Germany's Leading Magazine for Chemical Engineers (by circulation sales)
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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 23rd year 2020
Circulation 20,000
Publisher GDCh, DECHEMA, VDI-GVC (ProcessNet)
 Publishing house Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12, 69469 Weinheim, Germany
Phone +49 6201 606 0
Fax +49 6201 606 100
Internet www.chemanager.com
E-Mail citplus@wiley.com
Publishing Director Dr. Heiko Baumgartner
Corporate Sales
Director EMEA, Sciences Dr. Katja Habermüller
Commercial Manager EMEA, Sciences Vanessa Winde
Product Manager Dr. Michael Reubold
Editorial Wolfgang Sieß, Editor-in-Chief
Advertising Roland Thomé
Order Management Melanie Horn
Subscription € 225 (+ VAT)
ISSN 1436-2597
Format of the magazine DIN A4, 210 x 297 mm
Content analysis 2018: 10 issues
Total pages 532 pages = 100%
Editorial 467 pages = 87%
Advertising 65 pages = 13%
Inserts 7
### Dates & Contents

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**Trade Fairs**

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**Trade Fair Issues**

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**Topics in the Special Fields**

- Systems
- Devices
- Components
- 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
- 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**

- Inspection Technology
- Compressed Air Technology
- Water Technology
- Systems | Devices
- MSR | Sensors

**SPECIALS**

- Inspection Technology
- Compressed Air Technology
- Water Technology
- Explosion Protection
- Flow Measurement
- Valves and Fittings

**TRADE FAIRS**

<table>
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<td>ProcessNet Jahrestagung</td>
<td>04.09.2020</td>
<td>Karlsruhe</td>
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<td>Powtech</td>
<td>29.09.–01.10.2020</td>
<td>Nürnberg</td>
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<td>MSR-Spezialmesse Rhein-Ruhr</td>
<td>04.11.2020</td>
<td>Bochum</td>
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<td>04.11.2020</td>
<td>Bad Neuenahr</td>
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<tr>
<td>Valve World Expo</td>
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**TRADE FAIR ISSUES**

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**Topics in the Special Fields**

- Systems
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- Pumps
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- Materials and Gases
- 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**
  - **Compressed Air Technology**
- **Thermal Processes**
  - **Chemical Processes**
  - **Materials and Gases**

**Topics in the Subject Area**

<table>
<thead>
<tr>
<th>Devices + Components</th>
<th>Treatments Systems</th>
<th>Plant Safety</th>
<th>Filling Technology</th>
<th>Drive Technology</th>
<th>Fittings for Pumps and Compressors</th>
<th>Asset Management</th>
<th>Sealing Solutions for Pumps and Compressors</th>
<th>Coatings</th>
</tr>
</thead>
<tbody>
<tr>
<td>for metering, conveying, transporting, storage, packaging and filling, calibrating systems, coolers, reactors, recycling systems, sintering plant, vacuum systems, wear and abrasion protection, coating, heat recovery, heat exchangers, weighing</td>
<td>waste water / sewage technology, flue gas cleaner, neutraliser, sludge treatment, incineration, process water, ultra-pure water</td>
<td>Emission protection, extractor systems, emission monitoring systems, dust removal systems, dust measurement devices</td>
<td>overspill protection, Big Bags, containers, metering equipment, barrells, lift tubes, closing systems, weighing systems, filling systems</td>
<td>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</td>
<td>pressure reducers, taps, high pressure safety valves, high pressure safety accessories, condensation drain valves, non-return valves, actuators, inspection glasses, gate valves, safety valves, safety systems and fittings, fittings, valve blocks, sampling devices</td>
<td>Asset valuation, financing, property management, financing</td>
<td>flexible hoses, mechanical seals, leakage monitoring, O-rings, gland packings, profiled seals, sealing materials</td>
<td>corrosion protection, wear protection, linings</td>
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<table>
<thead>
<tr>
<th>Valves</th>
<th>Compacting Technology</th>
<th>Electrical Explosion Prevention</th>
<th>Compressed Air Technology</th>
<th>Technical Gases</th>
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<tbody>
<tr>
<td>pressure reducers, vent valves, taps, high pressure valves, taps, condensation drain valves, mixing valves, non-return valves, actuators, inspection glasses, gate valves, importance systems and fittings, fittings, valve blocks, sampling devices</td>
<td>agglomeration, pressing, pelletising, tablet technology</td>
<td>lighting, EEx p systems, housings, heaters, lift tubes, motors, MSR technology, switching devices, electrostatic charge protection systems, vacuum cleaners, fans, warning devices</td>
<td>bus systems, HART, interface technology, wireless</td>
<td>systems, supply, processes</td>
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<table>
<thead>
<tr>
<th>Containers</th>
<th>Engineering/Services</th>
<th>Seals</th>
<th>Industrial Fire Protection</th>
<th>Piping Technology</th>
<th>Industrial Engineering</th>
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<tr>
<td>autoclaves, fermenters, columns, reactors, agitator vats, containers, mixers</td>
<td>plant planning, biological systems, large-scale plant, pharmaceutical plant, validation</td>
<td>scrapers, sealing materials, throtte seals for liquids and gases, flat seals, mechanical seals, flange seals, hydraulic seals, piston rings, leakage monitoring, diaphragm and bellows seals, O-rings, pneumatic seals, profiled seals, static seals, gland packings, shaft seals</td>
<td>fire detection, central fire alarm systems and extinguishing systems, smoke and heat extraction systems</td>
<td>mechanical valves, air valves, replacement valves, compensators, leakage systems, reducers, adapters, tubing, corrosion protection, compensators, leak location, pigging technology, piping, branch lines, atomisers</td>
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<th>Maintenance, Servicing, Turnaround</th>
<th>Safety and Environmental Technology</th>
<th>Measurement, Control, Regulation of Bulk Materials</th>
<th>Communication</th>
<th>Compressors</th>
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<td>fire alarm systems, unit alarmers, mixers, agitators, mixers</td>
<td>industrial fire protection, electrical explosion protection, non-electrical explosion protection, plant safety, industrial protection</td>
<td>sensors, chromatography, measurement of density, flow rate, pressure, moisture, filling level, pH, dew point, temperature, viscosity, calibration technology, measurement transducers, process analysers, pH measurement, spectroscopy</td>
<td>bus systems, HART, interface technology, wireless</td>
<td>oil-free compressors, contracting, piston compressors, compressed air technology, screw-type compressors, blowers</td>
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<th>Pumps</th>
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<th>Heat Transfer</th>
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<td>high density material pumps, metering pumps, eccentric pumps, barrel pumps, centrifugal pumps, piston pumps, magnetic drive pumps, diaphragm pumps, hose pumps, vacuum pumps, gear pumps</td>
<td>heating, fittings, flanges, corrosion protection, compensators, leak location, pigging technology, pipelines, branches, atomisers</td>
<td>plate-type heat exchangers, condensers, heat transfer media, evaporators, coolers, heating coils, spiral heat exchangers, tube-bundle heat exchangers</td>
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<table>
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<th>Hoses</th>
<th>Non-electrical Explosion Protection</th>
<th>Mechanical Seperating Technology</th>
<th>Control Technology</th>
<th>High Pressure Hoses, Couplings, Leak Location, Hose Lines</th>
<th>Materials Technology</th>
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<td>compressed air hoses, compressed air coil, formed hoses, high pressure hoses, couplings, leak location hoses, drip tubes, special hoses, connection elements</td>
<td>bursting discs, detectors, pressure relief, decoupling systems, explosion diverters, relief valves, explosion flaps, explosion suppression, flame detectors, flame barriers, spark detectors, spark extinguishing systems, inert systems</td>
<td>separators, decanters, flotation, filters, classifiers, vibrators, sieves, sedimentation, separators, washers, cylinders, centrifuges, diaphragm filtration</td>
<td>control units, PLC, process control systems, switching cabinets, control rooms, control centres</td>
<td>high pressure hoses, couplings, leak location, hose lines</td>
<td>glass, ceramics, polymers, metal, special materials</td>
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<th>Technical Gases, Materials Technology, Micro-process Technology, Engineering, Services, Technikum, Mini-plant</th>
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<td>CAx tools, maintenance planning, isometric drawings, planning, quality management, validation, certification</td>
<td>industrial weighing machines, metering weighing machines</td>
<td>chemical processes, materials technology, micro-process technology, engineering, services, technikum, mini-plant</td>
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<th>Crushing Technology</th>
<th>Technical Gases, Materials Technology, Micro-process Technology, Engineering, Services, Technikum, Mini-plant</th>
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<tr>
<td>sweeping / vacuuming machines, CP-Sip, cleaning agents, clean room technology, blast cleaners</td>
<td>crushers, atomisers, granulating machines, homogenisers, mills</td>
<td>chemical processes, materials technology, micro-process technology, engineering, services, technikum, mini-plant</td>
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## Prices & Formats

### ADVERTISEMENTS

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<tr>
<td>bis 50 g</td>
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### BUYERSGUIDE

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### Additional Charges

- **Binding positions**: 10%
- **Native Advertising Plus – Advertorials**
  - 1/1 PAGE: 4,075
  - 1/2 PAGE: 2,050
  - 1/4 PAGE: 1,035

### Discounts

- 3 Advertisements: 5%
- 6 Advertisements: 10%
- 9 Advertisements: 15%
- 12 Advertisements: 20%
- 18 Advertisements: 25%
- 24 Advertisements: 30%

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- Taunustor 1 · 60310 Frankfurt, Germany
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- 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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**Contact:** Corinna Matz, Tel.: +49 (0) 6201 606 735, cmatz@wiley.com
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
Sheets offset, adhesive binding
Print profile: ISO Coated_v2_300 (39L)

Colours
Euro scale

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
Analysis

Circulation analysis*
Printed copies 20,000
Actually circulated copies 19,874
Subscribed copies 11,374
Free samples 8,500

Size of business unit
- 1 – 49 employees 25 %
- 50 – 99 employees 9 %
- 100 – 199 employees 10 %
- 200 – 499 employees 12 %
- 500 – 999 employees 9 %
- 1000 and more employees 32 %
No details 3 %

* 1st quarter 2019

Reader structure: Regional circulation

Industries/Sectors/Specialisms/Professional groups
- Chemical industry 43 %
- Machinery/plant/equipment construction 22 %
- Pharmaceutical industry 10 %
- Engineering offices for technical planning, maintenance and repair 9 %
- Colleges of further education, colleges and universities 7 %
- Food and fodder industry 5 %
- Electrical engineering, precision mechanics and optics 2 %
- Mining, exploitation of oil, gas, stone and minerals 1 %
- No details 1 %

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

Job characteristic: field of activity
- Construction, technical planning, production division, R&D 48 %
- Sales, marketing 10 %
- Executive management 23 %
- Technical operations, maintenance 10 %
- Training, education 5 %
- Consulting, controlling 3 %
- Not specified and other 2 %

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.
Specialist Committee

Prof. Dr. techn. Hans-Jörg Bart
Professor of Thermal Process Engineering in the faculty of Mechanical Engineering and Process Engineering at the Kaiserslautern Technical University. As the deputy chairman of the specialist committee for adsorption he represents the interests of the ProcessNet association for fluid dynamics and separation technology.

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

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

Dr.-Ing. Martin Schmitz-Niederau
Voestalpine Böhler Welding Germany, Hamm, deputy chairman of the ProcessNet association for Materials, Design and Durability and also heads the work group for Materials Engineering.

Magazine Overview Dates & Contents Prices & Formats Technical Data Distribution Online General terms of Business Contact

Wiley Online Library
http://onlinelibrary.wiley.com

We offer customized advertising campaigns according to:
- countries (geographical distribution)
- Magazines (more than 1,500 journals)
- topic channels (more than 120 topic channels)
- Link to the homepage or deposit of a PDF file

Facts
- 15 million unique visitors
- 25 million visits
- 65 million page views

Request your customized offer:
Marion Schulz (Account Manager)
Tel.: +49 6201 606-565, E-Mail: mschulz@wiley.com

Basic prices on a magazine

<table>
<thead>
<tr>
<th></th>
<th>Price € TKP</th>
<th>Price € TKP incl. geo-targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner (728 x 90)</td>
<td>69</td>
<td>79</td>
</tr>
<tr>
<td>Rectangle Banner (300 x 250)</td>
<td>69</td>
<td>79</td>
</tr>
</tbody>
</table>

TKP = price per thousand

CITplus
Das Praxismagazin für Verfahrens- und Chemieingenieure

Articles

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Page</th>
<th>Publication</th>
<th>Date</th>
</tr>
</thead>
</table>

http://onlinelibrary.wiley.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.

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.

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

---

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

---

Webcast
This multi-media advertising format is the perfect supplement to your banner advertising and whitepaper on chemanager-online.com.

- **Webcast**: € 915 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. 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
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”
Media Service
Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client **

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<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>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
</tr>
</tbody>
</table>

### Microsite “PREMIUM”
Media Service
Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client **

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<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>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
</tr>
</tbody>
</table>

### Microsite “Stand alone”

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.

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
<td></td>
</tr>
</tbody>
</table>

**Promotion**

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

---

### Webinar “BASIC”
Media Service
Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client **

**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”**

<table>
<thead>
<tr>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 weeks</td>
<td>€ 8,750</td>
</tr>
</tbody>
</table>

### Webinar “PREMIUM”
Media Service
Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Product Feature provided by the client **

**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”**

<table>
<thead>
<tr>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 weeks</td>
<td>€ 11,250</td>
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</table>

* 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 Wiley’s cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible – if we optimise for you, with a built-in lead guarantee.

- Extended company presentation: 500 €
- Detailed company and product description
- Individual optimization for search engines (e.g. SEO for Google)
- Target-group specific banner placements
- Lead Generation Tool

Banner in a product segment

<table>
<thead>
<tr>
<th>Price per month €</th>
<th>Rectangle Banner 180 x 150 Pixel</th>
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<tbody>
<tr>
<td>745</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>6 Months / price €</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company presentation</td>
<td>320</td>
<td>565</td>
</tr>
<tr>
<td>Product entry</td>
<td>140</td>
<td>260</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Package deals</th>
<th>Runtime</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro Package</td>
<td>4 Product presentations</td>
<td>1,740</td>
</tr>
<tr>
<td>Premium Package</td>
<td>8 Product presentations</td>
<td>3,220</td>
</tr>
<tr>
<td>Business Flat</td>
<td>all your product texts that you send us within 12 months</td>
<td>5,210</td>
</tr>
</tbody>
</table>
Digital Guides! Essential Knowledge Briefings (EKBs)

Wiley’s Essential Knowledge Briefings (EKBs) offer a concise overview (5,000 words in length) of trending topics or technologies within highly specialized fields. Reviewed and updated annually, EKBs are an essential resource for professionals in both academia and industry looking to update their understanding of key developments in each specialty.

Take your brand further or shape your market by sponsoring an EKB that delivers highly exclusive content to your target audiences. Sponsorship opportunities are available within science and engineering, and healthcare.

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

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 advertiser (hereinafter "client") in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter "publisher") for the purpose of advertising the client’s goods or services on the publisher’s websites. They shall also apply to orders for print-ready supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. If the publisher wishes to implement general terms and conditions of advertising clients, the client will not be recognized as an integral part of the contract, unless the publisher expressly agrees to it.

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 advertisers' adverts which appear in print product within one year. The timelines begin on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing the contract. The date of discount is based on onset of the first advert, within a possible accrual of interest. The client is not entitled to be reimbursed by the discount based on the difference between the actual 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 with the agreed timeframe or that stated in clause 3.

5. Order cancellations must be requested in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) in the same publication is 100% of the 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 ads and other marketing material to be published specifically and exclusively in specific issues, specific publications on specific plans in the publications must reach the publisher in sufficient time – or not later than the date specified in the order confirmation – for the client to be able to inform the advertising department whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial input will be clearly marked with the word "advert" by the publisher.

8. The publisher reserves the rights to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin, format or technical, on its own standard and factually justified principles if the content or such orders contravenes legal or regulatory requirements. Other publications are unsuitable for the publisher.

9. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and agreed. Inserts which, due to the format or appearance may appear to the reader to be part of the newspaper or magazine, or which contain third party adverts, shall not be accepted. No fees of any kind will be paid to the client for the placement of such inserts.

10. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin, format or technical, on its own standard and factually justified principles if the content or such orders contravenes legal or regulatory requirements. Other publications are unsuitable for the publisher.

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13. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin, format or technical, on its own standard and factually justified principles if the content or such orders contravenes legal or regulatory requirements. Other publications are unsuitable for the publisher.

14. (1) 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 escrow agents in the event that the client’s assets claims against them.

15. Claims for damages on account of defective goods or defective healing effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations mean the obligations, standing by reason of the order to achieve the objectives of the contract, liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the client, its legal representatives or escrow agents shall also be exempt from the liability exclusion.

16. The mandatory German Product Liability Act (Produkthaftungsgesetz) shall not be affected by the above.

17. Sample pre-prints will only be provided when specifically requested. The client shall be responsible for the correctness of the returned samples.

18. The publisher will observe all error corrections made to it within the period specified upon signing the sample. The client shall return the specified periodless sample sent on time to the publisher, approval for print shall be deemed to have been given.

19. Unless any specific setting requirements have been given, the amount to be charged shall be calculated on the basis print size that is normal for the order.

20. The client acknowledges that he is not the unconditional owner of all rights of use to the advertising material necessary for publication and distribution in this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

21. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, extra charges for each copy ordered shall be added to the invoice. Where there is established doubt over the client’s ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the payment of the sum due.


23. The publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Should there be doubts about the client’s ability to pay, the invoice shall be deemed to have been given.

24. The publisher shall be entitled to release further adverts in addition to the volume stated in the order with the agreed timeframe or that stated in clause 3.


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Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.

Multimedia features, print-run, and additional marketing resources, available on request.
Contact

CITplus · Boschstr. 12 · 69469 Weinheim/Germany · Fax: +49 (0) 6201 606 100

Media Consultants

Roland Thomé (Anzeigenleitung)
Tel.: +49 (0) 6201 606 757
roland.thome@wiley.com

Marion Schulz
Tel.: +49 (0) 6201 606 565
marion.schulz@wiley.com

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

Editorial

Wolfgang Sieß (Chefredaktion)
Tel.: +49 (0) 6201 606 768
wolfgang.siess@wiley.com

Dr. Volker Oestreich
Tel.: +49 (0) 721 7880038
voe@voe-consulting.

Sales Representatives

Dr. Michael Leising
Tel. +49 (0) 3603 89 42 800
leising@leising-marketing.de

Product Manager

Dr. Michael Reubold
Tel.: +49 (0) 6201 606 745
michael.reubold@wiley.com

Assistant

Bettina Wagenhals
Tel.: +49 (0) 6201 606 764
bettina.wagenhals@wiley.com

Order Management

Melanie Horn
Tel.: +49 (0) 6201 606 557
melanie.horn@wiley.com