

WILEY

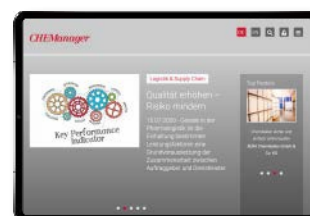


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2025 Media Guide **CHEMmanager**

Compelling solutions through
strategic partnerships

www.chemanager.com



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 30,000 copies plus 14.000 e-Paper 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) 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

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Overview

Publication Frequency
12 issues per year

Volume
Vol. 34, 2025

Circulation
Ø 40,000 – For circulation mix Print/e-Paper per quarter see iwv.de 

Membership
IWV

Publishing Director
Steffen Ebert

Editor-in-Chief
Dr. Michael Reubold

Commercial Manager Sciences
Vanessa Winde

Head of Advertising
Thorsten Kritzer

Order Management
Melanie Radtke

Subscription (Print)
€ 96.30 (+ VAT)

Single copy rate
€ 12.10 (+ VAT)

Subscription for students
€ 48.15 (+ VAT)

ISSN
0947-4188

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

CHEManager Footprint

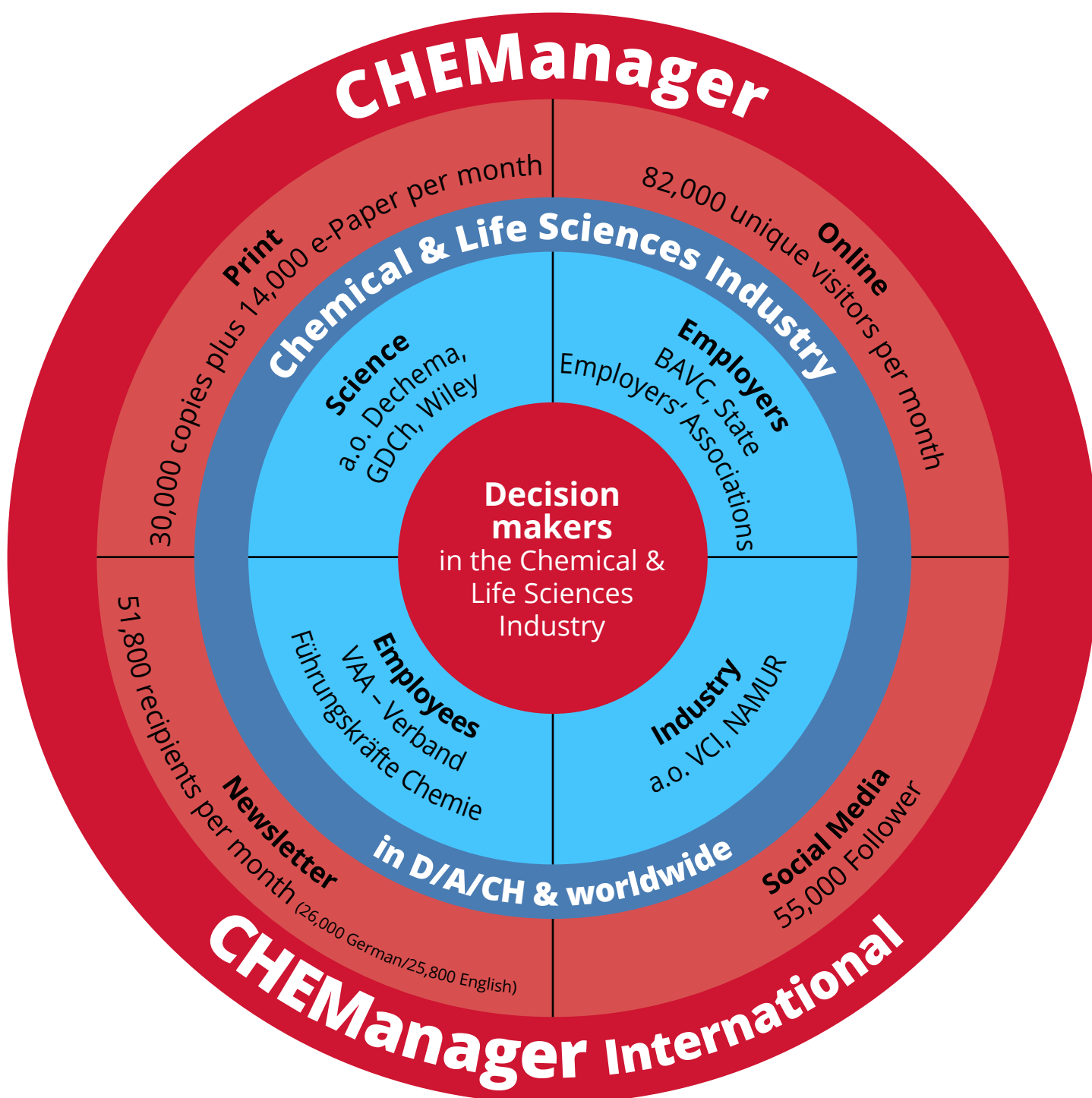
With CHEManager:

Reach the right audience to achieve effective results for your marketing campaigns in the chemical & life sciences industry.

Connect with decision makers in an effective way. The platform offers you a range of advertising and marketing solutions specifically designed to reach and engage your target audience.

Leverage the industry expertise and wide coverage of over 230,000 contacts a month to promote your brand, products and services. Whether you want to strengthen your company's brand awareness or generate valuable leads for your sales force.

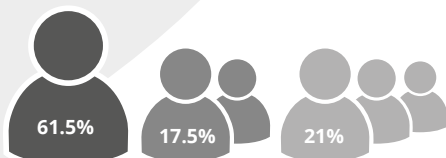
CHEManager is the perfect platform to achieve your marketing goals.



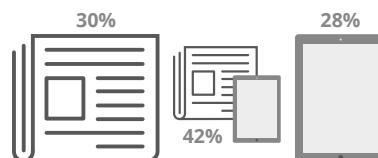
Reader Survey

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 5) 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 approximately 40,000 issues 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*.



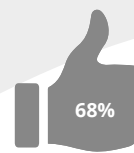
The most intensively read sections in CHEManager are Markets/Companies, Chemistry/Life Sciences, Innovation/R&D and Strategy/Personnel, followed by Production, Sites & Services and Logistics*.



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.

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.

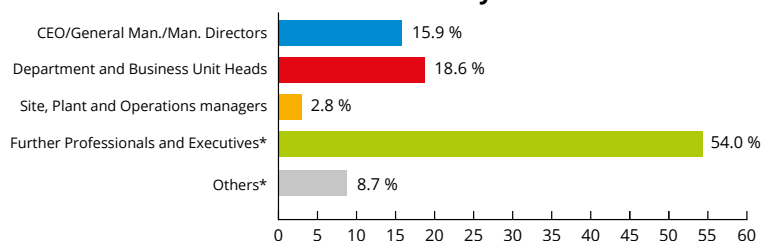
CHEManager is the publication with the broadest distribution within the chemical and pharmaceutical industry in the German-speaking countries of Europe.

With an area-wide distribution in Germany, Switzerland, Austria and Benelux, **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.

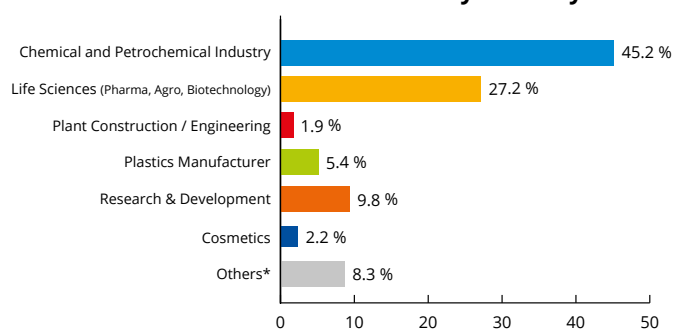
CHEManager provides the ideal content for your corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

Distribution by Position



* Including approx. 16,000 personal membership recipients at the VAA (Verband angestellter Akademiker und leitender Angestellter der chemischen Industrie e. V.), whose personal data are not collected for data protection reasons, and approx. 3,000 unknown recipients of distribution via distribution partners at universities and airports as well as in MPs' offices and congress/trade fair hotels.

Distribution by Industry



* Including distribution via distributors at universities and airports, as well as in MP offices and convention/trade show hotels.

Geographical Distribution

	%
Germany	87.2
Switzerland	1.8
Austria	1.2
Benelux	2.6
Others	7.2

Distribution – German Postal codes

	%
Post Code 0	4.0
Post Code 1	5.2
Post Code 2	5.5
Post Code 3	7.1
Post Code 4	14.0
Post Code 5	12.5
Post Code 6	20.1
Post Code 7	6.7
Post Code 8	8.7
Post Code 9	3.4
Abroad	12.8

Editorial Analysis

Topics	%
Markets & Companies*	29
Management & Strategy	18
Production & Automation Control, Digitalization	12
Chemistry & Life Sciences	6
Logistics	7
Industrial Locations (Sites & Services)	7
At a Glance	5
Start-ups	4
Human Resources & Employment Issues	4
Innovation	4
Energy / Environment	4

* incl. international News

Circulation Breakdown IVW Q2/2024




Print circulation	38.000
Sold incl. subscriptions	19.518
Controlled circulation + shows (free samples)	32.566
ePaper	14.248

Dates & Contents

Issues	1 January	2 February	3 March	4 April
Publishing date	22.01.2025	19.02.2025	19.03.2025	16.04.2025
Advertising deadline	03.01.2025	03.02.2025	03.03.2025	31.03.2025
Editorial deadline	18.12.2024	22.01.2025	19.02.2025	19.03.2025
Features and Focus Topics	Austria	Innovation	Circular Economy	Digitalization
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 details page 12	

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	15.01. + 29.01.	12.02. + 26.02.	12.03. + 26.03.	9.04. + 23.04.
Distribution date CHEManager International Newsletter (English)	08.01 + 22.01.	05.02. + 19.02.	05.03. + 19.03..	02.04 + 16.04. + 30.04.

Trade Shows/Conferences

	E-world Energy & Water 11.-13.02.2025 Essen, Germany	Handelsblatt Jahrestagung Pharma 25.02.2025 Berlin, Germany	European Coatings Show 24.-27.03.2025 Nuremberg, Germany	Handelsblatt Jahrestagung Chemie 13.-14.05.2025 Berlin, Germany
	9th ECP 12.02.2025 Frankfurt, Germany	LOPEC 25.-27.02.2025 Munich, Germany	In-Cosmetics 08.-10.04.2025 Amsterdam, Netherlands	
		LogiMAT 11.-13.03.2025 Stuttgart, Germany	German Nanotechnology Days 09.-10.04.2025 Heidelberg, Germany	
		LogiChem 18.-20.03.2025 Rotterdam, Netherlands		

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 12.

Dates & Contents

Issues	5 May	6 June	7 July	8 August
Publishing date	14.05.2025	18.06.2025	16.07.2025	20.08.2025
Advertising deadline	25.04.2025	30.05.2025	30.06.2025	04.08.2025
Editorial deadline	16.04.2025	21.05.2025	18.06.2025	23.07.2025
Features and Focus Topics	Logistics, Specialty Chemicals	Process Technology	Switzerland	Energy & Environment
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 details page 12			

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	07.05. + 21.05.	04.06. + 18.06.	02.07. + 16.07. + 30.07.	13.08. + 27.08.
Distribution date CHEManager International Newsletter (Englisch)	14.05. + 28.05.	11.06. + 25.06.	09.07. + 23.07.	06.08. + 20.08.

Trade Shows/Conferences

	CPhI North America 20.–22.05.2025 Philadelphia, PA, USA		Chemicals America 29.–31.07.2025 Savannah, GA, USA	ChemOutsourcing September 2025 Parsippany/NJ, USA
	Transport Logistic 02.–05.06.2025 Munich, Germany			
	Battery Show 03.–05.06.2025 Stuttgart, Germany			
	Chemspec Europe 04.–05.06.2025 Cologne, Germany			

Trade fair dates without guarantee.

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*** Please find additional information on the English-language topical issues on page 12.

Dates & Contents

Issues	9 September	10 October	11 November	12 December
Publishing date	17.09.2025	15.10.2025	12.11.2025	10.12.2025
Advertising deadline	01.09.2025	26.09.2025	27.10.2025	24.11.2025
Editorial deadline	20.08.2025	17.09.2025	15.10.2025	12.11.2025

Features and Focus Topics	Plastics, Circular Economy	Pharma & Biotech	Industrial Locations	Automation, Safety & Security
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 3 details page 12			 Ausgabe 4 details page 12

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	10.09. + 24.09.	08.10. + 22.10.	05.11. + 19.11.	03.12. + 17.12.
Distribution date CHEManager International Newsletter (Englisch)	03.09. + 17.09.	01.10. + 15.10. + 29.10.	12.11. + 26.11.	10.12.

Trade Shows/Conferences

	K 08.–15.10.2025 Düsseldorf	CPH 28.10.–30.10.2025 Frankfurt, Germany		
	AchemAsia 14.–16.10.2025 Shanghai, China	BVL Supply Chain CX, 22.10.–24.10.2025, Berlin, Germany		

Trade fair dates without guarantee.

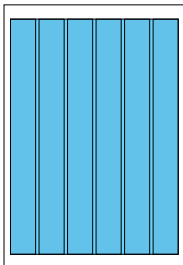
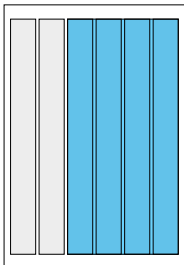
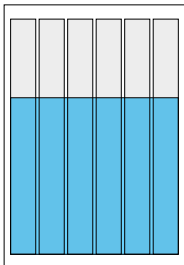
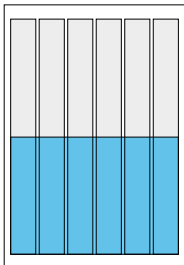
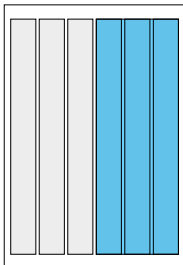
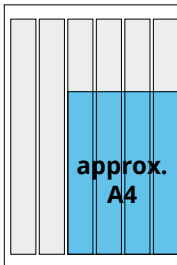
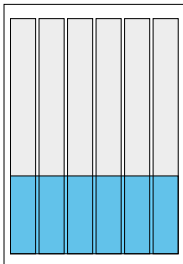
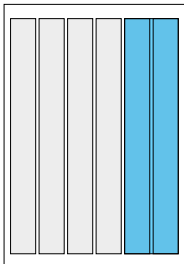
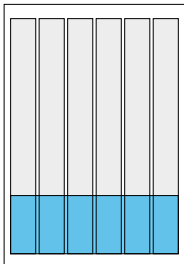
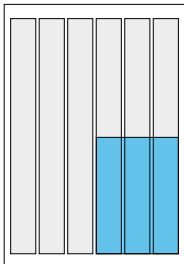
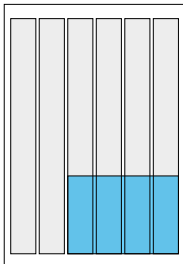
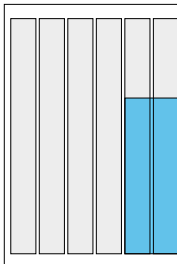
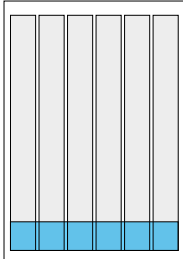
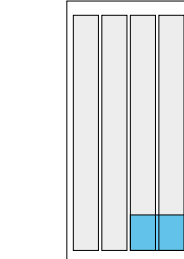
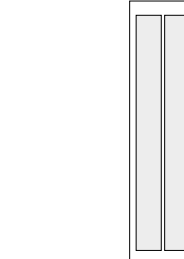
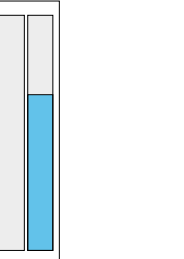
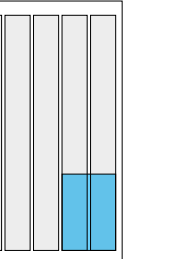
* Editorial schedules in more details are available for these sections upon request: visit www.chemanager.com or send email to chemanager@wiley.com

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*** Please find additional information on the English-language topical issues on page 12.

Prices & Formats

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

1/1 Page Width: 325 mm Height: 476 mm (6 columns) € 16,350 	2/3 Page portrait Width: 215 mm Height: 455 mm (4 columns) € 12,050 	2/3 Page landscape Width: 325 mm Height: 303 mm (6 columns) € 12,050 	1/2 Page landscape Width: 325 mm Height: 225 mm (6 columns) € 10,750 	1/2 Page portrait Width: 160 mm Height: 455 mm (3 columns) € 10,750 	1/2 Page corner Width: 215 mm Height: 303 mm (4 columns) € 10,950 
1/3 Page landscape Width: 325 mm Height: 149 mm (6 columns) € 8,800 	1/3 Page portrait Width: 105 mm Height: 455 mm (2 columns) € 8,800 	1/4 Page landscape Width: 325 mm Height: 114 mm (6 columns) € 7,550 	1/4 Page classic Width: 160 mm Height: 227 mm (3 columns) € 7,550 	1/5 Page landscape Width: 215 mm Height: 152 mm (4 columns) € 7,350 	1/5 Page portrait Width: 105 mm Height: 303 mm (2 columns) € 7,350 
Footer Width: 325 mm Height: 57 mm (6 columns) € 4,800 	Corner (small) Width: 215 mm Height: 74 mm (4 columns) € 3,650 	Skyscraper Width: 50 mm Height: 303 mm (1 column) € 3,650 	Rectangle Width: 105 mm Height: 149 mm (2 columns) € 3,650 	1/6 Page landscape Width: 215 mm Height: 114 mm (4 columns) € 5,450 	

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

Advertisements by Millimetre

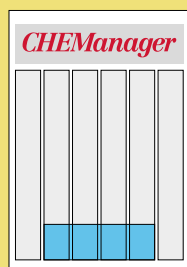
(Price per single column/50 mm)

Standard position
€ 15.10/mm

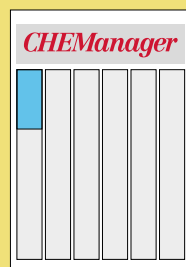
Island advertisement
€ 18.10/mm

Premium Positions

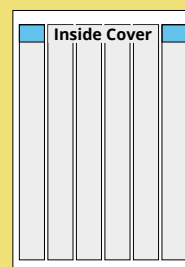
Title page, Footer
 Width: 215 mm
 Height: 74 mm
 (4 columns)
€ 7,250



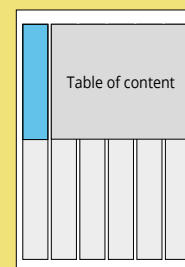
Title page, Newsflow
 Width: 50 mm
 Height: 116 mm
 (1 column)
€ 2,650



Title corner
 Width: 50 mm
 Height: 35 mm
 (1 column)
€ 850



Skyscraper, Table of content
 Width: 58 mm
 Height: 260 mm (1 column)
€ 3,950



Prices & Formats

Preferred positions	w / h (mm)	Price € 4c
Title page Advert at bottom	215 x 74	€ 7,250
Inside cover (e. g. Production) ¹		€ 9,150
Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)	50 x 35	€ 850

Loose Inserts ²	weight	Price €
	up to 20 g	€ 230
	per additional 5 g	€ 7

BusinessPartner	Total Price € 4c
width x height	105 x 120 mm
4 Issues	€ 3,240
8 Issues	€ 5,400
12 Issues	€ 7,560

Advertisements by Millimetre

(Price per single column/50 mm)

Advertisements	€ 18.10 mm
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Job advertisements please see page 17

Additional charges

Binding positions	10%
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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, tkritzer@wiley.com

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 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

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 October 2024 and supersedes all previous price lists.

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

The delivery quantity and delivery address
as well as the delivery date are stated
on 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 mradtke@wiley.com



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

CHEManager International

CHEManager International is the premier brand for the chemical, pharmaceutical, and biotech industries. It empowers managers and executives with a competitive edge through timely business news, expert insights, and the latest market data, enabling strategic business and investment decisions.

Leverage the influence of CHEManager International to connect your brand with key decision-makers worldwide. Established communication channels ensure 24/7 access to your target audience: digital editions, website, bi-weekly newsletters, expanded reach via LinkedIn channels, and direct engagement through virtual events. We use proven advertising tactics to execute targeted marketing campaigns which effectively engage executives in the chemical, pharmaceutical, and biotech industry.

CHEManager International 1

Incl. Focus Topics: Pharma & Biotech, Logistics



Pharma, Biopharma & Biotechnology, Bioeconomy, Chemical & Pharma Logistics, Digitalization.

Publishing date: 19.03.2025
Advertising deadline: 21.02.2025

Distribution at trade shows:
CPHI North America,
European Coatings Show,
In-Cosmetics

CHEManager International 2

Incl. Focus Topics: Fine & Specialty Chemicals, Distribution



Fine and Specialty Chemicals, Bio-based Chemistry, Contract Research, Development and Production, Chemical Distribution.

Publishing date: 14.05.2025
Advertising deadline: 16.04.2025

Distribution at trade shows:
Chemicals America,
Chemspec Europe, ChemUK

CHEManager International 3

Incl. Focus Topics: Pharma & Biotech, Innovation



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

Publishing date: 17.09.2025
Advertising deadline: 22.08.2025

Distribution at trade shows:
ChemOutsourcing, K, CPHI

CHEManager International 4

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: 10.12.2025
Advertising deadline: 14.11.2025

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	€ 13,750
1/1 page tabloid	215 x 303	€ 8,450
1/2 page tabloid landscape	215 x 152	€ 4,750
1/2 page tabloid portrait	105 x 303	€ 4,750
Juniorpage	160 x 227	€ 4,750

Format	(width x height in mm)	Price in €
1/4 page classic	105 x 149	€ 2,350
1/4 page landscape	215 x 74	€ 2,350
1/4 page portrait	50 x 303	€ 2,350
Cover pages (bleed)	240 x 330 (plus 3 mm trim)	€ 9,250
Title page + story*		€ 9,750
BusinessPartner	4 Issues (105 x 120 mm)	€ 3,200

* The cover story will be handled like an editorial article and is subject to the standards and formalities of the magazine.

Native Advertising Plus

Content is King

In addition to publishers, organisations as well as agencies produce unique and relevant content supporting researchers, engineers and executives with 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 with the leading platform for the chemical, pharmaceutical and process industries and benefit from the excellent reputation CHEManager enjoys across the industries.

Native Advertising Plus

With the Native Advertising Plus packages you inform CHEManager's readers with original content. The content communicates your expertise in the field, establishes the experts in your company as thought leaders and leverages brand awareness. The native advertising piece will be designed in the look & feel of CHEManager's original editorial content, both in print and online. By publishing the author's name together with detailed contact information, we encourage direct business initiation.*



	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	€ 4,500	€ 6,500	€ 9,900	€ 2,900	€ 5,100	€ 8,300

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



CHEManager INNOVATION PITCH

The Initiative

Something is happening in the German and international 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 as well as the four print editions of CHEManager International and on a dedicated website, 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 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 606 730
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**.

Billboard**	970 x 250 Pixel	€ 2,190 / month, run of site*
Leaderboard	728 x 90 Pixel	€ 1,950 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 2,450 / month, run of site*
Skyscraper**	120 x 600 Pixel	€ 1,950 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 2,550 / 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 Portal (Content ad)

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 *€ 2,550

Combo offer: Feature on Portal + Newsletter € 4,550

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

Accesses to the website

Page Impressions/month	122,100
Unique Visits/Month	87,800

Mean values from the 1st half of 2023

Deadline for Top Feature:

7 working days before publication

See next page for technical specifications

Desktop

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	€ 1,850
Medium Rectangle	300 x 250 Pixel	€ 3,550
Feature Newsletter	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	€ 2,050
Combo offer: Feature on website + newsletter		€ 4,550

Newsletter Key Figures 2023/2024

	german	english
Subscribers	29.375	120.000
Unique Open Rate (MW.)	8.2%	12.6%

MV = Mean value of 26 (german) and 6 (english) newsletters sent out

Technical Data

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

Banner (Website)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG

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

Tariffs & China

Key topics: China's Response to Tariffs, and company news about BASF, Fujifilm Diosynth, Merck, Meribel, Roche, Thermo Fisher, and more.

Dear Reader,

President Trump's steep tariffs on Chinese chemical imports have sent shockwaves through the industry. Chinese chemical firms and media are responding with a mix of defiance and optimism, downplaying the impact and highlighting new domestic opportunities.

Thanks for reading!

Christene A. Smith
Editor-in-Chief, CHEManager International

ADVERTISEMENT

SWISS BIOTECH DAY 2025
May 5-6, 2025 Congress Center Basel

News

Meribel Pharma Solutions Launches
A new, mid-size Contract Development Manufacturing Organisation (CDMO), Meribel Pharma Solutions, has launched today with an extensive integrated network across Europe.

[read more](#)

Maximize Your Supply Chain Savings
Visit our ROI calculator to show how Elemica Digital Supply Network can help drive profitability.

Elemica
20 YEARS OF DIGITAL SUPPLY CHAIN INNOVATION

Go Digital. Transform.™

Ineos Inovyn launches 9th Global Award
The awards are designed to recognise pioneering ideas and showcase the vital role vinyl plays.

[read more](#)

AC Biode - Chemical Technology for a more Sustainable Future
AC Biode developed a diverse portfolio of products based on chemical technology designed to provide more sustainable alternatives to conventional practices.

[read more](#)

Feature

Ineos Inovyn launches 9th Global Award
The awards are designed to recognise pioneering ideas and showcase the vital role vinyl plays.

[read more](#)

ADVERTISEMENT

WOMEN IN CHEMICALS 2025 CONFERENCE
SEPT 3-5

Full Banner
€ 1,850

Medium Rectangle
€ 3,550

Feature
€ 2,050

Exclusive access to your customers
Single Sponsored Newsletter
€ 8,300

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

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: **€ 825** 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:

€ 3,250 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 2025 in the Spotlight

CHEManager.com

International Issues



CHEManager International
March issue out now!
Download the ePaper!

MARCH FEATURES:
PHARMA & BIOTECH,
LOGISTICS



Next Issues:

MAY FEATURES:
FINE & SPECIALTY
CHEMICALS,
DISTRIBUTION

SEPTEMBER FEATURES:
PHARMA & BIOTECH,
INNOVATION

DECEMBER FEATURES:
REGIONS & LOCATIONS,
CIRCULAR ECONOMY

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MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be lead generation, branding, virtual events, or content solutions, Wiley can help you find the right marketing mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley Events & Education** and **Wiley Communications** solutions with your advertising plans.



Events & Education Solutions

Deliver clear, focused content and deepen your engagement with your target audience through:



Webinar

Advance knowledge and understanding of the latest research, technology trends, or key developments with our webinars.



Virtual Events

Engage your target audience through a custom or sponsored plenary sessions led by leaders in your area of interest, connecting and engaging via our independent, trusted channels.



Knowledge Hub

Strategically showcase your brand alongside trusted content and position yourself as a thought leader in a specific subject area. Educate scientists and industry professionals in an engaging online learning environment.



Communications Solutions

Be a thought leader in your area of expertise, with tailored solutions to generate quality scientific leads including:



Article Collections

Position your brand alongside primary peer-reviewed journal content by sponsoring a collection of articles on a common theme.



Essential Knowledge Briefing

Deliver your target audience valuable information for their daily work in short, practical guides that are mobile-enabled for convenience and easy access.



Expert Insights

Engage with your target audience and provide expert insights on key subject areas through impactful content solutions such as whitepapers, article summaries, and ebooks.

Amplify your programs with **translations, run-ons, extended reach, content feed, infographics, and expert commentary**

Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at corpsolutions@wiley.com

WILEY

Communications and Events & Education solutions may vary by title or society

REV-2024.09.17

Advertising and Reprint Production Terms and Conditions

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- (a) **"Wiley"** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **"Advertising"** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications ("Print Advertising") and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley ("Online Advertising").
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- (h) **"Terms"** means these terms and conditions.

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- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
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- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
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 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
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 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Terms will prevail, to the extent of the inconsistency.

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Advertising and Reprint Production Terms and Conditions

PRICING

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28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

GENERAL TERMS

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 - require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
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