

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

+ 1,762,000

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:

August 16, 2022 - Pre-Show ACHEMA Daily, digital only

August 22, 2022 - ACHEMA Daily Issue 1, print only

August 23, 2022 - ACHEMA Daily Issue 2, print/digital

August 24, 2022 - ACHEMA Daily Issue 3, print/digital

August 25, 2022 - ACHEMA Daily Issue 4,/5 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
1/1 Page (226 x 313 mm)	1*	5,230 €
	3**	14,090 €
	5	19,180 €
1/2 Page (226 x 140 mm)	1*	3,140 €
	3**	8,460 €
	5	11,510 €
Junior Page (134 x 189 mm)	1*	2,830 €
	3**	7,620 €
	5	10,360 €
2/5 Page (88 x 287 mm)	1*	2,510 €
	3**	6,770 €
	5	9,210 €
1/3 Page (226 x 91 mm, 134 x 140 mm)	1*	2,100 €
	3**	5,650 €
	5	7,680 €
1/4 Page (88 x 189 mm)	1*	1,580 €
	3**	4,240 €
	5	5,760 €
1/5 Page (88 x 140 mm, 134 x 91 mm)	1*	1,260 €
	3**	3,390 €
	5	4,610 €

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

Publication Date	Ad and material closing dates
August 16, 2022	July 29, 2022
August 22, 2022	August 8, 2022
August 23, 2022	August 9, 2022
August 24, 2022	August 10, 2022
August 25, 2022	August 11, 2022

Get in contact with us!

We are looking forward to hearing from you!



Petra Trautes
European, Mediterranean &
Middle East Sales Manager
t +49 172 6606303
ptrautes@accessintel.com



Jason Bullock
Chemical Engineering
District Sales Manager
713-974-0911
jbullock@chemengonline.com



Terry Davis
Chemical Engineering
District Sales Manager
Cell: 404-634-5123
tdavis@accessintel.com

Dipali Dhar
Chemical Engineering
India Sales Representative
718-263-1162
ddhar@chemengonline.com

Katsuhiko Ishii
Chemical Engineering
Japan Sales Representative
+81-3-5691-3335
amskatsu@dream.com

Rudy Teng
Chemical Engineering
Asia Sales Representative
+86-13818181202 (China),
+886-921322428 (Taiwan)
rudy.teng@gmail.com

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.

EDITORIAL CONTACTS

**Dorothy Lozowski, B.S.Ch.E.,
M.S.Ch.E.**
Chemical Engineering,
Editorial Director
212-621-4678
dlozowski@chemengonline.com

Dipl.-Ing. Daniela Held
cav/cpp, phpro, dei, prozesstechnik-online.de
Senior Editor
+49 711 7594-284
daniela.held@konradin.de

**Gerald Ondrey, B.S. Chemistry,
M.A., M. Phil., Ph.D.**
Chemical Engineering
Senior Editor
t +49 69 95738296
gondrey@chemengonline.com

Dr. rer. nat. Dipl.-Chem. Bernd Rademacher
cav/cpp, phpro, dei, prozesstechnik-online.de
Senior Editor
+49 711 7594-263
bernd.rademacher@konradin.de