

**JUNE 15-19, 2015  
FRANKFURT, GERMANY**

ORGANIZER:



ACHEMA is the world forum and leading show for chemical engineering and the process industry. *Chemical Engineering* is proud to partner with ACHEMA 2015 and provide comprehensive coverage 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 2015 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:

- » Europe Special Section in *Chemical Engineering* March
- » 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)
- » Sponsored content on *Chemical Engineering's* digital platform, DecisionBriefs

## EUROPE SPECIAL ADVERTISING SECTION MARCH ISSUE

Start your advertising for ACHEMA with the March issue of *Chemical Engineering*. This issue will include the Europe 2015 Special Ad Section, a special advertising section for European suppliers to the CPI. Engineering professionals all over the world will read this report to learn about leading suppliers in Europe and what they have to offer.

### March Special Section Benefits:

- » Distribution to all subscribers of the International Edition of *Chemical Engineering* (outside North America)
- » Free bonus distribution to all U.S. digital subscribers
- » Free additional advertorial
  - » Full page to 1/2 page advertisers earn 1/2 page free advertorial
  - » 1/3 page advertisers earn 1/3 page free advertorial
  - » 1/4 page advertisers earn 1/4 page free advertorial

Additional editorial highlights of the March issue include:

- ✓ Feature Report on Steam Handling
- ✓ Feature Report on Inert-Gas Blanketing
- ✓ Equipment Newsfront on Process Control
- ✓ Equipment Focus on Bulk Solids Storage & Flow
- ✓ Facts at Your Fingertips on Corrosion
- ✓ Interphex Show Preview

### International Edition:

International rates apply to all advertisers running in the Europe Section. At the international rate, both the advertisement and free advertorial will appear within the Europe Special Section to a circulation of more than 20,000.

### Global Edition:

Full-run rates apply if you wish to increase your exposure to appear in the global full-run edition of *Chemical Engineering* to a circulation of more than 60,000, reaching all North American subscribers. **Full-run advertisers will also receive a free advertorial, which will appear within the Europe Special Ad Section.**

### MARCH ISSUE

**Ad Closing Date: February 3, 2015**

**Ad Materials Due:  
February 6, 2015**



## 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 by your marketing needs by advertising in the Global Edition (full-run) or the International edition (outside North America).

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 2015.

### MAY ISSUE

- » Includes ACHEMA Preview I
- » Bonus Distribution at ACHEMA
- » Bonus Distribution at AFPM Reliability & Maintenance Conference
- » Additional editorial highlights include:
  - ✓ Feature Report on Plant Startups
  - ✓ Feature Report on Maintenance and Reliability
  - ✓ Equipment Newsfront on Petroleum Refining
  - ✓ Equipment Newsfront/Solids Processing on Particle Size Analysis & Classification
  - ✓ Equipment Focus/Software Automation & Control on Flow Measurement & Control
  - ✓ Facts at Your Fingertips on Catalysts
  - ✓ Environmental, Health & Safety on Pressure Relief
  - ✓ Special Section on Gulf Coast

#### MAY ISSUE

**Ad Closing Date: April 1, 2015**

**Ad Materials Due:  
April 6, 2015**

### JUNE ISSUE

- » Includes ACHEMA Preview II
- » Bonus Distribution at ACHEMA
- » Bonus Distribution at PTXI Power & Bulk Solids
- » Additional editorial highlights include:
  - ✓ Feature Report on Materials of Construction
  - ✓ Feature Report on Temperature Measurement & Control
  - ✓ Equipment Newsfront on Column Internals
  - ✓ Equipment Focus/Software Automation & Control on Software
  - ✓ Facts at Your Fingertips on Liquid-Liquid Extraction
  - ✓ Solids Processing/Environmental, Health & Safety on Dust Control on Software

#### JUNE ISSUE

**Ad Closing Date: May 1, 2015**

**Ad Materials Due:  
May 6, 2015**

### AUGUST ISSUE

- » Includes ACHEMA Post Show Review
- » Additional editorial highlights include:
  - ✓ Feature Report on Extreme-Temperature Handling
  - ✓ Feature Report/Environmental, Health & Safety on Plant & Process Safety
  - ✓ Equipment Newsfront on ACHEMA
  - ✓ Equipment Newsfront/Software Automation & Control on Sensors
  - ✓ Equipment Focus on Packaging
  - ✓ Facts at Your Fingertips on Heat Transfer
  - ✓ Solids Processing on Powder Processing, Packaging
  - ✓ Special Section on Solids Processing

#### AUGUST ISSUE

**Ad Closing Date: July 1, 2015**

**Ad Materials Due:  
July 6, 2015**

## Showcase your ACHEMA highlights with HOT PRODUCTS Advertisement

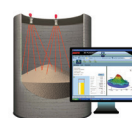
Each HOT PRODUCT listing in the HOT PRODUCTS e-newsletter and the print edition of *Chemical Engineering* includes a product photo and a 100-word product description with a URL to your website. You can reach 20,000 decision makers in the CPI with the monthly HOT PRODUCTS e-newsletter or showcase your 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.

### SAMPLE E-NEWSLETTER



### SAMPLE PRINT AD

## HOT PRODUCTS



**3D LEVEL MEASUREMENT OF COAL AND FLY ASH**  
BinMaster's 3DLevelScanner measures the level of coal and fly ash in bins, silos, and hoppers. Acoustics-based technology penetrates dust and requires minimal maintenance and no air purge. One or more sensors continuously measure and report multiple points on irregular horizontal surfaces to ensure high volume accuracy. Optional 3D visualization of bin contents allows plant and location of high and low points. Details by ash levels in ESP hoppers to optimize emptying cycles and ensure long plant life. MultiVision software allows you to view and manage inventory for all your vessels from a PC on a single screen.  
<http://www.binmaster.com/products/info40-3d>

# ACHEMA DAILY – THE OFFICIAL DAILY SHOW NEWSPAPER AT ACHEMA 2015

The official show newspaper, a joint project of *Chemical Engineering* and Vogel Business Media, will once again be the only daily newspaper at ACHEMA 2015.

With **30,000 print copies per day**, ACHEMA Daily will reach the bulk of trade show visitors. It will be distributed to the show visitors at all entrances, at all central distribution points of the show, at the Frankfurt airport, and at the reception and breakfast areas of numerous business hotels.

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.

For rates and formats, contact your local sales representative or download the ACHEMA Daily Rate Card at [chemengonline.com/advertise](http://chemengonline.com/advertise).



**TOTAL CIRCULATION:**  
**1,000,000 in print and online**  
**No other publication will give you a wider reach!**



## DECISIONBRIEFS CONTENT MARKETING PLATFORM

If you are producing a lot of high-quality content around ACHEMA, DecisionBriefs will be a great marketing tool for you.

This dynamic content marketing platform is an efficient way to reach buyers at key points of their decision-making and is an extremely effective way to leverage *Chemical Engineering*'s digital audience with your content and 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. DecisionBriefs allows your content to be searchable on [chemengonline.com](http://chemengonline.com) alongside *Chemical Engineering* editorial content. You can post press releases directly to the homepage of [chemengonline.com](http://chemengonline.com).

Want even more exposure? Highlight your content on the homepage and run-of-site on [chemengonline.com](http://chemengonline.com), in our monthly DecisionBriefs e-newsletter, in any of our regular e-newsletters or to our social media channels through upgrade packages. *Contact your local sales representative for more information.*

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

### PETRA TRAUTES

[ptrautes@accessintel.com](mailto:ptrautes@accessintel.com) | Tel: 49-69-58604760 | Fax: 49-69-57002484  
AUSTRIA, BENELUX, CZECH REPUBLIC, EASTERN EUROPE, GERMANY, SCANDINAVIA, SWITZERLAND, UNITED KINGDOM

### FERRUCCIO SILVERA

[ferruccio@silvera.it](mailto:ferruccio@silvera.it) | Tel: 39-02-284-6716 | Fax: 39-02-289-3849  
ANDORRA, FRANCE, GIBRALTAR, GREECE, ISRAEL, ITALY, PORTUGAL, SPAIN

### TERRY DAVIS

[tdavis@chemengonline.com](mailto:tdavis@chemengonline.com) | 404-634-5123  
CANADA, LATIN AMERICA, U.S. EAST COAST AND NORTHWEST REGION

### JASON BULLOCK

[jbullocc@chemengonline.com](mailto:jbullocc@chemengonline.com) | 713-340-0476  
U.S. SOUTH AND SOUTHWEST REGION

### DAN GENTILE

[dgentile@chemengonline.com](mailto:dgentile@chemengonline.com) | 512-918-8075  
U.S. WEST AND MIDWEST REGION



# 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 ◊	\$14,590	\$13,632	\$12,442	\$11,629

◊ Includes printing on heavier insert stock and advertiser receives 500 copies to use as handouts

### Additional Color Charges:

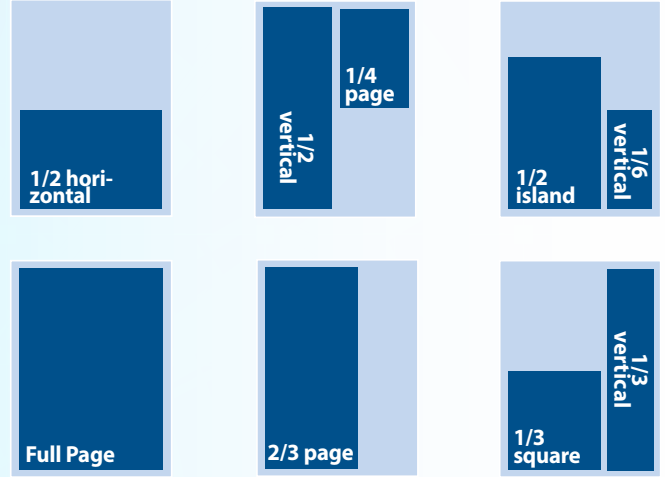
Please check with your representative for 5th color or metallic colors

## 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

## 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



## 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) ◊◊	4" x 11"	102.0 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed) ◊◊	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) ◊◊	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

◊◊ 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.

### Closing Dates and Cancellations:

See Editorial Calendar for space reservation and ad materials closing dates. No cancellations accepted after closing dates.

Download the full 2015 Media Kit at  
[chemengonline.com/advertise](http://chemengonline.com/advertise)