

Media Guide

2021
REFRESH YOUR MARKETING
CHEManager
www.chemanager.com



WILEY

CHEManager

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 40,000 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 50,000 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.

Content

3	Analysis	15	Newsletter
4	Reader Survey	16	Achema
5	Dates & Contents	17	Content Marketing & EKBs
8	Prices & Formats	18	ePDF
10	Technical Specifications	19	Recruitment Advertising
11	CHEManager International	20	General Terms and Conditions
12	Native Advertising Plus	21	Contact
13	CHEManager Innovation Pitch	22	Publisher
14	B2B Website		

Overview

Publication Frequency
12 issues per year

Volume
Vol. 30, 2021

Print run
40,000

Membership
IVW 

Publishing Director
Dr. Heiko Baumgartner

Editor-in-Chief
Dr. Michael Reubold

**Commercial Manager
Sciences**
Vanessa Winde

Head of Advertising
Thorsten Kritzer

Order Management
Melanie Radtke

Subscription (Print)
€ 93 (+ VAT)

Single copy rate
€ 11.60 (+ VAT)

Subscription for students
€ 46.50 (+ VAT)

ISSN
0947-4188

Format of the newspaper
350 x 510 mm
(Rheinisches Format)

Analysis

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.

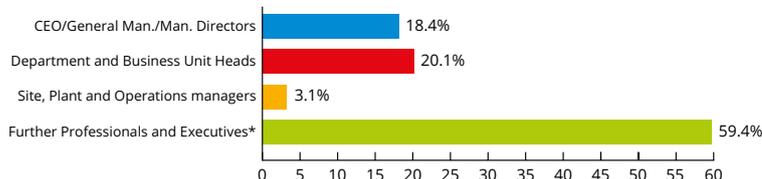
CHEManager is the publication with the broadest distribution within the chemical and pharmaceutical industry in the German-speaking countries of Europe.

With an area-wide distribution of ca. 38,600 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.

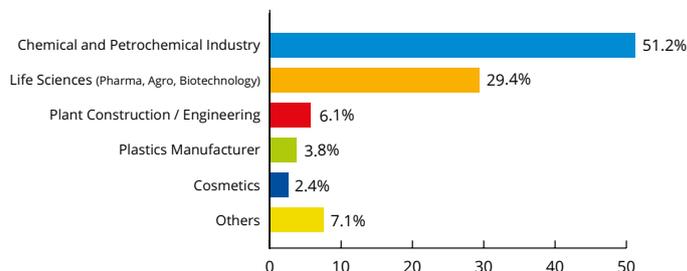
CHEManager provides the ideal content for your corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

Distribution by Position



*Including approx. 16,500 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.

Distribution by Industry



Geographical Distribution	%
Germany	94.4
Switzerland	2.0
Austria	1.2
Others	2.4

Distribution - German Postal codes	%
Post Code 0	4.0
Post Code 1	5.0
Post Code 2	6.2
Post Code 3	7.5
Post Code 4	14.1
Post Code 5	12.2
Post Code 6	22.5
Post Code 7	8.3
Post Code 8	9.4
Post Code 9	3.7
Abroad	7.1

Editorial Analysis

Topics	%
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
Print run	43,100
Subscriptions	17,282
Controlled circulation, Trade Shows	25,714
Total Circulation	43,000

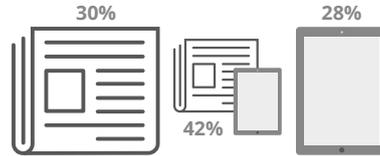
Reader Survey

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.



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*.



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*.



More than half of all CHEManager recipients in the DACH region read the English-language news pages in the main edition, and more than two thirds also read the international issues (page 11).



More than two-thirds of all CHEManager recipients find the broad spectrum of topics exactly right, almost one-third read the issues selectively according to areas of interest.



70.5 percent of all CHEManager readers perceive advertisements as informative and helpful in obtaining information.

Three out of five CHEManager readers have budget responsibility.



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.

Dates & Contents

Issues	1 January	2 February	3 March	4 April
Publishing date	27.01.2021	24.02.2021	17.03.2021	14.04.2021
Advertising deadline	11.01.2021	08.02.2021	01.03.2021	25.03.2021
Editorial deadline	18.12.2020	27.01.2021	17.02.2021	17.03.2021
Features and Focus Topics	Austria	Start-ups	Digitalization	Logistics
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	■	■	■	■
CHEManager International (English-language topical issues)***			 Issue 1/2021 details page 11	

E-Mail-Newsletter

Distribution date CHEManager-Newsletter (german)	20.01.	03.02. + 17.02.	03.03. + 17.03. + 31.03.	14.04. + 28.04.
Distribution date CHEManager International-Newsletter (englisch)	13.01. + 27.01.	10.02. + 24.02.	10.03. + 24.03.	07.04. + 21.04.

Trade Shows/Conferences

	TCL - Temperature Controlled Logistics Düsseldorf, Germany 26.-28.01.2021	Interpack Düsseldorf, Germany 25.02.-03.03.2021	Hannover Messe Hanover, Germany 12.-16.04.2021	Interphex New York, NY, USA 22.-22.04.2021
	E-world Energy & Water Essen, Germany 9.-11.02.2021	DCAT Week New York, NY, USA 22.-25.03.2021	In-Cosmetics Barcelona, Spain 13.-15.04.2021	Handelsblatt Jahrestagung Pharma Düsseldorf, Germany 20.-21.04.2021
	Specialty & Custom Chemicals America Fort Worth, TX, USA 09.-11.02.2021	LOPEC Munich, Germany 23.-25.03.2021		Handelsblatt Jahrestagung Chemie Düsseldorf, Germany 22.-23.04.2021
				Labvolution Hanover, Germany 04.-06.05.2021

* 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 11.

Dates & Contents

Issues	5 May	6 June	7 July	8 August
Publishing date	12.05.2021	09.06.2021	14.07.2021	18.08.2021
Advertising deadline	26.04.2021	21.05.2021	28.06.2021	02.08.2021
Editorial deadline	14.04.2021	12.05.2021	16.06.2021	21.07.2021
Features and Focus Topics	Distribution	Switzerland	Sports	Pharma
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	■	■	■	■
CHEManager International (English-language topical issues)***	 Issue 2/2021 details page 11			 Issue 3/2021 details page 11

E-Mail-Newsletter

Distribution date CHEManager-Newsletter (german)	12.05. + 26.05.	09.06. + 14.-18.06. täglich + 23.06.	07.07. + 21.07.	04.08. + 18.08.
Distribution date CHEManager International-Newsletter (englisch)	05.05. + 19.05.	02.06 + 16.06. + 30.06.	14.07. + 28.07.	11.08 + 25.08

Trade Shows/Conferences

	Chemspec Europe Frankfurt/M., Germany 19.-20.05.2021	BIO International Convention Boston, MA, USA 14.-17.06.2021	CPhI North America Philadelphia, PA, USA 10.-12.08.2021	GDCh-Wissenschafts- forum Chemie Munich, Germany 29.08.-01.09.2021
		Achema Frankfurt/M., Germany 14.-18.06.2021		CPhI Worldwide Milan, Italy 31.08.-02.09.2021
		LogiMAT Stuttgart, Germany 22.-24.06.2021		European Coatings Show Nuremberg, Germany 14.-16.09.2021
		Chemicals America Charleston, SC, USA 29.06.-01.07.2021		

Trade fair dates without guarantee.

* 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 11.

Dates & Contents

Issues	9 September	10 October	11 November	12 December
Publishing date	15.09.2021	13.10.2021	10.11.2021	08.12.2021
Advertising deadline	30.08.2021	27.09.2021	22.10.2021	22.11.2021
Editorial deadline	18.08.2021	15.09.2021	13.10.2021	10.11.2021
Features and Focus Topics	Innovation	Automation	Security	Locations
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	■	■	■	■
CHEManager International (English-language topical issues)***				 Ausgabe 4/2021 details page 11

E-Mail-Newsletter

Distribution date CHEManager-Newsletter (german)	01.09. + 15.09. + 29.09.	13.10. + 27.10.	10.11. + 24.11.	08.12.
Distribution date CHEManager International-Newsletter (englisch)	08.09. + 22.09.	06.10 + 20.10.	03.11. + 17.11.	01.12. + 15.12.

Trade Shows/Conferences

		EPCA Kongress Berlin, Germany October 2021	Namur Hauptsitzung Bad Neuenahr, Germany 04.-05.11.2021	
		Sepawa Kongress Berlin, Germany 13.-15.10.2021		
		Fakuma Friedrichshafen, Germany 12.-16.10.2021		
		Deutscher Logistik-Kongress Berlin, Germany 20.-22.10.2021		

Trade fair dates without guarantee.

* Editorial schedules in more details are available for these sections upon request: visit www.chemanager.com or send email to chemanager@wiley.com

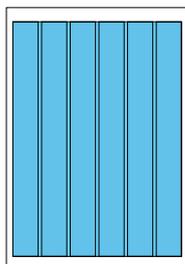
** The Production section focusses on all relevant process industries: chemicals (incl. agrochemicals, food, cosmetics, petrochemicals, plastics) and pharmaceuticals (incl. biotechnology).

*** Please find additional information on the English-language topical issues on page 11.

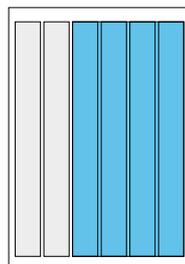
Prices & Formats

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

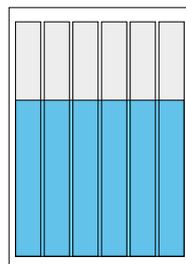
1/1 Page
Width: 325 mm
Height: 455 mm
(6 columns)
€ 15,365



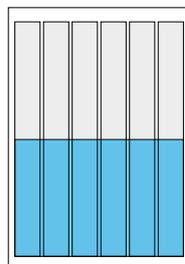
2/3 Page portrait
Width: 215 mm
Height: 455 mm
(4 columns)
€ 11,265



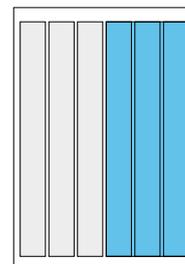
2/3 Page landscape
Width: 325 mm
Height: 303 mm
(6 columns)
€ 11,265



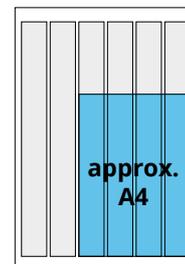
1/2 Page landscape
Width: 325 mm
Height: 225 mm
(6 columns)
€ 10,115



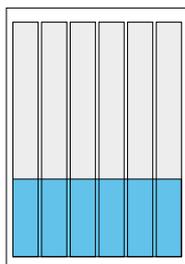
1/2 Page portrait
Width: 160 mm
Height: 455 mm
(3 columns)
€ 10,115



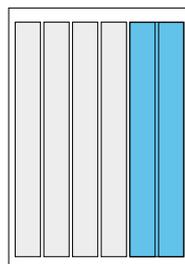
1/2 Page corner
Width: 215 mm
Height: 303 mm
(4 columns)
€ 10,240



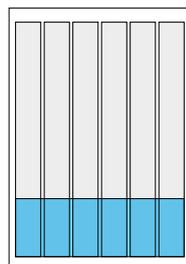
1/3 Page landscape
Width: 325 mm
Height: 149 mm
(6 columns)
€ 8,250



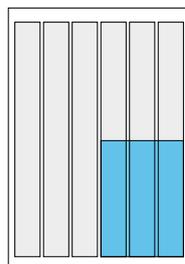
1/3 Page portrait
Width: 105 mm
Height: 455 mm
(2 columns)
€ 8,250



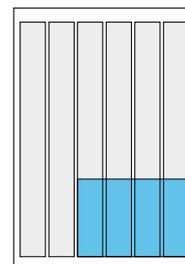
1/4 Page landscape
Width: 325 mm
Height: 114 mm
(6 columns)
€ 7,060



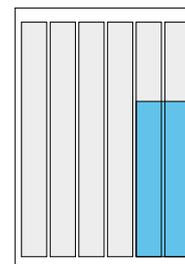
1/4 Page classic
Width: 160 mm
Height: 227 mm
(3 columns)
€ 7,060



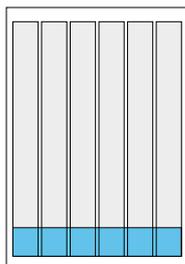
1/5 Page landscape
Width: 215 mm
Height: 152 mm
(4 columns)
€ 6,890



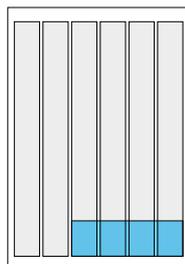
1/5 Page portrait
Width: 105 mm
Height: 303 mm
(2 columns)
€ 6,890



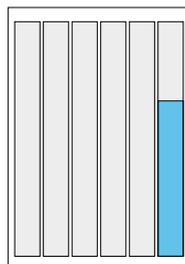
Footer
Width: 325 mm
Height: 57 mm
(6 columns)
€ 4,500



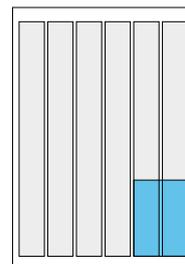
Corner (small)
Width: 215 mm
Height: 74 mm
(4 columns)
€ 3,415



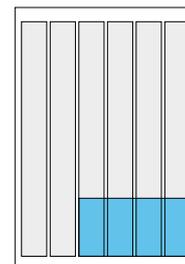
Skyscraper
Width: 50 mm
Height: 303 mm
(1 column)
€ 3,415



Rectangle
Width: 105 mm
Height: 149 mm
(2 columns)
€ 3,415



1/6 Page landscape
Width: 215 mm
Height: 114 mm
(4 columns)
€ 5,115



Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats are available upon request.

Advertisements by Millimetre

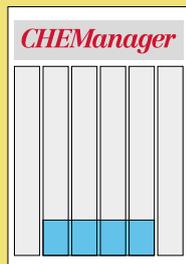
(Price per single column/50 mm)

Standard position
€ 14.25/mm

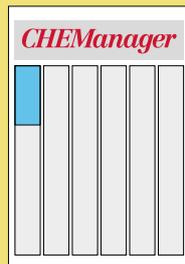
Island advertisement
€ 17.00/mm

Premium Positions

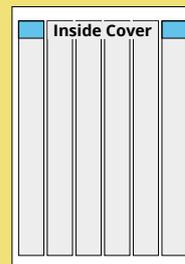
Title page, Footer
Width: 215 mm
Height: 74 mm
(4 columns)
€ 6,795



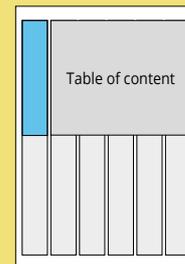
Title page, Newsflow
Width: 50 mm
Height: 116 mm
(1 column)
€ 2,499



Title corner
Width: 50 mm
Height: 35 mm
(1 column)
€ 805



Skyscraper, Table of content
Width: 58 mm
Height: 260 mm (1 column)
€ 3,680



Prices & Formats

Preferred positions	w / h (mm)	Price € 4c
Title page Advert at bottom	215 x 74	€ 6,795
Inside cover (e.g. Production) ¹		€ 8,560
Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)	50 x 35	€ 805

Loose Inserts ^{2,3}	weight	Price €
	up to 20 g	€ 215
	per additional 5 g	€ 5.80

BusinessPartner	Total Price € 4c	
width x height	105 x 59 mm	105 x 120 mm
4 Issues	€ 1,580	€ 3,020
8 Issues	€ 3,000	€ 5,080
12 Issues	€ 4,260	€ 7,140

Advertisements by Millimetre

(Price per single column/50 mm)³

Advertisements	€ 14.25 mm
----------------	------------

Job advertisements please see page 20

Additional charges

Binding positions	10%
-------------------	-----

Discounts

3 Advertisements	5%
6 Advertisements	10%
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 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:

Thorsten Kritzer,
+49 (0) 6201 606 730, thorsten.kritzer@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 GmbH has exclusive rights of it for 6 months.

2 Postcards: 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.

Technical Specifications

Newspaper format

350 x 510 mm (width x height)
325 x 455 mm (width x height), print space
Number of columns: 6, column width 50 mm

Print methods

Newspaper web press (Roll offset)

Colours

Euro scale,
no special colours possible

Application of paint

max 240%

Screen ruling

70 ruling
Print profile: ISOnewspaper26v4

Inserts

Minimum insert size: 105 x 148 mm
Maximum insert size: 240 x 350 mm (w x h)
the back fold must be on the long side (350 mm)
Minimum weight for single-sheet inserts: 170 g/m²

Delivery of loose inserts

Delivery quantity: 40,200 copies

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.

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 melanie.radtke@wiley.com



Wiley-VCH GmbH
FAO: Melanie Radtke
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 557 · Fax: -790

CHEManager International

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. **40,000 copies** will be distributed together with the CHEManager newspaper **in the German language markets**, another **10,000 copies** will be distributed directly to decision makers **across Europe** and 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**.

CHEManager International 1/2021

Incl. Focus Topics: Fine & Specialty Chemicals, Logistics



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

Publishing date: 17.03.2021
Advertising deadline: 19.02.2021

Circulation: 50,000 copies
incl. distribution at trade shows
(e.g. CPhI North America, Chemspec Europe, FECC-Kongress)

CHEManager International 2/2021

Incl. Focus Topics: Distribution, Process Technology



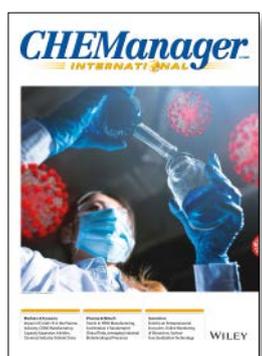
Chemicals & healthcare/pharma logistics (supply chain management, storage & transportation solutions) and chemical distribution (sourcing, formulation, trade).

Publishing date: 12.05.2021
Advertising deadline: 19.04.2021

Circulation: 50,000 copies
incl. distribution at trade shows
(e.g. FECC-Kongress, Achema)

CHEManager International 3/2021

Incl. Focus Topics: Pharma & Biotech, Innovation



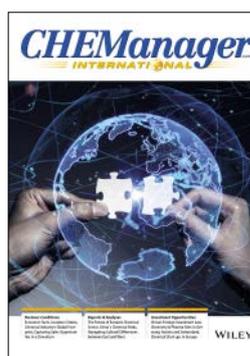
Pharmaceutical and biotechnological R&D, chemicals for pharmaceuticals, contract research (CROs) and contract manufacturing (CMOs).

Publishing date: 18.08.2021
Advertising deadline: 23.07.2021

Circulation: 50,000 copies
incl. distribution at trade shows
(e.g. CPhI Worldwide, ChemOutsourcing)

CHEManager International 4/2021

Incl. Focus Topics: Regions & Locations, Circular Economy



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

Publishing date: 08.12.2021
Anzeigenschluss: 12.11.2021

Circulation: 50,000 copies

Prices & Formats

Format: Tabloid, stapled bound (240 mm width x 330 mm height)

Format	(width x height in mm)	Price in €
2/1 pages tabloid	455 x 303	€ 12,965
1/1 page tabloid	215 x 303	€ 7,945
1/2 page tabloid landscape	215 x 152	€ 4,500
1/2 page tabloid portrait	105 x 303	€ 4,500
Juniorspage	160 x 227	€ 4,500

Format	(width x height in mm)	Price in €
1/4 page classic	105 x 149	€ 2,205
1/4 page landscape	215 x 74	€ 2,205
1/4 page portrait	50 x 303	€ 2,205
Cover pages (bleed)	240 x 330 (plus 3 mm trim)	€ 8,700
Title page + story		€ 9,170

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.

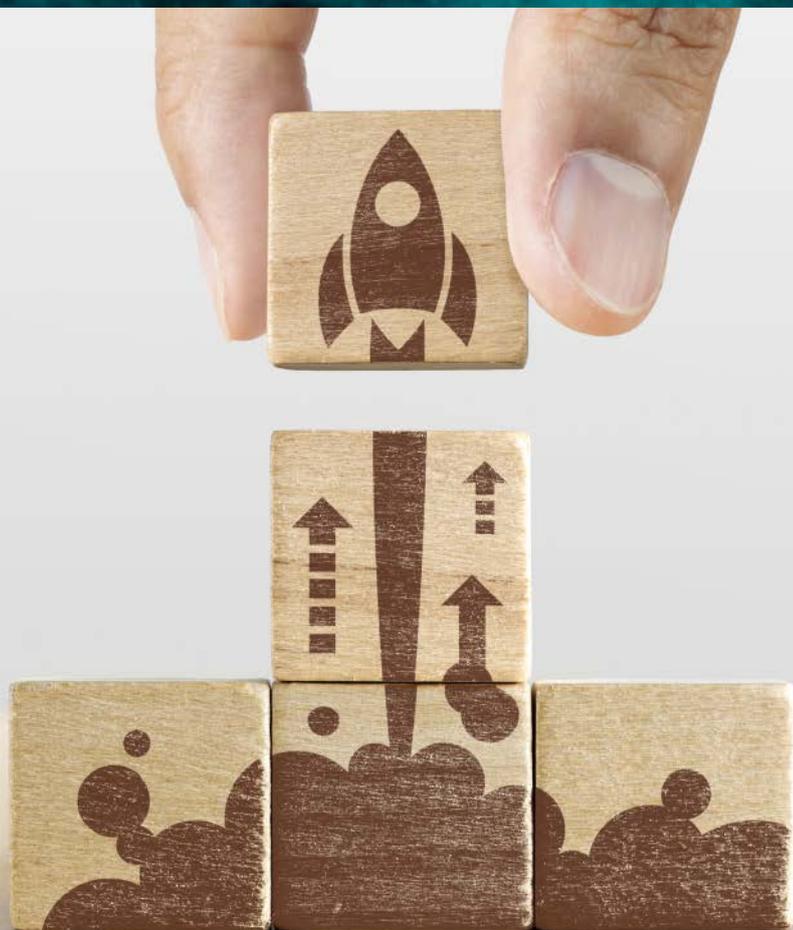
Native Advertising Plus

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 enquiries.*



	CHEManager			CHEManager International		
	Basic Native Advertising	Advanced Native Advertising	Professional Native Advertising	Basic Native Advertising	Advanced Native Advertising	Professional Native Advertising
Content	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

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



CHEManager INNOVATION PITCH

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

B2B-Website www.chemanager.com

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.

Online-Advertisement

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	€ 1,460 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,940 / month, run of site*
Skyscraper**	120 x 600 Pixel	€ 1,520 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 2,030 / month, run of site*

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

**the mobile optimized version requires an additional Medium Rectangle format

Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of **chemanager.com**. Reach your target group 24/7/365.

Scope of Service: Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

Running Time: 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database ***€ 1,990**

Combinated Offer: Feature on Portal + Newsletter **€ 2,500**

*in a rotation scheme with five other Top Feature Stories. Text is subject to editorial criteria.

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'.

Scope of Service: Teaser text, product photos, company contacts, PDF for download **€ 950 / 6 months**

Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

Scope of Service: Teaser text, product video, company address **€ 950 / 6 months.**

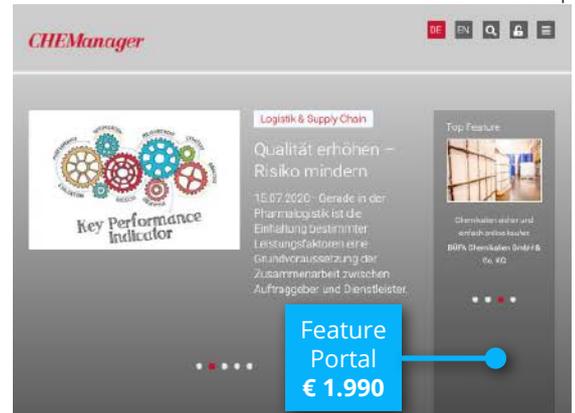
User Data

Page Impressions	105,616
Visits	67,300
User	54,518

Average 1st half 2020

See next page for technical specifications

Desktop

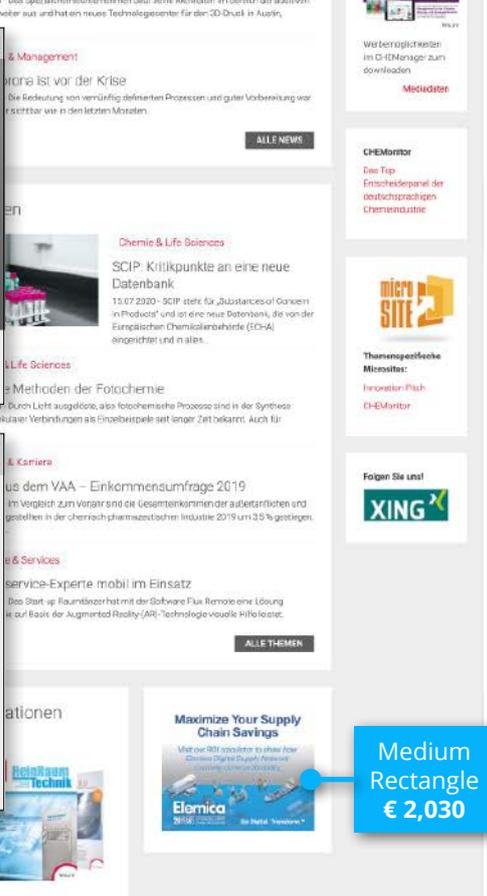


Leaderboard
€ 1,460

Wide Skyscraper & Skyscraper
€ 1,940 | € 1,520

Medium Rectangle
€ 2,030

Mobil



Newsletter: www.chemanager.com

With alternating German- and English-language free-of-cost newsletters, **CHEManager** provides its subscribers with important market and company news on a weekly basis. In addition to latest news, exclusive interviews and top stories the newsletters inform about products, services and events.

Newsletter: Banner formats & prices

Publication: bi-weekly. With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 990
Medium Rectangle	300 x 250 Pixel	€ 1,980
Feature Newsletter	1 rectangle image, 2.000 characters, Image format: JPG, PNG	€ 1,050
Combo offer:		
Feature on website + newsletter		€ 2,500

Newsletter Key Figures

German edition

Recipients	2,800
Average opening rate	52.7 %
Average Click Through Rate (CTR)	20.9 %

English edition

Recipients	3,880
Average opening rate	44.2 %
Average Click Through Rate (CTR)	9.9 %

Average 1st Half Year 2020

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.

Webcast

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

Exclusive access to your customers
Single Sponsored Newsletter
€ 5,945

Full Banner
€ 990

Medium Rectangle
€ 1,980

Feature
€ 1,050

CHEManager

Chemiekonjunktur Europa im ersten Halbjahr 2020

Themen: **Chemiekonjunktur Europa, M&A-News, Personalia, News über Air Products, BASF, Beiersdorf, Borealis, BRAIN, Brenntag, Corden, Evonik, Grace, Merck, Nouryon, Rentschler, Thyssenkrupp, Vetter, Vink, u.v.m.**

Liebe Leserinnen und Leser,

die europäische Chemieindustrie musste die Produktion aufgrund der Covid-19-Pandemie ab März kräftig drosseln. Insbesondere Italien und Frankreich sind stark betroffen; hier sank die Chemieproduktion infolge des Lockdowns im weiteststelligen Bereich. Laut des Verbands der Chemischen Industrie (VCI) scheint die europäische Chemie die Talsohle aber im Juni durchschritten zu haben.

Herzliche Grüße,

Michael Reubold
Chefredakteur CHEManager



Top-Thema

News

Chemiekonjunktur – Europas Chemie im Lockdown

10.07.2020 - Die Chemieindustrie in der EU musste ihre Produktion aufgrund der Covid-19-Pandemie kräftig drosseln. Das Vorkrisenniveau könnte erst im Jahr 2022 wieder erreicht werden...

Maximize Your Supply Chain Savings

Visit our ROI calculator to show how **Elemica Digital Supply Network** can help drive profitability



Elemica
20th ANNIVERSARY OF DIGITAL SUPPLY NETWORK OWNERSHIP
Go Digital. Transform.™

Feature

Chemikalien & Distribution

Chemieschläuche zur Förderung aggressiver Medien

Reichert Chemietechnik GmbH & Co. - Der Transfer korrosiver Medien gehört zu den Routineaufgaben im Labor.



ACHEMA Highlights 2021

Get into the focus of
CHEManager readers



14. April

CHEManager 4/2020
Fair Pre-Issue

Tell your customers and suppliers about your involvement at the world's largest trade fair for process engineering.

12. Mai

CHEManager 5/2020
Fair Pre-Issue

Show your technological expertise via expert articles on state-of-the-art equipment and processes.

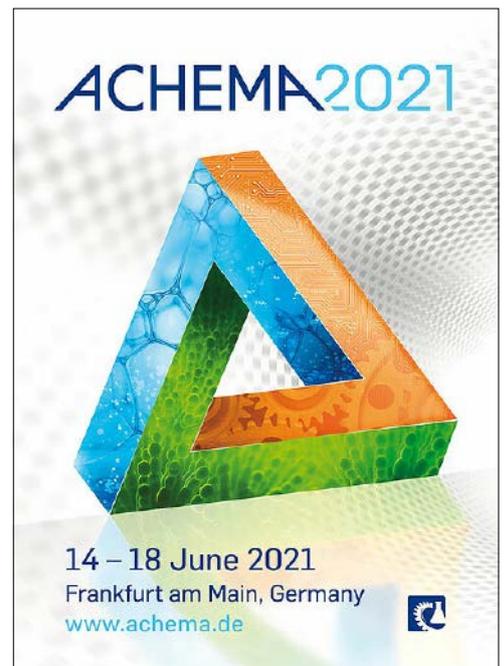
9. Juni

CHEManager 6/2020
Fair Issue incl. copy distribution at ACHEMA

Invite existing and new customers to your booth and present your innovative products and solutions.

ACHEMA-Daily Newsletter

14./15./16./17./18. June



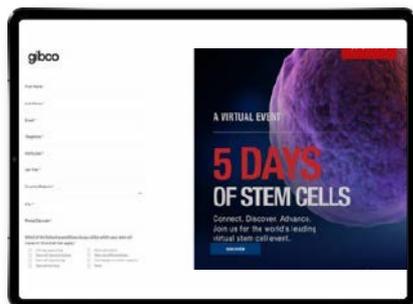
Choose the appropriate advertising form for your company from our wide range of offers and show your presence in the market!

Image Campaign Give your company a face		ACHEMA-Marketplace Perfect Supplement to your Illustrated Advertisement	ACHEMA-Daily Newsletter The quick & easy way to reach your target group
1/1 page 4c	€ 15,365	<p>Product Profile 1/1 page text ad with max 3,400 characters, incl. spaces product presentation with possible examples for application, image material, company logo, contact details and stand number. ➤ € 4,885</p> 	 <p>Feature € 1,050</p> <p>Medium Rectangle € 1,980</p> <p>Full Banner € 990</p>
1/2 page 4c	€ 10,240	<p>Showcase 1/2 page text ad with max 1,400 characters, incl. spaces, 3-5 key points about your product, picture of product, company logo, contact details and stand number. ➤ € 3,395</p> 	
1/4 page 4c	€ 7,060	<p>Product Information ca. 1/4 page text ad with max 800 characters, incl. spaces, company contact details & booth number. ➤ € 1,395</p> 	

*Author's notes must be observed.

Content Marketing & Lead Generation

Webinars



Basic webinar package
8,750 EUR

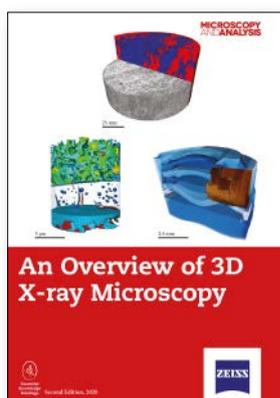
Premium webinar package
11,250 EUR

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:

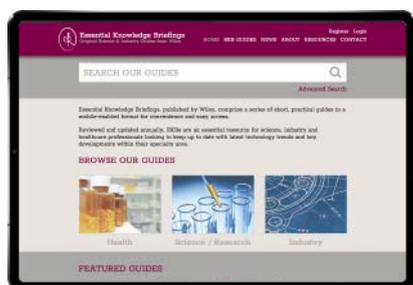
- Content support from our specialist editors
- Technical processing and hosting
- Direct interaction with participants during the live Q&A-session
- Generation of qualified leads (GDPR-compliant)
- Brand awareness through a tailor-made marketing package
- Registration and attendance tracking

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 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

Recruitment Advertising

The Jobbörse Chemie (chemistry job board), the B2b chemical industry newspaper CHEManager as well as the German Chemical Industry Employers' Association (BAVC) have combined their expertise and efforts by creating the online job market Jobnetwork Chemie | Pharma. The means of this platform targeting the German speaking markets is to provide support to employers in recruiting qualified personnel and specialists. Jobnetwork Chemie | Pharma efficiently connects job-seekers and employers in the chemical and pharmaceutical industries – from trainees and young professionals through to experienced experts and managers.

Online job postings will be published on the following websites:

www.jobnetwork-chemiepharma.de
www.chemanager-online.com/jobs
www.jobcluster.de
www.vaa.de/Karriere


JOB NETWORK
CHEMIE-PHARMA

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: **775 €** plus statutory VAT.

Print job advertisements

With **CHEManager** you can address over 40,000 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

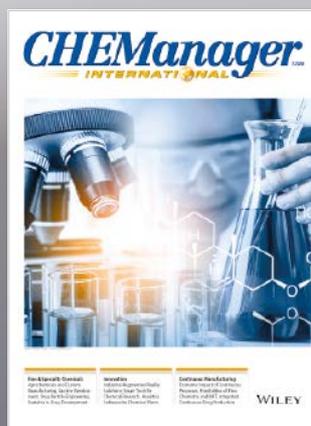
Incl. four-colour surcharge plus statutory VAT.

www.jobnetwork-chemiepharma.de

Your Business 2021 in the Spotlight

CHEManager.com

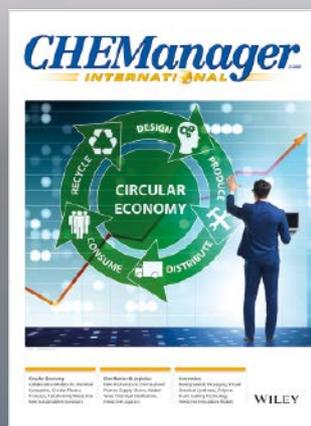
International Issues



**FEATURES:
SPECIALTY CHEMICALS,
LOGISTICS
MARCH**

Editorial

Dr. Michael Reubold
Publishing Manager
Tel.: +49 (0) 6201 606 745
mreubold@wiley.com



**FEATURES:
DISTRIBUTION,
PROCESS TECHNOLOGY
MAY**

Dr. Ralf Kempf
Managing Editor
Tel.: +49 (0) 6201 606 755
rkempf@wiley.com



**FEATURES:
PHARMA & BIOTECH,
INNOVATION
AUGUST**

Sales

Thorsten Kritzer
Head of Advertising
Tel.: +49 (0) 6201 606 730
tkritzer@wiley.com



**FEATURES:
REGIONS & LOCATIONS,
CIRCULAR ECONOMY
DECEMBER**

Jan Kaeppler
Media Consultant
Tel.: +49 (0) 6201 606 522
jkaeppler@wiley.com

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 hereinafter. 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.

Contact

CHEManager · Boschstrasse 12 · 69469 Weinheim · Germany · Teamfax: +49 (0) 6201 606 100 · E-Mail: chemanager@wiley.com

Media Consultants



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



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



Stefan Schwartze
Tel.: +49 (0) 6201 606 491
stefan.schwartzee@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

Editorial



Dr. Michael Reubold
Publishing Manager
Tel.: +49 (0) 6201 606 745
michael.reubold@wiley.com



Dr. Ralf Kempf
Managing Editor
Tel.: +49 (0) 6201 606 755
ralf.kempf@wiley.com



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



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



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

Editorial Assistants



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



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



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



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



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

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.

Contact:

Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim · Germany

Tel.: +49 (0) 6201 606 0
Fax: +49 (0) 6201 606 791
E-Mail: chemanager@wiley.com
Internet: www.chemanager.com
www.wiley-vch.de
www.wiley.com

For more information visit:
corporatesolutions.wiley.com