

WILEY

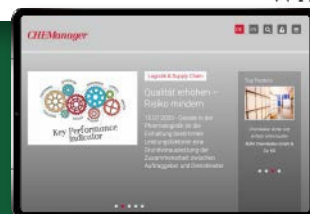


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CHEManager *International*

Compelling solutions through
strategic partnerships

www.chemanager-online.com/en



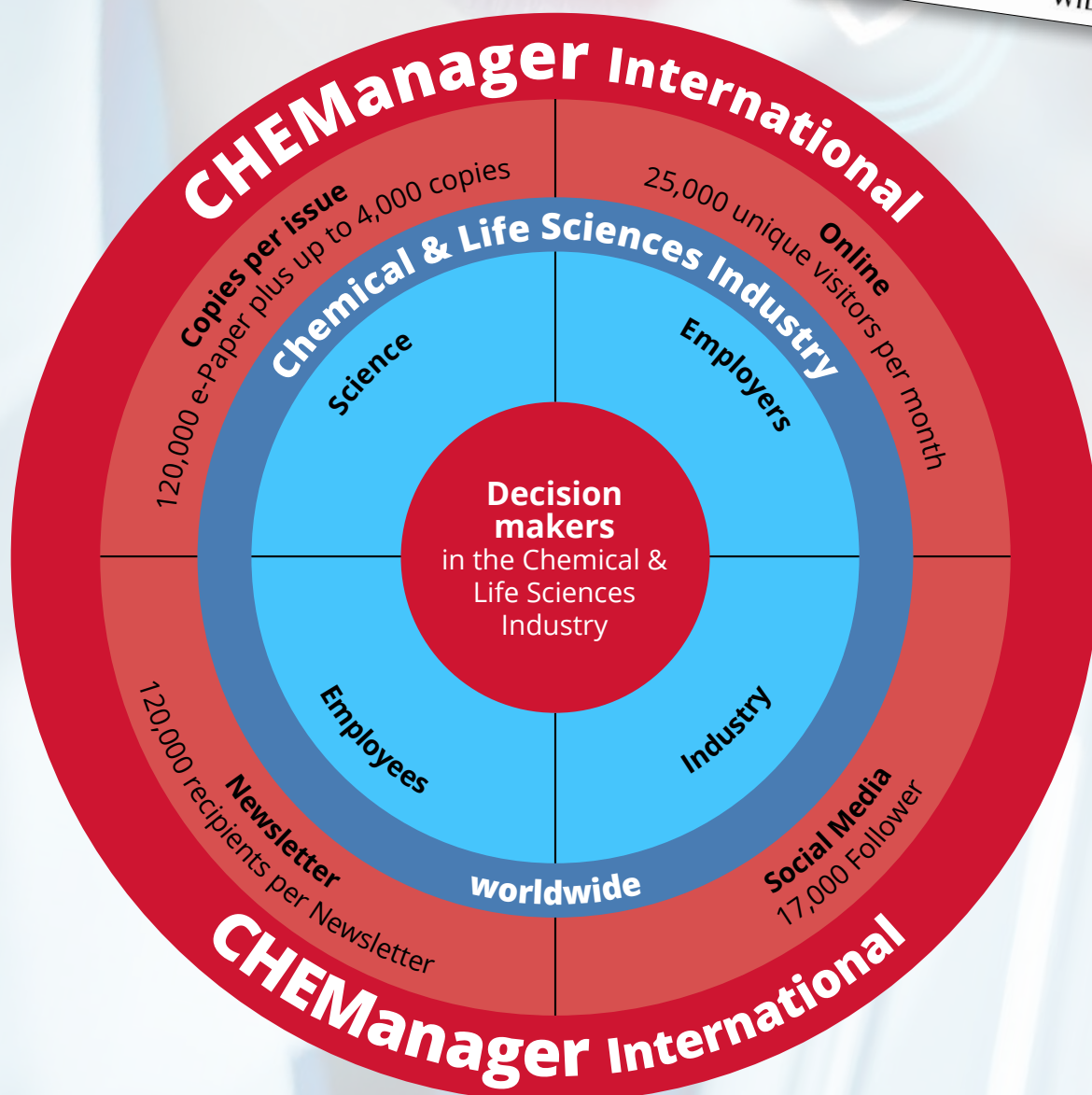
CHEManager

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.

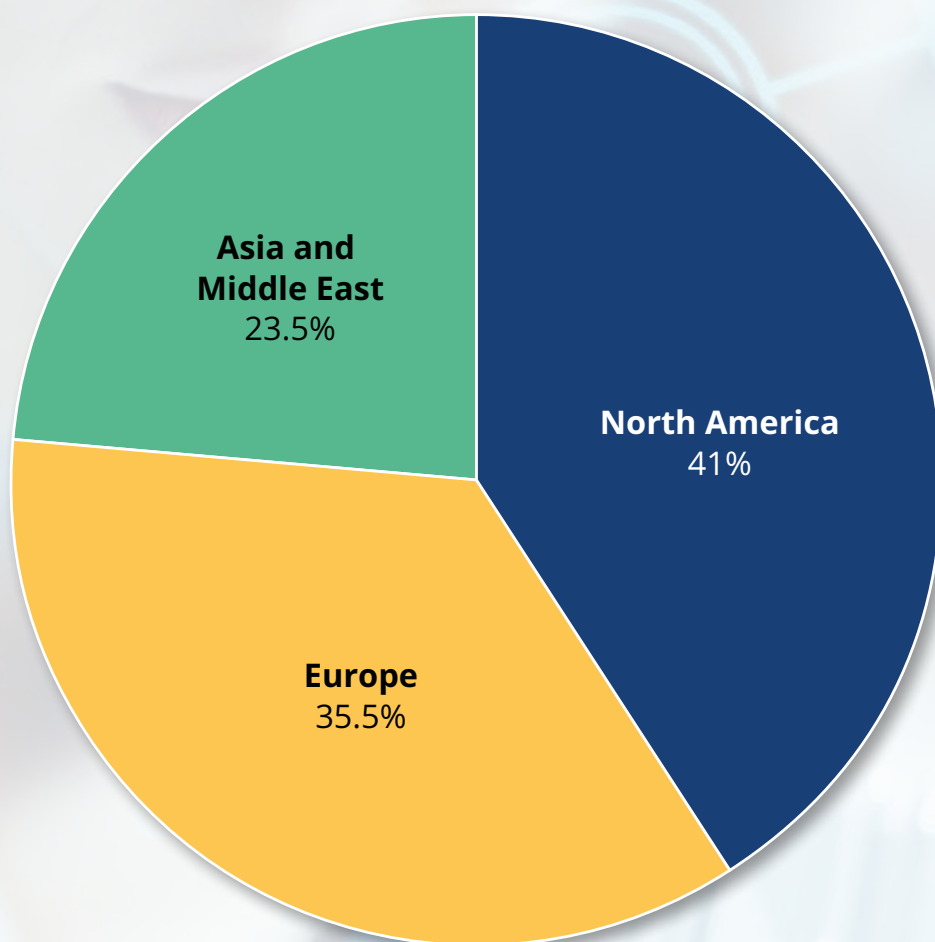


CHEMManager

INTERNATIONAL

Digital Editions

CHEManager International publishes four issues per year, delivering comprehensive insights into market trends, management strategies, and advancements in innovation, digitalization, and logistics within the chemical, pharmaceutical, and biotech industries. The digital editions reach an audience of 120,000 readers worldwide (North America 41%, Europe 35.5%, Asia and the Middle East 23.5%) and are further amplified through print distribution at major trade shows such as Chemspec and CPHI.



Total Circulation

Digital copies	120,000
Print copies	4,000

Distribution Breakdown by Industries

Pharma & Biotech	41.4 %
Fine & Specialty Chemicals	24.7 %
Engineering & Process Technology	13.0 %
Petrochemicals / Plastics	14.6 %
Personal Care & Cosmetics	2.0 %
Other Industries	4.1 %

Distribution Breakdown by Job Titles

C-Level Suite / Directors	20.6 %
Upper Management, SVPs/VPs	23.7 %
Department Heads	16.1 %
Production / Operations Managers	8.8 %
Logistics / Supply Chain Managers	6.4 %
Sourcing / Sales / Marketing Managers	18.5 %
R&D/Innovation Managers	5.6 %

CHEManager

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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,
Chemspect 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	€ 4,950
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 trim)	€ 9,250
Title page + story*		€ 9,750
BusinessPartner	4 Issues (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.

Basic Native Advertising

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

Format	(width x height in mm)	Price in €
Basic Native Advertising 1/2 page	1/2 page text advertisement with 2,000 characters + 1 illustration or graphic	€ 2,900
Advanced Native Advertising 1/1 page	1/1 page text advertisement with 3,500 characters + 2 illustrations or graphics	€ 5.100
Professional Native Advertising	2/1 page text advertisement with 9,000 characters + 4 illustrations or graphics	€ 8.300

Newsletter www.chemanager-online.com/en

CHEManager International delivers the latest market and company news directly to the fingertips of 120,000 subscribers every two weeks. Our concise and expertly curated overview empowers them to make informed strategic decisions. Raise visibility for your brand in the inbox of 120,000 highly qualified decision-makers and book your ad spot now.

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

Distribution date CHEManager International Newsletter

JAN 08.01 + 22.01.	JUL 09.07. + 23.07.
FEB 05.02. + 19.02.	AUG 06.08. + 20.08.
MAR 05.03. + 19.03.	SEP 03.09. + 17.09.
APR 02.04 + 16.04. + 30.04.	OCT 01.10. + 15.10. + 29.10.
MAY 14.05. + 28.05.	NOV 12.11. + 26.11.
JUN 11.06. + 25.06.	DEC 10.12.

Newsletter Key Figures 2025

Subscribers	120,000
Unique Open Rate (MW.)	13,1%

MV = Mean value of 3 (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

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.

[read more](#)

Maximize Your Supply Chain Savings

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



Medium Rectangle
€ 3,550



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

SEPT 3-5
WOMEN IN CHEMICALS 2025 CONFERENCE

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

Website www.chemanager-online.com/en

www.chemanager-online.com/en is the daily go-to website for executives and decision makers who want to stay on the cutting edge of industry news.

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/en.

Billboard**	970 x 250 Pixel	€ 2,550 / 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	35,000
Unique Visits/Month	25,000

Mean values from the 2nd half of 2024

Deadline for Top Feature:

7 working days before publication

The screenshot shows the CHEManager International website desktop interface. Several ad placements are highlighted with blue callouts and labels:

- Feature Portal € 2,550**: A large banner at the top right featuring a woman's portrait and text about Bristol Myers Squibb.
- Wide Skyscraper & Skyscraper € 2,450 | € 1,950**: Two vertical banners on the right side, one for Carliani Series Dow Europe's Chemicals and another for Transport Logistic Solutions.
- Leaderboard € 1,950**: A horizontal banner below the Feature Portal, advertising the CPHE PMEC event.
- Medium Rectangle € 2,550**: A vertical banner on the far right, titled "Simplify your marketing plan".

The website content includes a top navigation bar with categories like CHEMISTRY, PHARMA, BUSINESS, INNOVATION, TECHNOLOGY, ENERGY, and BIO-AUTOMATION. The main content area features various articles, including "Transport Logistic: Eco-cool Presents Packaging Solutions for Pharmaceutical Transports" and "Specialty Chemicals in a Shifting World".

CHEMManager

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Virtual Events

Virtual events transform real-world conferences into engaging digital experiences, connecting your brand with top executives. Explore our virtual conference calendar and tap into CHEMManager Internationals extensive network of industry professionals to elevate your brand alongside credible content. All sponsorship packages provide high visibility for your company through logo placements on the event registration page and all promotional materials. Leads from your sponsored sessions will adhere to data privacy laws and regulations.

September

Vaccine Manufacturing

Connect with industry trailblazers to explore the next big trends in vaccine manufacturing. Discover innovative solutions and strategies that are shaping the future of vaccine production and distribution. Exchange ideas and collaborate on advancements in vaccine technology. Drive the future of vaccine manufacturing forward with insights from leading experts.

Live Date: September 9 – 10, 2025

Sponsorship Deadline: July 15, 2025

November

Downstream Purification

Immerse yourself in the latest downstream purification insights and game-changing discoveries. Engage with industry leaders to explore innovative solutions and strategies that are transforming the field. Exchange ideas and collaborate on advancements in purification technology. Drive the future of downstream purification forward with insights from leading experts.

Live Date: November 24 – 25, 2025

Sponsorship Deadline: September 29, 2025

October

Digitalization in the Chemical Industry

Industry pioneers will unveil the transformative power of digital technologies in enhancing efficiency, precision, and innovation in the chemical sector. Engage with experts to explore the latest digital tools and methodologies that are revolutionizing plant planning and construction and learn how to integrate these advancements into your business strategy for a competitive edge.

Live Date: October 2025

Sponsorship Deadline: August 6, 2025

1st Quarter 2026

Trends in API Development and Manufacturing

Discover the latest trends in API development and manufacturing. Delve into advancements in formulation and process optimization. Engage with industry leaders to uncover innovative solutions and strategies that are revolutionizing the field. Exchange ideas and collaborate on breakthroughs in API technology.

Live Date: 1st Quarter 2026

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