



Premium marketing opportunities for **ACHEMA2018**



# ACHEMA2018

11-15 June 2018

Frankfurt am Main, Germany

[achema.de](http://achema.de)

ORGANIZER:



**DECHEMA**

SHOW DAILY

HOT PRODUCTS

JUNE PRE-SHOW  
ISSUE

DECISIONBRIEFS

MAY PRE-SHOW ISSUE

AUGUST POST-SHOW  
ISSUE

CPI PRECISION



ACHEMA is the world forum and leading show for chemical engineering and the process industry. *Chemical Engineering* is proud to partner with ACHEMA 2018 and provide comprehensive coverage and marketing opportunities before, during and after the event.

*Chemical Engineering*, the leading global publication for the Chemical Process Industries (CPI), will offer a wealth of advertising opportunities to promote your ACHEMA 2018 participation and your innovations to a global audience. Your advertisement will be showcased to an international network of experts and executives.

*Chemical Engineering's* product offering in print and online will help you reach potential clients and maximize your show results:

- » ACHEMA Show Previews in *Chemical Engineering* May and June
- » ACHEMA Show Review in *Chemical Engineering* August
- » ACHEMA Daily, the official daily newspaper (digital and print)
- » Hot Products print and online e-newsletter
- » Sponsored content on *Chemical Engineering's* digital platform, DecisionBriefs
- » CPI Precision



## ACHEMA Daily

The official show newspaper, a joint project of *Chemical Engineering* and Vogel Business Media, will be the only daily newspaper at ACHEMA 2018. With **30,000 print copies per day**, ACHEMA Daily will reach the bulk of trade show visitors. A digital edition of each ACHEMA Daily **will be emailed to 170,000 subscribers** of *Chemical Engineering*, *PROCESS*, *PROCESS* worldwide, *LABORPRAXIS*, as well as to the combined **social media audiences of 100,000 followers** each day. Circulation is 300,000 per day; total circulation is 1,500,000 across all 5 issues. For rates and formats, contact your local sales representative or download the ACHEMA Daily Rate Card.



**No other publication will give you a larger reach!**

**30,000**  
show visitors  
per day

**170,000**  
newsletter  
subscribers per  
day

**100,000**  
social media  
followers per  
day

**ACHEMA DAILY**

## Showcase your ACHEMA highlights with HOT PRODUCTS Advertisement

Each HOT PRODUCT listing in the HOT PRODUCTS e-newsletter and the print edition of *Chemical Engineering* includes a product photo and a 100-word product description with a URL to your website. You can reach 20,000 decision makers in the CPI with the monthly HOT PRODUCTS e-newsletter or showcase your product with a combination of print and e-newsletter marketing, reaching a combined audience of more than 81,000. This cost-effective tool is a great way to ensure that your ACHEMA innovations are promoted to a global audience.

**21% average  
open rate**  
**1.22% average  
click-through rate**

Whether you wish to invite specific reader groups to ACHEMA via an e-mail newsletter; provide relevant content before and after ACHEMA to our global audience; target companies and individuals that have a proven interest in your specific topics – *Chemical Engineering* will have the right solution for you.

## DecisionBriefs

If you are producing a lot of high-quality content around ACHEMA, DecisionBriefs will be a great marketing tool for you. DecisionBriefs allows your content to be searchable on chemengonline.com alongside *Chemical Engineering* editorial content. This dynamic content-marketing platform is an efficient way to reach buyers at key points in their decision-making and is an extremely effective way to generate leads. By uploading white papers, webinars, social media, blog posts, articles, videos and more, DecisionBriefs allows you to create, distribute and measure your content cost effectively. Standard offering \$5,000 net for 12 months. Premium packages and upgrades are available.

## CPI Precision

CPI Precision provides ultimate flexibility to marketers, whether you are promoting thought leadership, brand awareness or are interested in lead generation. We use demographics and behavioral data to determine exactly who is interested in your product or service, allowing you the precision to deliver a message to specific accounts and behaviors of interest. By creating a personalized experience for readers on our website, email, social and mobile, you can engage them at every step of the purchasing funnel and maximize ROI. Our Digital Services team will provide you with upfront consultation and ongoing campaign evaluation to optimize your communication with the *Chemical Engineering* audience. You will also be provided with frequent performance updates and business insights, including detailed engagement metrics. Through the use of a more frequent, impactful and targeted campaign plan, your marketing becomes more efficient and effective.



## CHEMICAL ENGINEERING ACHEMA ISSUES

Make the most out of your show participation by advertising in the leading global CPI publication's main ACHEMA issues! Target your audience according to your marketing needs by advertising in the Global Edition (Full-Run) or the split-run edition (outside North American circulation).

With ACHEMA Show Previews in May and June, and an ACHEMA Post Show Review in August, *Chemical Engineering* will offer comprehensive coverage of the most important industry event in 2018.

### MAY ISSUE

- » Includes ACHEMA Preview I
- » Bonus Distribution at ACHEMA
- » Bonus Distribution at AFPM Reliability & Maintenance Conference
- » Bonus Distribution at IFAT
- » Additional editorial highlights include:
  - ✓ Feature Report on Catalysts
  - ✓ Feature Report on Maintenance and Reliability

- ✓ Equipment Newsfront on Analyzers
- ✓ Equipment Newsfront on Petroleum Refining
- ✓ Equipment Focus on Safety Equipment
- ✓ Facts at Your Fingertips on Water Treatment
- ✓ Gulf Coast Petrochemicals and Refining Special Section

#### MAY ISSUE

Ad Closing Date: April 6, 2018  
Ad Materials Due: April 10, 2018

### JUNE ISSUE

- » Includes ACHEMA Preview II
- » Bonus Distribution at ACHEMA
- » Bonus Distribution at Sensors Expo and Conference
- » Additional editorial highlights include:
  - ✓ Feature Report on Steam
  - ✓ Feature Report on Reactor Engineering
  - ✓ Equipment Newsfront on Modular Construction

- ✓ Equipment Focus on Sensors
- ✓ Facts at Your Fingertips on Seals & Gaskets
- ✓ Solids Processing on Pneumatic Conveying
- ✓ Special Section on ACHEMA

#### JUNE ISSUE

Ad Closing Date: May 7, 2018  
Ad Materials Due: May 11, 2018

**Bonus for advertisers in the June issue: As an exhibitor in the June issue (min. ¼ page display ad), you will receive a free ¼ page advertorial to further promote your products and services to our global audience in our ACHEMA Special Section (applies to ACHEMA 2018 exhibitors only).**

### AUGUST ISSUE

- » Includes ACHEMA Post Show Review
- » Additional editorial highlights include:
  - ✓ Feature Report on Mixing
  - ✓ Feature Report on Materials of Construction
  - ✓ Equipment Newsfront on Pressure Relief
  - ✓ Equipment Focus on Software
  - ✓ Facts at Your Fingertips on Heat Transfer
  - ✓ Solids Processing on Bins, Hoppers & Silos

All August print advertisers are included in the Lead ADvantage® program. The Lead ADvantage® program provides you with timely and targeted tele-marketed results of purchase intention surveys conducted on Chemical Process Industries' product categories.

#### AUGUST ISSUE

Ad Closing Date: July 6, 2018  
Ad Materials Due: July 10, 2018

Find the full media data of *Chemical Engineering* on [www.chemengonline.com/mediakit](http://www.chemengonline.com/mediakit)

# ADVERTISING RATES & MECHANICAL SPECIFICATIONS

## FULL RUN

Color 4c	1x	6x	12x	18x
Spread	\$27,053	\$25,281	\$23,628	\$22,083
Full Page	\$14,405	\$13,277	\$12,530	\$12,309
2/3 Page (vertical)	\$10,073	\$9,352	\$8,801	\$8,637
1/2 Page (island)	\$9,270	\$8,456	\$8,008	\$7,833
1/2 Page	\$8,122	\$7,509	\$7,102	\$6,922
1/3 Page	\$6,134	\$5,737	\$5,423	\$5,268
1/4 Page	\$4,815	\$4,671	\$4,481	\$4,398
Special Positions 4c	1x	6x	12x	18x
Back Cover	\$15,038	\$13,962	\$13,050	\$12,200
Inside Front Cover	\$15,038	\$13,962	\$13,050	\$12,200
Inside Back Cover	\$14,641	\$13,684	\$12,793	\$11,963
Spread Between TOCs	\$27,573	\$25,771	\$24,081	\$22,506
1/3 Page TOC Vertical	\$6,355	\$5,943	\$5,547	\$5,186
Opposite 2nd TOC Page	\$14,502	\$13,555	\$12,669	\$11,840
Opposite "Editor's Page"	\$14,502	\$13,555	\$12,669	\$11,840
Facts At Your Fingertips <sup>◇</sup>	\$14,590	\$13,632	\$12,442	\$11,629

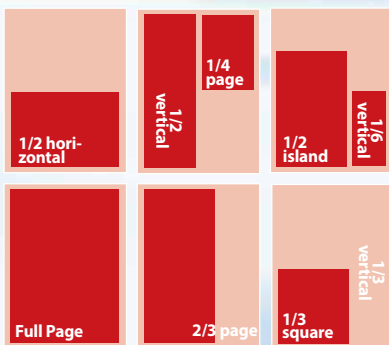
<sup>◇</sup> Includes printing on heavier insert stock and advertiser receives 500 copies to use as handouts

### Additional Color Charges:

Please check with your representative for 5th color or metallic colors

## INTERNATIONAL

Color (4c)	1x	6x	12x	18x
Full Page	\$7500	\$7100	\$6700	\$6575
2/3 Page (vertical)	\$5335	\$5050	\$4740	\$4640
1/2 Page (vertical or horizontal)	\$4295	\$4065	\$3830	\$3770
1/3 Page (square or vertical)	\$3510	\$3375	\$3170	\$3080
1/4 Page (square)	\$3260	\$3070	\$3000	\$2950



## HOT PRODUCTS

Open Rate	3x	6x	12x	12x
E-newsletter Only:	\$2,100	\$1,900	\$1,700	\$1,500
Print & E-newsletter:	\$2,900	\$2,500	\$2,200	\$2,000

Special package deals apply for advertisers running in several AICHEMMA-related publications. Contact your local sales representative for a special proposal.

### Petra Trautes

49-69-58604760

ptrautes@accessintel.com

AUSTRIA, BENELUX, CZECH REPUBLIC, EASTERN EUROPE, GERMANY, SCANDINAVIA, SWITZERLAND, UNITED KINGDOM

### Ferruccio Silvera

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ANDORRA, FRANCE, GIBRALTAR, GREECE, ISRAEL, ITALY, PORTUGAL, SPAIN

### Jason Bullock

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U.S. SOUTH AND SOUTHWEST

### Terry Davis

404-634-5123

tdavis@chemengonline.com

CANADA, LATIN AMERICA, U.S. EAST AND NORTHEAST

## MECHANICAL REQUIREMENTS

Width x Depth	Inches	Millimeters	Picas
2 page spread (bleed)	16.25" x 11"	412.8 x 279.4 mm	97p6 x 66p
2 page spread (non-bleed)	15" x 10"	381.0 x 254.0 mm	90p x 60p
1 page (bleed)	8.125" x 11"	206.4 x 279.4 mm	48p9 x 66p
1 page (non-bleed)	7" x 10"	177.8 x 254.0 mm	42p x 60p
2/3 page (bleed)	5.25" x 11"	133.4 x 279.4 mm	31p6 x 66p
2/3 page (non-bleed)	4.625" x 10"	115.9 x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed) <sup>◇◇</sup>	4" x 11"	102.0 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed) <sup>◇◇</sup>	3.375" x 10"	86.0 x 254.0 mm	20p3 x 60p
1/2 page island (non-bleed)	4.625" x 7.375"	117.5 x 187.3 mm	27p9 x 44p3
1/2 page horizontal (bleed)	8.125" x 5.625"	206.4 x 143.0 mm	48p9 x 33p9
1/2 page horizontal (non-bleed)	7" x 4.875"	177.8 x 123.8 mm	42p x 29p3
1/3 page vertical (bleed)	2.875" x 11"	73.0 x 279.4 mm	17p3 x 66p
1/3 page vertical (non-bleed)	2.1875" x 10"	55.6 x 254 mm	13p1.5 x 60p
1/3 page horizontal (non-bleed)	7" x 3.375"	177.8 x 85.7 mm	42p x 20.25p
1/3 page square (non-bleed)	4.625" x 4.875"	115.9 x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed) <sup>◇◇</sup>	3.375" x 4.875"	86.0 x 123.0 mm	20p3 x 29p3
1/6 page vertical (non-bleed)	2.1875" x 4.875"	55.6 x 123.8 mm	13p1.5 x 29p3
1/6 page horizontal (opposite cover #3 in every issue)	4.625" x 2.25"	117.5 x 57.2 mm	27p9 x 13p6
Publication Trim Size	7.875" x 10.75"	200 x 273.1 mm	47p3 x 64p6

<sup>◇◇</sup> Note: 1/2 page vertical and 1/4 page are NOT available in the Buyers' Guide.

**FOR ALL BLEED ADS:** Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edge. 1/8" (3mm) roughed out of gutter bleed. 1/8" (3mm) trimmed off all three outer edges.

### Mechanical Requirements for Furnished Inserts:

8 1/8" (206mm) X 11" (279mm). Publication trims to 7 7/8" (200mm) X 10 3/4" (273mm). Spread-16 1/4" (413mm) X 11" (279mm). Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edges. Maximum stock weight of 70# coated is requested. Up to 80# accepted with advance clearance. 60# maximum weight for uncoated stock is requested. Up to 60# accepted with advance clearance. Maximums are 25" (635mm) X 38" (965mm) basis.