

WILEY

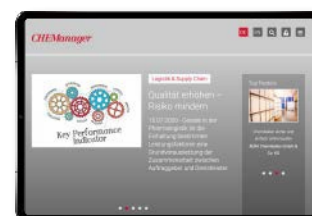


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2026 Media Guide **CHEManager**

The leading medium for the
chemical and pharmaceutical industry

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 10 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 28,800 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, 240,000 global distribution list) 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
10 issues per year

Volume
Vol. 35, 2026

Circulation
Ø 58,700 – 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

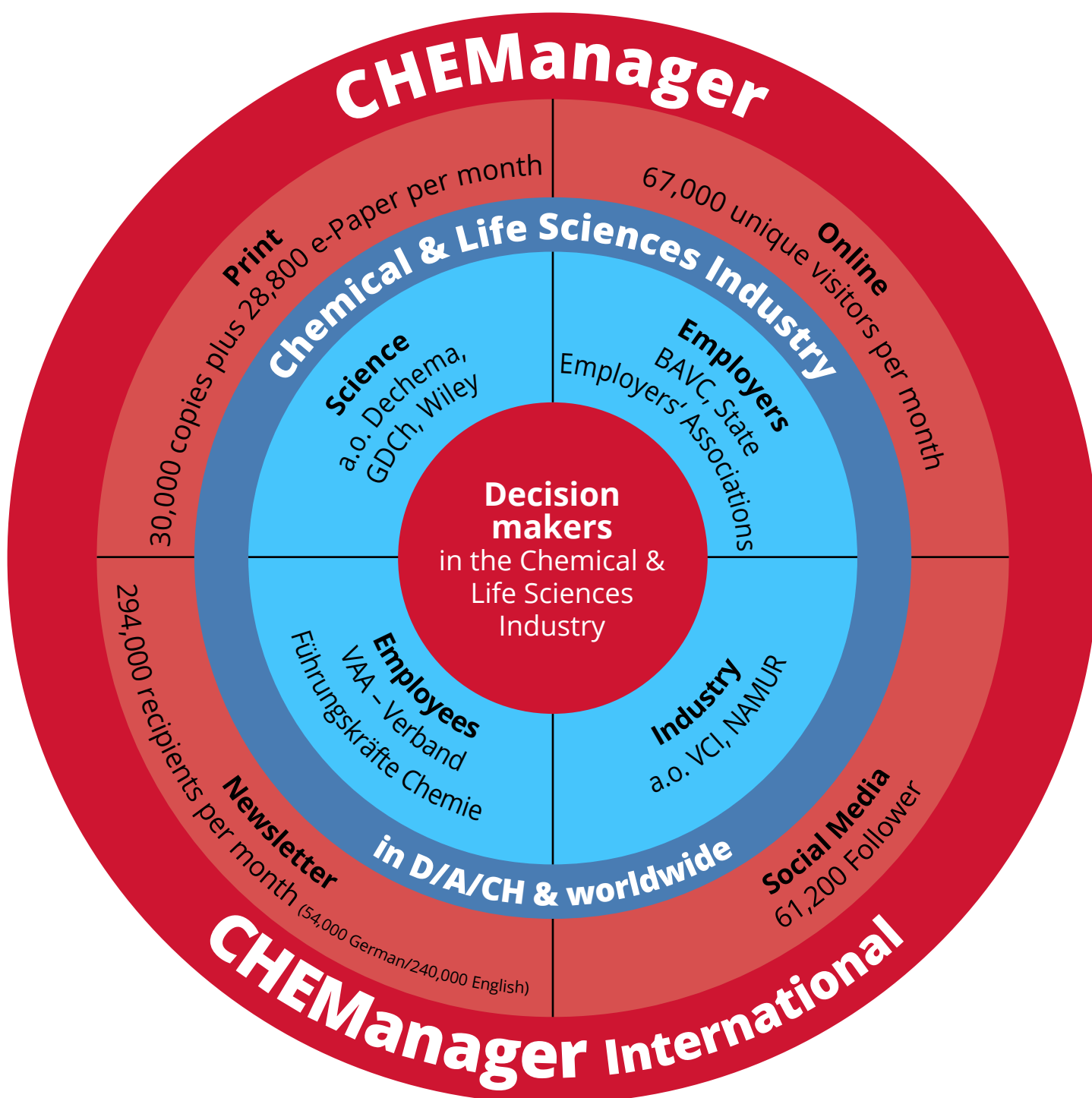
With CHEManager:

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 540,000 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.

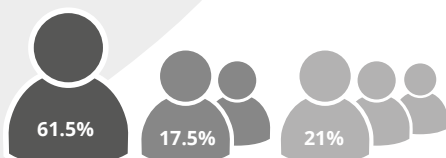
CHEManager is the perfect platform to achieve your marketing goals.



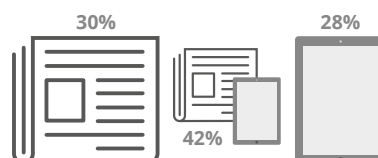
Reader Survey

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*.



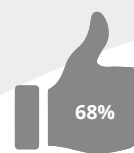
The most intensively read sections in CHEManager are Markets/Companies, Chemistry/Life Sciences, Innovation/R&D and Strategy/Personnel, followed by Production, Sites & Services and Logistics*.



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.

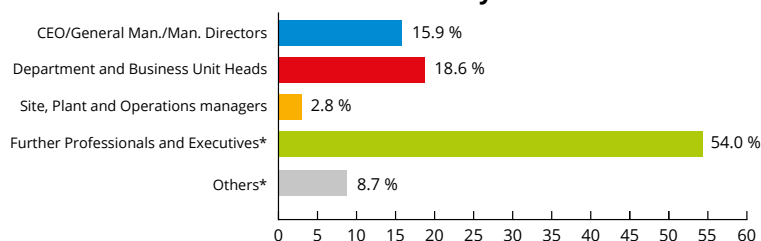
CHEManager is the publication with the broadest distribution within the chemical and pharmaceutical industry in the German-speaking countries of Europe.

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.

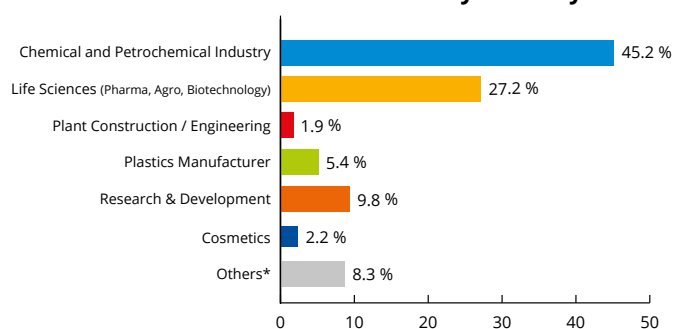
CHEManager provides the ideal content for your corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

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	95.4
Switzerland	1.9
Austria	1.5
Others	1.2

Distribution – German Postal codes

	%
Post Code 0	4.0
Post Code 1	6.0
Post Code 2	5.6
Post Code 3	7.0
Post Code 4	15.5
Post Code 5	13.5
Post Code 6	22.9
Post Code 7	6.8
Post Code 8	9.5
Post Code 9	3.5
Abroad	5.6

Editorial Analysis

Topics	%
Markets & Companies*	27
Management & Strategy	20
Production & Automation Control	7
Digitalization	5
Chemistry & Life Sciences	6
Logistik & Supply Chain	7
Industrial Locations (Sites & Services)	6
At a Glance	5
Human Resources & Employment Issues	4
Innovation	8
Energy & Environment	5

* incl. international News

Circulation Breakdown IVW Q2/2025



Distribution	58,734
Print circulation	30,000
Sold incl. subscriptions	21,015
Controlled circulation + shows (free samples)	8,985
ePaper	28,880

Dates & Contents

Issues	1 January	2 March	Executive Summaries	3 April
Publishing date	28.01.2026	11.03.2026		22.04.2026
Advertising deadline	12.01.2026	23.02.2026		02.04.2026
Editorial deadline	17.12.2025	11.02.2026		25.03.2026
Features and Focus Topics	Innovation	Energy & Environment		Specialty Chemicals
Industry Panel CHEMonitor				

Topics

Markets • Companies Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs	■	■	CHEManager Spotlight Special digital editions (Executive Summaries) on the topics of transformation, sustainability, circular economy, chemical distribution & lo- gistics, industrial locations, and digitalization. Sponsorship conditions available upon request.	■
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	■	■		■

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	14.01. + 28.01. + 11.02. + 25.02.	11.03. + 25.03. + 08.04		22.04. + 06.05. + 20.05.
Distribution date CHEManager Issue Alert (German)	30.01	13.03.		24.04.
Distribution date CHEManager International Newsletter	21.01. + 04.02. + 18.02. + 04.03.	18.03. + 01.04. + 15.04.		29.04. + 13.05.
Distribution date CHEManager International Issue Alert	–	31.03.		05.05.

Trade Shows/Conferences

	European Chemistry Partnering (ECP) 04.02.2026 Frankfurt	Analytica 24. – 27.03.2026 Munich		IFAT 04. – 08.05.2026 Munich
	E-world Energy & Water 10. – 12.02.2026 Essen	LogiMAT 24. – 26.03.2026 Stuttgart		Chemspec Europe 06. – 07.05.2026 Cologne
	Handelsblatt Jahrestagung Pharma 10. – 11.02.2026 Berlin	In-Cosmetics 14. – 16.04. 2026 Paris		Handelsblatt Jahrestagung Chemie 19. – 20.05.2026 Berlin
	LOPEC 24. – 26.02.2026 Munich	Hannover Messe 20. – 24.04.2026 Hannover		

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).

Dates & Contents

Issues	4 May	5 June	6 August	7 September
Publishing date	27.05.2026	24.06.2026	12.08.2026	09.09.2026
Advertising deadline	07.05.2026	08.06.2026	27.07.2026	24.08.2026
Editorial deadline	29.04.2026	27.05.2026	15.07.2026	12.08.2026
Features and Focus Topics	Transformation	Digitalization	Chemical Distribution	Pharma & Biotech
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		■		■

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)	03.06. + 17.06.	01.07. + 15.07. + 29.07.	12.08. + 26.08.	09.09. + 23.09. + 07.10
Distribution date CHEManager Issue Alert (German)	29.05.	26.6.	14.08.	11.09.
Distribution date CHEManager International Newsletter	27.05. + 10.06.	24.06. + 08.07. + 22.07. + 05.08.	19.08. + 02.09.	16.09. + 30.09.
Distribution date CHEManager International Issue Alert	–	–	–	26.09.

Trade Shows/Conferences

	Battery Show 09. – 11.06.2026 Stuttgart		AchemAsia 01. – 03.09.2026 Shanghai	Powtech Technopharm 29.09. – 10.10.2026 Nuremberg
	ChemE Show 09. – 10.06.2026 Houston, TX, USA			Ilmac 23. – 24.09.2026 Lausanne
	Chemicals America 16. – 18.06.2026 Savannah, GA, USA			EPCA Kongress 10.2026 Berlin
	BIO International Convention 22. – 25.06.2026 San Diego, CA, USA			CPhI Worldwide 06. – 08.10.2026 Milan

Trade fair dates without guarantee.

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Dates & Contents

Issues	Executive Summaries	8 October	9 November	10 December
Publishing date		07.10.2026	11.11.2026	09.12.2026
Advertising deadline		21.09.2026	26.10.2026	23.11.2026
Editorial deadline		09.09.2026	14.10.2026	11.11.2026
Features and Focus Topics		Logistics	Automation	Safety
Industry Panel CHEMonitor				

Topics

Markets • Companies Market reports, interviews, and news coverage of chemical, pharmaceutical and related industries, industry policy and regulatory affairs	CHEManager Spotlight Special digital editions (Executive Summaries) on the topics of transformation, sustainability, circular economy, chemical distribution & logistics, industrial locations, and digitalization. Sponsorship conditions available upon request.	■	■	■
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		■		■

E-Mail Newsletter

Distribution date CHEManager Newsletter (German)		21.10. + 4.11.	18.11. + 2.12.	16.12.
Distribution date CHEManager Issue Alert (German)		9.10.	13.11.	11.12.
Distribution date CHEManager International Newsletter		14.10. + 28.10.	11.11. + 25.11.	09.12.
Distribution date CHEManager International Issue Alert		-	01.12.	-

Trade Shows/Conferences

		BioProcess International 10.2026 Boston, MA, USA	NAMUR-Hauptsitzung 23. – 24.11.2026 Neuss	
		Arbeitsschutz Aktuell 20. – 22.10.2026 Stuttgart		
		Achema Middle East 26. – 28.10.2026 Riyad, Saudi Arabien		
		Sepawa Kongress 10.2026 Berlin		

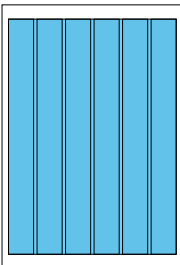
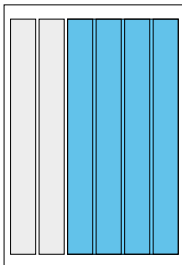
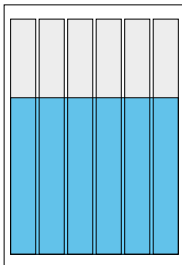
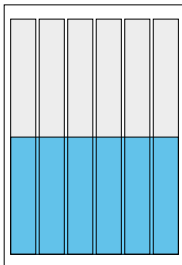
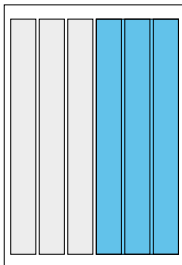
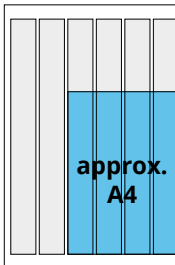
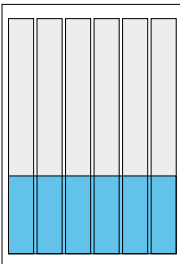
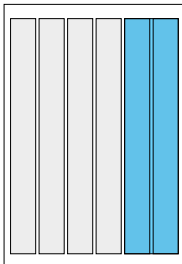
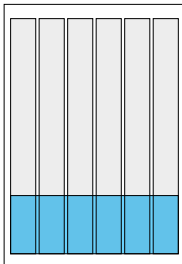
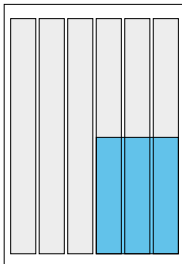
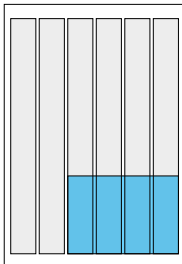
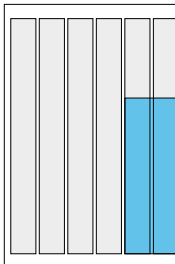
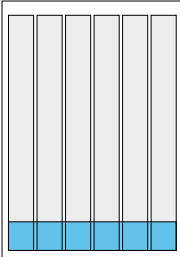
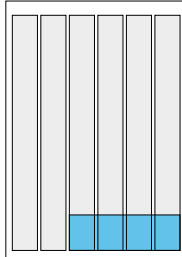
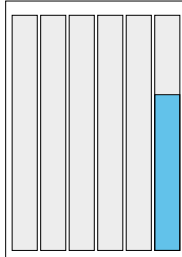
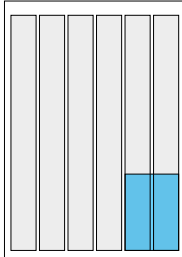
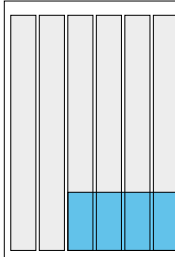
Trade fair dates without guarantee.

* 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).

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) € 16,650 	2/3 Page portrait Width: 215 mm Height: 455 mm (4 columns) € 12,250 	2/3 Page landscape Width: 325 mm Height: 303 mm (6 columns) € 12,250 	1/2 Page landscape Width: 325 mm Height: 225 mm (6 columns) € 10,950 	1/2 Page portrait Width: 160 mm Height: 455 mm (3 columns) € 10,950 	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) € 8,950 	1/3 Page portrait Width: 105 mm Height: 455 mm (2 columns) € 8,950 	1/4 Page landscape Width: 325 mm Height: 114 mm (6 columns) € 7,700 	1/4 Page classic Width: 160 mm Height: 227 mm (3 columns) € 7,700 	1/5 Page landscape Width: 215 mm Height: 152 mm (4 columns) € 7,450 	1/5 Page portrait Width: 105 mm Height: 303 mm (2 columns) € 7,450 
Footer Width: 325 mm Height: 57 mm (6 columns) € 4,850 	Corner (small) Width: 215 mm Height: 74 mm (4 columns) € 3,750 	Skyscraper Width: 50 mm Height: 303 mm (1 column) € 3,750 	Rectangle Width: 105 mm Height: 149 mm (2 columns) € 3,750 	1/6 Page landscape Width: 215 mm Height: 114 mm (4 columns) € 5,550 	

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

Advertisements by Millimetre

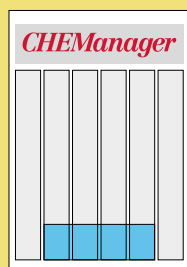
(Price per single column/50 mm)

Standard position
€ 15.10/mm

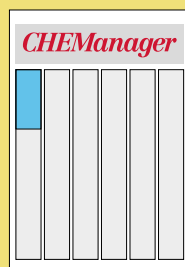
Island advertisement
€ 18.10/mm

Premium Positions

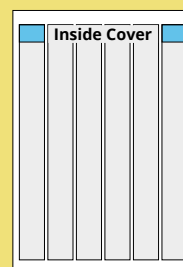
Title page, Footer
 Width: 215 mm
 Height: 74 mm
 (4 columns)
€ 7,350



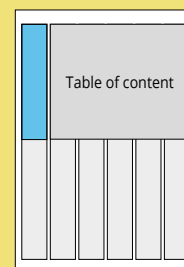
Title page, Newsflow
 Width: 50 mm
 Height: 116 mm
 (1 column)
€ 2,700



Title corner
 Width: 50 mm
 Height: 35 mm
 (1 column)
€ 870



Skyscraper, Table of content
 Width: 58 mm
 Height: 260 mm (1 column)
€ 4,000



Prices & Formats

Preferred positions	w / h (mm)	Price € 4c
Title page Advert at bottom	215 x 74	€ 7,350
Inside cover (e.g. Production) ¹		€ 9,300
Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)	50 x 35	€ 870

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	€ 4,050
8 Issues	€ 7,500

Advertisements by Millimetre

(Price per single column/50 mm)

Advertisements Standard position	€ 15.10 mm
Advertisements Island position	€ 18.10 mm

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

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 2025 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 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

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 note:

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 note:

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

Focus Topics: Digitalization & AI Integration



Data Analytics, Smart Manufacturing, Digital Twins, Artificial Intelligence.

Publishing date: 26.03.2026
Advertising deadline: 09.03.2026

Trade Shows:
DCAT Week,
BIO-Europe Spring,
Analytica, In-Cosmetics,
Pharmap, BioProcess International Europe

CHEManager International 2

Focus Topics: Sustainability & Distribution



Circular Economy & Sustainability, Bio-based Chemistry, Logistics & Distribution.

Publishing date: 30.04.2026
Advertising deadline: 13.04.2026

Trade Shows:
IFAT, Chemspec Europe, CPhI Americas, BIO Convention, ChemE Show, Chemicals America, ChemOutsourcing, FECC Annual Congress

CHEManager International 3

Focus Topics: Process Intensification & Automation



Scalability, Safety, Throughput, Integration, Smart Sensors, Continuous Processing, Data Analytics Process Intensification, Automation.

Publishing date: 24.09.2026
Advertising deadline: 07.09.2026

Trade Shows:
EPCA Annual Meeting,
Bioprocess International,
Sepawa, CPhI Europe,
Achema Middle East

CHEManager International 4

Focus Topics: Resilient Supply Chains & Risk Management



Agility, Traceability, Diversification, Compliance, Supplier Collaboration, Resilient Supply Chains, Risk Management.

Publishing date: 26.11.2026
Advertising deadline: 09.11.2026

Trade Shows:
GPCA Forum

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	€ 4.950
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 Beschnitt)	€ 9.250
Titel page + story*	(Details upon request)	€ 9.750
BusinessPartner	4 Ausgaben (105 x 120 mm)	€ 3.240

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

CHEManager Spotlight

Digital Content Collection: Pharma & Biotech Innovation



Bioprocessing, Drug Discovery, Biotech, Fermentation, Cell Culture, Pharma Manufacturing

Publishing date: June 2026
Advertising deadline: June 2026

Trade Shows:
Chemicals America, BIO Convention, ChemOutsourcing, CPhI, Bioprocess International

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.

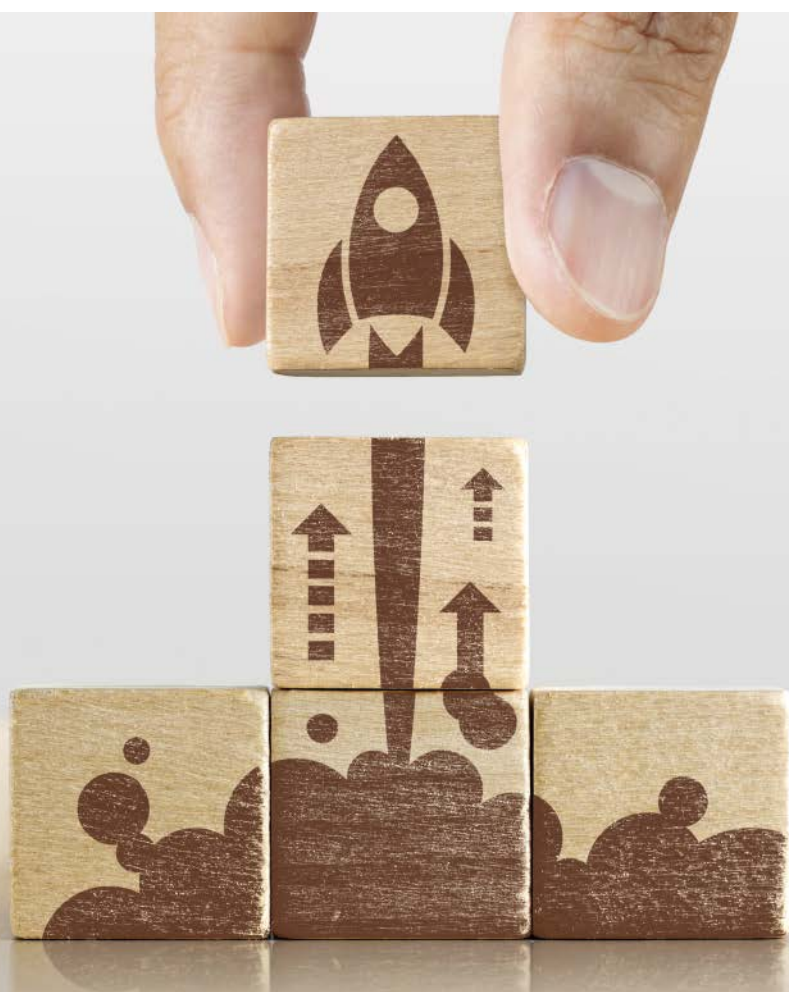
Native Advertising Plus

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	€ 4,900	€ 6,900	€ 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-online.com/en/products/chemanager-innovation-pitch

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	€ 2,750 / month, run of site**
Wide Skyscraper*	160 x 600 Pixel	€ 2,650 / month, run of site**
Leaderboard	728 x 90 Pixel	€ 2,450 / month, run of site**
Medium Rectangle	300 x 250 Pixel	€ 2,250 / 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 *€ 2,670

Combo offer: Feature on Portal + Newsletter € 3,730

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

Accesses to the website

Page Impressions/month	100,000
Unique Visits/Month	71,300

Mean values from the 1st half of 2025

Deadline for Top Feature:

7 working days before publication

See next page for technical specifications

Desktop

The screenshot displays the desktop version of the chemanager.com website. At the top, there's a navigation bar with categories like CHEMISTRY, PHARMA, SUSTAINABILITY, INNOVATION, TECHNOLOGY, ENERGY, and DIGITALIZATION. Below this, a large 'Feature Portal' advertisement is highlighted with a blue callout indicating a price of € 2,670. Other visible ad formats include a 'Leaderboard' (€ 2,450), a 'Wide Skyscraper' (€ 2,650), a 'Billboard' (€ 2,750), and a 'Medium Rectangle' (€ 2,250). The website content includes news articles, event announcements, and a sidebar with 'WILEY' branding and a 'Simplify your marketing plan' message.

Mobil

The screenshot shows the mobile version of the chemanager.com website. A featured article is prominently displayed with the headline 'Transport Logistic: Eco-cool Presents Packaging Solutions for Pharmaceutical Transports'. The article text mentions that at 'Transport Logistic', eco-cool will present its portfolio of packaging solutions for the transportation of temperature-sensitive freight such as food and pharmaceuticals. Below the article, there's a section for 'Latest Articles' and a 'WILEY' logo.

The screenshot shows the mobile version of the chemanager.com website. A featured article is prominently displayed with the headline 'BASF First Producer of Renewable Ammonia in Central Europe'. The article text mentions that BASF produces the renewable ammonia g grades at its Verbund site in Ludwigshafen. Below the article, there's a section for 'Latest Articles' and a 'WILEY' logo.

The screenshot shows the mobile version of the chemanager.com website. A featured article is prominently displayed with the headline 'Sensorgate Biotech, a global contract development and manufacturing organization (CDMO), recently announced a series of new acquisitions'. The article text mentions that Sensorgate Biotech, a global contract development and manufacturing organization (CDMO), recently announced a series of new acquisitions. Below the article, there's a section for 'Latest Articles' and a 'WILEY' logo.

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 german: 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	€ 2,470
Full Banner Plus	468 x 120 Pixel	€ 1,450
Medium Rectangle	300 x 250 Pixel	€ 1,350

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	€ 1,420
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Combo offer:
Feature on website + newsletter € 3,730

Material delivery no later than 7 days before the dispatch date of the booked newsletter.

Newsletter english: 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
Full Banner Plus	468 x 120 Pixel	€ 1,950
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
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Combo offer:
Feature on website + newsletter € 4,550

Material delivery no later than 7 days before the dispatch date of the booked newsletter.

Newsletter Key Figures 2025

	german	english
Subscribers	27,330	120,000
Unique Open Rate (MW.)	7.8%	12.9%

MV = Mean value of 35 (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.

CHEManager INTERNATIONAL

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

Full Banner € 1,850

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.

Feature € 2,050

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

Medium Rectangle € 3,550

Nachrichten für Entscheider und Führungskräfte in Sachen Sicherheit
GIT SICHERHEIT
GIT SECURITY

INeos Inovyn launches 9th Global Awards
The awards are designed to recognize ideas and showcase the vital role of innovation in the chemical industry.

NEW: Full Banner PLUS Double height! € 1,950

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.

Exclusive access to your customers

Single Sponsored Newsletter € 9,500

ADVERTISEMENT

SEPT 3-5 WOMEN IN CHEMICALS 2025 CONFERENCE

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: **€ 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

WILEY

<https://www.linkedin.com/company/chemanager-international>

A special "Thank You" to over 45,000 followers on the CHEManager LinkedIn channels!

Move Beyond Advertising

Creating deeper and meaningful connections with audiences across science, technical, and engineering.



Whether it be lead generation, brand awareness, virtual events, or trusted content, we can help you find the right marketing mix and channels to reach your goals with expert teams, content strategy, and project management to reach your objectives. Explore how you can create deeper, meaningful connections with our content and event solutions on the Wiley Focus.

Content Solutions

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



Article Collections

Build credibility and positioning with professionals through association with a curated collection of quality articles they value and in topic areas important to your brand.



Expert Insights

Share expert knowledge through sponsored publications, eBooks, whitepapers, and article collections that establish your authority and generate qualified leads.



How-to Guides

Sponsor quick, actionable content that positions you as a thought leader, for providing step-by-step guides to professionals that can be reused throughout their career.



Amplifiers

Boost engagement further with memorable additional content and touchpoints such as an infographic, content feed, eLearning, expert commentary, translations, and more.



Knowledge Hub

Create a dedicated online learning destination for your target audience for long-term engagement, continuous lead generation, consistent content delivery, and brand authority.

Event Solutions

Deliver relevant, focused engaging virtual experiences to gain brand authority with your target audience through:



Webinars

Showcase and share your expertise and valuable scientific and industry insights to receive direct audience engagement and interactions.



Virtual Events

Create a digital experience connecting your brand with your target audience in a trusting learning environment that drives perception, leads, and showcases your expertise.



Wiley led Virtual Events

Discover quality virtual events and expert KOL speaker sessions ready for sponsorship to elevate your brand and to capture quality leads.

View our [virtual event calendar](#).

Your strategic partner for exceptional audience reach and content strategy.

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 understanding your objectives. From there, our subject matter experts will work with you to design a high-impact program that brings your solutions and messages to science and industry professionals' everyday work and discovery journey. We make it easy for you from start to finish to set up a plan for success.

Ready to give your message more visibility?

Discuss creating a full marketing mix of advertising and content solutions, reach out to your account manager, or email us at corpsolutions@wiley.com

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

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- (g) **"Reprint Quotation"** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (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.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation ("Materials Due Date"). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 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.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

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14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products ("Email Alerts"), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

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- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non-deceptive and does not violate any laws regarding false advertising;
 - (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.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("**IAB Terms**") will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and 'Advertiser' (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (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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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

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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