

# ACHEMA Daily 2022

## The official daily show newspaper

A Project Joint Venture from



### Promote your participation of ACHEMA 2022 in the ONLY PUBLICATION REACHING ALL SHOW VISITORS!

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.



Ladies and Gentlemen,

We are pleased to announce that, at ACHEMA 2022, the well-established **ACHEMA Daily – the official newspaper of the trade show** – will again provide visitors with a wealth of information about the exhibition news and highlights.

ACHEMA Daily will be an international joint-venture between our media partners Chemical Engineering (Access Intelligence, USA) and cav, cpp, dei, phpro and prozesstechnik online (Konradin Verlag, Germany).

#### Exclusive in 2022:

For the first time ever, a **digital-only pre-show issue of ACHEMA Daily** will be e-mailed by DECHEMA to all pre-registrants of ACHEMA 2022 several days before the start of the show, thus giving show visitors a chance to get an early glimpse of the upcoming highlights. The **exclusive email distribution** to all show visitors will also apply to the live issues Tuesday through Thursday.

In addition, ACHEMA Daily is the sole print medium for the full conference program including the individual presentations, and thus is an invaluable daily source of information for the show visitors.

We are certain that ACHEMA Daily will be an excellent platform to support your editorial and advertising activities during ACHEMA 2022.

Best regards,  
DECHEMA Ausstellungs-GmbH

Dr. Thomas Scheuring

Dr. Björn Mathes

P.S. Please note that other show newspapers, such as *Die Messe*, *Messe Direkt* or *Messe-Kurier* or publications such as *Expo-Guide* or *fairmessage* are neither authorized nor supported by DECHEMA in any way.

# Your unique advertising benefits

ACHEMA Daily as the official daily newspaper of ACHEMA 2022 offers advertisers unique and unmatched benefits.

## NEW and EXCLUSIVE: pre-distribution to registered show visitors

### The new, digital pre-show ACHEMA Daily offers an unmatched reach and visibility

- Digital e-mail deployment to all pre-registered visitors of ACHEMA 2022 by DECHEMA a week prior to the event
- Additional distribution to digital audiences of the project partners Chemical Engineering, cav, cpp, dei, phpro und prozesstechnik online
- Deployment through DECHEMA guarantees high attention and premium visibility
- Mailing prior to the show allows for early information and preparation



No other publication provides a more effective and targeted reach to the visitors of ACHEMA 2022!

## EXCLUSIVE: Unique editorial content

- The only show newspaper with new daily content and live reporting from the show
- EXCLUSIVE PRINT MEDIUM for daily conference program including the individual sessions
- Editorial coverage in German and English provided by the experienced editors of Chemical Engineering, cav, cpp, dei, phpro und prozesstechnik online
- Division into specific editorial sections allows advertisers to display their ads next to relevant editorial content
- Readers will find relevant editorial and advertising quickly and easily



No other show publication offers more relevant, comprehensive and up-to-date information!

## Unique and exclusive reach and distribution

- ACHEMA Daily reaches all of the show visitors
  - » Daily distribution of the print edition at all entrances of the fairground
  - » Additional digital distribution of issues Tuesday-Thursday by DECHEMA to all registered visitors of ACHEMA 2022
- Additional daily digital distribution to the combined digital audiences of Chemical Engineering, cav, cpp, dei, phpro und prozesstechnik online, providing an additional global advertising effect beyond the live event



No other trade show publication offers a wider reach and allows you to promote your products and services to a global audience beyond the show visitors!

## Distribution print + digital

With your advertisement in ACHEMA Daily you can reach not just the show visitors, but thousands of potential customers from all over the world who do not visit the event.

### 75,000

#### PRINT DISTRIBUTION

- » Show Distribution at all entrances
- » Circulation 15,000 – 25,000 print copies/issue

### + 1,150,000

#### DIGITAL CIRCULATION

Deployment to newsletter subscribers and social media followers of Chemical Engineering, cav, cpp, dei, phpro und prozesstechnik online

#### + DIGITAL DISTRIBUTION

To all ACHEMA 2022 registrants via DECHEMA

## Dates

FREQUENCY:

### 5x

#### DATES OF PUBLICATION:

- March 28, 2022 - ACHEMA Daily 1, digital only
- April 4, 2022 - ACHEMA Daily 1, print only
- April 5, 2022 - ACHEMA Daily 2, print/digital
- April 6, 2022 - ACHEMA Daily 3, print/digital
- April 7/8, 2022 - ACHEMA Daily 4, print/digital

# Ad Formats and Prices

Take advantage of the unique combination of the daily updated editorial environment, high-quality exclusive program content and the strong overall reach in print and digital for your maximum advertising success at AICHEMA 2022!

Format (width x height)	Number of issues	Rate 4c
<b>1/1 Page</b> (226 x 313 mm)	1*	5,230 €
	3**	14,090 €
	5	19,180 €
<b>1/2 Page</b> (226 x 140 mm)	1*	3,140 €
	3**	8,460 €
	5	11,510 €
<b>Junior Page</b> (134 x 189 mm)	1*	2,830 €
	3**	7,620 €
	5	10,360 €
<b>2/5 Page</b> (88 x 287 mm)	1*	2,510 €
	3**	6,770 €
	5	9,210 €
<b>1/3 Page</b> (226 x 91 mm, 134 x 140 mm)	1*	2,100 €
	3**	5,650 €
	5	7,680 €
<b>1/4 Page</b> (88 x 189 mm)	1*	1,580 €
	3**	4,240 €
	5	5,760 €
<b>1/5 Page</b> (88 x 140 mm, 134 x 91 mm)	1*	1,260 €
	3**	3,390 €
	5	4,610 €

Premium Positions	Number of issues	Rate 4c
<b>Top Button Title Page</b> (88 x 42 mm)	5	12,430 €
<b>Top Button Section Title***</b> (88 x 42 mm)	5	5,110 €
<b>Bottom Strip Title Page</b> (226 x 42 mm)	5	15,890 €
<b>Bottom Strip Section Title***</b> (226 x 42 mm)	5	7,640 €
<b>Inside Front Cover</b> (226 x 313 mm)	5	22,050 €
<b>Back Cover</b> (226 x 313 mm)	5	23,020 €

Single insertions only possible on days 2, 3 or 4.

### 3-DAY PACKAGE OPTIONS:

- » Preshow issue, day 1, day 2
- » Preshow issue, day 1, day 3
- » Preshow issue, day 1, day 4
- » Days 2,3,4

## Technical specs and deadlines

Please send us print-optimized PDF X-1a data  
Include show notices such as hall and booth number to the PDF file  
Note that bleed ads are not possible!  
Total color coverage must not exceed 240%.

We recommend the following profiles for converting or checking the color space:  
Color images: ISOnewspaper26v4.icc  
Grayscale images: ISOnewspaper26v4\_gr.icc

The profile can be found on this website:

[http://www.ifra.com/WebSite/ifra.nsf/html/CONT\\_ISO\\_DOWNLOADS](http://www.ifra.com/WebSite/ifra.nsf/html/CONT_ISO_DOWNLOADS)

Publication Date	Ad and material closing dates
March 28, 2022	March 11, 2022
April 4, 2022	March 21, 2022
April 5, 2022	March 22, 2022
April 6, 2022	March 23, 2022
April 7/8, 2022	March 25, 2022

# Get in contact with us!

We are looking forward to hearing from you!



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## Editorial Submissions

Please send your press releases about your show news and highlights to both the Chemical Engineering editorial team (in English language) AND the Konradin Verlag editorial team (in German language). Please include a high-res photo as well as your hall and stand number. We recommend to send your PR as early as possible since this will increase your chance of publication. Editorial coverage inACHEMA Daily is free of charge.

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