2020 CITplus
www.chemanager.com
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MEDIA GUIDE

Germany’s Leading Magazine for Chemical Engineers
(by circulation sales)
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.

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Description

Brief description
The process engineering magazine CITplus is the premiere magazine in the German-speaking region for comprehensive application and practice-related articles, documentaries, interviews and product presentations in the field of process engineering, measurement and control technology and process control technology.

CITplus has the largest subscription circulation in its field (more than 50%). CITplus is read by over 20,000 qualified executives, process and chemical engineers, investment decision-makers as well as designers, developers and plant engineers, who are known by name. According to a study by the Emnid Institute, CITplus has an average of 3.4 co-readers – more than 114,000 readers per issue.

As the official publication of ProcessNet, the combination of the two associations and co-publishers VDI-GVC and DECHEMA, CITplus provides its readers with decisive and often exclusive (background) information for their day-to-day work. The editorial spectrum ranges from pumps, compressors and compressed air technology to filter and separation technology, mechanical process and bulk materials handling technology as well as software for processes and methods up to MSR and automation technology.

Overview

<table>
<thead>
<tr>
<th>Publication frequency</th>
<th>10 issues per year</th>
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<td>Volume</td>
<td>23rd year 2020</td>
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<tr>
<td>Circulation</td>
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<tr>
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<td>Wiley-VCH Verlag GmbH &amp; Co. KGaA Boschstrasse 12, 69469 Weinheim, Germany</td>
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<tr>
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<td><a href="mailto:citplus@wiley.com">citplus@wiley.com</a></td>
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<td>Director EMEA, Sciences</td>
<td>Dr. Katja Habermüller</td>
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Commercial Manager
Vanessa Winde
Dr. Michael Reubold
Wolfgang Sieß, Editor-in-Chief
Roland Thomé
Melanie Horn

€ 225 (+ VAT)
1436-2597
DIN A4, 210 x 297 mm
2018: 10 issues
532 pages = 100%
467 pages = 87%
65 pages = 13%
7
**Dates & Contents**

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**Trade Fairs**

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<th>Solids Zürich</th>
<th>Analytica</th>
<th>Hannover Messe</th>
<th>MSR-Spezialmesse Rheinland</th>
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**Trade Fair Issues**

| Maintenance | Solids | Analytica | Hannover Messe | IFAT | Sensor+Test |

**SPECIALS**

| Inspektion Technology | Compressed Air Technology | Water Technology | Systems | Devices | MSR | Sensors |

**Topics in the Special Fields**

- Systems
- Devices
- Components
- Industrial Engineering
- Safety
- Mechanical Processes
- Bulk Material Technology
- Logistics
- Measurement, Control, Regulating, Automation Engineering
- Drive Technology
- Pumps
- Compressors
- Compressed Air Technology
- Thermal Processes
- Chemical Processes
- Materials and Gases

**PRODUCT FORUM**

- Inspektion Technology
- Temperature
- pH
- Pressure
- Analytics
- Explosion Protection
- Flow Measurement
- Valves and Fittings

<table>
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**TRADE FAIRS**

- MSR-Spezialmesse Südwest Ludwigshafen, 16.09.2020
- ProcessNet Jahrestagung Karlsruhe, 24.09.2020
- Powtech Nürnberg, 29.09.–01.10.2020

**TRADE FAIR ISSUES**

| Industrial Parks | Powtech | Filtration and separation | Industry 4.0 | SIL | ATEX |

**SPECIALS**

- Industrial Parks
- Powtech
- Filtration and separation
- Industry 4.0
- SIL
- ATEX

**Topics in the Special Fields**

- Systems
- Devices
- Components
- Industrial Engineering
- Safety
- Mechanical Processes
- Bulk Material Technology
- Logistics
- Measurement, Control, Regulating, Automation Engineering
- Drive Technology
- Pumps
- Compressors
- Compressed Air Technology
- Thermal Processes
- Chemical Processes
- Materials and Gases

**PRODUCT FORUM**

- Safety Technology
- Hoses
- Pipes
- Fitting Technology
- Level Measurement
- Engineering-Software
- Process IT
- Flow Measurement

*Please find the individual topics within the subject area on the following page ………………….."
### Subjects Area

#### Topics in the Subject Area

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<th>Devices + Components</th>
<th>Industrial Engineering</th>
<th>Mechanical Processes</th>
<th>• Measurement, Control, Regulating, Automation Engineering</th>
<th>Drive Technology</th>
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<th>Materials and Gases</th>
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<td>Emission protection, extractor systems, emission monitoring systems, dust removal systems, dust measurement devices</td>
<td>overall protection, Big Bags, containers, metering equipment, barrels, IBC, silos, closing systems, weighing systems, filling systems</td>
<td>Drive electronics, speed controllers, rotary encoders, frequency inverters, gear units, couplings, motors, actuators, inverters, motion control, control cabinet systems, housing systems, cables and optic fibres, sensors</td>
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* Head: 5 mm; Foredge: 3 mm; Foot + right: min. 3 mm

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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%

### Native Advertising Plus – Advertorials

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### DISCOUNTS

- 3 Advertisements: 5%
- 6 Advertisements: 10%
- 9 Advertisements: 15%
- 12 Advertisements: 20%
- 18 Advertisements: 25%
- 24 Advertisements: 30%

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Payment within 30 days without deduction.

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IBAN: DE5550110806161517443 · BIC: CHASDEFX
VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620
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The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.

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**Contact:** Corinna Matz, Tel.: +49 (0) 6201 606 735, cmatz@wiley.com

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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. No discount given
4. Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.
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
Print profile: ISO Coated_v2_300 (39L)

**Colours**
Euro scale

**Screen ruling**
60 ruling

**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/m²

**Delivery of loose inserts**
Delivery quantity: 26,200 copies

**Delivery of bound-in inserts**
Delivery quantity: 26,500 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 (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

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Melanie Horn
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 557
Fax: +49 (0) 6201 606 790
Analysis

Circulation analysis*

Printed copies 20,000
Actually circulated copies 19,874
Subscribed copies 11,374
Free samples 8,500

Size of business unit

1 – 49 employees 25 %
50 – 99 employees 9 %
100 – 199 employees 10 %
200 – 499 employees 12 %
500 – 999 employees 9 %
1000 and more employees 32 %
No details 3 %

* 1st quarter 2019

Job characteristic: field of activity

Construction, technical planning, production division, R&D 48 %
Sales, marketing 10 %
Executive management 23 %
Technical operations, maintenance 10 %
Training, education 5 %
Consulting, controlling 3 %
not specified and other 2 %

Chemical industry 43 %
Machinery/plant/equipment construction 22 %
Pharmaceutical industry 10 %
Engineering offices for technical planning, maintenance and repair 9 %
Colleges of further education, colleges and universities 7 %
Food and fodder industry 5 %
Electrical engineering, precision mechanics and optics 2 %
Mining, exploitation of oil, gas, stone and minerals 1 %
No details 1 %

Decision-making competence for investments

Make specific specialist recommendations 67 %
Make definitive decisions together with colleagues 66 %
Obtain information 61 %
Make preparations for decisions with analyses and evaluations 60 %
Provide suggestions 60 %
Make definitive decisions alone 35 %
The decisions are made by employees subordinate to me 22 %
No details 3 %

Industries/Sectors/Specialisms/Professional groups

Chemical industry 43 %
Machinery/plant/equipment construction 22 %
Pharmaceutical industry 10 %
Engineering offices for technical planning, maintenance and repair 9 %
Colleges of further education, colleges and universities 7 %
Food and fodder industry 5 %
Electrical engineering, precision mechanics and optics 2 %
Mining, exploitation of oil, gas, stone and minerals 1 %
No details 1 %

CITplus is the official publication of ProcessNet

The personal members of the VDI association GVC (about 10,000) receive CITplus continuously in the context of their membership.

Reader structure: Regional circulation

ROW 8.6 %
Specialist Committee

Prof. Dr. techn. Hans-Jörg Bart
Professor of Thermal Process Engineering in the faculty of Mechanical Engineering and Process Engineering at the Kaiserslautern Technical University. As the deputy chairman of the specialist committee for adsorption he represents the interests of the ProcessNet association for fluid dynamics and separation technology.

Dr. Jürgen S. Kussi
Bayer Technology Services, Leverkusen, is the chairman of the ProcessNet association for Process, Equipment and Plant Engineering and also heads the specialist committee for Process and Plant Engineering.

Prof. Dr. Ing. Wolfgang Peukert
Professor of Solid Material and Boundary Layer Process Engineering at the University of Erlangen-Nuremberg and is chairman of the ProcessNet association for Particle Technology and Product Design.

Prof. Dr. Ferdi Schüth
Max-Planck-Institute for Coal Research, Mülheim, chairman of the ProcessNet association for Reaction Technology and chairman of the coordination group for Chemical Energy Research.

Prof. Dr. Roland Ulber
Kaiserslautern Technical University Faculty of Mechanical and Process Engineering, professor of Biological Process Engineering and representative of the Dechema association for Biotechnology in the specialist committee of CITplus.

Prof. Dr. Ing. Martin Schmitz-Niederau
Voestalpine Böhler Welding Germany, Hamm, deputy chairman of the ProcessNet association for Materials, Design and Durability and also heads the working group "Lessons from Process Safety Incidents" within the ProcessNet section "Plant and Process Safety".

Dr. Hans-Erich Gasche
Director Process & Plant Safety, Bayer Technology Services, Leverkusen, Chairman of the working group "Lessons from Process Safety Incidents" within the ProcessNet section "Plant and Process Safety".

Dipl.-Ing. Eva-Maria Maus
is the deputy chairperson on the ProcessNet specialist community for chemical reaction technology and deputy chairperson of the specialist group for membrane technology.

Dr.-Ing. Martin Schmitz-Niederau
Voestalpine Böhler Welding Germany, Hamm, deputy chairman of the ProcessNet association for Materials, Design and Durability and also heads the work group for Materials Engineering.

Dr. Hans-Erich Gasche
Director Process & Plant Safety, Bayer Technology Services, Leverkusen, Chairman of the working group “Lessons from Process Safety Incidents” within the ProcessNet section “Plant and Process Safety”.

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• 25 million visits
• 65 million page views

Request your customized offer:
Marion Schulz (Account Manager)
Tel.: +49 6201 606-565, E-Mail: mschulz@wiley.com

Basic prices on a magazine

<table>
<thead>
<tr>
<th>Type</th>
<th>Price € TKP incl. geo-targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner (728 x 90)</td>
<td>69</td>
</tr>
<tr>
<td>Rectangle Banner (300 x 250)</td>
<td>69</td>
</tr>
</tbody>
</table>

TKP = price per thousand

Magazine Overview Dates & Contents Prices & Formats Technical Data Distribution Online General terms of Business Contact
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.

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

**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: 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>
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<tr>
<td>Skyscraper 120 x 600 Pixel</td>
<td>€ 1,485</td>
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<td>Full Banner 468 x 60 Pixel</td>
<td>€ 990</td>
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<tr>
<td>Feature</td>
<td>€ 1,015</td>
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</table>

**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
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.

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.

<table>
<thead>
<tr>
<th>Microsite “BASIC”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Tariffs Microsite “BASIC” *</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</table>

<table>
<thead>
<tr>
<th>Tariffs Microsite “PREMIUM” *</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>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.</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<table>
<thead>
<tr>
<th>Tariffs Microsite “PREMIUM” *</th>
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<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
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</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>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.</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<table>
<thead>
<tr>
<th>Microsite “Stand alone”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>18 weeks on request</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
</tr>
</tbody>
</table>

* Discount not available ** If desired the publishing house will create the printing material for an additional fee.
Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- target-group specific banner placements
- Lead Generation Tool

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**Banner in a product segment**

<table>
<thead>
<tr>
<th>Rectangle Banner 180 x 150 Pixel</th>
<th>Price per month €</th>
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<tbody>
<tr>
<td>745</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Company presentation</th>
<th>6 Months / price €</th>
<th>12 Months / price €</th>
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</thead>
<tbody>
<tr>
<td>Product entry</td>
<td>320</td>
<td>565</td>
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<tr>
<td>Refresher</td>
<td>140</td>
<td>260</td>
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</table>

**Package deals**

<table>
<thead>
<tr>
<th>Pro Package</th>
<th>4 Product presentations</th>
<th>1,740</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Package</td>
<td>8 Product presentations</td>
<td>3,220</td>
</tr>
<tr>
<td>Business Flat</td>
<td>all your product texts that you send us within 12 months</td>
<td>5,210</td>
</tr>
</tbody>
</table>
Wiley’s Essential Knowledge Briefings (EKBs) offer a concise overview (5,000 words in length) of trending topics or technologies within highly specialized fields. Reviewed and updated annually, EKBs are an essential resource for professionals in both academia and industry looking to update their understanding of key developments within each specialty.

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