Business Newspaper for Executives in the chemical and pharmaceutical industry
Top-quality penetration of the upper and middle management level
Quality connects

According to the b2b Decision Maker Analysis by Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

You too can rely on Wiley’s print and online publications as well as on our strong brands.

Trade magazines reach 94% of the b2b target group with their print and online publications.

CHEManager.com • CITplus.de • reinraumtechnik.chemanager-online.com • GIT-LABOR.de • laboratory-journal.com • LVT-WEB.de • Angewandte.de • Angewandte.org • PRO-4-PRO.com • ChemistryViews.org • WileyOnlineLibrary.com

Description

CHEManager, the leading trade and business newspaper for the management in the chemical and pharmaceutical industry.

CHEManager supplies managers and executives periodically with important news to assist them in making strategic business and investment decisions. Latest news, insightful interviews, substantiated market reports and technical articles provide CHEManager readers in Germany, Switzerland and Austria with a headstart on crucial information 12 times per year. Two times a year, CHEManager interviews top executives to compile the substantiated business survey CHEMonitor. CHEManager’s penetration of the management levels of chemical and pharmaceutical companies – for instance all members of the VAA (German Association of Chemical Executives) with a circulation of 43,000 copies is unique.

The CHEManager brand family is complemented by the b2b online portal www.chemanager.com with a biweekly newsletter as well as internationally distributed English-language special-topic tabloids under the CHEManager International brand (4 issues per year, circulation 55,000 copies) and the corresponding English-language online portal. Thus, the CHEManager brand is the ideal year-round, cross-media image vehicle for corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

Overview

Publication Frequency
12 issues per year
Vol. 29, 2020
43,000 (2nd quarter 2019)

Print run

Volume

Membership

Publisher

Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12, 69469 Weinheim, Germany

Phone +49 6201 606 0
Fax +49 6201 606 100

E-Mail chemanager@wiley.com

Dr. Michael Reubold

Commercial Manager

Dr. Katja Habermüller

E-Manager, Sciences

Order Management

Head of Advertising

Dr. Heiko Baumgartner

Editor-in-Chief

Substitution

Single copy rate

€ 93.00 (+ VAT)

€ 11.60 (+ VAT, + Postage)

€ 46.50 (+ VAT)

0947-4188

350 x 510 mm (Rheinisches Format)

2018 = 16 issues

361 pages = 100% 

46 pages = 18% 

16
CHEManager is the leading publication for executives in the chemical and pharmaceutical industry.

Nine out of 10 readers of CHEManager hold upper or middle management positions. CHEManager is distributed to the members of the German association VAA – Chemical Industry Executives.

CHEManager is the publication with the broadest distribution within the chemical and pharmaceutical industry in the German-speaking countries of Europe.

With an area-wide distribution of ca. 40,600 print copies in Germany, ca. 813 copies in Switzerland and ca. 403 copies in Austria, CHEManager is highly visible in companies within the chemical and pharmaceutical industry.

CHEManager is an indispensable media vehicle for communicating with top decision-makers in the chemical and pharmaceutical industry.

CHEManager provides the ideal content for your corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

**Distribution by Position**

- **CEO/General Man./Man. Directors**: 18.5%
- **Department and Business Unit Heads**: 18.4%
- **Site, Plant and Operations managers**: 3.3%
- **Further Professionals and Executives***: 59.8%

*Including approx. 17,000 personal member recipients of the VAA (Association of Employed Academics and Senior Employees of the Chemical Industry). Personal data not collected for data protection reasons.

**GEOGRAPHICAL DISTRIBUTION**

- **Germany**: 94.1%
- **Switzerland**: 2.0%
- **Austria**: 1.2%
- **Others**: 2.7%

**DISTRIBUTION – GERMAN POSTAL CODES**

- **Post Code 0**: 4.1%
- **Post Code 1**: 5.3%
- **Post Code 2**: 6.6%
- **Post Code 3**: 7.7%
- **Post Code 4**: 14.2%
- **Post Code 5**: 11.8%
- **Post Code 6**: 23.2%
- **Post Code 7**: 8.1%
- **Post Code 8**: 9.3%
- **Post Code 9**: 3.7%
- **Abroad**: 6.0%

**Distribution by Industry**

- **Chemical and Petrochemical Industry**: 49.5%
- **Life Sciences (Pharma, Agro, Biotechnology)**: 32.8%
- **Plant Construction / Engineering**: 5.0%
- **Plastics Manufacturer**: 2.2%
- **Cosmetics**: 2.7%
- **Others**: 7.8%

**TOPIC**

- **Markets & Companies***: 33%
- **Production & Automation. Control**: 12%
- **Management & Strategy**: 12%
- **Logistics**: 8%
- **Industrial Locations (Sites & Services)**: 8%
- **Chemistry & Life Sciences**: 7%
- **At a Glance**: 5%
- **Start-ups**: 5%
- **Human Resources & Employment Issues**: 4%
- **Innovation**: 3%
- **Energy / Environment**: 1%
- **Others**: 2%

* incl. international News

**Circulation Breakdown**

**COPIES PER ISSUE**

- **Print run**: 43,000
- **Subscriptions**: 17,286
- **Controlled circulation, Trade Shows**: 24,499
- **Total Circulation**: 41,785
Reader Survey 2019

In the first quarter of 2019, CHEManager conducted a three-month reader survey in which the results of more than 330 online questionnaires and individual phone surveys were evaluated. The results confirm the regular recipient analyses (page 3) and also allow representative statements to be made about the recipients’ reading behavior and their perception of the contents of the CHEManager print edition. Participants were also asked about the use of the digital edition and the CHEManager.com online platform. Some relevant results are shown graphically on this page.

![Graph showing reader distribution and preferences] 

- **Of the 43,000 print copies of CHEManager distributed each month, around one fifth are read by one or even several other persons.**
- **About three quarters of all CHEManager recipients still want to read the print edition, and more than half already use the digital CHEManager formats e-Paper, online portal and e-Newsletter.**
- **61.5%**
- **17.5%**
- **21%**

**The most intensively read sections in CHEManager are Markets/Companies, Chemistry/Life Sciences, Innovation/R&D and Strategy/Personnel, followed by Production, Sites & Services and Logistics.**

- **Almost two thirds of CHEManager recipients prefer to read the news and expert articles, one third prefer interviews and market reports. Graphics are popular with more than half of the readers.**
- **65%**
- **30%**
- **28%**

- **68%**
- **70.5 percent of all CHEManager readers perceive advertisements as informative and helpful in obtaining information.**
- **70%**

**Bottom Line**

CHEManager meets the information needs of its demanding, highly qualified readership in terms of topics, text styles and media formats. The vast majority of CHEManager readers have management and leadership functions. The ongoing high use of the print edition and the increasing use of digital formats reflect the spectrum of the current generation of managers between 30 and 60 years of age. More than half of the readers have budget responsibility and more than two thirds rate advertising in the printed CHEManager or corresponding digital advertising formats on the online portal CHEManager.com as informative and helpful.

**About three quarters of all CHEManager recipients still want to read the print edition, and more than half already use the digital CHEManager formats e-Paper, online portal and e-Newsletter.**

- **68%**
- **70%**
- **59%**

* Multiple answers possible
### Dates & Contents

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>January 1</th>
<th>February 2</th>
<th>March 3</th>
<th>April 4</th>
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<td>19.02.2020</td>
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#### Features and Focus Topics

- **Austria**
- **Start-Ups**
- **Digitalization**
- **Logistics**

#### Industry Panel CHEMonitor

**Topics**

- **Markets • Companies**
- **Management • Strategy**
- **Personnel • Career**
- **Industrial Locations (Sites & Services)**
- **Chemistry • Life Sciences**
- **Logistics • Supply Chain**
- **Production**

#### INTERNATIONAL SPECIAL ISSUES

- **CHEManager International**
  (English-language topical issues)

#### E-MAIL-NEWSLETTER

- CHEManager-Newsletter (german) 15.01. + 29.01.
- CHEManager-Newsletter (english) 08.01. + 22.01.
- CHEManager International-Newsletter (english) 05.02. + 19.02.
- CHEManager International-Newsletter (german) 11.03. + 25.03.
- CHEManager International-Newsletter (english) 04.03. + 18.03.
- CHEManager International-Newsletter (german) 08.04. + 22.04.
- CHEManager International-Newsletter (english) 01.04. + 15.04. + 29.04.

#### TRADE SHOWS/CONFERENCES

- **Lounges**
  - Karlsruhe, Germany 28.–30.01.2020
- **Chemicals America**
  - Fort Worth, TX, USA 10.–12.02.2020
- **E-world Energy & Water**
  - Essen, Germany 11.–13.02.2020
- **Jahrestagung Pharma**
  - Berlin, Germany 11.–13.02.2020
- **European Chemistry Partnering**
  - Frankfurt, Germany 27.02.2020
- **DCAT Week**
  - New York, NY, USA 23.–26.03.2020
- **LOPEC**
  - Munich, Germany 24.–26.03.2020
- **Analytica**
  - Munich, Germany 31.03.–03.04.2020
- **In-Cosmetics**
  - Barcelona, Spain 31.03.–02.04.2020
- **Hannover Messe & CeMAT**
  - Hannover, Germany 20.–24.04.2020
- **LogiPharma Europe**
  - Nice, France 21.–23.04.2020
- **Jahrestagung Chemie**
  - Düsseldorf, Germany 24.–25.03.2020

* Editorial schedules in more details are available for these sections upon request: visit www.chemanager.com or send email to chemanager@wiley.com
** The Production section focusses on all relevant process industries: chemicals (incl. agrochemicals, food, cosmetics, petrochemicals, plastics) and pharmaceuticals (incl. biotechnology).
*** Please find additional information on the English-language topical issues on page 10.
<table>
<thead>
<tr>
<th>Features and Focus Topics</th>
<th>Distribution</th>
<th>Switzerland</th>
<th>Sports</th>
<th>Innovation</th>
</tr>
</thead>
</table>

**Industry Panel CHEMonitor**

**Topics**

- **Markets • Companies**
  - Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs

- **Management • Strategy**
  - Company management, business model strategies, financing, start-ups, innovation and R&D management, portfolio and asset management, digitalization, Innovation Pitch

- **Personnel • Career**
  - Human Resources strategies, employer branding, labor law and legislation, professional training and development, information for specialists and executives, career management, job market

- **Industrial Locations (Sites & Services)**
  - Site management, site development, industrial settlement, industrial & site services, infrastructure

- **Chemistry • Life Sciences**
  - Innovative applications of chemicals and materials, feedstocks, value chains & circular economy, catalysis, contract research & manufacturing services, chemical distribution

- **Logistics • Supply Chain**
  - Logistics services, transportation and storage, supply chain management

- **Production**
  - Plant engineering & construction, plant safety, maintenance, process & automation technology, digitalization, IoT, environmental and climate protection, energy efficiency

**INTERNATIONAL SPECIAL ISSUES**

**CHEManager International (English-language topical issues)**

**E-MAIL-NEWSLETTER**

- CHEManager-Newsletter (german) 06.05. + 20.05. 03.06. + 17.06. 01.07. + 15.07. + 29.07. 12.08. + 26.08.
- CHEManager International-Newsletter (english) 13.05. + 27.05. 10.06. + 24.06. 08.07. + 22.07. 05.08. + 19.08.

**TRADE SHOWS/CONFERENCES**

- **VCH Jahrestagung**
  - Nuremberg, Germany 25.–26.05.2020
- **EuCheMS**
  - Liverpool, UK Juli 2020
- **ChemOutsourcing**
  - NJ, USA September 2020
- **Chemspec Europe**
  - Cologne, Germany 27.–28.05.2020
- **FECC Congress**
  - Milano, Italy 27.–29.05.2020
- **EU PVSEC**
  - Munich, Germany Juni 2020
- **Helsinki Chemicals Forum**
  - Helsinki, Finland 04.–05.06.2020
- **BIO Intern. Convention**
  - San Diego, CA, USA 08.–11.06.2020

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*** Please find additional information on the English-language topical issues on page 10.

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* Prices & Formats
  - Technical Data
  - Special Supplement
  - Advertorial
  - Online
  - Job Market
  - General terms of Business
  - Contact
## Dates & Contents

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<th>October 10</th>
<th>November 11</th>
<th>December 12</th>
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### Features and Focus Topics

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#### Topics

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<td>Personnel • Career</td>
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<td>Industrial Locations (Sites &amp; Services)*</td>
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<tr>
<td>Chemistry • Life Sciences*</td>
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<td>Logistics • Supply Chain*</td>
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<tr>
<td>Management • Strategy</td>
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<td>Production**</td>
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</table>

### INTERNATIONAL SPECIAL ISSUES

#### CHEManager International

(English-language topical issues)***

#### E-MAIL-NEWSLETTER

| CHEManager-Newsletter (German) | 09.09. + 23.09. | 07.10. + 21.10. | 04.11. + 18.11. | 02.12. + 16.12. |
| CHEManager International-Newsletter (english) | 02.09. + 16.09. + 30.09 | 14.10. + 28.10. | 11.11. + 25.11. | 09.12.19 |

### TRADE SHOWS/CONFERENCES

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<th>Speciality &amp; Agro Chemicals</th>
<th>CPhI Worldwide</th>
<th>SPS Smart Production Solutions</th>
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<tr>
<td>Charleston, SC, USA</td>
<td>Milano, Italy 13.–15.10.2020</td>
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<td>Deutscher Logistik Kongress</td>
<td>Gefahrstoff &amp; Gefahrstoff</td>
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<td>Powtech</td>
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<td>Nuremberg, Germany 29.09.–01.10.2020</td>
<td>Munich, Germany 26.–28.10.2020</td>
<td>Frankfurt, Germany 01.–03.12.2020</td>
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<td>Sepawa Kongress</td>
<td>Jahrestagung Chemie und Industrieparks</td>
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<td>October 2020</td>
<td>Berlin, Germany 27.–30.10.2020</td>
<td>Cologne, Germany November 2020</td>
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<tr>
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<td>Bad Neuenahr, Germany 04.–06.11.2020</td>
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</tbody>
</table>

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*** Please find additional information on the English-language topical issues on page 9.
### Prices & Formats

**Newspaper Format +++ More than Double Space of a Standard A4 Magazine +++ Maximum visibility**

<table>
<thead>
<tr>
<th>Format</th>
<th>Width (mm)</th>
<th>Height (mm)</th>
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<td>325</td>
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<td>€ 15,365</td>
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<td>215</td>
<td>455</td>
<td>€ 11,265</td>
</tr>
<tr>
<td>2/3 Page landscape</td>
<td>325</td>
<td>225</td>
<td>€ 11,265</td>
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<tr>
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<td>325</td>
<td>57</td>
<td>€ 4,500</td>
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<tr>
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<td>74</td>
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<tr>
<td>Skyscraper, Table of content</td>
<td>58</td>
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**Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats are available upon request.**

**ADVERTISEMENTS BY MILLIMETRE**

<table>
<thead>
<tr>
<th>Position</th>
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<tbody>
<tr>
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<tr>
<td>Island advertisement</td>
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**Premium Positions**

- **Title page, Footer**
  - Width: 215 mm
  - Height: 74 mm
  - Price: € 6,795

- **Title page, Newsflow**
  - Width: 50 mm
  - Height: 116 mm
  - Price: € 2,499

- **Title corner**
  - Width: 50 mm
  - Height: 35 mm
  - Price: € 805

- **Skyscraper, Table of content**
  - Width: 58 mm
  - Height: 260 mm
  - Price: € 3,680
Prices & Formats

PREFERRED POSITIONS

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<tr>
<td>Inside cover</td>
<td>8,560</td>
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<tr>
<td>(e.g. Production)</td>
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</tr>
<tr>
<td>Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)</td>
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</table>

ADDITIONAL CHARGES

| Binding positions | 10 % |

DISCOUNTS

| 3 Advertisements | 5 % |
| 6 Advertisements | 10 % |
| 9 Advertisements | 15 % |
| 12 Advertisements | 20 % |

LOOSE INSERTS²

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<tr>
<td>per additional 5 g</td>
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BUSINESSPARTNER TOTAL PRICE € 4c

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<td>3,020</td>
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<tr>
<td>8 issues</td>
<td>3,000</td>
<td>5,080</td>
</tr>
<tr>
<td>12 issues</td>
<td>5,040</td>
<td>10,160</td>
</tr>
</tbody>
</table>

ADVERTISEMENTS BY MILLIMETRE (Price per single column/50 mm)³

Advertisements € 14,25 mm

Job advertisements please see page 15

ADVERTISEMENTS BY MILLIMETRE

<table>
<thead>
<tr>
<th>WIDTH/HEIGHT (mm)</th>
<th>PRICE € 4C</th>
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</thead>
<tbody>
<tr>
<td>Title page</td>
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<td>(e.g. Production)</td>
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<td>Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)</td>
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</tr>
</tbody>
</table>

ADDITIONAL CHARGES

| Binding positions | 10 % |

DISCOUNTS

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| 9 Advertisements | 15 % |
| 12 Advertisements | 20 % |

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 additional special formats (e.g. with cover picture 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: Corinna Matz, Tel.: +49 (0) 6201 606 735, cmatz@wiley.com

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Payment within 30 days without deduction.

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J.P. Morgan AG · Taunus Turm
Taunustor 1 · 60310 Frankfurt, Germany
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BIC: CHASDEFX
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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 (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/.
5. 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 melanie.horn@wiley.com

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

Data formats
We accept the following data formats: PDF, EPS, TIFF, JPG.
In addition to the 12 German language issues of CHEManager, we will be publishing English-language special focus issues under the brand of CHEManager International.

These on-topic issues will provide a comprehensive overview on each thematic priority. An extensive pan-European plus overseas circulation will ensure the presence in the world’s largest and most vibrant sales markets for the chemical & life science industries. 43,000 copies will be distributed together with the CHEManager newspaper in the German language markets, another 11,000 copies will be distributed directly to decision makers across Europe and beyond and 1,000 copies will be circulated at leading trade shows and conferences. Regular e-newsletters, daily updated industry news on CHEManager.com plus the digital issues guarantee a continuous and highly visible cross-media presence.

### Fine & Specialty Chemicals

Fine and specialty chemicals for numerous applications in research, pharma, agro, cosmetics, plastics, coatings, electronics or construction.

**Publishing date:** April 22, 2020  
**Advertising closing date:** March 27, 2020  
**Circulation:** 55,000 copies  
(includes distribution at Informex USA, Chemspec Europe, FECC Congress)

### Distribution & Logistics

Chemicals & healthcare/pharma logistics (supply chain management, storage & transportation solutions) and chemical distribution (sourcing, formulation, trade).

**Publishing date:** May 20, 2020  
**Advertising closing date:** April 24, 2020  
**Circulation:** 55,000 copies  
(includes distribution at FECC Congress)

### Pharma & Biotech

Pharmaceutical and biotechnological R&D, chemicals for pharmaceuticals, contract research (CROs) and contract manufacturing (CMOs).

**Publishing date:** September 16, 2020  
**Advertising closing date:** August 21, 2020  
**Circulation:** 55,000 copies  
(includes distribution at CPhI worldwide, ChemOutsourcing)

### Regions & Locations Guide

Leading and emerging regions for the chemical & life science industries including detailed location information for investors (FDI).

**Publishing date:** December 9, 2020  
**Advertising closing date:** November 13, 2020  
**Circulation:** 55,000 copies

Dates and further information on request

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### PRICES & FORMATS

<table>
<thead>
<tr>
<th>Format</th>
<th>(width x height in mm)</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 pages tabloid</td>
<td>455 x 303</td>
<td>12,965</td>
</tr>
<tr>
<td>1/1 page tabloid</td>
<td>215 x 303</td>
<td>7,945</td>
</tr>
<tr>
<td>1/2 page tabloid landscape</td>
<td>215 x 152</td>
<td>4,500</td>
</tr>
<tr>
<td>1/2 page tabloid portrait</td>
<td>105 x 303</td>
<td>4,500</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>160 x 227</td>
<td>4,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>(width x height in mm)</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page classic</td>
<td>105 x 149</td>
<td>2,205</td>
</tr>
<tr>
<td>1/4 page landscape</td>
<td>215 x 74</td>
<td>2,205</td>
</tr>
<tr>
<td>1/4 page portrait</td>
<td>50 x 303</td>
<td>2,205</td>
</tr>
<tr>
<td>Cover pages (bleed)</td>
<td>240 x 330 (plus 3 mm trim)</td>
<td>8,700</td>
</tr>
<tr>
<td>Title page + story</td>
<td></td>
<td>9,170</td>
</tr>
</tbody>
</table>
Native Advertising Plus

Content is King
This motto has been valid since the hieroglyphs in the temples of the Pharaohs as well as in classic books and journals, as well as all digital formats. Experts claim that we are living in an "age of content". As well as publishing companies, organizations, companies and agencies go to great lengths to produce unique and relevant content, which assist readers in their business processes, strategic decisions or learning success.

Distribution is Crucial
Valuable content is the essential basis, its targeted distribution is a necessity. Present your content in the leading medium for the chemical, pharmaceutical and process industries and benefit from the excellent reputation and respect which CHEManager enjoys in the industry.

Native Advertising Plus
With Native Advertising Plus you inform CHEManager 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 CHEManager, both in print and online, and with naming of the author together with contact information for feedback and enquirys.*

*For legal reasons, we have to insert the word Advertorial above the article.

<table>
<thead>
<tr>
<th>CHEManager</th>
<th>CHEManager International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Native Advertising</td>
<td>Basic Native Advertising</td>
</tr>
<tr>
<td>Advanced Native Advertising</td>
<td>Advanced Native Advertising</td>
</tr>
<tr>
<td>Professional Native Advertising</td>
<td>Professional Native Advertising</td>
</tr>
</tbody>
</table>

1/4 page text advertisement with 3,500 characters + 1 illustration or graphic  
1/2 page text advertisement with 5,500 characters + 2 illustration or graphic  
1/1 page text advertisement with 10,000 characters + 4 illustration or graphic  
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 CHEManager 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  
€ 3,480  
€ 5,010  
€ 7,680  
€ 2,200  
€ 3,890  
€ 6,350
The Initiative

Something is happening in the German chemical and life science start-up scene! That is good news, because start-ups are drivers of innovation: chemical start-ups develop new materials and technologies that are urgently needed, for example, for the energy revolution, or they bring digitalization to the process industry. Life science start-ups are discovering new diagnostic or treatment methods for healthcare or are driving digital research forward through databases and platform models. New business models that enable partnerships along the R&D or value chain are also driving progress in chemistry and the life sciences.

The CHEManager Innovation Pitch gives founders, young entrepreneurs and start-ups from the industry the opportunity to present their ideas or business models to a broad audience of experts and thus establish new contacts with potential investors, development partners and customers.

The Competition

The CHEManager Innovation Pitch is not only a presentation platform for start-ups in the monthly print editions of CHEManager and on this platform, but also a competition. At the end of each year, a jury of experts from organizations and companies associated with the chemical and life science industries selects an annual winner from the 12 start-ups that made it into the CHEManager Innovation Pitch.

Present your start-up | Sponsoring

As an established communication and information platform, CHEManager offers start-ups access to potential partners and investors and creates a broad public presence through the network.

Are you a company founder and have a start-up in the chemical or life science industry or would you like to support the initiative as a sponsor?

Contact us:
chemanager@wiley.com | +49 (0)6201 606 522
chemanager-innovationpitch.de
chemanager.com is the portal for top executives and decision makers of the chemical and pharmaceutical industry and the relevant supply and application sectors. Everybody who wants to stay on the cutting edge of industry news should not miss chemanager-online.com.

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 chemanager.com.

**Leaderboard** 728 x 90 Pixel  € 1,425 / Monat, run of site*

**Full Banner** 468 x 60 Pixel  € 1,015 / Monat, run of site

**Wide Skyscraper** 160 x 600 Pixel  € 1,890 / Monat, run of site

**Skyscraper** 120 x 600 Pixel  € 1,485 / Monat, run of site

**Rectangle** 180 x 150 Pixel  € 1,590 / Monat, run of site

**Medium Rectangle** 300 x 250 Pixel  € 1,980 / Monat, run of site

*“run of site” means that the ad placements may appear on any page of the target site. In a rotating scheme with a maximum of four banners at one position.

Whitepapers / Application Notes
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:** € 915 for 6 months
  Including: Teaser text, product photos, company contacts, PDF for download

**Webcast**
This multi-media advertising format is the perfect supplement to your banner advertising and whitepaper on chemanager-online.com.

**Webcast:** € 915 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 chemanager-online.com. Reach your target group 24/7/365.

**Top Teaser Image** 510 x 286 Pixel  € 1,990 / 14 days*

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: 14 days 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. Text is subject to editorial criteria.

**Newsletter**
Date of publication: every fortnight on even weeks. In case of “Feature”, the product will be highlighted one time in the newsletter.

**Banner formats & prices**

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper 160 x 600 Pixel</td>
<td>€ 1,885</td>
</tr>
<tr>
<td>Skyscraper 120 x 600 Pixel</td>
<td>€ 1,485</td>
</tr>
<tr>
<td>Full Banner 468 x 60 Pixel</td>
<td>€ 990</td>
</tr>
</tbody>
</table>

**Feature** see below  € 1,015

**Newsletter - Single Sponsored Newsletter 5,945 €**

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, JPEG, 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: JPEG, PNG

Webcasts:
Data format: any video format is possible
Size of data: max. 40 MB
Microsites
Focusing on your Topic

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content.

Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

Microsite “BASIC”
Media Service
Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client **

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
</tbody>
</table>

Promotion
1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter
1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter
1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter

Tariffs Microsite “BASIC” *

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
</tr>
</tbody>
</table>

Microsite “PREMIUM”
Media Service
Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client **

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
</tbody>
</table>

Promotion
1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter;
1 x Full Banner e-Newsletter
1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter;
1 x Full Banner e-Newsletter
1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter;
1 x Full Banner e-Newsletter

Tariffs Microsite “PREMIUM” *

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
</tr>
</tbody>
</table>

Microsite “Stand alone”

<table>
<thead>
<tr>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
<td></td>
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</table>

* Discount not available  ** If desired the publishing house will create the printing material for an additional fee.

Webinars
In Dialogue with your Target Group

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

Webinar “BASIC”
Media Service
Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online
Banner and Product Feature provided by the client **

Promotion
1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter;
Reminder email to participants 24 hours and 1 hour before begin.

Tariff Webinar “BASIC” *

<table>
<thead>
<tr>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10 weeks</td>
</tr>
</tbody>
</table>

Webinar “PREMIUM”
Media Service
Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online
Banner and Product Feature provided by the client **

Promotion
1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter,
Reminder email to participants 24 hours and 1 hour before begin.

Tariff Webinar “PREMIUM” *

<table>
<thead>
<tr>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10 weeks</td>
</tr>
</tbody>
</table>

* Discount not available  ** If desired the publishing house will create the printing material for an additional fee.
Online job advertisements

Premium advertisements

Publication of a Premium advertisement (one post per advertisement) in individual design, over a period of up to 60 days.

Your investment: 795 € plus statutory VAT.

Print job advertisements

With CHEManager you can address over 43,000 specialists and management staff in the German-speaking parts of Europe.

Your investment: 3,065 € for a ¼ page classic format, 160 mm width x 227 mm height

Incl. four-colour surcharge plus statutory VAT.

www.jobnetwork-chemiepharma.de

General Terms and Conditions for Advertisements, Supplements, Digital and Online 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 advertisement (hereinafter: “Client”) in the magazines of Wiley-Chemie GmbH & Co. KG (hereafter: “Publisher”). For the purpose of these General Terms and Conditions, additional agreements on advertising on the publisher’s websites shall also apply to orders for third-party supplements in the magazine published by the publisher. The client acknowledges these General Terms and Conditions upon placing an ordered advertisement.

2. Ordering, conflicting or supplementary general conditions and contracts of the client are not integrated in an integral part of the contract, unless the publisher expressly agrees thereto.

3. The following shall apply to clients wishing to place more than one advertisement. The discount shown in the advertisement price is only granted for advert orders which appear in a printed product within one year. The client reserves the right to cancel the contract before publication of the advert, unless a definite start date has been agreed in writing after signing of the contract. The discount is calculated on the basis of the difference between the actual amount paid and guaranteed number of times.

4. Upon contract 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 in writing. The cancellation charge imposed in the case of cancellations on the deadline date for the placement of the advertisement (or thereafter) in the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered to an unforeseeable extent as a result of the withdrawal or cancellation of the order.

6. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word “Advert” or equivalent term.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word “Advert”. Adverts and online advertising which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert.

8. 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 client is liable for all claims for damages incurred by the publisher for the cost of publishing and use of personal data.

9. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore avows that he will make available the necessary information and access for the publisher’s websites.

10. The client shall be entitled to revoke a contract at any time without giving reasons. 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.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract. The client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

12. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for the contractually promised product.

13. 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 time 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.

14. (1) The client’s claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher’s legal representatives and agents in the event that the client asserts claims against the publisher. (2) Claims for damages on account of breach of contract or tortious or other civil liability effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion of 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, its legal representatives or accused agents shall also be exempt from the liability exclusion.

15. The publisher retains all rights to the contents of the concerned advertisements. The publisher shall observe all error corrections made known to it within the period specified upon issuance of the sample. The client shall fail to return the specified period sample sent to him by the publisher. The publisher is not liable for any claims or consequences.

16. 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 witheld further publication under the order concerned until payment is made and demand advance payments for the remaining amounts.

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. The client further avows that he has 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 avows that he will make available the necessary information and access for the publisher’s websites.

19. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. The client further avows that he has the rights of usage necessary for publication of the advertising material.

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 amounts. Where there is established doubt about the client’s ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make publication of further adverts dependant on the payment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record of sales or file records numbers will be provided. If a record is no longer to be made, the advert shall be replaced with a single listing from the publisher’s database. In the event of a reduction in circulation, all design changes required for an increase in the number of copies shall be made at the expense of the client.

22. If the place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher’s headquarters.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence such as strikes, lockouts, disruption of operations, etc. (2) If the execution of such events, the publisher may either deliver or publish the advert in another format or version instead.

Contact
CHEManager · Boschstr. 12 · 69469 Weinheim · Fax: +49 (0) 6201 606 100 · E-Mail: chemanager@wiley.com

Media Consultants
Thorsten Kritzer
Tel.: +49 (0) 6201 606 730
thorsten.kritzer@wiley.com

Roland Thomé
Tel.: +49 (0) 6201 606 757
roland.thome@wiley.com

Jan Käppler
Tel.: +49 (0) 6201 606 522
jан.kaeppler@wiley.com

Marion Schulz
Tel.: +49 (0) 6201 606 565
marion.schulz@wiley.com

Dr. Michael Leising
Tel. +49 (0) 3603 89 42 800
leising@leising-marketing.de

Sales Representative

Thorsten Kritzer
Tel.: +49 (0) 6201 606 730
thorsten.kritzer@wiley.com

Roland Thomé
Tel.: +49 (0) 6201 606 757
roland.thome@wiley.com

Jan Käppler
Tel.: +49 (0) 6201 606 522
jан.kaeppler@wiley.com

Marion Schulz
Tel.: +49 (0) 6201 606 565
marion.schulz@wiley.com

Dr. Michael Leising
Tel. +49 (0) 3603 89 42 800
leising@leising-marketing.de

Editorial
Dr. Michael Reubold
Objektleitung / Chefredakteur
Tel.: +49 (0) 6201 606 745
michael.reubold@wiley.com

Dr. Ralf Kempf
stellv. Chefredakteur
Tel.: +49 (0) 6201 606 755
raff.kempf@wiley.com

Dr. Andrea Gruß
Ressort Wirtschaft
Tel.: +49 (0) 6151 660863
andrea.gruss@wiley.com

Dr. Birgit Megges
Ressort Chemie · Life Sciences
Tel.: +49 (0) 961 7448 249
birgit.megges@wiley.com

Dr. Volker Oestreich
Ressort Automation
Tel.: +49 (0) 721 7880038
voe@voe-consulting.de

Redaktion
Dr. Sonja Andres
Ressort Logistik
Tel.: +49 (0) 6050 901633
sonja.andres@t-online.de

Oliver Pruys
Ressort Chemiestandorte
Tel.: +49 (0) 22 25 980 89 35
oliver.pruys@gmx.de

Editorial Assistants
Bettina Wagenhals
Tel.: +49 (0) 6201 606 764
bettina.wagenhals@wiley.com

Lisa Rausch
Tel.: +49 (0) 6201 606 316
lisa.rausch@wiley.com

Beate Zimmermann
Tel.: +49 (0) 6201 606 316
beate.zimmermann@wiley.com

Contact
CHEManager · Boschstr. 12 · 69469 Weinheim · Fax: +49 (0) 6201 606 100 · E-Mail: chemanager@wiley.com

Magazine Overview | Distribution | Dates & Contents | Prices & Formats | Technical Data | Special Supplement | Advertorial | Online | Job Market | General terms of Business | Contact