

# ACHEMA Daily 2015

The Official Daily Show Newspaper

Daily  
Circulation:  
**30,000**  
print copies  
+  
**170,000**  
digital edition,  
including live-links

A joint venture project of

**CHEMICAL  
ENGINEERING**  
and

**PROCESS**  
Chemie · Pharma · Verfahrenstechnik





# ACHEMA 2015

DECHEMA · Theodor-Heuss-Allee 25 · 60486 Frankfurt am Main

To all  
Exhibitors  
at ACHEMA 2015

Ihre Nachricht vom  
Your Letter of

Ihr Zeichen  
Your Reference

Unser Zeichen  
Our Reference

Bearbeiter  
Contact

Telefon +49 (0)69 7564  
Phone

E-Mail  
E-mail

Datum  
Date

August 2014

ACHEMA 2015 - ACHEMA Daily

Ladies and Gentlemen,

At ACHEMA 2015 the well-established official daily newspaper ACHEMA Daily will again offer you and your visitors an up-to-date coverage of the event. We are thus continuing the successful project cooperation of the past – ACHEMA Daily will again be published as an international joint venture between our media partners Chemical Engineering (Access Intelligence, NYC) and PROCESS (Vogel Business Media, Würzburg).

We are planning on publishing 5 issues with a daily circulation of 30,000 print and 70,000 digital copies, covering product and company news of our exhibitors directly from the fairground in both German and English. ACHEMA Daily is distributed at all entrances of Frankfurt's fairground and delivered to all exhibition booths, making it an important and cost-free source of information for the approx. 170,000 ACHEMA attendees. ACHEMA Daily will further be distributed at the main public transportation hubs as well as in all major hotels.

The digital distribution to the 70,000 readers of the magazines Chemical Engineering and PROCESS will spread your show news and advertisements to additional decision makers around the world.

We are certain that ACHEMA Daily will be an excellent platform for supporting your editorial and advertising activities during ACHEMA 2015.

Contact persons for your questions and inquiries are:

PROCESS – Chefredakteur  
CE – Chefredakteurin  
PROCESS – Verkaufsleiter  
CE – Vertriebsleiterin

Gerd Kielburger  
Dorothy Lozowski  
Reiner Öttinger  
Petra Trautes

E-Mail: gerd.kielburger@vogel.de  
E-Mail: dlozowski@che.com  
E-Mail: reiner.oettinger@vogel.de  
E-Mail: ptrautes@che.com

We are looking forward to welcoming you at ACHEMA 2015 in Frankfurt am Main.

Best regards

DECHEMA Ausstellungs-GmbH

Dr. Thomas Seheuring

Dr. Kathrin Rübberdt

P.S. Please note in this context that show newspapers as Die Messe, Messe Direkt or Messe-Kurier as well as publications as ExpoGuide are neither authorized nor supported by us in any way.

DECHEMA Ausstellungs-GmbH · Theodor-Heuss-Allee 25 · 60486 Frankfurt am Main · Germany  
T +49 (0)69 7564-100 · F +49 (0)69 7564-180 · exhibition@dechema.de · www.achema.de

DECHEMA Gesellschaft für Chemische Technik und Biotechnologie e.V. · Theodor-Heuss-Allee 25 · 60486 Frankfurt am Main · Germany  
T +49 (0)69 7564-0 · F +49 (0)69 7564-101 · info@dechema.de · www.dechema.de





## ACHEMA Daily – The best choice for your trade show advertising

ACHEMA Daily is the **only official newspaper** at ACHEMA 2015, authorized by **DECHEMA**.

As the only daily publication at the show, ACHEMA Daily will report live, directly from the show site. It will offer the latest news of each day and will cover exhibitor product and company news, both in English and German.

Show attendees know and trust ACHEMA Daily as a source of premium and practical information. The experienced teams of *Chemical Engineering* and *PROCESS* guarantee the **highest editorial quality** and the combined brands offer an **unmatched recognition**.



The combination of competency and reach will make your trade show marketing a success. Advertise in the most up-to-date publication offering the widest and most effective distribution.

View a sample of the ACHEMA Daily 2012 on [www.process.de/AchemaDaily12](http://www.process.de/AchemaDaily12)

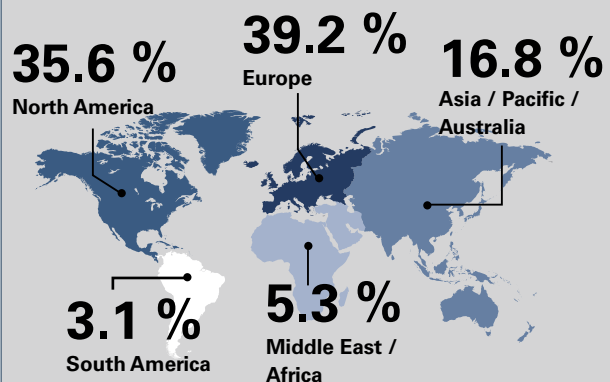
With **30,000 print copies per day**, ACHEMA Daily will reach the bulk of trade show visitors. ACHEMA Daily will be distributed to the show visitors at all entrances – this distribution right is granted to official publications only – at all central distribution points of ACHEMA, at the Frankfurt airport, and at the reception and breakfast areas of numerous business hotels. **No other publication offers a wider reach!**

### But ACHEMA Daily offers much more!

ACHEMA Daily will also be published as a digital edition and will be e-mailed daily to 170,000 subscribers of *Chemical Engineering*, *PROCESS*, *PROCESS worldwide*, *LABORPRAXIS* and *PROCESS India*. Thus, your message will reach thousands of international technical decision makers who are not able to visit the show or who attend the show for a few days only.

Your ad will appear in the digital edition as well, **including a live-link to your homepage**. Create further attention by enriching your digital ad with various multimedia options such as animation or video. Rates upon request.

#### Digital circulation by region



170,000 recipients worldwide

### Maximize your trade show success by advertising in ACHEMA Daily!

- Book all 5 issues and ensure a total circulation of 1,000,000 print and digital copies – worldwide.
- Reach countless highly qualified personnel worldwide for your recruitment advertising.

## Rates and Formats (in EUROS plus VAT)

<b>ACHEMA Daily Newspaper</b>	<b>1 Issue</b>			<b>3 Issues</b>		
Format (width x height in mm)	b/w	2c	4c	b/w	2c	4c
1/1 Page (226 x 313)	3,830.–	4,400.–	4,980.–	10,520.–	12,100.–	13,680.–
1/2 Page (226 x 140)	2,300.–	2,640.–	2,990.–	6,310.–	7,260.–	8,210.–
Junior Page (134 x 189)	2,070.–	2,380.–	2,690.–	5,690.–	6,540.–	7,390.–
2/5 Page (88 x 287)	1,840.–	2,120.–	2,390.–	5,060.–	5,820.–	6,570.–
1/3 Page (226 x 91, 134 x 140)	1,530.–	1,760.–	2,000.–	4,220.–	4,840.–	5,480.–
1/4 Page (88 x 189)	1,150.–	1,320.–	1,500.–	3,160.–	3,630.–	4,110.–
1/5 Page (88 x 140, 134 x 91)	930.–	1,060.–	1,200.–	2,530.–	2,910.–	3,290.–
	<b>5 Issues</b>					
Format (width x height in mm)	b/w	2c	4c			
1/1 Page (226 x 313)	14,760.–	16,960.–	19,180.–			
1/2 Page (226 x 140)	8,860.–	10,180.–	11,510.–			
Junior Page (134 x 189)	7,970.–	9,160.–	10,360.–			
2/5 Page (88 x 287)	7,090.–	8,150.–	9,210.–			
1/3 Page (226 x 91, 134 x 140)	5,910.–	6,790.–	7,680.–			
1/4 Page (88 x 189)	4,440.–	5,090.–	5,760.–			
1/5 Page (88 x 140, 134 x 91)	3,550.–	4,080.–	4,610.–			
	<b>5 Issues</b>					
<b>Premium Positions</b>	b/w	2c	4c			
Top Bottom Title Page (42 x 42)	8,700.–	10,000.–	11,300.–			
Top Bottom Subsections (88 x 42)	3,870.–	4,510.–	5,110.–			
Bottom Strip Title Page (226 x 42)	11,100.–	12,780.–	14,440.–			
Bottom Strip Subsection (226 x 42)	5,880.–	6,760.–	7,640.–			
2nd Cover (226 x 313)	16,960.–	19,510.–	22,050.–			
4th Cover (226 x 313)	17,710.–	20,360.–	23,020.–			
Centerfold (480 x 313)	32,450.–	37,330.–	42,190.–			

(Special Formats Upon Request)

## Media-Facts

Circulation	30,000 print and 170,000 digital copies, daily
Total Circulation	<b>1,000,000 copies</b> in print and digital
Trim Size	260 mm width x 350 mm height
Non-bleed format	226 mm width x 313 mm height, 5 columns
Publication	Every day from Monday, June 15 to Friday, June 19, 2015
<b>Closing date</b>	<b>29 May 2015</b>

## Contact

### Petra Trautes

Chemical Engineering  
 phone: +49 69 586 047 60  
 e-mail: ptrautes@accessintel.com

### Reiner Öttinger

Vogel Business Media  
 phone: +49 931 418-2613  
 e-mail: reiner.oettinger@vogel.de