

WILEY



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CHEManager *International*

Compelling solutions through
strategic partnerships

www.chemanager-online.com/en

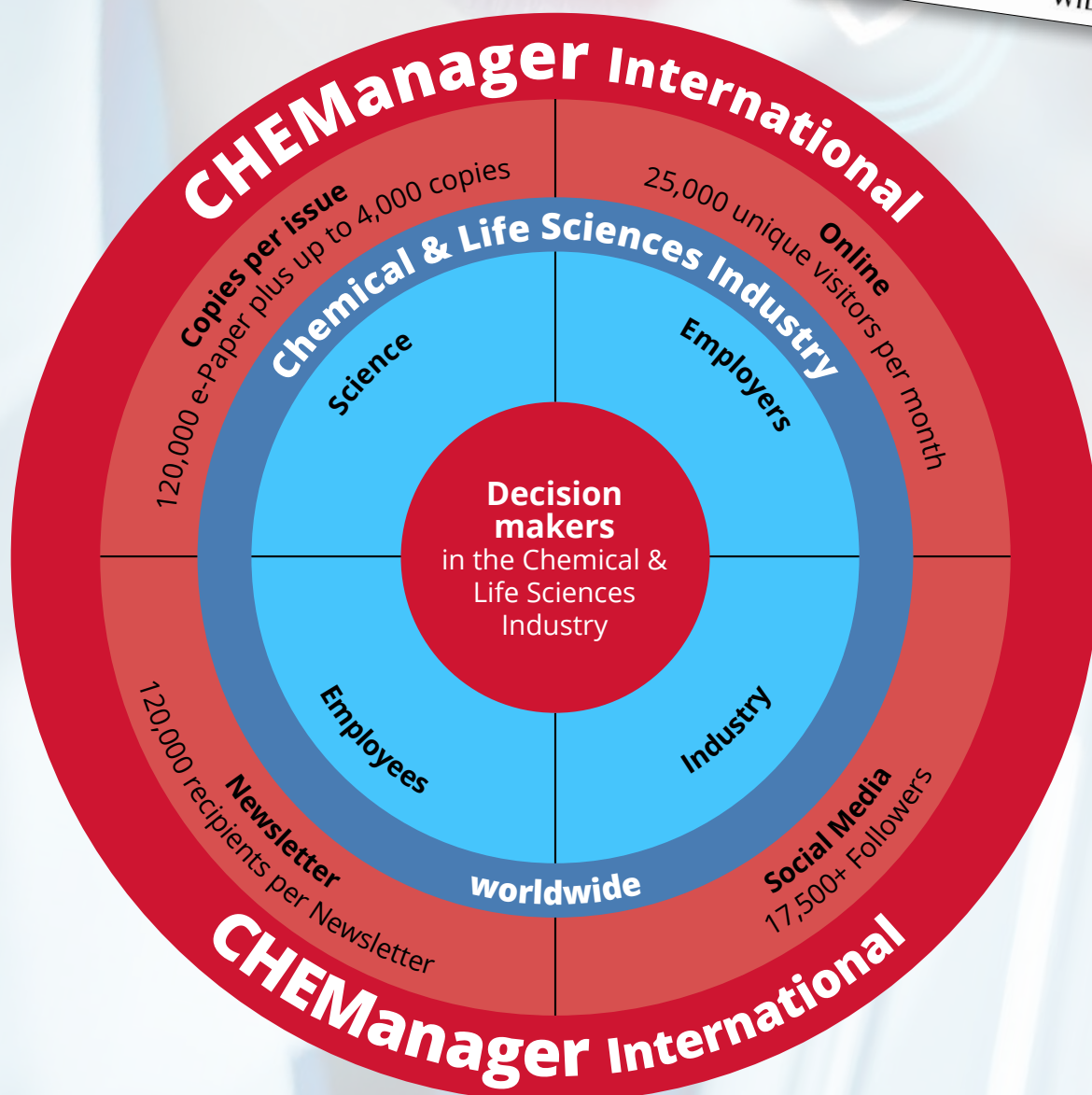


CHEMManager

INTERNATIONAL

CHEManager International is the premier media brand for the chemical, pharmaceutical, and biotech industries. It empowers managers and executives with a competitive edge through timely business news, expert insights, and the latest market data, enabling strategic business and investment decisions.

Leverage the influence of CHEManager International to connect your brand with key decision-makers worldwide. Established communication channels ensure 24/7 access to your target audience: digital editions, website, bi-weekly newsletters, expanded reach via LinkedIn channels, and direct engagement through virtual events. We use proven advertising tactics to execute targeted marketing campaigns which effectively engage executives in the chemical, pharmaceutical, and biotech industry.

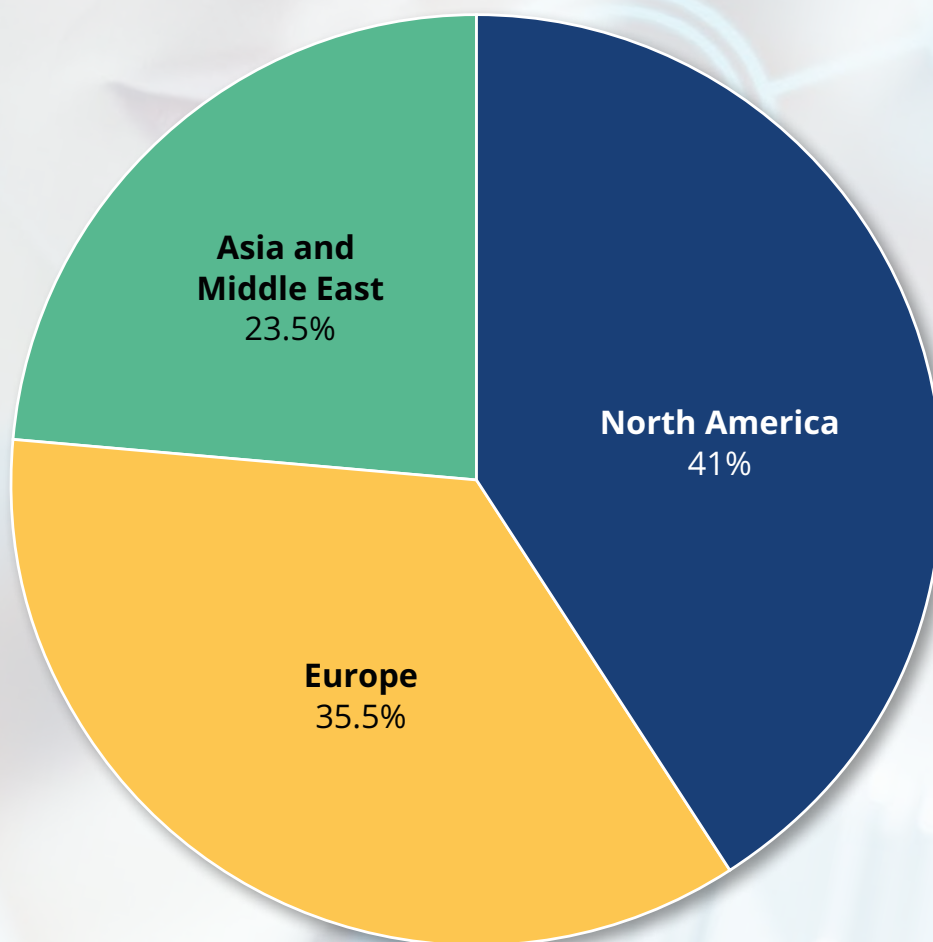


CHEMManager

INTERNATIONAL

Digital Editions

CHEManager International publishes four issues per year, delivering comprehensive insights into market trends, management strategies, and advancements in innovation, digitalization, and logistics within the chemical, pharmaceutical, and biotech industries. The digital editions reach an audience of 120,000 readers worldwide (North America 41%, Europe 35.5%, Asia and the Middle East 23.5%) and are further amplified through print distribution at major trade shows in Europe, North America and beyond (cf. next page).



Total Circulation

Digital copies	120,000
Print copies	4,000

Distribution Breakdown by Industries

Pharma & Biotech	41.4 %
Fine & Specialty Chemicals	24.7 %
Engineering & Process Technology	13.0 %
Petrochemicals / Plastics	14.6 %
Personal Care & Cosmetics	2.0 %
Other Industries	4.1 %

Distribution Breakdown by Job Titles

C-Level Suite / Directors	20.6 %
Upper Management, SVPs/VPs	23.7 %
Department Heads	16.1 %
Production / Operations Managers	8.8 %
Logistics / Supply Chain Managers	6.4 %
Sourcing / Sales / Marketing Managers	18.5 %
R&D/Innovation Managers	5.6 %

CHEMManager

INTERNATIONAL

CHEManager International: Innovation, Transformation, Digitalization

In every issue of CHEManager International, expect features on Pharma & Biotech, Bioprocessing, Contract Research & Manufacturing, Specialty Chemicals, and in-depth coverage of the trends shaping the chemical industry worldwide.

CHEManager International 1

Incl. Focus Topics: Digitalization & AI Integration



Data Analytics, Smart Manufacturing, Digital Twins, Artificial Intelligence.

Publishing date: 26.03.2026
Advertising deadline: 09.03.2026

Trade Shows:
DCAT Week 2026, BIO-Europe Spring, Analytica, In-Cosmetics, Pharmap, BioProcess International Europe

CHEManager International 2

Incl. Focus Topics: Circular Economy & Sustainability, Distribution



Circular Economy & Sustainability, Bio-based Chemistry, Logistics & Distribution.

Publishing date: 30.04.2026
Advertising deadline: 13.04.2026

Trade Shows:
IFAT, Chemspec Europe, CPhI Americas, BIO Convention, ChemE Show, Chemicals America, ChemOutsourcing, FECC Annual Congress

CHEManager International 3

Incl. Focus Topics: Process Intensification & Automation



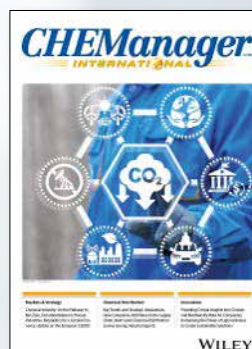
Scalability, Safety, Throughput, Integration, Smart Sensors, Continuous Processing, Data Analytics Process Intensification, Automation.

Publishing date: 24.09.2026
Advertising deadline: 07.09.2026

Trade Shows:
EPCA Annual Meeting, Bioprocess International, Sepawa, CPhI Europe, Achema Middle East

CHEManager International 4

Incl. Focus Topics: Resilient Supply Chains & Risk Management



Agility, Traceability, Diversification, Compliance, Supplier Collaboration, Resilient Supply Chains, Risk Management.

Publishing date: 26.11.2026
Advertising deadline: 09.11.2026

Trade Shows:
GPCA Forum

CHEManager Spotlight

Digital Content Collection

Pharma & Biotech Innovation



Bioprocessing, Drug Discovery, Agrochemicals, Fermentation, Cell Culture, Pharma Manufacturing

Publishing date: June 2026
Advertising deadline: June 2026

Trade Shows:
Chemicals America, BIO Convention, ChemOutsourcing, CPhI, Bioprocess International

CHEMManager

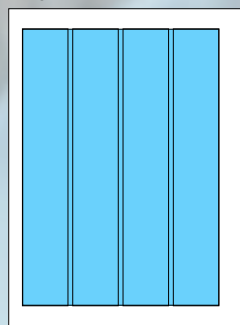
INTERNATIONAL

Formats + Prices

1/1 Page tabloid

Width: 215 mm
Height: 303 mm
(3 columns)

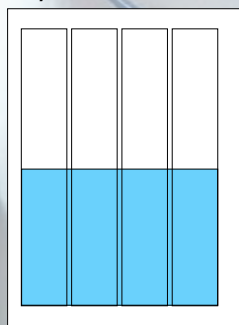
€ 8,450



1/2 Page Landscape

Width: 215 mm
Height: 152 mm
(4 columns)

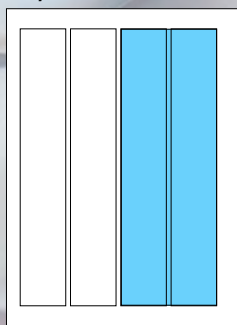
€ 4,750



1/2 Page Portrait

Width: 105 mm
Height: 303 mm
(2 columns)

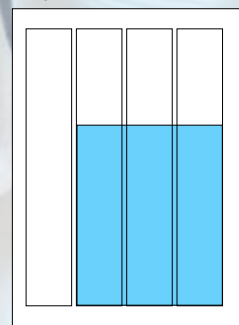
€ 4,750



Juniorpage

Width: 160 mm
Height: 227 mm
(2 columns)

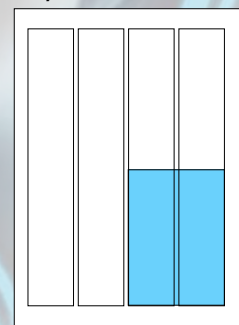
€ 4,950



1/4 Page Classic

Width: 105 mm
Height: 149 mm
(4 columns)

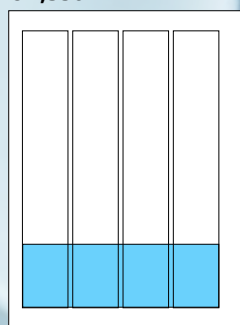
€ 2,350



1/4 Page Landscape

Width: 215 mm
Height: 74 mm
(4 columns)

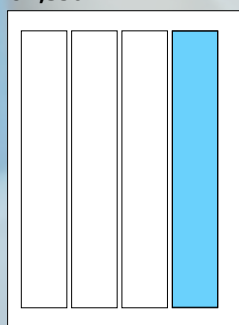
€ 2,350



1/4 Page Portrait

Width: 50 mm
Height: 303 mm
(4 columns)

€ 2,350



Cover Pages

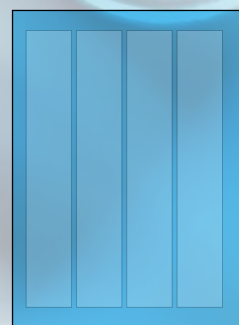
Width: 240 mm
Height: 330 mm
+ 3 mm bleed

€ 9,250



Title Page + Story

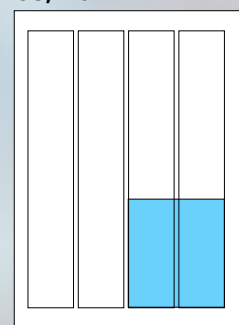
€ 9,750



BusinessPartner

4 Issues
Width: 105 mm
Height: 120 mm

€ 3,240



Native Advertising

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

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

WILEY

CHEManager

Upcoming Virtual Events



Join virtual conferences and connect with industry leaders worldwide. Discover upcoming events, access credible insights, and expand your professional network—all from home. Explore our calendar and take part in the global conversation with CHEManager International.

**Find more information about
our upcoming events here!**



<https://chemanager-online.com/en/webinars/upcoming-virtual-events>

CHEManager
INTERNATIONAL

Newsletter www.chemanager-online.com/en

CHEManager International delivers the latest market and company news directly to the fingertips of 120,000 subscribers every two weeks. Our concise and expertly curated overview empowers them to make informed strategic decisions. Raise visibility for your brand in the inbox of 120,000 highly qualified decision-makers and book your ad spot now.

Newsletter: Banner formats & prices

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

Full Banner	468 x 60 Pixel	€ 1,850
Full Banner PLUS	468 x 120 Pixel	€ 1,950
Medium Rectangle	300 x 250 Pixel	€ 3,550
Feature Newsletter	Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information	€ 2,050
Combo offer:		
Feature on website + newsletter		€ 4,550

Distribution date CHEManager International Newsletter

JAN 21.01	JUL 08.07. + 22.07.
FEB 04.02. + 18.02.	AUG 05.08. + 19.08.
MAR 04.03. + 18.03.	SEP 02.09. + 16.09. + 30.09.
APR 01.04. + 15.04. + 29.04.	OCT 14.10. + 28.10.
MAY 13.05. + 27.05.	NOV 11.11. + 25.11.
JUN 10.06. + 24.06.	DEC 09.12.

Newsletter Key Figures 2026

Subscribers	120,000
Unique Open Rate (MW.)	13.1%

MV = Mean value of 3 (english) newsletters sent out

Technical Data

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

Banner (Website)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG

Target-website

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

Webcast

Data format: any video format is possible
Size of data: max. 40 MB or Youtube link

Tariffs & China

Key topics: China's Response to Tariffs, and company news about BASF, Fujifilm Diosynth, Merck, Meribel, Roche, Thermo Fisher, and more.

Dear Reader,

President Trump's steep tariffs on Chinese chemical imports have sent shockwaves through the industry. Chinese chemical firms and media are responding with a mix of defiance and optimism, downplaying the impact and highlighting new domestic opportunities.

Thanks for reading!

Christene A. Smith
Editor-in-Chief, CHEManager International

ADVERTISEMENT

SWISS BIOTECH DAY 2025
May 5-6, 2025 Congress Center Basel

Nachrichten für Entscheider und Führungskräfte in Sachen Sicherheit

GIT SICHERHEIT
GIT SECURITY

News

Meribel Pharma Solutions Launches New Contract Development and Manufacturing Organisation (CDMO)
A new, mid-size Contract Development and Manufacturing Organisation (CDMO), Meribel Pharma Solutions, has launched today with a fully integrated network across Europe.

read more

Maximize Your Supply Chain Savings

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

Elemica
2019SAP SUPPLY CHAIN AWARD
Go Digital. Transform.™

Medium Rectangle
€ 3,550

Ineos Inovyn launches 9th Global Award
The awards are designed to recognise pioneering ideas and showcase the vital role vinyl plays.

read more

AC Biode - Chemical Technology for a more Sustainable Future
AC Biode developed a diverse portfolio of products based on chemical technology designed to provide more sustainable alternatives to conventional practices.

read more

Feature

Ineos Inovyn launches 9th Global Award
The awards are designed to recognise pioneering ideas and showcase the vital role vinyl plays.

read more

Feature
€ 2,050

ADVERTISEMENT

SEPT 8-9 WOMEN IN CHEMICALS 2025 CONFERENCE

Exclusive access to your customers
Single Sponsored Newsletter
€ 8,300

Website www.chemanager-online.com/en

www.chemanager-online.com/en is the daily go-to website for executives and decision makers who want to stay on the cutting edge of industry news.

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/en.

Billboard**	970 x 250 Pixel	€ 2,750 / month, run of site*
Leaderboard	728 x 90 Pixel	€ 2,450 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 2,650 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 2,250 / 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 *€ 2,670

Combo offer: Feature on Portal + Newsletter € 4,550

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

Accesses to the website

Page Impressions/month	35,000
Unique Visits/Month	25,000

Mean values from the 2nd half of 2025

Deadline for Top Feature:

7 working days before publication

The screenshot shows the CHEManager International website desktop interface. Several advertisement placements are highlighted with blue callouts and labels:

- Feature Portal € 2,670**: A large banner at the top left featuring a woman's portrait and text about Bristol Myers Squibb.
- Leaderboard € 2,450**: A horizontal banner below the Feature Portal.
- Wide Skyscraper € 2,650**: A vertical banner on the right side of the page.
- Billboard € 2,750**: A large banner in the middle section.
- Medium Rectangle € 2,250**: A vertical banner on the right side, below the Wide Skyscraper.

The website layout includes a top navigation bar with categories like Chemistry, Pharma, Biotech, and Energy. The main content area features various articles and news items, including a prominent article about Transport Logistic's eco-cool packaging solutions for pharmaceuticals.

Desktop

CHEMManager

INTERNATIONAL

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