

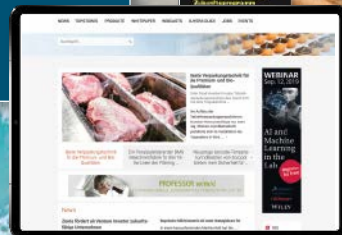
# Media Guide

2021

Decision-Makers Know-how for Food & Beverage

## LVT LEBENSMITTEL Industrie

[www.LVT-WEB.de](http://www.LVT-WEB.de)



WILEY

# LVT LEBENSMITTEL Industrie

**LVT LEBENSMITTEL Industrie** is the professional magazine for specialists and managers in the food and beverage industries and the associated packaging and machinery supply industries. News from the industry, specialist articles and practice-related contributions by users provide extensive information about all aspects of the value creation chain of these industries, providing readers with great ideas for the day-to-day solution of the technical challenges in the production, process technology and packaging of foods and beverages.

The core LVT readers are the decision makers responsible for production and process technology and the packaging of foods and beverages. Top management: proprietors, managers, directors. Middle management: plant managers, technical managers, planning and design managers, purchasing, QM, packaging, logistics and marketing. Technical specialists: engineers, designers, technicians, developers and planners.

**You want to achieve more?** Since 2016 we are going to offer you the new portal **www.LVT-WEB.de** for the food industry. Please read about further details on **page 12**.

## Content

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## Overview

**Publication frequency**  
8 issues per year

**Volume**  
66<sup>th</sup> year 2021

**Circulation**  
11,000 (2<sup>nd</sup> quarter 2020)

**Publishing Director**  
Dr. Heiko Baumgartner

**Commercial Manager Sciences**  
Vanessa Winde

**Product Manager**  
Dr. Michael Reubold

**Editorial**  
Dr. Jürgen Kreuzig  
(Editor-in-Chief)

**Advertising**  
Stefan Schwartz

**Order Management**  
Kerstin Kunkel

**Subscription**  
€ 118.00 (+ VAT)

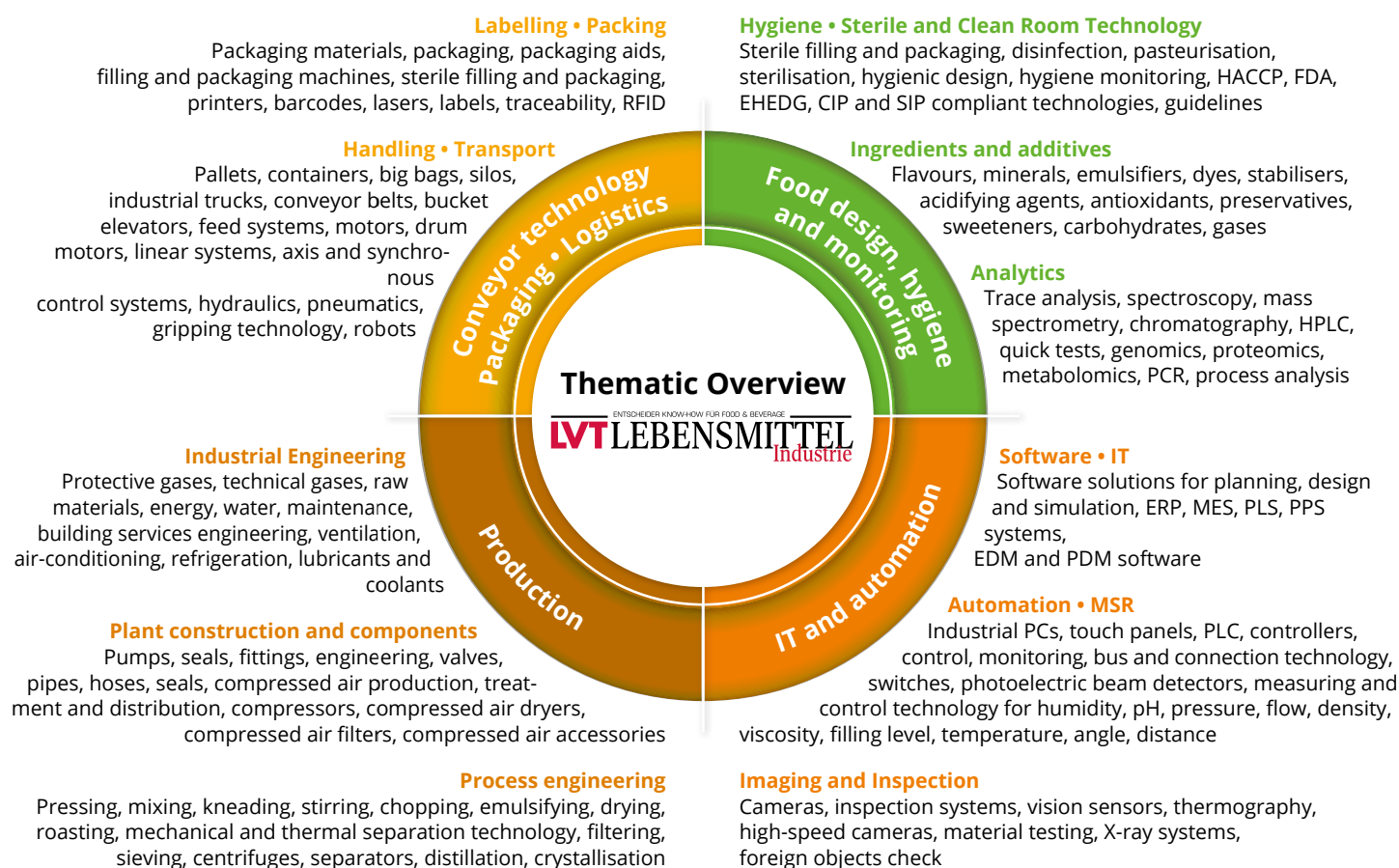
**Student Subscription**  
€ 59.00 (+ VAT)

**ISSN**  
1619-8662

**Format of the magazine**  
DIN A4, 210 x 297 mm



# Readers & Range of Topics



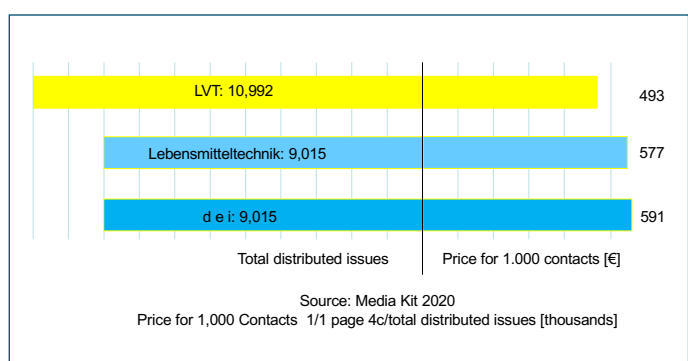
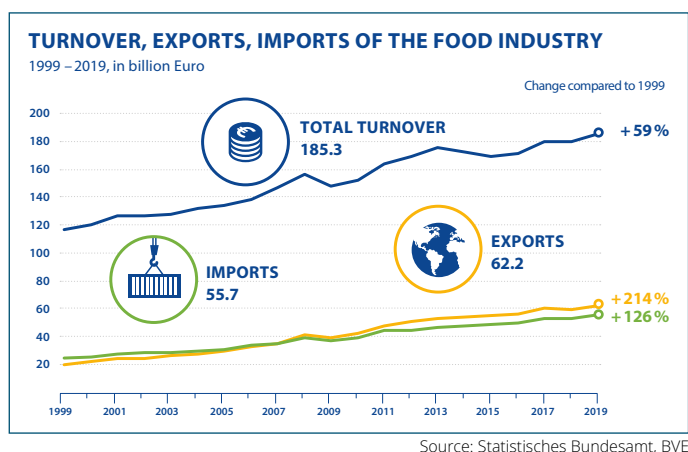
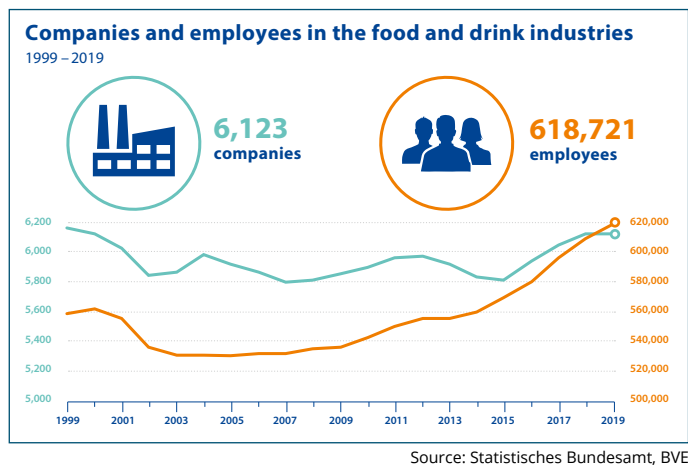
# Dates & Contents

Issues	1-2   February	3   March	4   April	5-6   June
Publishing Date	12.02.2021	11.03.2021	23.04.2021	01.06.2021
Advertising Deadline	27.01.2021	24.02.2021	07.04.2021	14.05.2021
Editorial Deadline	23.12.2020	20.01.2021	03.03.2021	09.04.2021
Newsletter	16.02.2021	16.03.2021	27.04.2021	08.06.2021
Trade Shows/ Conferences	<b>PUMPS &amp; VALVES, maintenance</b> Dortmund, 24.-25.02.2021	<b>SOLIDS</b> Dortmund, 18.-19.3.2021	<b>SENSOR+TEST</b> Nuremberg, 04.-06.05.2021	<b>ACHEMA</b> Frankfurt, 14.-18.06.2021
	<b>interpack</b> Düsseldorf, 25.02.-03.03.2021	<b>Anuga FoodTec</b> Cologne, 23.-26.03.2021	<b>Vitafoods</b> Geneva, 04.-06.05.2021	<b>LogiMAT</b> Stuttgart, 22.-24.06.2021
	<b>INTERNORGA</b> Hamburg, 12.-16.03.2021	<b>Hannover Messe, Comvac</b> Hanover, 12.-16.04.2021		
Regular topics	<b>Production</b>			
	<b>Process technology</b> Filtering, sieving, interceptors, centrifuges, separators, distillation, crystallisation  <b>Operating technology</b> Protective gases, technical gases, raw materials, energy, water	<b>Plant construction and components</b> Compressed air production, treatment, distribution, compressors, compressed air dryers, compressed air filters, compressed air accessories	<b>Plant construction and components</b> Pumps, seals, valves, fittings  <b>Operating technology</b> Maintenance, building services engineering, ventilation, air-conditioning, refrigeration, lubricants and coolants	<b>Plant construction and components</b> Engineering, fittings, valves, pipes, hoses, seals, pumps  <b>Operating technology</b> Protective gases, technical gases, raw materials, energy, water
	<b>Conveyor technology • Packaging • Logistics</b>			
	<b>Labelling • Packaging</b> Printers, barcodes, lasers, labels, traceability, RFID, packaging materials, packaging, packaging aids, filling and packaging machines, aseptic filling and packaging	<b>Handling • Transport</b> Pallets, containers, big bags, silos, industrial trucks, conveyor belts, bucket elevators, feed systems	<b>Labelling • Packaging</b> Packaging materials, packaging, packaging aids, filling and packaging machines, aseptic filling and packaging	<b>Handling • Transport</b> Motors, drum motors, linear systems, axis and synchronous control systems, hydraulics, pneumatics, gripping technology, robots
	<b>IT and automation</b>			
	<b>Software • IT</b> ERP, MES, PLS, PPS systems, EDM, PDM software, Software solutions for planning, design and simulation	<b>Imaging and inspection</b> Cameras, inspection systems, X-ray systems, foreign objects check, vision sensors, thermography, high-speed cameras, material testing	<b>Automation • Instrumentation and control technology</b> Measuring and control devices for humidity, pH, pressure, flow, density, viscosity, filling level, temperature, angle, distance, Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors	<b>Software • IT</b> ERP, MES, PLS, PPS systems, EDM, PDM software, Software solutions for planning, design and simulation
Focus on the industry	<b>Food design, hygiene and monitoring</b>			
	<b>Hygiene • Sterile, Clean room technology</b> Aseptic filling and packaging, disinfection, pasteurisation, sterilisation, hygienic design, hygiene monitoring, HACCP, FDA, EHEDG, CIP and SIP compliant technologies, guidelines	<b>Hygiene • Sterile, Clean room technology</b> disinfection, pasteurisation, sterilisation, hygienic design, CIP, guidelines  <b>Analytics</b> Spectroscopy, chromatography, HPLC, quick tests, PCR, process analysis	<b>Ingredients and additives</b> Flavours, minerals, emulsifiers, dyes, stabilisers, acidifying agents, antioxidants, preservatives, sweeteners, carbohydrates, gases	<b>Analytics</b> Trace analysis, spectroscopy, mass spectrometry, chromatography, HPLC, quick tests, genomics, proteomics, metabolomics, PCR, process analysis
	<b>Butchery and cooked meats industry</b> Ingredients, additives, raw materials, spices, baking, frying and roasting systems, cooking and smoking systems, refrigeration technology, food safety and quality management, butchery and processing technology, transport and storage systems, cleaning systems	<b>Baking industry</b> Ingredients, additives, raw materials, spices, grain mills, silos, big bags, fermenting chambers and cabinets, treatment systems, ovens, cooling and refrigeration systems, stirring, mixing and beating machines, biscuit and cut biscuit machines, packaging, labelling technology, conveyor technology, logistics	<b>Beverages industry</b> Ingredients, additives, raw materials, beverage concepts, product optimisation, sterile production, filling technology, brewing technology, packaging solutions, creative packaging, convenience packaging, labelling technology, conveyor technology, logistics	<b>Dairy industry</b> Ingredients, additives, raw materials, dairy technology systems, centrifuges, decaners, mixing, stirring, homogenising, emulsifying, pasteurisation and sterilisation systems, cheese smoking systems, packaging, labelling technology, conveyor technology, logistics
Product-Forum	<b>Pumping technology for food and beverages</b> hygienic design, eccentric screw, impeller, membrane, piston, ring piston, rotary piston, peristaltic, screw, sinus pumps	<b>Fittings • Seals • Valves, for Food and Beverage</b>	<b>Compressed air technology</b> Compressed air production, compressed air treatment, consumption and distribution, compressors, separators, filters dryers, compressed air purification	<b>Process engineering, mixing • stirring • crushing</b> separating, sieving, filtering
	<b>Modern management and plant management</b>  <b>Sustainability</b> Water, energy, raw materials, recycling, avoiding waste, environment, social responsibility	<b>Measurement • Control • Regulation</b> Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors, sensors (pH, humidity, pressure, temperature, angle, distance), actuators, control technology, measuring devices for flow, density, viscosity, filling level	<b>Quality Assurance</b> Analytics, supply chain transparency, traceability, imaging and inspection, Cameras, inspection systems, X-ray systems, foreign objects check, metal detectors	<b>Energy efficiency</b> Drive systems, air-conditioning, cooling, refrigeration technology, compressed air, waste recycling, cogeneration units, bio-gas systems, energy recovery, recycling, production processes, consulting and services
	interpack Issue	Anuga FoodTec Issue		

# Dates & Contents

Issues	7-8   July	9   September	10   October	11-12   November
Publishing Date	30.07.2021	15.09.2021	15.10.2021	15.11.2021
Advertising Deadline	14.07.2021	30.08.2021	29.09.2021	26.10.2021
Editorial Deadline	09.06.2021	26.07.2021	25.08.2021	21.09.2021
Newsletter	03.08.2021	21.09.2021	19.10.2021	23.11.2021
Trade Shows/ Conferences		<b>Ilmac</b> Basel, 21.-23.09.2021	<b>iba</b> Munich, 24.-28.10.2021	<b>SPS Smart Production Solutions</b> Nuremberg, 23.-25.11.2021
		<b>Fachpack</b> Nuremberg, 28.-30.09.2021		<b>Cleanzone</b> Frankfurt, 24.-25.11.2021
		<b>drinktec</b> Munich, 04.-08.10.2021		<b>Fi Europe &amp; Hi Europe</b> Paris, 30.11.-02.12.2021
		<b>Anuga</b> Cologne, 09.-13.10.2021		<b>Internationale Grüne Woche</b> Berlin, 21.-30.01.2022
Regular topics	<b>Production</b>			
	<b>Process technology</b> Compacting, mixing, kneading, stirring, chopping	<b>Process technology</b> Emulsifying, drying, roasting, mechanical and thermal separation technology, filtering, sieving, separators, centrifuges, separators, distillation, crystallisation	<b>Process technology</b> Compressed air production, treatment, distribution, compressors, compressed air dryers, compressed air filters, compressed air accessories	<b>Operating technology</b> maintenance, building services engineering, ventilation, air-conditioning, refrigeration, lubricants and coolants
	<b>Conveyor technology • Packaging • Logistics</b>			
	<b>Handling • Transport</b> Pallets, containers, big bags, silos, industrial trucks, conveyor belts, bucket elevators, feed systems	<b>Labelling • Packaging</b> Printers, barcodes, lasers, labels, traceability, RFID, packaging materials, packaging, packaging aids, filling and packaging machines, aseptic filling and packaging	<b>Handling • Transport</b> Motors, drum motors, linear systems, axis and synchronous control systems, hydraulics, pneumatics, gripping technology, robots	<b>Labelling • Packaging</b> Packaging materials, packaging, packaging aids, filling and packaging machines, aseptic filling and packaging
	<b>IT and automation</b>			
	<b>Automation • Instrumentation and control technology</b> Measuring and control devices for humidity, pH, pressure, flow, density, viscosity, filling level, temperature, angle, distance, Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors	<b>Imaging and inspection</b> Cameras, inspection systems, X-ray systems, foreign objects check, vision sensors, thermography, high-speed cameras, material testing	<b>Automation • Instrumentation and control technology</b> Measuring and control devices for humidity, pH, pressure, flow, density, viscosity, filling level, temperature, angle, distance, Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors	<b>Software • IT</b> ERP, MES, PLS, PPS systems, EDM, PDM software, Software solutions for planning, design and simulation
Focus on the industry	<b>Food design, hygiene and monitoring</b>			
	<b>Hygiene • Sterile, Clean room technology</b> Aseptic filling and packaging, disinfection, pasteurisation, sterilisation, hygienic design, hygiene monitoring, HACCP, FDA, EHEDG, CIP and SIP compliant technologies, guidelines	<b>Hygiene • Sterile, Clean room technology</b> disinfection, pasteurisation, sterilisation, hygienic design, CIP, guidelines  <b>Analytics</b> Spectroscopy, chromatography, HPLC, quick tests, PCR, process analysis	<b>Ingredients and additives</b> Flavours, minerals, emulsifiers, dyes, stabilisers, acidifying agents, antioxidants, preservatives, sweeteners, carbohydrates, gases	<b>Analytics</b> Trace analysis, spectroscopy, mass spectrometry, chromatography, HPLC, quick tests, genomics, proteomics, metabolomics, PCR, process analysis
	<b>Butchery and cooked meats industry</b> Ingredients, additives, raw materials, spices, baking, frying and roasting systems, cooking and smoking systems, refrigeration technology, food safety and quality management, butchery and processing technology, transport and storage systems, cleaning systems	<b>Brewing/beverages industry</b> Ingredients, additives, raw materials, beverage concepts, product optimisation, sterile production, filling technology, brewing technology, packaging solutions, creative packaging, convenience packaging, labelling technology, conveyor technology, logistics	<b>Baking industry</b> Ingredients, additives, raw materials, spices, grain mills, silos, big bags, fermenting chambers and cabinets, treatment systems, ovens, cooling and refrigeration systems, stirring, mixing and beating machines, biscuit and cut biscuit machines, packaging, labelling technology, conveyor technology, logistics	<b>Confectionary industry</b> Ingredients, additives, raw materials, confectionery machines, baking ovens, forming machines, tablet presses, product optimisation, sterile production, filling technology, packaging solutions, creative packaging, convenience packaging, labelling technology, conveyor technology, logistics
	<b>Pumping technology for food and beverages</b> hygienic design, eccentric screw, impeller, membrane, piston, ring piston, rotary piston, peristaltic, screw, sinus pumps	<b>Fittings • Seals • Valves, for Food and Beverage</b>	<b>Compressed air technology</b> Compressed air production, compressed air treatment, consumption and distribution, compressors, separators, filters, dryers, compressed air purification	<b>Drive technology</b> Hydraulic, pneumatic and electric motors, gear units, drum motors, linear systems, axis and synchronous control units, servo drives, frequency inverters, mechatronics
	<b>Modern management and plant management</b>	<b>Quality Assurance</b> Analytics, supply chain transparency, traceability, imaging and inspection, Cameras, inspection systems, X-ray systems, foreign objects check, metal detectors	<b>Energy efficiency</b> Drive systems, air-conditioning, cooling, refrigeration technology, compressed air, waste recycling, cogeneration units, bio-gas systems, energy recovery, recycling, production processes, consulting and services	<b>Measurement • Control • Regulation</b> Industrial PCs, touch panels, PLC, controllers, control, monitoring, bus and connection technology, switches, photoelectric beam detectors, sensors (pH, humidity, pressure, temperature, angle, distance), actuators, control technology, measuring devices for flow, density, viscosity, filling level
	<b>Sustainability</b> Water, energy, raw materials, recycling, avoiding waste, environment, social responsibility			
Specials		<b>drinktec</b> Ausgabe	<b>iba</b> Ausgabe	

# Decisive Reasons for Advertising in LVT



## Attractive Topics ...

**LVT LEBENSMITTEL Industrie** sheds light on the crucial issues of the target groups and their specific economic requirements.

In 2019, the annual turnover of the food industry was **€ 185.3 billion**, of which **€ 62.2 billion** was generated abroad. „In 2019 the food industry employed about **618,721 people in 6,123 companies**. (Source: BVE data). The food industry faced a challenging environment in 2019: Production and labour costs rose while at the same time the demands of retailers and consumers increased, as well as those of regulations and their information and documentation obligations. In addition, the high sustainability targets set by the companies themselves called for special efforts.

**Conclusion:** Prices and margins of the food and beverage industry are under pressure. In addition to wholesale market power, the prices for energy, water and commodities as well as personnel costs are rising. In **specials** such as **sustainability, energy efficiency and modern management**, **LVT LEBENSMITTEL Industrie** provides information on possible solutions. Regular topics include software, IT, automation, imaging and inspection, mechanical and systems engineering, analytics, ingredients, labelling, packaging and logistics as well as hygiene, sterile and clean room technology.

## Attractive price/performance ratio ...

with **LVT LEBENSMITTEL Industrie**: with a **circulation of 11,000 LVT** offers the reasonable cost-per-thousand model allowing you to reach substantially more potential customers than with other professional magazines – for the same amount of money. This, coupled with the focus on the crucial topics, **makes LVT the perfect medium for your advertising campaign**.

# Analysis

## Circulation analysis (2nd quarter 2020)

Copies per Issue	Copies
Print run	11,000
Actual circulation	10,841
Of which abroad: (A, CH, Benelux)	1,273
Free copies	10,829
Archive and sample copies	8

Size of Company	%
1 – 49 employees	29.4
50 – 99 employees	27.5
100 – 199 employees	10.1
200 – 499 employees	14.7
500 and more employees	18.3

## Analysis of Recipients

Position in Company	%
Technical management	15.1
Manufacture/Production	12.2
Process engineering and technology	11.8
Company management	11.6
Plant and machinery construction	9.9
Food design/Product development/QS and QM	9.8
Planning and project engineering	9.2
Purchasing	9.2
Marketing and sales	6.2
Research and development	2.7
Commercial management	2.3

Sectors	%
<b>Food and beverage industry</b>	<b>80.4</b>
<b>Packaging/Food machinery manufacturers</b>	<b>16.2</b>
<b>Engineering and planning offices</b>	<b>2.1</b>
<b>Universities and colleges of further education</b>	<b>1.3</b>
Meat, fish	12.2
Bakery and pasta goods	11.9
Brewing industry	11.6
Dairy industry	10.0
Soups, seasonings, stocks, baby food	7.0
Confectionery	6.9
Mineral water and medicinal springs	6.1
Fruit juice industry	5.1
Ingredients and additives	4.4
Sugar, starch and starch products	2.2
Wine, sparkling wine, spirits	1.4
Fruit, vegetable and potato processing	1.2
Animal and vegetable oils and fats	0.4



# Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	210 x 297	5,420
1/2 Page portrait	90 x 260	3,510
1/2 Page landscape	185 x 128	3,510
Juniorpage	137 x 190	3,880
1/3 Page portrait	58 x 260	2,035
1/3 Page landscape	185 x 85	2,035
1/4 Page classic	90 x 128	1,765
1/4 Page portrait	43 x 260	1,765
1/4 Page landscape	185 x 63	1,765
1/8 Page classic	90 x 128	1,275
1/8 Page landscape	185 x 30	1,275
Job Advertisements	25 % discount on regular advertisement prices	

## Preferred positions

Title Page + Story <sup>1</sup>	213 x 303	5,670
Inside Cover + Story	213 x 303	4,350
Inside front/back page, Back page <sup>1</sup>	210 x 297	5,565
Belly Band	450 x max. 100	5,710
Postcards <sup>2</sup>		135

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 297	3,845
3-page A4 + side flip	207 + 105 x 297	5,730
4-page A4	420 x 297	6,140

\* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts <sup>3</sup>	weight	Price €
	up to 25 g	300
	up to 50 g	385

## BuyersGuide<sup>3</sup>

Each printed line, per edition and keyword	40 mm/column	7.-
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Total print run: 88,000

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)

## Additional charges

Binding positions	10 %
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## Discounts

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

## 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 Schwartz,   
 +49 (0) 6201 606 491, stefan.schwartz@wiley.com

## Terms of Payment:

Payment within 30 days without deduction.

## Bank details:

J.P. Morgan AG  
Taunus Turm · Taunustor 1  
60310 Frankfurt, Germany  
IBAN: DE55501108006161517443  
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 January 2021 and supersedes all previous price lists.

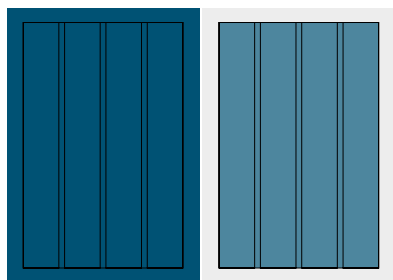
1 Cancellation only possible up to 8 weeks before advertising deadline.  
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.

2 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.



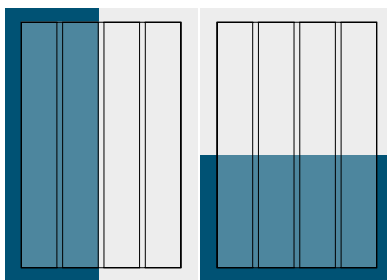
# Formats



**1/1** Pages  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

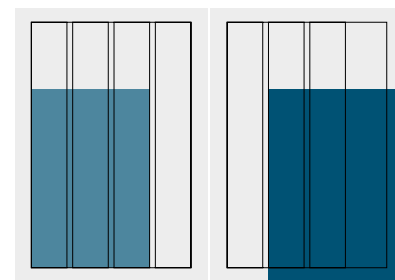
**Bleed Size:**  
210 x 297 mm



**1/2** Pages  
Type Area/Bleed Size

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

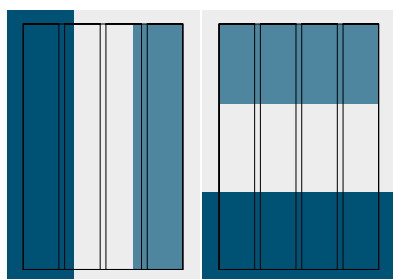
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

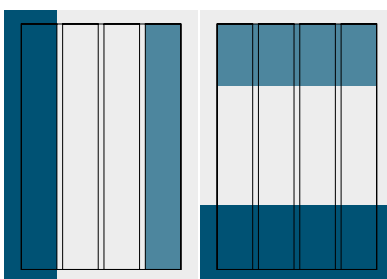
**Bleed Size:**  
147 x 209 mm



**1/3** Pages  
Type Area/Bleed Size

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

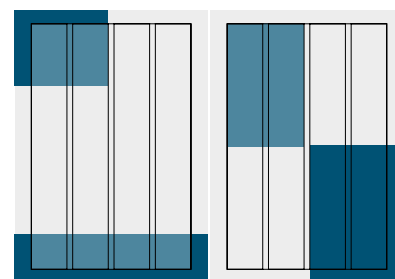
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**1/4** Pages  
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**  
Pages 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/m<sup>2</sup>

## Delivery of loose inserts

Delivery quantity: 11,200 copies

## Delivery of bound-in inserts

Delivery quantity: 11,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with 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 to [kerstin.kunkel@wiley.com](mailto:kerstin.kunkel@wiley.com)



Wiley-VCH GmbH  
 FAO: Kerstin Kunkel  
 Boschstrasse 12  
 69469 Weinheim, Germany  
 Tel.: +49 (0) 6201 606 731  
 Fax: +49 (0) 6201 606 790

# Native Advertising PLUS

**Native Advertising Plus**  
With Native Advertising Plus you inform the readers with content which you or your PR agency have produced with the objective of increasing the level of awareness of your company. The article communicates your know-how in the sector, establishes the experts in your company as thought leaders in the market and in turn has a positive effect on the perception of your brand. Integration of the content in the established look & feel of the editorial content of the publication, both in print and online, and with naming of the author together with contact information for feedback and enquiries.\*

ADVERTORIAL

## Ebit reped molorest everchitas

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**4.400 – 4.600 Zeichen**  
**inkl. Bildlegenden**

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**Kontakt**  
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Udli que id qui conset sinus  
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balet mitem allatitit ratur?

**1/1 Page**  
**3,100 €**

ADVERTORIAL

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**1900 – 2.100 Zeichen**  
**inkl. Bildlegenden**

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**Kontakt**  
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Udli que id qui conset sinus  
expet molupla velibus disti blabo  
balet mitem allatitit ratur?

**1/2 Page**  
**1,600 €**

ADVERTORIAL

## Ebit reped molorest ever

vollendam doluptae labore laut eum aborem ut ratus dem fugit

**1.200 – 1400 Zeichen**  
**inkl. Bildlegenden**

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**Kontakt**  
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Udli que id qui conset sinus  
expet molupla velibus disti blabo  
balet mitem allatitit ratur?

**1/4 Page**  
**800 €**

\*Due to legal regulations it is required to write the comment "Advertorial" above the article.

# B2B-Zielgruppenportal: [www.LVT-WEB.de](http://www.LVT-WEB.de)

**www.LVT-WEB.de** supplies decision-maker know-how for technicians, qualified employees, and managers in the food, beverage, packaging and supply industries. **www.LVT-WEB.de** provides news, applications and information about new products and events to your target groups.

## Banner Advertising

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 **www.LVT-WEB.de** and improve your market penetration.

Leaderboard	728 x 90 Pixel	€ 830 / Monat, run of site*
Full Banner	468 x 60 Pixel	€ 600 / Monat, run of site
Wide Skyscraper	160 x 600 Pixel	€ 1,100 / Monat, run of site
Skyscraper	120 x 600 Pixel	€ 870 / Monat, run of site
Rectangle	180 x 150 Pixel	€ 1,090 / Monat, run of site
Medium Rectangle	300 x 250 Pixel	€ 1,150 / Monat, run of site

\* „run of site“ bedeutet, dass die Banner auf der gesamten Website angezeigt werden können. In Rotation mit max. drei weiteren Bannern.

## Whitepaper/Application Note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors.

- **Whitepaper:** € 875 for 6 months  
Including: Teaser text, product photos, company contacts, PDF for download
- **Webcast:** € 880 for 6 months  
Including: Teaser text, product video, company address

## Top Teaser Story

Promote your product, your application note, your event or any other highlight on the “cover page” of **www.LVT-WEB.de**. Reach your target group 24/7/365.

**Top Teaser Image 510 x 286 Pixel € 1,500 / month\***

Scope of Service: ➤ Picture, Headline, Intro on landing page (150 letters) ➤ Detailed Text (up to 4,000 characters recommended) ➤ 1-4 Images ➤ Contact Information

**Running Time: 1 month prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal's database**

\*in a rotation scheme with five other Top Teaser Stories

## Newsletter: Banner formats & prices

Wide Skyscraper	160 x 600 Pixel	€ 1,050
Skyscraper	120 x 600 Pixel	€ 950
Full Banner	468 x 60 Pixel	€ 850
Feature	see below	€ 950

## Technical Data:

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

### Banner:

Size of data: max. 100 KB  
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag  
Target-website: please tell us the exact URL, where your banner should be linked to.

### Product Information/Newsletter-Feature:

1 square picture, 1 rectangle picture  
Text: up to 2,000 characters  
Pictures: JPG, PNG

### Webcasts:

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

Startseite [www.LVT-WEB.de](http://www.LVT-WEB.de)

Top Teaser Story € 1,500

Leaderboard € 830 & Full Banner € 600

Wide Skyscraper € 1,100 & Skyscraper € 870

Rectangle € 1,090

Medium Rectangle € 1,150

## Newsletter publication dates

16.02.2021  
16.03.2021  
27.04.2021  
08.06.2021  
03.08.2021  
21.09.2021  
19.10.2021  
23.11.2021

## Newsletter

8 issues. In case of “Feature”, the product will be highlighted one time in the newsletter.

Feature € 950 incl. price for product information

Exclusive access to your customers  
Single Sponsored Newsletter 4,550 €

Wide Skyscraper € 1,050 & Skyscraper € 950

Feature € 950 incl. price for product information

Full Banner € 850





- Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- Lead Generation Tool

**Labor- und Biotechnik**

Produkte aus den Bereichen Analytik, Mikroskopie, Laborbedarf, Laborgeräte, Laboreinrichtung und LIMS/Labor IT.

**Prozesstechnik**

Produkte aus den Bereichen Anlagen und Komponenten, Verfahrenstechnik, Prozessautomatisierung, Pumpen, Drucklufttechnik und Betriebstechnik.

**Messen, Regeln und Automatisieren**

Produkte aus den Bereichen Antriebstechnik, Automatisierung, Messtechnik, Bildverarbeitung, Industrie-PC und Sensorik.

**Sicherheit**

Produkte aus den Bereichen Brandschutz, Videosicherheit, Zutrittsregelung, Einbruchschutz, sichere Automatisierung, Arbeitsschutz und IT Security.

**Healthcare**

Produkte aus den Bereichen Medizintechnik, Pharma, Klinik-IT, Hygiene, Einrichtung und Labordiagnostik.

**Lebensmittelindustrie**

Produkte aus den Bereichen Logistik, Verpackungstechnik, Anlagenbau, Betriebstechnik, Fooddesign und Automatisierung.

PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS – is the unique product database for vertical B2B markets.

PRO-4-PRO is Wiley's cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible – if we optimise for you, with a built-in lead guarantee.

**Lebensmittelindustrie – IT und Automatisierung**

Produkte aus den Bereichen Logistik, Verpackungstechnik, Anlagenbau, Betriebstechnik, Fooddesign und Automatisierung.

**Lebensmittelindustrie – IT und Automatisierung**

Produkte aus den Bereichen Logistik, Verpackungstechnik, Anlagenbau, Betriebstechnik, Fooddesign und Automatisierung.

**Lebensmittelindustrie – IT und Automatisierung**

Produkte aus den Bereichen Logistik, Verpackungstechnik, Anlagenbau, Betriebstechnik, Fooddesign und Automatisierung.

Clear structure

Modern Design

**PRO-4-PRO.com**  
The Product Portal for Lead Generation

Optimized for mobile devices

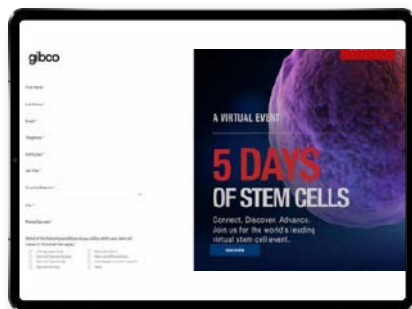
	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	320	565
Refresher	140	260
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,740
Premium Package	8 Product presentations	3,220
Business Flat	all your product texts that you send us within 12 months	5,210



**PRO-4-PRO**  
PRODUCTS FOR PROFESSIONALS

# Content Marketing & Lead Generation

## Webinars



**Basic** webinar package  
8,750 EUR

**Premium** webinar package  
11,250 EUR

Showcase your expertise, improve your brand, and build credibility by sponsoring a webinar. Connect with your relevant audiences in an online learning environment they depend on. We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our webinars include live question-and-answer sessions before and after the main presentation. You gain invaluable data to aid your post-event marketing strategy.

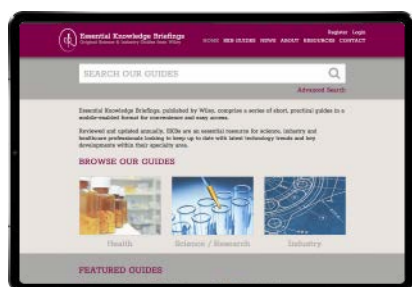
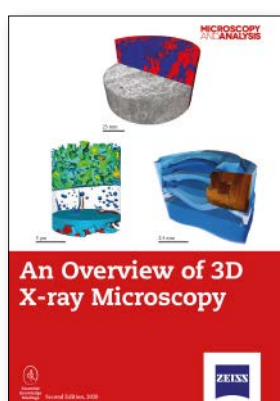
### We provide the following with each webinar:

- Content support from our specialist editors
- Technical processing and hosting
- Direct interaction with participants during the live Q&A-session
- Generation of qualified leads (GDPR-compliant)
- Brand awareness through a tailor-made marketing package
- Registration and attendance tracking

## Essential Knowledge Briefings (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to professionals in specialized science and medical fields. Deliver your messages rapidly through a series of short, practical guides in a mobile-enabled format for convenience and easy access.

You choose the topic – we take care of the graphic and content design and offer you the right platform at [www.essentialknowledgebriefings.com](http://www.essentialknowledgebriefings.com) to generate qualified leads.



A tailor-made marketing package guarantees high visibility in your target group.

From 15,400 EUR

**WILEY**

Benefit from 200 years of experience, a proven brand and reliable content. Use our unique scientific and industrial network!

# Engage with the research community



Deliver your marketing message with an exclusive advertisement on a cover page added to each article viewed from the Wiley journal of your choice. This exclusive position gives your company high visibility and enables targeted marketing through geo-targeting options.

## Benefits:

- Premium exclusive positions on highly visited article pages of renowned Wiley journals
- High visibility through a large display format: 1237 x 1631 pixels
- Click rates of 3.5% on average
- Success is easily measured by ePDF title views, ad clicks and click-through rates
- Geo-targeting is available

## Technical specifications & data delivery:

- Format: 1237 x 1631 pixel (150 dpi)
- File format: static jpg
- File size: max. 1MB
- No 3rd party tags or impression trackers
- Data delivery at least 5 working days before the campaign starts

**WILEY**



# General Terms and Conditions for Advertisements, Supplements, Digital Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one advertiser (hereinafter: "client") in the magazines of Wiley-VCH GmbH (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe or that stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word "Advert" by the publisher.

8. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA (society for musical performing and mechanical reproduction rights in Germany) or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the

client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if defects are not obvious – must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise herein-after. This exclusion of liability shall also apply in favour of the publisher's legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

(3) The provisions of the German Product Liability Act (ProdHaftG) shall not be affected by the above.

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

16. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

18. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

19. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to

– 20% for circulation of up to 50,000 copies

– 15% for circulation of up to 100,000 copies

– 10% for circulation of up to 500,000 copies

– 5% for circulation of up to 500,000 copies.

In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher's headquarters, at present Weinheim, Germany.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.



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