

WILEY

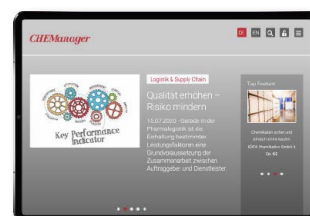


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2027 Media Guide **CHEManager**

The leading medium for the
chemical and pharmaceutical industry

www.chemanager.com



CHEManager

Reach the Decision-Makers who Lead the Chemical and Pharmaceutical Industries.

Since 1992, **CHEManager** has been the leading publication for management in the chemical and pharmaceutical industries. The latest news, opinion-shaping interviews, and in-depth market reports help you reach your goals faster when strategic business and investment decisions are on the horizon.

And the numbers back you up: According to LAE (Reader Analysis of Decision-Makers in Business and Administration), trade journals will remain the most widely used source of information for decision-makers in 2024—85.5% rely on them regularly or occasionally. That's exactly where **CHEManager** reaches them: 25,000 print copies, 21,395 e-papers, 10 issues per year, distributed among the industry's executive ranks and to all active members of the VAA Association of Chemical Industry Executives.

Digitally, you can extend your reach through the bilingual portal —CHEManager.com, including a weekly newsletter. Internationally,—**CHEManager International** helps you reach decision-makers worldwide: four English-language issues, with a combined circulation of 170,000 copies.

Whether it's a brand campaign, product advertisement, job posting, or online ad—with **CHEManager**, you can place your message right where the industry makes its decisions.

Content

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Overview

Publication Frequency
10 issues per year

Volume
Vol. 36, 2027

Circulation
Ø 46,300 – 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
Jörg Wüllner

Head of Advertising
Thorsten Kritzer

Order Management
Melanie Radtke

Subscription (Print)
€ 140.00 (+ VAT)

Single copy rate
€ 18.00 (+ VAT)

Subscription for students
€ 40.00 (+ VAT)

ISSN
0947-4188

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

COMMUNICATION PLATFORM

CHEManager & CHEManager International

Your platform for real business success in the chemical, pharmaceutical and life sciences industries.

Visibility is just the beginning. What matters is what your communication achieves: more qualified leads, a stronger market position, and lasting trust among the decision-makers of your industry.

520,000+

Touchpoints per month

90%

Readers in management

35 Years

of experience

Your Benefits with CHEManager

1

Your Goal Comes First

Formats and topics tailored to your goal: more leads, more visibility.

2

Your Business Case

You reach real decision-makers. One order can often pay for the entire investment.

3

Real decision makers

90% of readers from management—many decide for themselves about the budget.

4

Added value included

Native advertising and international extensions can be combined flexibly.

5

Reach That Matters

520,000 touchpoints* per month, plus 170,000 copies distributed internationally.

6

35 Years of Substance

35 years of editorial credibility strengthens your brand's reputation.

Your Communication Plan: The Elements

A

Editorial Content (more on p 6)

Interviews, news and expert contributions position your company and your faces.

B

Advertising (more on p. 8)

Visually communicates your brand identity and strengthens awareness of your company.

C

Online & Social Media (more on p 14)

Your articles appear on chemanager-online.com and LinkedIn, reaching more than 50,000 across our channels.

D

Newsletter (more on p 15)

Every 14 days: 20,000 recipients (DE).
Every 7 days: 170,000 recipients (EN).

The Benefits of a Communication Plan

Predictability

Flexibility

Competitive Advantage

Reliability

Reputation

Cost Efficiency

Conclusion: Companies seeking to increase their visibility in the industry, generate leads, and position themselves as thought leaders will find the right platform in *CHEManager* and *CHEManager International*.

Take Advantage of This Opportunity:

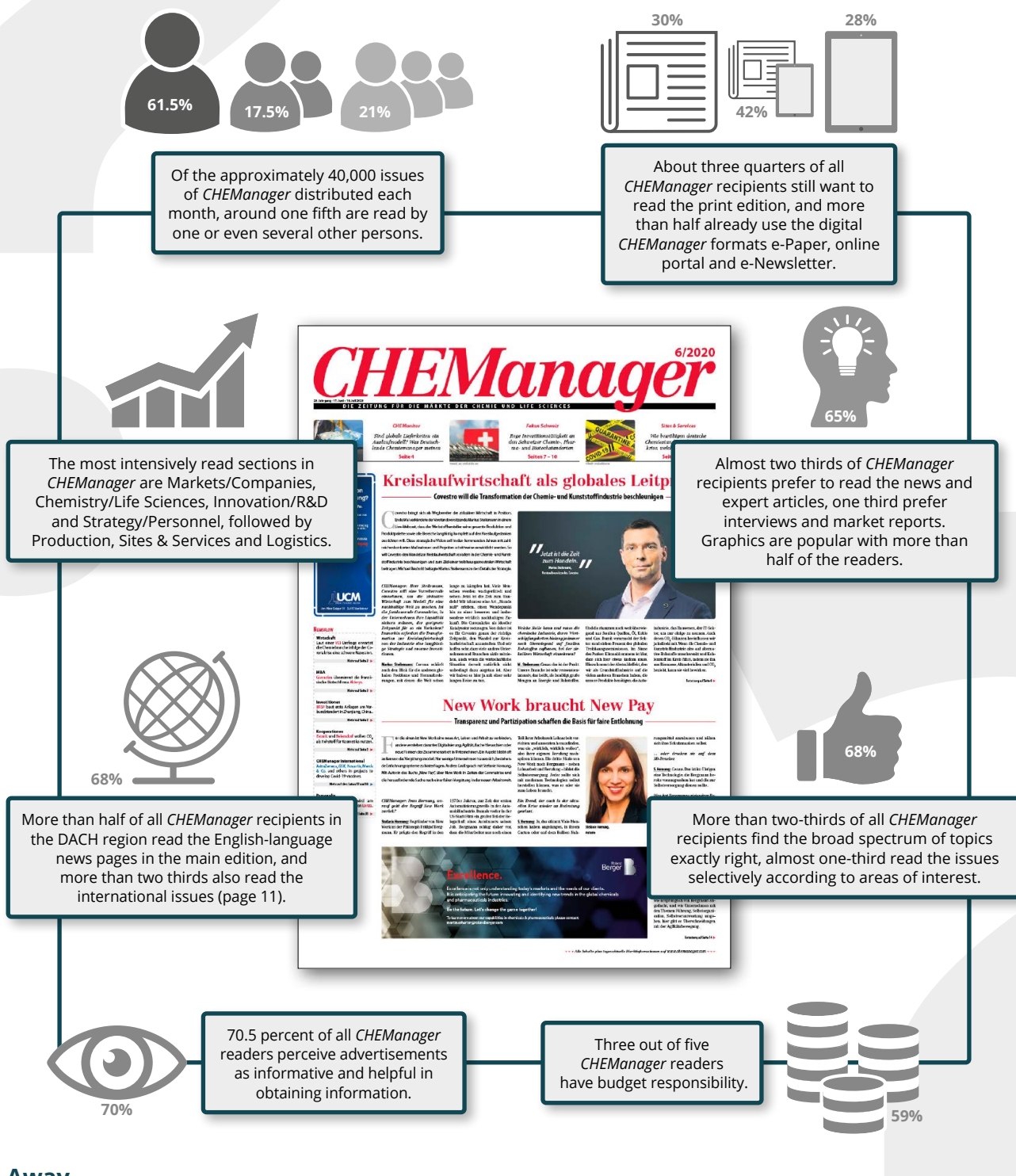
Position your company as a thought leader and generate valuable leads. Your customized communication strategy starts here. **Contact us today!**

Your contact: Thorsten Kritzer, Head of Advertising | +49 (0) 6201 606 730 | tkritzer@wiley.com

Reader Survey

What Our Readers Want—and How CHEManager Delivers it. You want to know whether your message is really getting through. That's why we asked: In a three-month reader survey, we analyzed more than 330 responses from online questionnaires and individual telephone interviews. The results confirm our regular audience analyses (page 5) and show in detail how the CHEManager readership uses and perceives content—both in print and on CHEManager.com.

And the findings extend far beyond CHEManager: According to LAE 2024, the Reader Analysis for Decision-Makers, trade journals remain the most frequently used source of information for professional decision-makers. 85.5% rely on them regularly or occasionally—most intensively among the target group aged 40 and older, which holds a large share of leadership responsibilities. It is precisely these readers you reach with CHEManager.



Take Away

CHEManager meets the information needs of its discerning readership—in terms of topics, writing styles, and media formats alike. The vast majority of readers hold leadership and management positions. Print remains widely used, while digital formats are gaining ground—a pattern that reflects today's generation of executives, who are between about 30 and 60 years old.

For you as an advertiser, one thing matters above all else: More than half of the readers have budget responsibility, and over two-third rate advertising in CHEManager and on chemanager.com as informative and helpful. So, you're not just reaching decision-makers—you're reaching them in an environment where advertising is welcome.

Analysis

Nine out of ten Readers are in Leadership Positions. Reach them.

Nine out of ten *CHEManager* readers are part of upper or middle management in the chemical and pharmaceutical industries—and the publication is also distributed exclusively to members of the VAA Association of Chemical Industry Executives. No other medium connects you so directly to the industry's executive suites.

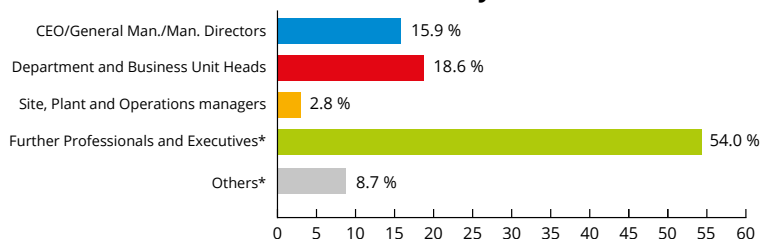
Market leader in German-speaking Europe. Take advantage of the reach.

In German-speaking Europe, *CHEManager* is by far the most widely distributed industry publication for the chemical and pharmaceutical sectors. In Germany, Switzerland, Austria, and the Benelux countries, you'll have comprehensive coverage—visible in the companies that matter most.

When visibility counts. CHEManager delivers results.

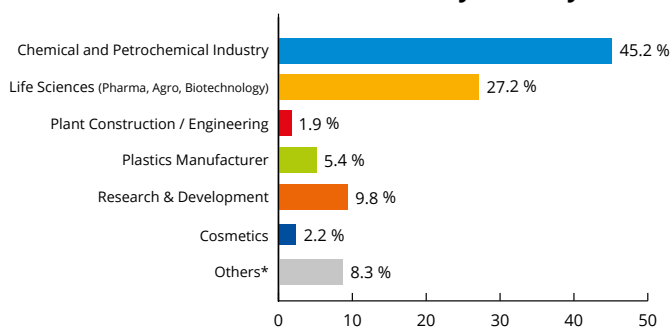
Whether it's a brand campaign, product advertising, job listings, or online advertising: With *CHEManager*, you reach the top decision-makers in your target markets—right where strategic decisions are made.

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	97.4
Switzerland	1.6
Austria	0.8
Others	0.2

Distribution - German Postal codes

	%
Post Code 0	3.6
Post Code 1	6.0
Post Code 2	5.7
Post Code 3	7.1
Post Code 4	16.5
Post Code 5	13.5
Post Code 6	25.4
Post Code 7	6.3
Post Code 8	10.4
Post Code 9	2.8
Abroad	2.7

Editorial Analysis

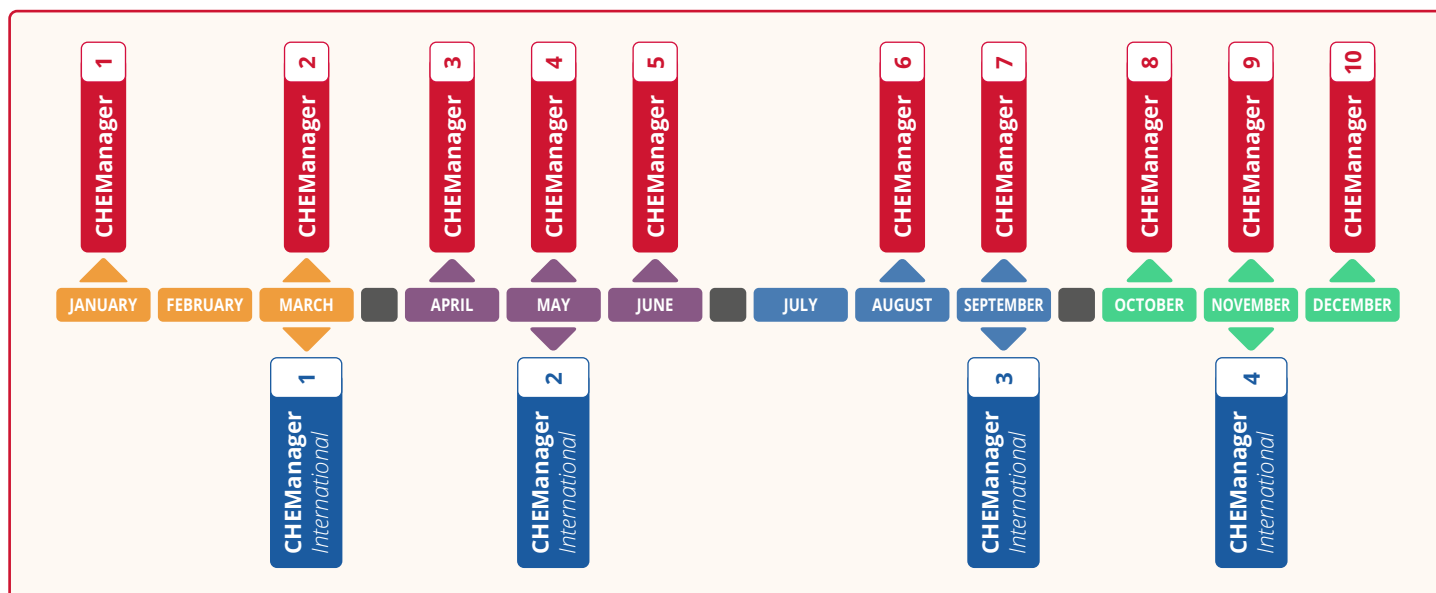
Topics	%
Markets & Companies*	27
Management & Strategy	20
Production & Automation Control	7
Digitalization	5
Chemistry & Life Sciences	6
Logistik & Supply Chain	7
Industrial Locations (Sites & Services)	6
At a Glance	5
Human Resources & Employment Issues	4
Innovation	8
Energy & Environment	5

* incl. international News

Circulation Breakdown IVW



Distribution	46,269
Print circulation	25,000
Sold incl. subscriptions	16,350
Controlled circulation + shows (free samples)	8,650
ePaper	21,395



Permanent Topics

Markets & Companies

Market reports, trend reports, interviews, company news and industrial policy

Issues **1** – **10**

Strategy & Management

Corporate management, business models, digitization, innovation and start-ups

Issues **1** – **10**

Personal & Career

Human resources strategies, demographics, training and further education, employment law and career management

Issues **1** – **10**

Chemistry & Life Sciences

Chemicals and materials, raw materials, research & development, chemical distribution

Issues **1** – **10**

CHEManager International (p. 11)

In Every Issue:

Pharma, Biopharma & Biotech, Custom Research, Development & Manufacturing, Fine & Specialty Chemicals, Chemical Distribution, Logistics & Supply Chain Strategies

Issue Focus:

Issue 1: Digitalization
AI, Smart Manufacturing

Issue 2: Sustainability
Circular Economy, Bio-Based Chemistry

Issue 3: Industry Transformation
Scale-Up, Continuous Processing, Automation

Issue 4: Innovation
R&D, Emerging Tech, Advanced Materials, Innovation Ecosystems

Special Topics

Production

The industrial practice of the process industry

Plant planning, plant safety, maintenance, process and automation technology, digitization, energy efficiency and climate & environmental protection

Issues **1** **4** **7**

Logistics for chemistry and pharmaceuticals

Making supply chains safe and efficient

Transport and warehouse logistics, intralogistics, supply chain management, value-added networks, services, logistics real estate

Issues **2** **5** **8** **10**

Sites & Services

Locations as a success factor

Site and operator concepts, site development, infrastructure, industrial services and services for chemical and pharmaceutical sites

Issues **3** **6** **9**

CHEMonitor

The Leading Trend Barometer

Executive perspectives from the chemical and pharmaceutical industries on business conditions at their locations and on current market, technology and investment topics.

Issues **4** **9**

Executive Summaries

In addition, digital special editions (Executive Summaries) are published in German and English on topics such as transformation, sustainability, circular economy, pharma & biotech, innovation, chemical distribution, logistics, industrial locations or digitization.

Dates and sponsorship conditions on request.

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

Dates

Issues	1 January	2 March	3 April	4 May	5 June
Publishing date	27.01.2027	10.03.2027	21.04.2027	26.05.2027	16.06.2027
Advertising deadline	11.01.2027	22.02.2027	05.04.2027	07.05.2027	31.05.2027
Editorial deadline	16.12.2026	10.02.2027	24.03.2027	28.04.2027	19.05.2027

E-Mail-Newsletter

CHEManager-Newsletter (german)	20.01. + 03.02. + 17.02	03.03. + 17.03. + 31.03.	14.04. + 28.04.	12.05. + 26.05.	09.06. + 23.06. + 07.07. + 21.07.
CHEManager-Issue Alert	29.01	12.03.	23.04.	28.05.	18.06.

Trade Shows/ Conferences	LOPEC 03.-04.03.2027 Munich	LogiMAT 16.-18.03.2027 Stuttgart	European Coatings Show 27.-29.04.2027 Nuremberg	Handelsblatt Jahrestagung Chemie June 2027 Berlin	Battery Show Europe 22.-24.06.2027 Stuttgart
		Transport Logistic 26.-29.04.2027 Munich	Chemspec Europe 24.-25.05.2027 Basel, Switzerland	Achema 14.-18.06.2027 Frankfurt	

Issues	6 August	7 September	8 October	9 November	10 December
Publishing date	04.08.2027	09.09.2027	06.10.2027	10.11.2027	08.12.2027
Advertising deadline	19.07.2027	23.08.2027	20.09.2027	22.10.2027	22.11.2027
Editorial deadline	07.07.2027	11.08.2027	08.09.2027	13.10.2027	10.11.2027

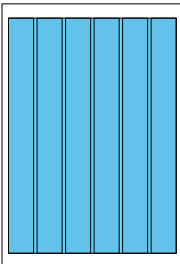
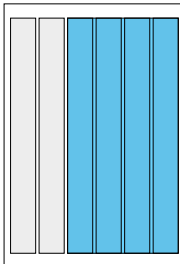
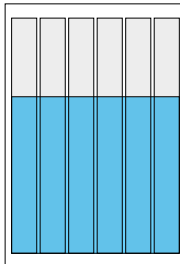
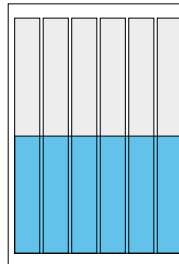
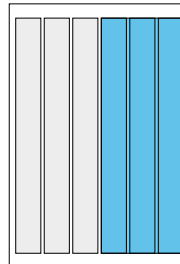
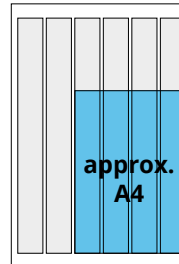
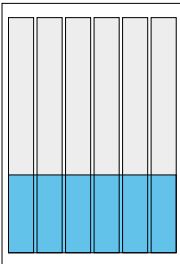
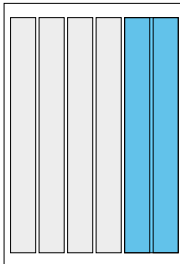
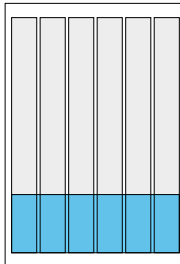
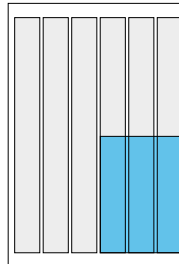
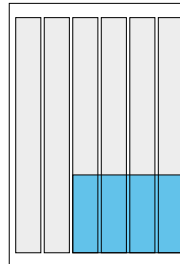
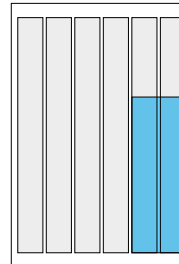
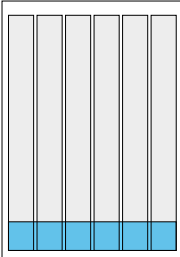
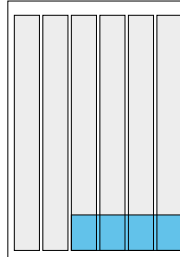
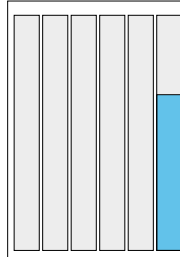
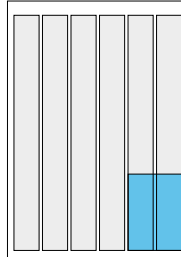
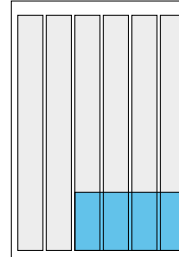
E-Mail-Newsletter

CHEManager-Newsletter (german)	04.08. + 18.08.	01.09. + 15.09. + 29.09.	13.10. + 27.10.	10.11. + 24.11.	08.12. + 22.12.
CHEManager-Issue Alert	06.08.	10.09.	08.10.	12.11.	10.12.

Trade Shows/ Conferences	FECC Congress September 2027 folgt	Ilmac 21.-23.09.2027 Basel, Switzerland	BVL Supply Chain CX October 2027 Berlin	Namur Hauptsitzung November 2027 Neuss	
	Anniversary Edition	Fakuma 11.-15.10.2027 Friedrichshafen	Sepawa Kongress 25.-27.10.2027 Berlin		
	35 Years CHEManager		CPhi Worldwide 09.-11.11.2027 Frankfurt		

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

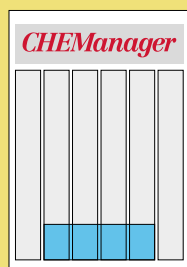
(Price per single column/50 mm)

Standard position
€ 15.10/mm

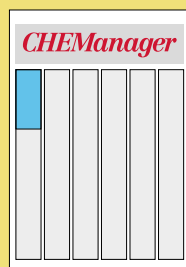
Island advertisement
€ 18.10/mm

Premium Positions

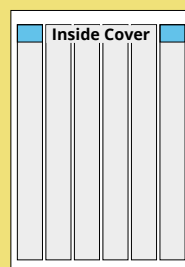
Title page, Footer
 Width: 215 mm
 Height: 74 mm
 (4 columns)
€ 7,350



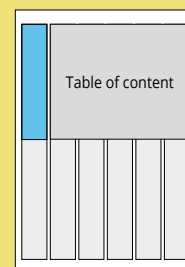
Title page, Newsflow
 Width: 50 mm
 Height: 116 mm
 (1 column)
€ 2,700



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
5 Issues	€ 4,050
10 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 16

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

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 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 SE
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 2026 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.

Production Specification

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

We will provide all details regarding the delivery quantity, delivery address, and the scheduled delivery date in a timely manner with the order confirmation.

Advertising Material Requirements

Please provide your advertisement as a high-resolution PDF file in CMYK color mode with a minimum resolution of 300 dpi to ensure optimal print quality.

Editorial Content Specifications

Please submit your text content in Microsoft Word format (.doc/.docx) and your images in high-resolution, print-ready quality (minimum 300 dpi). For best results, we recommend providing image files in TIFF or JPG format.

Requirements for Print-Ready Artwork

To ensure optimum print quality, we kindly ask you to observe the following requirements when preparing your artwork:

- Use CMYK colors only and ensure that no RGB colors are included.
- Fully embed all fonts used in the document or convert them to outlines before exporting.
- Save JPG files using a high-quality setting, ideally High or Maximum, to avoid visible loss of image quality.

Please also note that advertisement files created in applications such as Microsoft Word, Excel, or PowerPoint are not suitable for professional prepress production. Such files must be converted and prepared accordingly before production. This may result in changes to the appearance of the artwork and can require additional processing work, which we may need to charge for.

Advertising Material Submission by email to mradtke@wiley.com



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

CHEManager International

Your brand. Worldwide. Reaching the decision-makers who matter.

In addition to the ten German-language editions, four English-language editions are published under the **CHEManager International** brand umbrella—in the internationally standard tabloid format, with a combined circulation of approximately 170,000 recipients across digital and print. Your future customers gain the overview of the global chemical and life sciences markets they need to make informed decisions—and encounter your brand in the process.

With **CHEManager International**, you connect your brand with the right decision-makers around the globe—around the clock. Digital editions, the website, a weekly newsletter, LinkedIn, and virtual events work in tandem to keep you visible whenever your target audience is active. This allows you to reach executives in the chemical, pharmaceutical, and biotech industries exactly where they go for information.

CHEManager International 1



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

Publishing date: 26.03.2027
Advertising deadline: 09.03.2027
Editorial deadline: 24.02.2027

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

CHEManager International 2



Circular Economy & Sustainability, Bio-based Chemistry.

Publishing date: 30.04.2027
Advertising deadline: 13.04.2027
Editorial deadline: 07.04.2027

Trade Shows:
 Chemspec Europe, CESIO World Surfactant Congress, BIO International Convention, Achema, Chemicals America, FECC Annual Congress, BioProcess International, ChemOutsourcing

CHEManager International 3



Industry Transformation, Scale-Up, Continuous Processing, Automation.

Publishing date: 24.09.2027
Advertising deadline: 07.09.2027
Editorial deadline: 25.08.2027

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

CHEManager International 4



Innovation, R&D, Emerging Tech, Advanced Materials, Innovation Ecosystems.

Publishing date: 26.11.2027
Advertising deadline: 09.11.2027
Editorial deadline: 27.10.2027

CHEManager Spotlight

Digital Content Collection: Specialty Chemicals Innovation



Specialty chemicals innovation, fine chemicals, custom synthesis, next-gen formulation, catalysis innovation, specialty ingredients.

Publishing date: June 2027
Advertising deadline: June 2027
Editorial deadline: June 2027



See separate media data

Thought Leadership Content

Good content matters.

It's not just publishers who create valuable content. You, your company, and your agency also invest significant effort in producing unique expertise that supports decision-makers in their business processes, strategies, and professional development.

Distribution is key.

Good content is the foundation—the right distribution makes it effective. Place your content in the leading publication for the chemical, pharmaceutical, and process industries and benefit from the trust that *CHEManager* has built up over 35 years.

How Thought Leadership Content Works

With thought leadership content, you bring your expertise directly to *CHEManager* readers—through content created by you or your PR agency. Your article conveys your industry expertise, establishes your experts as the voice of the industry, and thereby strengthens your brand's visibility. Your content appears in the editorial style of *CHEManager*—both in print and online—with authors' names and contact information for inquiries. This way, decision-makers read your article for what it is: a well-researched, expert article. *

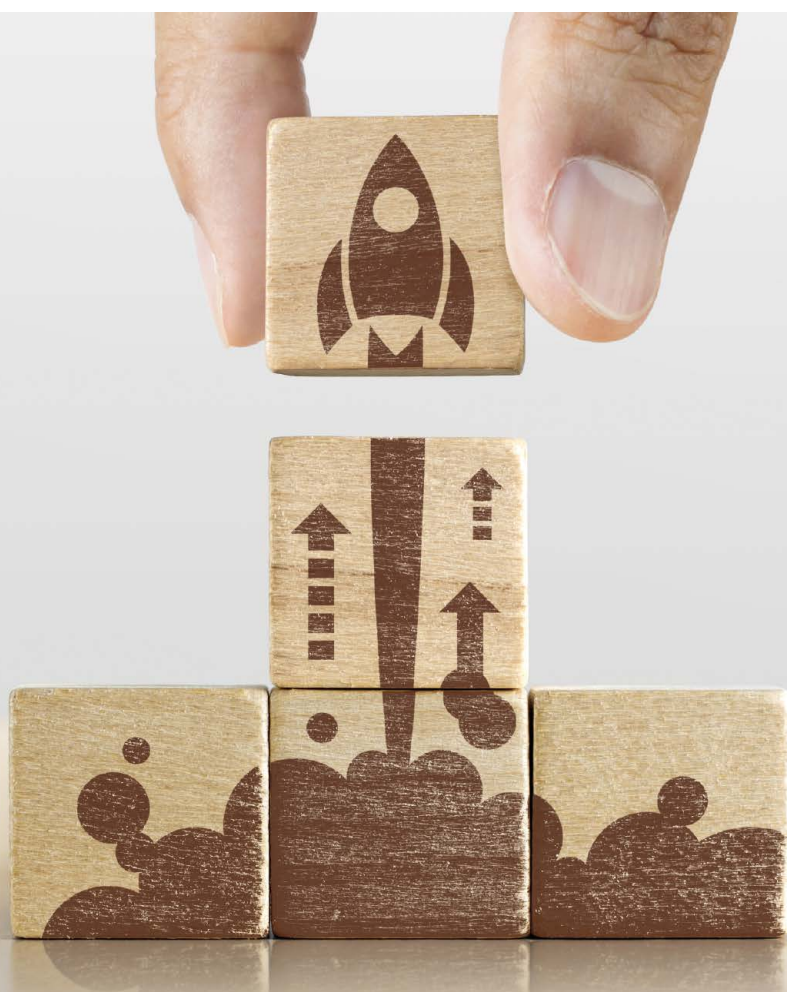
Basic 1/4

Advanced 1/2

Professional 1/1

	CHEManager		
	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 9,000 characters + 4 illustration or graphic
Design in the look & feel of a <i>CHEManager</i> 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

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



CHEManager INNOVATION PITCH

The Initiative

Things are happening in the chemical and life sciences start-up scene—and that's important, because start-ups drive innovation. Chemical start-ups are developing materials and technologies that advance the energy transition and are bringing digitalization to the process industry. Life sciences start-ups are discovering new diagnostic and treatment methods and accelerating digital research through databases and platforms. And new business models are fostering partnerships across the entire value chain.

At the *CHEManager* Innovation Pitch, founders and young companies present their ideas to a broad audience of experts—and forge connections with investors, development partners, and customers.

The Competition

The *CHEManager* Innovation Pitch is more than just a stage: Start-ups showcase themselves in the print editions of *CHEManager* and *CHEManager International* as well as online—while also competing against one another. From among all participating start-ups, a jury of experts from the chemical, life sciences, and startup communities selects the annual winners.

Show what your startup is capable of

Do you have a start-up in the chemical or life sciences industry? Present your idea where the industry's decision-makers can see it—and gain access to partners, investors, and a broad audience.

Or support the initiative as a sponsor

As a sponsor, you'll associate your brand with innovation and the minds shaping the industry of tomorrow. Contact us.

Contact us:
chemanager@wiley.com | +49 (0) 6201 606 730
chemanager-online.com/en/products/chemanager-innovation-pitch

A collage of various articles and advertisements from CHEManager International. The top section features the CHEManager International logo and navigation links for News, Topics, Products, Publication, Companies, Events, and Jobs. Below this, there are several featured articles and advertisements. On the left, a 'Board 0' article mentions Carl Myers Squibb Appointing and announces Major US Investments. In the center, a 'Feature Portal € 2,670' advertisement for CPPI and PMEC is shown. To the right, a 'WILEY' advertisement for 'Simplify your marketing plan' is displayed. Below these, a 'Wide Skyscraper € 2,650' advertisement is visible. The bottom section includes a 'Medium Rectangular € 2,150' advertisement. The collage also features various news articles, such as 'Standing Strong for Europe's Chemical Industry', 'Specialty Chemicals in a Shifting World', 'Transport Logistic: Ecoool Presents Packaging Solutions for Pharmaceutical Transporters', 'Innovation Pitch', 'CHEManager Spotlight', 'Events', 'Interviews', 'Popular Articles', and 'Media Guides'. The articles are interspersed with images of people, buildings, and industrial equipment. The overall layout is a dense, overlapping collection of content from the CHEManager website.

Newsletter: www.chemanager.com

The English-language newsletter **CHEManager Pulse** from *CHEManager International* highlights all the key news from the global chemical and pharmaceutical industries on a weekly basis.

Every two weeks, the German-language *CHEManager* newsletter delivers the most important industry events directly to your target audience's inbox. In addition to top news and top stories, subscribers find information on products, services, and events. This is exactly where you can place your message.

Newsletter: Banner formats & prices

Publication: German: every 14 days. English: every 7 days.
When you book a "Feature," your text will be prominently highlighted and well-placed.

		german	english
Medium Rectangle	300 x 250 Pixel	€ 2,470	€ 3,550
Full Banner Plus	468 x 120 Pixel	€ 1,450	€ 1,950
Full Banner	468 x 60 Pixel	€ 1,350	€ 1,850
Feature Newsletter*		€ 1,420	€ 2,050
Combo offer: Feature on website + newsletter		€ 3,730	€ 4,550

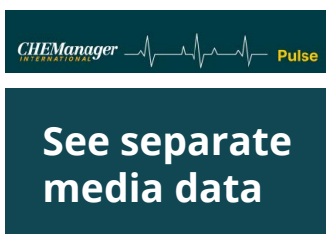
Material delivery no later than 7 days before the dispatch date of the booked newsletter.

* 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

Newsletter Key Figures 2026

	german	english
Subscribers	20,900	170,000
Unique Open Rate (MW.)	7.1%	9.72%

MV = Mean value of 10 (german) and 10 (english) newsletters sent out



CHEManager Pulse
More information about the English-language newsletter can be found here.

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.

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

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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](#)

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

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

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

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AC Biode - Chemical Technology for a more Sustainable Future
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Ineos Inovyn launches 9th Global Awards
The awards are designed to recognize ideas and showcase the vital role of innovation in the chemical industry.

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WOMEN IN CHEMICALS 2025 CONFERENCE

Exclusive access to your customers
Single Sponsored Newsletter
€ 9,500

Recruitment Advertising

In the competition for the best talent, you'll come out ahead with a strong partner by your side: CHEManager, Jobcluster, and the Federal Employers' Association of the Chemical Industry (BAVC) pool their expertise and reach through the online portal Jobnetwork ChemiePharma. This allows you to find qualified professionals—from trainees and entry-level employees to executives—in a targeted and efficient manner.

When you place an ad, your online job posting will appear on these websites:

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


JOB NETWORK

CHEMIE-PHARMA

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Premium advertisements

Publication of a Premium advertisement (one post per advertisement) in individual design, over a period of up to 60 days.

Your investment: **€ 595** plus statutory VAT.

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Incl. four-colour surcharge plus statutory VAT.

www.jobnetwork-chemiepharma.de

WILEY

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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

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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

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



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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

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- (h) **"Terms"** means these terms and conditions.

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 - (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
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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)

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Advertising and Reprint Production Terms and Conditions

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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%

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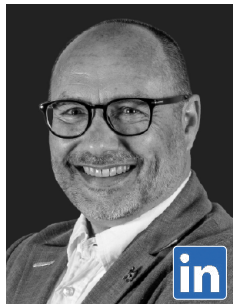
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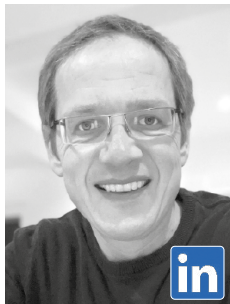
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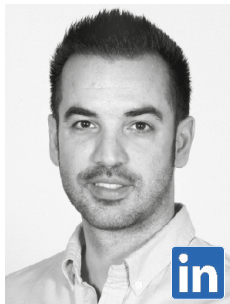
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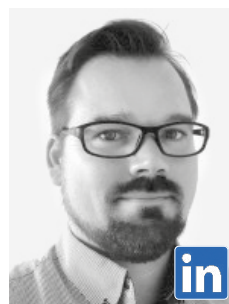
Thorsten Kritzer
Head of Advertising
Tel.: +49 (0) 6201 606 730
tkritzer@wiley.com
[Book time with me](#)



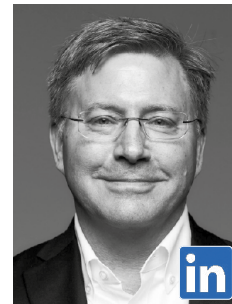
Florian Högn
Tel.: +49 (0) 6201 606 522
fhogn@wiley.com



Stefan Schwartze
Tel.: +49 (0) 6201 606 491
sschwartze@wiley.com

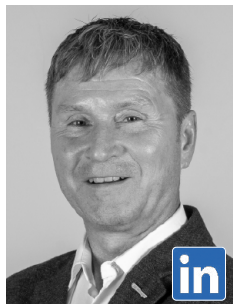


Hagen Reichhoff
Tel.: +49 (0) 6201 606 001
hreichhoff@wiley.com

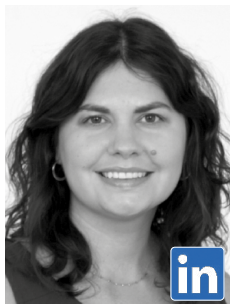


John Day
Tel.: +1-917-327-5184
jday@wiley.com

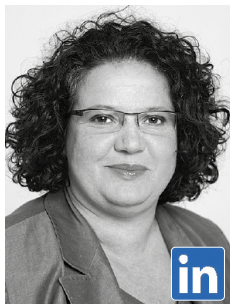
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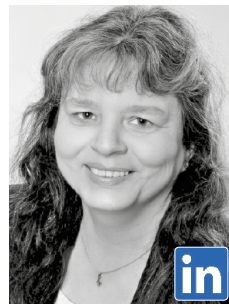
Michael Reubold
Product Management /
Managing Editor
Tel.: +49 (0) 6201 606 745
mreubold@wiley.com



Christene A. Smith
CHEManager International
Tel.: +49 (0) 3047 031 194
chsmith@wiley.com
[Book time with me](#)



Andrea Größ
Ressort Strategy
Tel.: +49 (0) 6151 660863
agruss@wiley.com



Birgit Megges
Editor-in-Chief Ressort
Chemicals | Life Sciences |
Logistics
Tel.: +49 (0) 961 7448 249
bmegges@wiley.com



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

Editorial



Thorsten Schüller
Ressort Pharma / Biotech
Tel.: +49 (0) 170 6390063
schuellercomm@gmail.com



Oliver Pruys
Ressort Industrial Locations
Tel.: +49 (0) 2225 980 89 35
oliver.pruys@gmx.de



Stefan Gürtzgen
Ressort: Digitization
Tel.: +49 (0) 160908 20006
stefan.guertzen@t-online.de



Jörg Wetterau
Ressort Social Media
Tel.: +49 (0) 171 9511472
info@labor-fuer-kommunikation.de

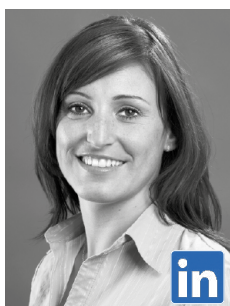


Matthias Ackermann
Ressort Online-Editorial
dr.ackermann@t-online.de

Editorial Assistants



Lisa Colavito
Tel.: +49 (0) 6201 606 018
lcolavito@wiley.com



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

Order Management



Melanie Radtke
Tel.: +49 (0) 6201 606 557
mradtke@wiley.com

Sales Representative



Michael Leising
Tel.: +49 (0) 3603 893 565
mleising@wiley.com

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Wiley-VCH GmbH
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