

# CHEManager Footprint

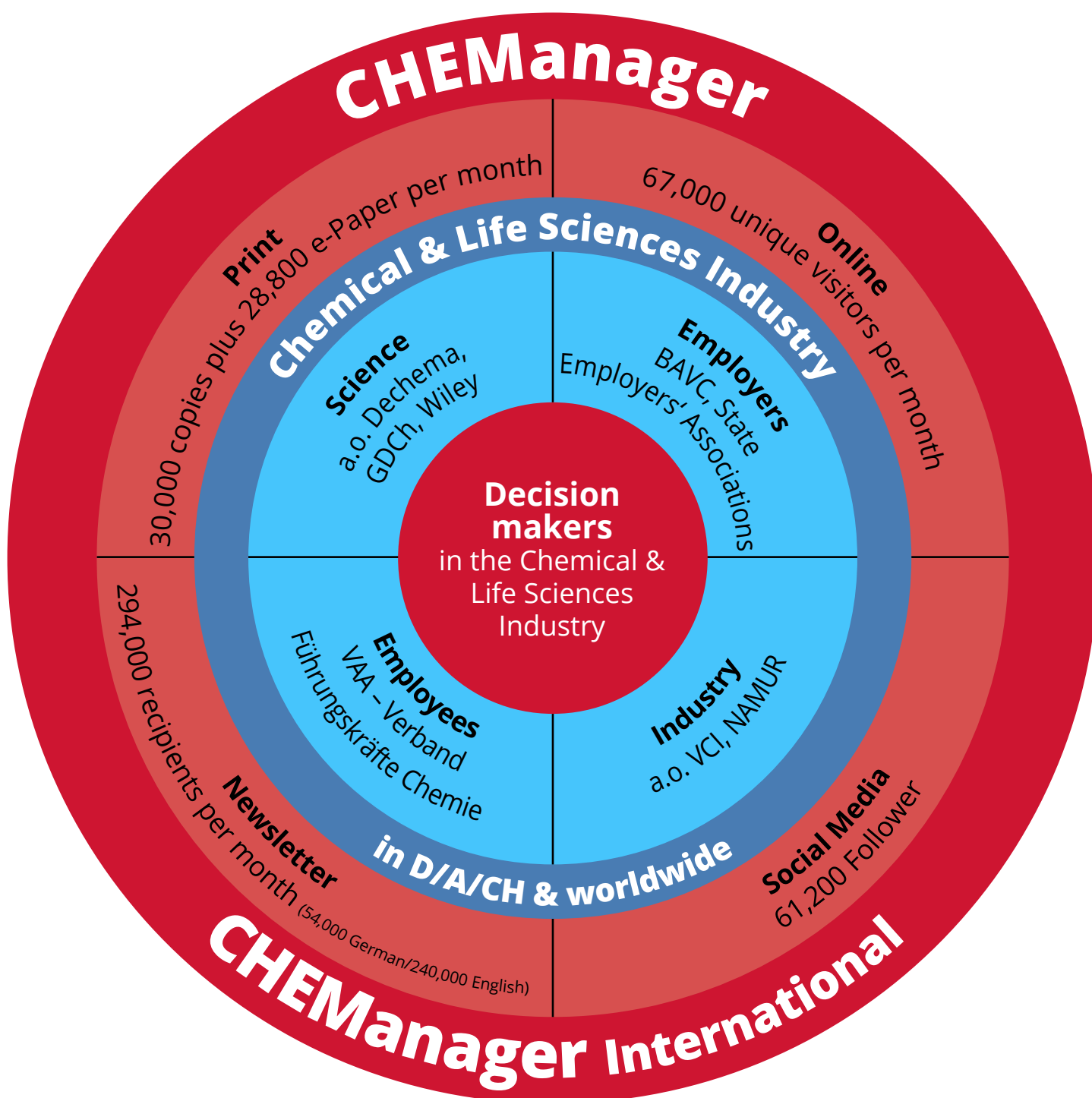
## With CHEManager:

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.

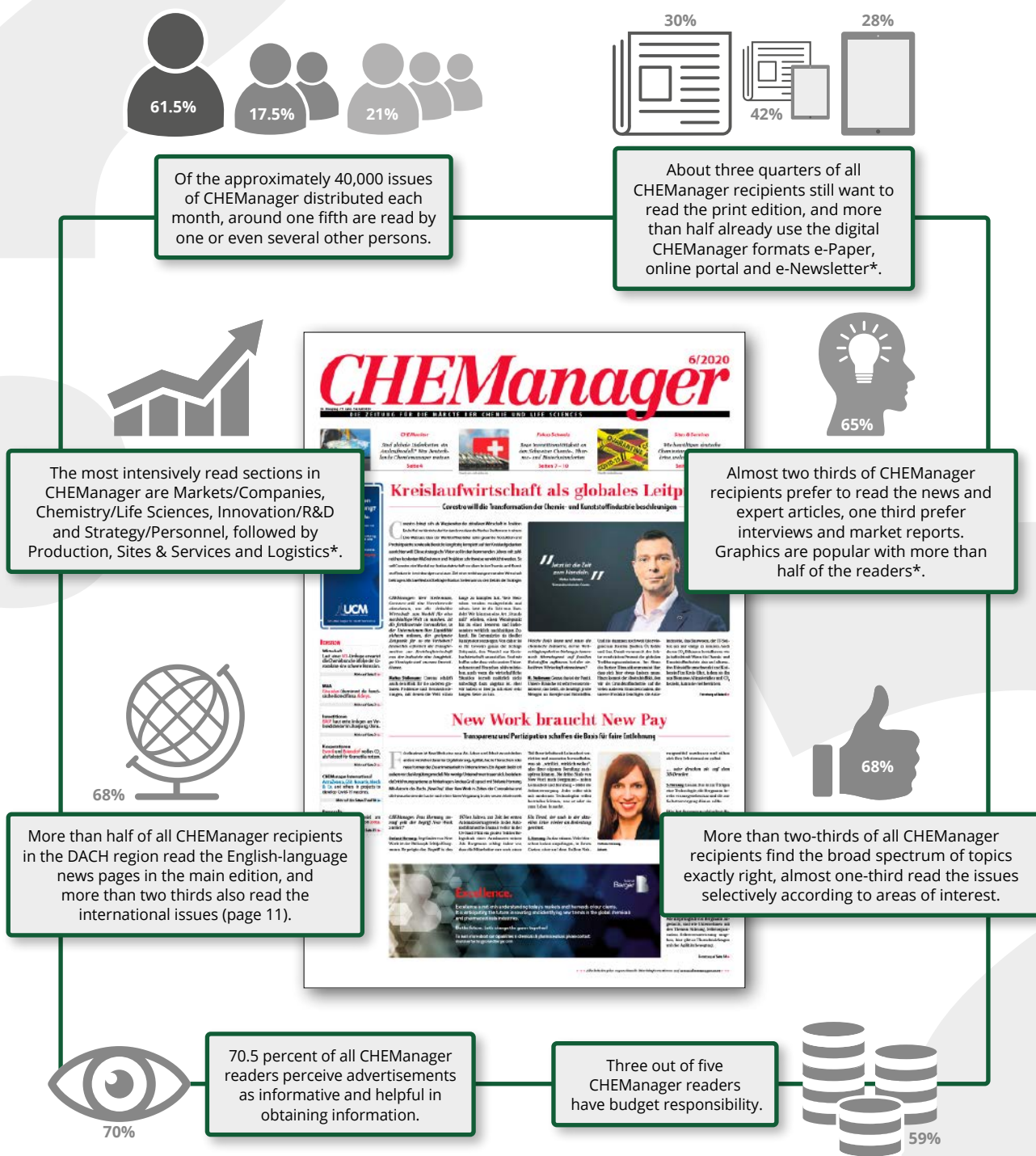
**CHEManager** is the perfect platform to achieve your marketing goals.



# 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.



## 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.

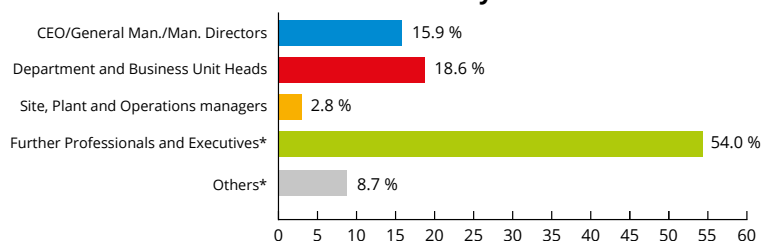
**CHEManager is the publication with the broadest distribution within the chemical and pharmaceutical industry in the German-speaking countries of Europe.**

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.**

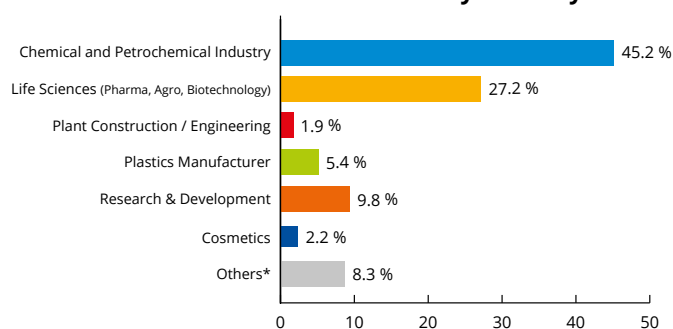
**CHEManager** provides the ideal content for your corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

**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