<td>Karlsruhe, Germany 28.–30.01.2020</td>
</tr>
<tr>
<td>Issues</td>
<td>Chemicals America Fort Worth, TX, USA 10.–12.02.2020</td>
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<td>Issues</td>
<td>E-world Energy &amp; Water Essen, Germany 11.–13.02.2020</td>
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<td>Issues</td>
<td>Jahrestagung Pharma Berlin, Germany 11.–13.02.2020</td>
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<td>Issues</td>
<td>European Chemistry Partnering Frankfurt, Germany 27.02.2020</td>
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<td>Issues</td>
<td>Command Control Munich, Germany 03.–04.03.2020</td>
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<td>Logimat Stuttgart, Germany 10.–12.03.2020</td>
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<td>Issues</td>
<td>DCAT Week New York, NY, USA 23.–26.03.2020</td>
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<td>Issues</td>
<td>LOPEC Munich, Germany 24.–26.03.2020</td>
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<tr>
<td>Issues</td>
<td>Analytica Munich, Germany 31.03.–03.04.2020</td>
</tr>
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<td>Issues</td>
<td>In-Cosmetics Barcelona, Spain 31.03.–02.04.2020</td>
</tr>
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<td>Issues</td>
<td>Hannover Messe &amp; CeMAT Hannover, Germany 20.–24.04.2020</td>
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<td>Issues</td>
<td>LogiPharma Europe Nice, France 21.–23.04.2020</td>
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<tr>
<td>Issues</td>
<td>Jahrestagung Chemie Dusseldorf, Germany 24.–25.03.2020</td>
</tr>
</tbody>
</table>

* Editorial schedules in more details are available for these sections upon request: visit www.chemanager.com or send email to 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 10.
### Dates & Contents

<table>
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<th>May 5</th>
<th>June 6</th>
<th>July 7</th>
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### Features and Focus Topics

<table>
<thead>
<tr>
<th>Industry Panel CHEMonitor</th>
</tr>
</thead>
</table>

#### Topics

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

### INTERNATIONAL SPECIAL ISSUES

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

### E-MAIL-NEWSLETTER

- **CHEManager-Newsletter (German)**
  - 06.05. + 20.05.
  - 03.06. + 17.06.
  - 01.07. + 15.07. + 29.07.
- **CHEManager International-Newsletter (English)**
  - 13.05. + 27.05.
  - 10.06. + 24.06.
  - 08.07. + 22.07.
  - 05.08. + 19.08.

### TRADE SHOWS/CONFERENCES

- **VCH Jahrestagung**
  - Nuremberg, Germany
  - 25.–26.05.2020
- **EuCheMS**
  - Liverpool, UK
  - Juli 2020
- **Specialty & Agro Chemicals**
  - Charleston, SC, USA
  - 28.–30.07.2020
- **ChemOutsourcing**
  - NJ, USA
  - September 2020
- **Chemspec Europe**
  - Cologne, Germany
  - 27.–28.05.2020
- **FECC Congress**
  - Milano, Italy
  - 27.–29.05.2020
- **EU PVSEC**
  - Munich, Germany
  - Juni 2020
- **Helsinki Chemicals Forum**
  - Helsinki, Finland
  - 04.–05.06.2020
- **BIO Intern. Convention**
  - San Diego, CA, USA
  - 08.–11.06.2020

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*** Please find additional information on the English-language topical issues on page 10.
# Dates & Contents

## Issues

<table>
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<th></th>
<th>September 9</th>
<th>October 10</th>
<th>November 11</th>
<th>December 12</th>
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### Features and Focus Topics

- **Pharma & Biotech**
- **Automation**
- **Security**
- **Industrial Locations**

### Industry Panel CHEMonitor

**Topics**

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

### International Special Issues

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

### E-mail-Newsletter

- **CHEManager-Newsletter (German)**
  - 09.09. + 23.09. |
  - 07.10. + 21.10. |
  - 04.11. + 18.11. |
  - 02.12. + 16.12. |

- **CHEManager International-Newsletter (English)**
  - 02.09. + 16.09. + 30.09 |
  - 14.10. + 28.10. |
  - 11.11. + 25.11. |
  - 02.12 + 16.12 |

### Trade Shows/Conferences

- **ProcessNet Jahrestagung**
  - Karlsruhe, Germany 21.–24.09.2020
- **CPhI Worldwide**
  - Milano, Italy 13.–15.10.2020
- **Deutscher Logistik Kongress**
  - Berlin, Germany 21.–23.10.2020
- **BIO Europe**
  - Munich, Germany 26.–28.10.2020
- **Sepawa Kongress**
  - Berlin, Germany 27.–30.10.2020
- **Jahrestagung Chemie und Industrieparks**
  - Cologne, Germany 04.–06.11.2020

**Trade Fair Dates without guarantee.**

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** 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 9.
<table>
<thead>
<tr>
<th>Format Description</th>
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<tbody>
<tr>
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<td>455 mm (6 columns)</td>
<td>€ 15,365</td>
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<td>€ 10,115</td>
<td></td>
</tr>
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<td>160 mm</td>
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<td>€ 6,890</td>
<td></td>
</tr>
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</table>

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)

<table>
<thead>
<tr>
<th>Position</th>
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</thead>
<tbody>
<tr>
<td>Standard position</td>
<td>€ 14.25/mm</td>
</tr>
<tr>
<td>Island advertisement</td>
<td>€ 17.00/mm</td>
</tr>
</tbody>
</table>
Prices & Formats

**PRECEDED POSITIONS**  | WIDTH/HEIGHT  | PRICE € 4C
---|---|---
Title page | 215 x 74 | 6,695
Advert at bottom | | |
Inside cover (e.g. Production) | 8,560 |
Title corner inside (e.g. Production, Pharma, Logistics, Chemicals) | 50 x 35 | 805

**LOOSE INSERTS**  | WEIGHT | PRICE €
---|---|---
up to 20 g | 215 |
per additional 5 g | 5.80 |

**BUSINESS PARTNER**  | TOTAL PRICE € 4C
---|---
width x height | 105 x 59 mm | 105 x 120 mm
4 Issues | 1,580 | 3,020
8 Issues | 3,000 | 5,080
12 Issues | 5,040 | 10,160

**ADVERTISEMENTS BY MILLIMETRE**
(Price per single column/50 mm)

<table>
<thead>
<tr>
<th>Advertisements</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Job advertisements please see</td>
<td>page 15</td>
</tr>
</tbody>
</table>

**ADDITIONAL CHARGES**

| Binding positions | 10 % |

**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 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:** Corinna Matz, Tel.: +49 (0) 6201 606 735, cmatz@wiley.com

**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.: DE 813481633 · Tax No.: 47020/21620

All prices are subject to 19% VAT.
The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.

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**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

<table>
<thead>
<tr>
<th>Print methods</th>
<th>Colours</th>
<th>Application of paint</th>
<th>Screen ruling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper web press (Roll offset)</td>
<td>Euro scale no special colours possible</td>
<td>max 240 %</td>
<td>70 ruling</td>
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</tbody>
</table>
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/m²

**Delivery of loose inserts**
Delivery quantity: 43,200 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 (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/](http://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
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. **43,000 copies** will be distributed together with the CHEManager newspaper in the German language markets, another **11,000 copies** will be distributed directly to decision makers across Europe and beyond and **1,000 copies** 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.

**Fine & Specialty Chemicals**

Fine and specialty chemicals for numerous applications in research, pharma, agro, cosmetics, plastics, coatings, electronics or construction.

**Publishing date:**
April 22, 2020

**Advertising closing date:**
March 27, 2020

**Circulation:** 55,000 copies
(includes distribution at Informex USA, Chemspec Europe, FECC Congress)

**Distribution & Logistics**

Chemicals & healthcare/pharma logistics, (supply chain management, storage & transportation solutions) and chemical distribution (sourcing, formulation, trade).

**Publishing date:**
May 20, 2020

**Advertising closing date:**
April 24, 2020

**Circulation:** 55,000 copies
(includes distribution at FECC Congress)

**Pharma & Biotech**

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

**Publishing date:**
September 16, 2020

**Advertising closing date:**
August 21, 2020

**Circulation:** 55,000 copies
(includes distribution at CPhI worldwide, ChemOutsourcing)

**Regions & Locations Guide**

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

**Publishing date:**
December 9, 2020

**Advertising closing date:**
November 13, 2020

**Circulation:** 55,000 copies

Dates and further information on request

**PRICES & FORMATS**

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

<table>
<thead>
<tr>
<th>Format</th>
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<th>Price in €</th>
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</thead>
<tbody>
<tr>
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<td>7,945</td>
</tr>
<tr>
<td>1/2 page tabloid landscape</td>
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<td>4,500</td>
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<tr>
<td>1/2 page tabloid portrait</td>
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<td>4,500</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>160 x 227</td>
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</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>(width x height in mm)</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>1/4 page landscape</td>
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</tr>
<tr>
<td>1/4 page portrait</td>
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<td>2,205</td>
</tr>
<tr>
<td>Cover pages (bleed)</td>
<td>240 x 330 (plus 3 mm trim)</td>
<td>8,700</td>
</tr>
<tr>
<td>Title page + story</td>
<td></td>
<td>9,170</td>
</tr>
</tbody>
</table>
Content is King
This motto has been valid since the hieroglyphs in the temples of the Pharaohs as well as in classic books and journals, as well as all digital formats. Experts claim that we are living in an "age of content". As well as publishing companies, organizations, companies and agencies go to great lengths to produce unique and relevant content, which assist readers in 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 in the leading medium for the chemical, pharmaceutical and process industries and benefit from the excellent reputation and respect which CHEManager enjoys in the industry.

Native Advertising Plus
With Native Advertising Plus you inform CHEManager readers with content which you or your PR agency have produced with the objective of increasing the level of awareness of your company. The article communicates your know-how in the sector, establishes the experts in your company as thought leaders in the market and in turn has a positive effect on the perception of your brand. Integration of the content in the established look & feel of the editorial content of CHEManager, both in print and online, and with naming of the author together with contact information for feedback and enquiries.*

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

Something is happening in the German 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 and on this platform, 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 12 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 | +49 (0)6201 606 522
chemanager-innovationpitch.de
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 € 1,425 / Monat, run of site*
Full Banner 468 x 60 Pixel € 1,015 / Monat, run of site
Wide Skyscraper 160 x 600 Pixel € 1,890 / Monat, run of site
Skyscraper 120 x 600 Pixel € 1,485 / Monat, run of site
Rectangle 180 x 150 Pixel € 1,590 / Monat, run of site
Medium Rectangle 300 x 250 Pixel € 1,980 / Monat, 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: € 915 for 6 months
  Including: Teaser text, product photos, company contacts, PDF for download

Newsletter
Date of publication: every fortnight on even weeks. In case of "Feature", the product will be highlighted one time in the newsletter.

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. Text is subject to editorial criteria.

Newsletter: Banner formats & prices
Wide Skyscraper 160 x 600 Pixel € 1,885
Skyscraper 120 x 600 Pixel € 1,485
Full Banner 468 x 60 Pixel € 990
Feature see below € 1,015

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. 100 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag
Target-website: please tell us the exact URL, where your banner should be linked to.

Product Information/Newsletter-Feature:
1 square picture, 1 rectangle picture
Text: up to 2,000 characters
Pictures: JPG, PNG
Webcasts:
Data format: any video format is possible
Size of data: max. 40 MB
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.

**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

Webinars enable you to interact 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.

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

**Tariffs Microsite “BASIC” **

<table>
<thead>
<tr>
<th></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>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
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**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
- 1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter
- 1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

**Tariffs Microsite “PREMIUM” **

<table>
<thead>
<tr>
<th></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>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
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**Microsite “Stand alone”**

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<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>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.</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
<td></td>
</tr>
<tr>
<td></td>
<td>18 weeks</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
</tr>
</tbody>
</table>

* 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>€ 8,750</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 |

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**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>€ 11,250</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.
1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as “orders”) relating to the publication of one or several adverts of one advertisement (hereinafter “client”) in the magazines of Weyh von GmbH & Co. KG (hereinafter “publisher” for the purpose of these general terms and conditions) or the placement of online advertising on the publisher’s websites. They shall also apply to orders for frequency supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Offsetting, conferring in supplementary general terms and conditions of the publisher or(s) the client is not recognized as an integral part of the contract, unless the publisher expressly agrees therewith.

3. The following shall apply to clients wishing to place more than one advert. The discounts shown in the advert price list are only granted for individual adverts which appear in a printed product within one period. The invoicing date is based on the date of appearance of the first advert, unless a different date has been agreed in writing upon signing of the contract. The size of discount is based on volume, i.e. with a higher volume, fewer adverts than originally agreed, the publisher shall be entitled to recalculate the discount based on the difference between the actual unit price and guaranteed number of units.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe or date stated in clause 3.

5. Order cancellations must be made in writing. The cancellation charge imposed in the case of cancellations on the deadline date for the placement of the advertising (or mentioned thereof) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or specific places in the publication must reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to inform the reader of the advert’s content. The order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word “Advert” by the publisher.

8. The publisher reserves the right to convert advert orders – including individual adverts under a contract – or orders for inserts,grimads,print on demand,etc. into standard or specifically adjusted advert order(s) or publication medium(s), but only in the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of technical means that the advertiser’s personal data is not released to any third party.

9. The client’s claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher’s legal representatives and executors in the event that the client’s claims are asserted against the publisher.

10. Claims for damages on account of fault, damage of unfair trade practices, and/or damage caused by a violation of essential contractual obligations shall be excluded from the liability exclusion according to paragraph 1. Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objective of the contract, liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, its legal representatives or executors shall also be exempt from the liability exclusion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client affirms that he will not use special techniques such as cookies or tracking pixels to obtain or collect data from the client’s own website.

13. The publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining part of the order in the event of non-payment or refusal to pay.

14. The client’s claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher’s legal representatives and executors in the event that the client’s claims are asserted against the publisher.

15. The client avouches that his is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect the client hereby publishes the client from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

16. In the event of a delay in or deferral of payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining part of the order, unless there has been a default and there has been an outstanding debt of EUR 1,000.00. Should the publisher be entitled to do so during the duration of an advertising contract, it must make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

17. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client affirms that he will not use special techniques such as cookies or tracking pixels to obtain or collect data from the client’s own website.

18. The client avouches that his is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect the client hereby publishes the client from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

19. The client acknowledges that it is set to the hyperlink(s) connected to the online advertising. The client further affirms that he will not use special techniques such as cookies or tracking pixels to obtain or collect data from the client’s own website.

20. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher’s head office as per address in the price list, unless a different jurisdiction has been agreed.

21. These general terms and conditions shall be governed by German law, with the exclusion of the UN Convention on Contracts for the International Sale of Goods.