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2025 Media Guide **CITplus**

Compelling solutions through
strategic partnerships

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CITplus

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

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

As the official publication of 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.


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Overview

Publication frequency
10 issues per year

Volume
28th year 2025

Circulation
Ø 30,000 – for circulation mix print/epaper per quarter see iwv.de 

Publisher
DECHEMA, VDI-GVC, GDCh

Publishing Director
Steffen Ebert

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Product Manager
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Subscription
€ 234.40 (+ VAT)

ISSN
1436-2597

Format of the magazine
DIN A4

Dates & Contents

Issues	1-2	3	4	5	6
Publishing Date	07.02.2025	10.03.2025	04.04.2025	09.05.2025	05.06.2025
Advertising Deadline	21.01.2025	19.02.2025	18.03.2025	21.04.2025	16.05.2025
Editorial Deadline	20.12.2024	29.01.2025	25.02.2025	01.04.2025	28.04.2025
Newsletter * Issue Newsletter	22.01.2025 12.02.2025* 26.02.2025	12.03.2025* 26.03.2025	09.04.2025* 30.04.2025	14.05.2025* 28.05.2025	11.06.2025* 25.06.2025

Trade Fairs	 Dortmund, 19.-20.02.2025	HMI, Hannover, 31.03.-04.04.2025	MSR-Spezialmesse Leverkusen, 09.04.2025	Battery Show Stuttgart, 03.-06.06.2025	MSR-Spezialmesse Hamburg, 18.06.2025
	 Dortmund, 19.-20.02.2025				

Focus topic	Digitalization and robotics in maintenance	Biologization of the industry	Digital twin and Digital chain	Electrification of the process industry	Sustainable procedures and processes
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Special section	Maintenance	Automation	Cyber Security Safety technology	Hydrogen and PtX	Energy Efficiency
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Special		Pharma- and Biotechnology		Battery Production	
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Subject areas*

<ul style="list-style-type: none"> • Systems • Devices • Components 	Systems, containers Corrosion protection	Machines and systems	Devices, Components	Fittings, piping technology, seals	
<ul style="list-style-type: none"> • Industrial Engineering • Safety 	Occupational safety, Inspection technology, Explosion Protection		Explosion Protection, Industrial Protection Fire prevention		Cleaning technology, Air and exhaust air
<ul style="list-style-type: none"> • Mechanical Processes • Bulk Material Technology • Logistics 		Mechanical Processes Separation technology	Safety, Environmental Technology		Filling technology, packaging, storage technology
<ul style="list-style-type: none"> • Measurement, Control, Regulating, Automation Engineering • Drive Technology 		Measuring and analysis technology HMI	Measurement, Control, Regulating, Automation Engineering	Measurement and control technology Drive technology	Measurement and control technology Drive technology
<ul style="list-style-type: none"> • Pumps • Compressors • Compressed Air Technology 	Pumps, Compressures, Compressed Techno- logy			Pumps, Pipes	
<ul style="list-style-type: none"> • Thermal Processes • Chemical Processes • Materials and Gases 	Materials, gas, heat transfer	Thermal and chemical processes			Catalysis, chemical processes

Product Forum	Fittings, Valves	Temperature, pH, Analytics	Level Measurement	Pressure, Gas Measurement	Flow Measurement
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Dates & Contents

Issues	7-8	9	10	11	12
Publishing Date	28.07.2025	10.09.2025	10.10.2025	04.11.2025	04.12.2025
Advertising Deadline	09.07.2025	06.08.2025	22.09.2025	16.10.2025	14.11.2025
Editorial Deadline	18.06.2025	09.07.2025	02.09.2025	25.09.2025	27.10.2025
Newsletter * Issue Newsletter	23.07.2025# 06.08.2025	10.09.2025 17.09.2025	15.10.2025# 29.10.2025	05.11.2025# 19.11.2025	10.12.2025# 21.01.2026

		MSR-Spezialmesse Ludwigshafen, 10.09.2025	MSR-Spezialmesse Landshut, 15.10.2025	sps smart production solutions Nuremberg, 25.-27.11.2025	Valve World Expo Dusseldorf, 03.-05.12.2025
Trade Fairs		Fachpack Nuremberg, 23.-25.09.2025	GGS Leipzig, 22.-24.10.2025	NAMUR Neuss 20.-22.11.2025	
		Ilmac Basel, 16.-18.09.2025			
		POWTECH TECHNOPHARM Nuremberg, 23.-25.09.2025			

Focus topic	Specialists & knowledge management	Battery system constructions	Recycling and Ressources	AI in the process industry	Watermanagement
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Specials	Logistic, Packaging	Pharma Production	Circular economy	Engineering and plant construction	Pumps
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Special		Powtech	Battery Recycling		
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Subject areas*

<ul style="list-style-type: none"> • Systems • Devices • Components 	Systems, Devices, Components	Systems, Devices, Components		Systems, Devices, Software, Hydrogen	Treatment Plants, Piping Technology
<ul style="list-style-type: none"> • Industrial Engineering • Safety 	Occupational Safety, Operating Technology, Knowledge Management	Operating technology, explosion protection		Engineering, Services	Environmental Protection, Plant Safety
<ul style="list-style-type: none"> • Mechanical Processes • Bulk Material Technology • Logistics 	Filling Technology, Packaging, Storage technology	Mixing Technology, Compacting Technology, Dosing and Filling Technology	Mechanical Processes Crushing Technology Explosion Safety		
<ul style="list-style-type: none"> • Measurement, Control, Regulating, Automation Engineering • Drive Technology 			Measurement Control, Technology, Automation, Digitization	Measurement Control, Technology, Automation, Digitization	Measurement Control, Technology, Drive Technology,
<ul style="list-style-type: none"> • Pumps • Compressors • Compressed Air Technology 	Compressors, Compressed Air Technology, Fittings			Pumps Valves	Pumps, Cmpressors, Compressed Air Technology
<ul style="list-style-type: none"> • Thermal Processes • Chemical Processes • Materials and Gases 			Drying, chemical processes		Drying, chemical processes

Product Forum	Display and input devices	Ex-protection	Compressed air technology	Software	Seals
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*Please find the individual topics within the subject area on the following page▶

Subject areas | Topics

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

CITplus middle class company profile

Present yourself as an attractive employer and innovative company for specialists in the industry.

The industrial middle class is the supporting pillar of our economy. CITplus would like to offer you a forum to present yourself to the market and to recruit skilled workers. With the CITplus SME profile, you can present your company prominently on a double page. A short interview we arranged with the editors answers the most important questions - either as a portrait of the company or on the topic of recruiting. On the second page, there is space for your products, your company portrait or testimonials from your employees. The portrait on recruiting presents the company as an employer and is suitable for advertising for skilled workers:

Mittelstandsportrait

Advertorial



Lust auf Technik und innovative Ideen? Dann sind Sie bei uns richtig!



Seit 1871 leben die Mitarbeiter und Mitarbeiterinnen von Innovations die Leidenschaft für Innovationen. Hier wollen wir ihre Geschichtenerzählen und von den wegweisenden Erfindungen und Leistungen berichten, die Innovations zu einem weltmarktführenden Pumpenhersteller und Anbieter innovativer Services gemacht haben.

CITplus im Interview mit **Dr. Peter Müller**, Geschäftsführer der Innovations GmbH.

CITplus: Was zeichnet die Arbeitskultur bei Innovations aus?

Interviewpartner: Ullandit volute se pa abor rernam quam alis moluptatem et vit aut aborerion enes alita doloribust eatemqui iaerovit exerrunte non restrunt. Mus conet dolorio rproepuda quo blabor solut que est aut haruntem sam re nonsenis veliquia voluptatis adis doluptiae exerae doluptatur, sunt, samus, cuscium dionseq uideneq taspid molum et expel intorenis excestiamus, qui cus. Magnimp erehenientia cum eum excerat isimus volum que quunt aperspid molorati volupta tusapistias excerio. Ipicilicia nullitam eum undae.

CITplus: Für welche Berufsgruppen haben Sie derzeit Bedarf?

Interviewpartner: Ullandit volute se pa abor rernam quam alis moluptatem et vit aut aborerion enes alita doloribust eatemqui iaerovit exerrunte non restrunt. Mus conet dolorio rproepuda quo blabor solut que est aut haruntem sam re nonsenis veliquia voluptatis adis doluptiae exerae doluptatur, sunt, samus, cuscium dionseq uideneq taspid molum et expel intorenis excestiamus, qui cus.



CITplus: Was bietet Innovations GmbH um Familie und Beruf zu vereinbaren?

Interviewpartner: Ullandit volute se pa abor rernam quam alis moluptatem et vit aut aborerion enes alita doloribust eatemqui iaerovit exerrunte non restrunt. Mus conet dolorio rproepuda quo blabor solut que est aut haruntem sam re nonsenis veliquia voluptatis adis doluptiae exerae doluptatur, sunt, samus, cuscium dionseq uideneq taspid molum et expel intorenis excestiamus, qui cus. Magnimp erehenientia cum eum excerat isimus volum que quunt aperspid molorati volupta tusapistias excerio. Ipicilicia nullitam eum undae.

CITplus: Welche Möglichkeiten bestehen zur beruflichen Entwicklung?

Interviewpartner: Ullandit volute se pa abor rernam quam alis moluptatem et vit aut aborerion enes alita doloribust eatemqui iaerovit exerrunte non restrunt. Mus conet dolorio rproepuda quo blabor solut que est aut haruntem sam re nonsenis veliquia voluptatis adis doluptiae.



Wir für die Chemie- und Pharmaproduktion

Der industrielle Mittelstand ist eine tragende Säule der Wirtschaft. Viele, zum Teil noch eigentümergeführte, Unternehmen zählen zu den weltweiten Marktführern. CITplus stellt die Hidden Champions vor, die nicht selten vor Jahrzehnten gegründet wurden und deren Produktentwicklungen erfolgreich in der Chemie- und Pharmaindustrie eingesetzt werden. Auch als Arbeitgeber bieten die Unternehmen einige Vorteile, wie flache Hierarchien, kurze Entscheidungswege und gute Aufstiegsmöglichkeiten.

Man kann in den unterschiedlichsten Bereichen Erfahrungen sammeln.

Innovations ist als Unternehmen groß genug, um in den unterschiedlichsten Bereichen Erfahrungen zu sammeln – auch im Ausland. Damit verbunden sind natürlich vielfältige Entwicklungschancen.

Innovations ist aber auch so überschaubar, um als Mitarbeiter nicht nur ein Rädchen im System zu sein. Jeder Einzelne zählt. Mir gefällt, dass man bei Innovations unheimlich viel bewegen kann. Gemeinsam mit meinem Team stoßen wir Veränderungen an und setzen sie um.

Christian Meyer,
Produktionsleiter Energie Deutschland,
in der Innovations GmbH



We want to create an open corporate culture with motivated employees.

Zahlreiche Möglichkeiten, sich beruflich und persönlich weiterzuentwickeln

Vor allem die Menschen, die professionell arbeiten und respektvoll miteinander umgehen, machen Innovations zu einem attraktiven Arbeitgeber. Im Bereich HR suchen wir nach immer neuen Wegen, Mitarbeiter weiterzuentwickeln und Innovations für Talente attraktiv zu machen. Im Unternehmen gibt es zahlreiche Möglichkeiten, sich beruflich und persönlich weiterzuentwickeln. Die Basis dafür ist es, hungrig nach Wissen und Erfolg zu sein – dann klappt es auch mit einer tollen Karriere bei Innovations.

May Tong aus China, HR-Letterin der Innovations GmbH Asien-Nord



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Johann Str. 19
67000 Frankenthal
Tel. +49 xxx 96-xx
E-Mail: info@xxx.com
<https://www.innovations.xx>

Special Offer
5,555 €

Prices & Formats

Advertisements	width/height (mm)	Price €
1/1 Page	210 x 297*	8,450
1/2 Page portrait	90 x 260	5,050
1/2 Page landscape	185 x 128	5,050
Juniorpage	137 x 190	5,600
1/3 Page portrait	58 x 260	3,150
1/3 Page landscape	185 x 85	3,150
1/4 Page classic	90 x 128	2,650
1/4 Page portrait	43 x 260	2,650
1/4 Page landscape	185 x 63	2,650
1/8 Page classic	90 x 63	1,750
1/8 Page landscape	185 x 30	1,750
Job Advertisements	25% discount on regular advertisement prices	

Preferred Positions	width/height (mm)	Price €
Title page + story** ¹	213 x 303	9,650
Inside cover + story**	210 x 297	7,550
Inside front/back page, Back page ¹¹	210 x 297*	8,550
Belly Band	450 x max. 100	6,050
Postcards ²		150

* +3 mm bleed on all sides

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

Discounts

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

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

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

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

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

Bound-in inserts*	width/height (mm)	Price €
2-page A4*	210 x 297	6,950
3-page A4 + side flip*	207 + 105 x 297	8,850
4-page A4*	420 x 297	9,650

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

Loose inserts ³	weight	Price €
	up to 25 g	315
	up to 50 g	410

Reprints and ePrints

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

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

Contact:

Stefan Schwartze,
+49 (0) 6201 606 491, sschwartz@wiley.com

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

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Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
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BIC: CHASDEFX

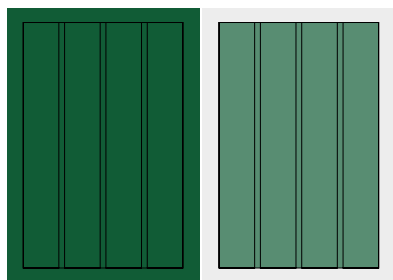
VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2024 and supersedes all previous price lists.

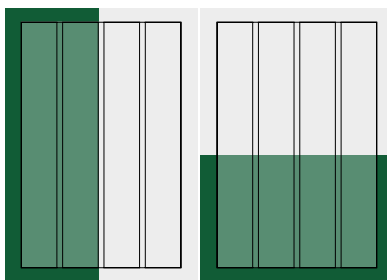
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

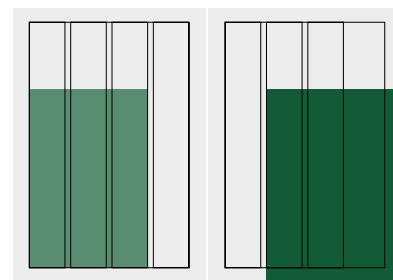
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

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

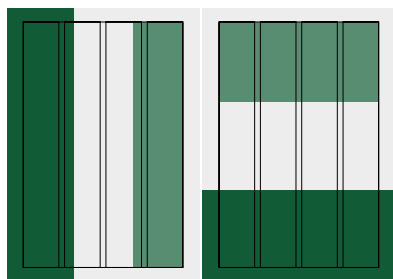
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

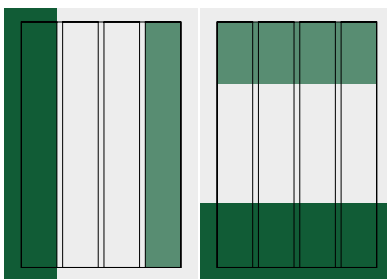
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

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

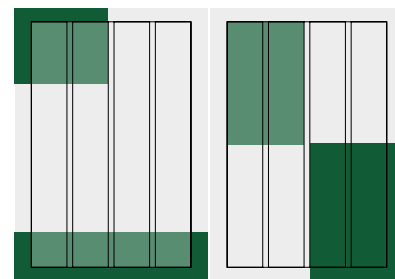
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Page
Type Area/Bleed Size

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

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



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

Type Area:
classic: 90 x 128 mm

Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm

Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

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

Technical Specifications

Magazine format

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

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

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

Delivery of loose inserts/bound-in-inserts

The delivery quantity and delivery address
as well as the delivery date are stated
on the order confirmation.

Data format

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

Please observe the following points:

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

To avoid errors, please observe the following:

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

Transmission options

by e-mail an mradtke@wiley.com



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

Analysis

Circulation Analysis*

Printed copies	19,500
Actually circulated copies	45,934
Subscribed copies	8,121
ePaper	26,759
Free samples	37,813

* 2nd quarter 2024

Size of business unit

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

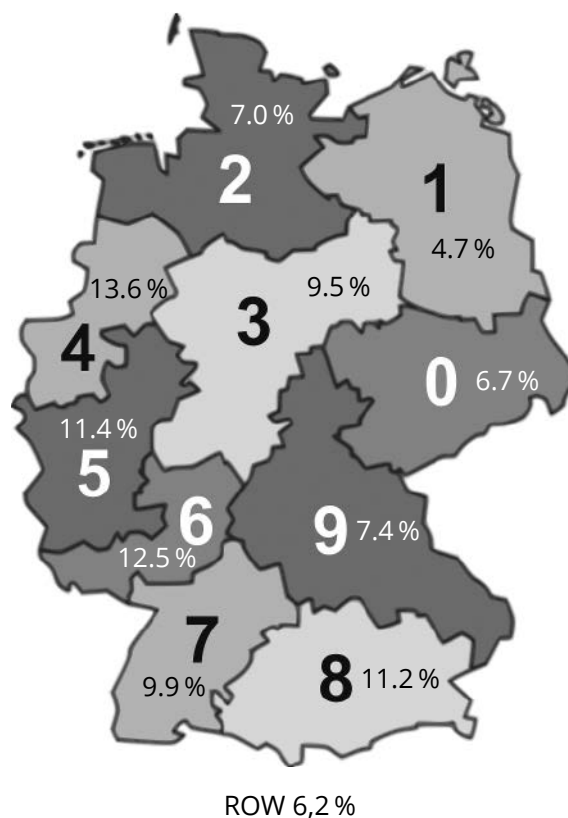
CITplus is the official publication of VDI-GVC and DECHEMA

The personal members of the VDI association GVC (about 10,000) receive CITplus continuously in the context of their membership.

Industries/Sectors/Specialisms/ Professional groups

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

Reader structure: Regional circulation



Decision-making competence for investments

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

Job characteristic: field of activity

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

Specialist Committee



Prof. Dr.-Ing. Norbert Kockmann,
TU Dortmund,
Faculty of Bio- and Chemical Engineering,
Working Group Apparatus Design.



Prof. Dr. Thomas Hirth
Karlsruhe Institute of Technology
(KIT), Vice President for Innovation and
International Affairs, Member of the
BioEconomy Council of the Federal
Government



Prof. Dr.-Ing. Wolfgang Peukert
Friedrich-Alexander-University, Erlangen,
Department of Chemistry and Bio-
engineering, Chair for Solid State and
Interfacial Process Engineering (LFG).



Prof. Dr. Roland Ulber
TU Kaiserslautern, Department
Mechanical and Process Engineering,
Department of Bioprocess Engineering.



Prof. Dr. Ferdi Schüth
Max Planck Institute for Coal Research,
Mülheim, Director, Scientific Member of
the Max Planck Society.



Dr. Christian Poppe
Covestro, Direktor Technical Service,
Chairman of the VDI Division „Operation
of Process Plants“ (GVC0 3 Operation).



Dipl.-Ing. Eva-Maria Maus
Hamilton Bonaduz,
Market Segment Manager OEM

Wiley Online Library

More than 1,700 magazines and more than 27,000 books in more than 120 subject channels build the content of the Wiley Online Library. The global Wiley Network offers the latest information from science and industry - from all sectors and geographical regions of the world.

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

15 Mio. Unique Vistors

25 Mio. Visits

65 Mio. Pages Views

13,586 CITplus WOL-Downloads (2021)

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

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

Request your personal offer.

The screenshot displays the Wiley Online Library interface for the CITplus journal. At the top, there is a 'Leaderboard' banner. Below it, the journal title 'CITplus' is prominently displayed, along with its subtitle 'Das Praxismagazin für Verfahrens- und Chemieingenieure'. The page includes a search bar, navigation links (HOME, ABOUT, CONTRIBUTE, BROWSE), and a list of articles. Each article entry includes the title, author, page numbers, and publication date, with a 'Free Access' icon. A large green rectangle is overlaid on the right side of the page, partially obscuring the article list and the 'More from this journal' section.

Wiley Online Library

Basic prices on a magazine

Price € TKP

Price € TKP
incl. geo-targeting

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

Leaderboard Banner (728 x 90)

69

79

Rectangle Banner (300 x 250)

69

79

TKP = price per thousand

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

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

Online-Advertisement

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

Leaderboard	728 x 90 Pixel	€ 1,950 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 2,450 / month, run of site*
Skyscraper**	120 x 600 Pixel	€ 1,950 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 2,550 / month, run of site*

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

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

Top Feature Portal (Content ad)

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

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

Running Time: 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database *€ 2,550

Combo offer: Feature on Portal + Newsletter € 3,050

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

Accesses to the website

Page Impressions/month	122,100
Unique Visits/Month	87,800

Mean values from the 1st half of 2023

Deadline for Top Feature:

7 working days before publication

See next page for technical specifications

Coming soon:

New online portal for process and cleanroom technology.

WILEY Process Technology

Information on request:

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

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

Desktop

Leaderboard
€ 1,950

Wide Skyscraper
& Skyscraper
€ 2,450 | € 1,950

Mobil

Newsletter: CITplus **INSIGHT**

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

Newsletter: Banner formats & prices

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

Full Banner	468 x 60 Pixel	€ 950
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,050
Combo offer: Feature on website + newsletter		€ 3,050

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

Newsletter Key Figures 2024

Number of recipients (DOI)	26,517
Open Rate (MV)	19,7 %
Click Through Rate (MV)	3,8 %

MV = Mean value of 10 newsletters sent out

Newsletter Dates

Issue Newsletter

12.02.2025#	23.07.2025#
26.02.2025	06.08.2025
12.03.2025#	10.09.2025#
26.03.2025	17.09.2025
09.04.2025#	15.10.2025#
30.04.2025	29.10.2025
14.05.2025#	05.11.2025#
28.05.2025	19.11.2025
11.06.2025#	10.12.2025#
25.06.2025	

Technical Data

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

Banner (Website)

Size of data: max. 200 KB

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

Banner (Newsletter)

Size of data: max. 200 KB

Data formats: GIF, JPG, PNG


Target-website

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

Webcast

Data format: any video format is possible

Size of data: max. 40 MB or Youtube link



Pharmaproduktion – Branche mit Potenzial

Liebe Leserin, lieber Leser,

die pharmazeutische Industrie gehört zu den Branchen, die in Deutschland investieren und neue Anlagen baut. Dabei sind hohe Anforderungen an die Produktionsprozesse wie Hygiene und Reinheit, Messtechnik und Automatisierung sowie die Einhaltung der GMP-Richtlinien Standardaufgaben. Eine immer größere Rolle spielen Möglichkeiten zu Rückverfolgbarkeit und Fälschungssicherung. Die Kombination dieser Anforderungen stellt die Pharmaindustrie vor die Herausforderung, innovative und kosteneffiziente Lösungen zu finden, die höchsten Qualitäts- und Sicherheitsstandards entsprechen.


Lesen Sie in dieser Ausgabe von **CITplus Insight** Fachberichte über technische Lösungen für die Pharmaproduktion, darunter

- Digitalisierung schließt Lücken im Fachkräftemangel
- Tracing, tracking, and packaging in der pharmazeutischen Produktion


Wenn Ihnen der Themen-Newsletter gefällt, empfehlen Sie ihn gerne weiter. Ressourcenschonend und digital: [Hier geht es zur kostenfreien Anmeldung.](#)

Herzliche Grüße


Etwin Gandert,
Chefredakteurin CITplus



Feature € 1,050




Medium Rectangle



Full Banner € 950

Termine



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Sonatige

56. Kraftwerkstechnisches Kolloquium 2024

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**1/1 Page
4,350 €**

**4,400 – 4,600 characters
picture caption included**

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ADVERTORIAL

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**1/4 Page
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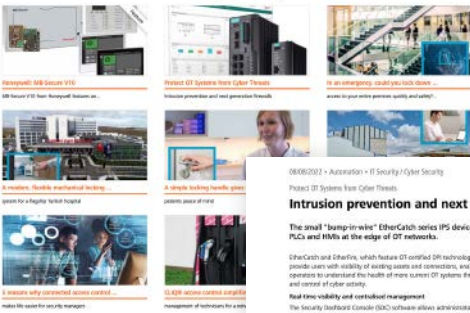
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18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("**IAB Terms**") will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and 'Advertiser' (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):

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- (b) Section IV (Reporting) (excluding clause IV(b));
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
- (d) Section XIII (Third Party Ad Serving and Tracking)

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Advertising and Reprint Production Terms and Conditions

PRICING

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

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