

CHEMICAL ENGINEERING ACHEMA ISSUES

ACHEMA is the world forum and leading show for chemical engineering and the process industry. **Chemical Engineering** is proud to partner with ACHEMA 2021 and provide comprehensive coverage and marketing opportunities before and during the event.

With an audited subscriber base of more than 60,000 CPI professionals, **Chemical Engineering**, the only global CPI brand with content written for chemical engineers by chemical engineers, will offer a wealth of advertising opportunities to promote your ACHEMA 2021 participation and your innovations to a global audience.

The complete **Chemical Engineering** portfolio features multi-platform marketing tactics for branding, lead generation, behavioral targeting, content deployment and thought leadership. For comprehensive information on the print and digital program, find the 2021 media kit at mediakit.chemengonline.com or contact your local sales representative.

Chemical Engineering will once again publish the **authorized show previews** of ACHEMA 2021. Target your audience according to your marketing needs by advertising in the full-run edition (global reach) or in the international split-run edition (outside North American circulation).

With authorized show previews in May and June, **Chemical Engineering** will offer comprehensive coverage of the most important industry event in 2021.

MAY EDITORIAL FEATURES: May Issue Ad Space Closing April 8, 2021

Digitalization

Valves

Petroleum Refining

Maintenance Tools

Evaporators

ACHEMA Show Preview 1

Connected Plant Conference Show Preview

Special Advertising Sections: U.S. Gulf Coast, IIOT

Bonus Distribution: ACHEMA, Connected Plant Conference

Advertisers in this issue are eligible for a free advertorial in the Gulf Coast Special Section (Refining and Petrochemicals) or in the IIoT Special Section. Please contact your sales rep for more details.

JUNE EDITORIAL FEATURES: June Issue Ad Space Closing May 6, 2021

Modular Construction

Technologies

Machine Learning & Artificial Intelligence

Pumps

Dust Control

ACHEMA Show Preview 2

Special Advertising Section: ACHEMA

Bonus Distribution: Valve World Americas, ACHEMA

Advertisers in this issue that exhibit at ACHEMA receive a free 1/4 page advertorial in addition to their ad.

ACHEMA DAILY 2021- THE OFFICIAL DAILY SHOW NEWSPAPER

Advertise your products and highlights to show visitors in the only official show newspaper ACHEMA Daily. With news about exhibitors, products, event highlights and the daily conference program, ACHEMA Daily is a vital source of information for all ACHEMA visitors.

ACHEMA SHOW DAILY INCLUDES 5 ISSUES:

June 8, 2021 Digital-only Pre-Show ACHEMA Daily – mailed by DECHEMA to all ACHEMA participants; plus digital distribution to digital audiences of media partners*

June 14, 2021 ACHEMA Daily Issue 1 – 25,000 print copies plus digital distribution to audience of media partners*

June 15, 2021 ACHEMA Daily Issue 2 – 25,000 print copies plus digital distribution to audience of media partners*

June 16, 2021 ACHEMA Daily Issue 3 – 25,000 print copies plus digital distribution to audience of media partners*

June 17/18, 2021 ACHEMA Daily Issue 4/5– 25,000 print copies plus digital distribution to audience of media partners*

*Distribution to media partners includes deployment to newsletter subscribers and social media followers of PROCESS, PROCESS Worldwide, LABORPRAXIS, *Chemical Engineering* – total audience 200,000 per day

YOUR UNIQUE ADVERTISING BENEFITS

NEW and EXCLUSIVE: Digital-only Pre-Show ACHEMA Daily

- Digital e-mail deployment to all pre-registered visitors of ACHEMA 2021 by DECHEMA a week prior to the event
- Additional distribution to digital audiences of the project partners PROCESS, *Chemical Engineering* and LABORPRAXIS

EXCLUSIVE: Unique editorial content

- Editorial coverage in German and English provided by the experienced editors of PROCESS, *Chemical Engineering* and LABORPRAXIS
- Division into specific editorial sections allows advertisers to display their ads next to relevant editorial content
- Sole print source for full conference program, including individual sessions

Unique reach and distribution

- ACHEMA Pre-Show Daily reaches all of the show visitors
- Daily distribution of the print edition at all entrances of the fairground
- Additional daily digital distribution to the combined digital audiences of digital audiences of the media partners, providing an advertising effect far beyond ACHEMA

For more information, please visit mediakit.chemengonline.com or contact your local sales representative.