

## **Media Information 2023**

Print/Online & Digital

37TH VOLUME 2023



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## Introduction



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**Vulkan-Verlag GmbH**Friedrich-Ebert-Straße 55
45127 Essen

#### Title:

#### **F&S - FILTRIEREN UND SEPARIEREN**

#### **Brief description:**

F&S Filtrieren und Separieren is the only German-language trade magazine that has been dealing exclusively with all types of filtration media for the last 36 years. Our comprehensive coverage includes particle separation from gas and liquid flows, classification and separation of bulk solids, membrane and centrifuge technology as well as the particle measuring technology sectors that are relevant to these processes. We report on current industrial developments and scientific research results.

#### **Target groups:**

Process engineers, engineers and CEOs in all the relevant industries: Chemical, pharmaceutical, (waste) water management, food and beverage industries, environmental and energy technologies, manufacturing and processing industries, machinery and plant engineering.

#### **Publication frequency:**

7 issues annually and possible special issues

#### **Magazine format:**

210 mm wide x 297 mm high, DIN A4

#### Volume:

37th Volume 2023





## Publishing and topics plan

#### **Keywords and topics**

- Engineering
- Solid-liquid separation
- Filtermedia
- Gas processing
- Solutions and mixtures
- Air pollution control
- Membrane technology
- Particle measurement technology
- Pumps
- Drying technology
- Water and wastewater processing
- Filtration
- Separation

Issue	Dates	Main topics* Other topics	Exhibitions and conferences
01/2023	Publishing date 10 February 2023 Advertising deadline 28 January 2023 Print documents deadline 2 February 2023	FILTECH 2023 Special  Development of filter media Sensors in filtration technology Machines and components for filterproduction Energy efficiency of separation operations Simulation and digitalization	<b>FILTECH,</b> Cologne, Germany 14 — 16 February 2023
02/2023	Publishing date 3 April 2023 Advertising deadline 8 March 2023 Print documents deadline 13 March 2023	Enviromental technologies  Decarbornization and climate protection Filtration and separation in the circular economy Gas separation processes Filtration and separation in the process industry Digitalization and automation of separation processes	Hannover Messe, Germany 17 – 21 April 2023 Index, Geneva, Switzerland 18 – 21 Arpil 2023 International Conference on Frabric Structures and Membrane Materials ICFSMM, Paris, France 17 – 18 May 2023
Internatio- nal Edition	Publishing date 23 May 2023 Advertising deadline 25 April 2023 Print documents deadline 28 April 2023	International Edition  - Highlights of the year 2022  - Separation processes in environmental technology and circular economy  - Gas and air cleaning  - Membrane and particle technology	E-world energy & water 2023 Essen, Germany 23 – 25 May 2023
03 / 2023	Publishing date 27 June 2023 Advertising deadline 30 May 2023 Print documents deadline 2 June 2023	Separation technologies in the process industry  treatment of process fluids process intensification recovery of valuable materials clean water and clean room technology product drying	

<sup>\*</sup> Subjects and focal points are subject to change without notice.



## Publishing and topics plan

#### **Keywords and topics**

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- Particle measurement technology
- Pumps
- Drying technology
- Water and wastewater processing
- Filtration
- Separation

Issue	Dates	Main topics* Other topics	Exhibitions and conferences
04/2023	Publishing date 23 August 2023 Advertising deadline 28 July 2023 Print documents deadline 2 August 2023	Water and wastewater technology  Membrane and centrifuge technology Off-grid water and wastewater treatment MLD and ZLD processes Filter media Separation processes in the pharmaceutical industry	European Aerosol Conference Malaga, Spain 03 – 08 September 2023  Powtech, Nuremberg, Germany 26 – 28 September 2023  Partec, Nuremberg, Germany 26 – 28 September 2023  Pollutec Lyon, France 10 – 13 October 2023  Int. Conf. on Separation Potential of Nanofiltration Membranes (ICSPNM), Paris, France 20 September 2023
05 / 2023	Publishing date 24 October 2023 Advertising deadline 27 September 2023 Print documents deadline 2 October 2023	Food and beverage processing  Biotechnology Sterile filtration Filter manufacturing and testing Metrology Digitalization of separation processes	Aachener Tagung Wassertechnologie 24 25. 10. 2023  Aquatech Amsterdam, Netherlands 06 – 09 November 2023  Brau Beviale, Nuremberg, Germany 14 – 16 November 2022
06 / 2023	Publishing date 6 December 2023 Advertising 10 November 2023 Print documents deadline 15 November 2023	Aerosol technology  Interior air filtration Exhaust gas treatment Aerosols in the environment Filter testing Adsorption technology	

<sup>\*</sup> Subjects and focal points are subject to change without notice.



## Advert formats | technical and other details

#### Data output:

- printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
- 3 mm at all outer edges for bleed advertisement
- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



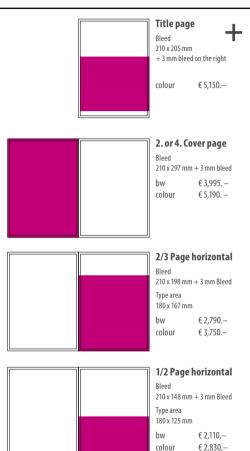
#### Data transfers:

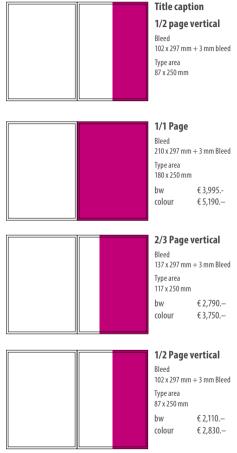
via e-mail (if necessary with download link) to:
anzeigen@vulkan-verlag.de
Create a file with information of
magazine-title and issue.
File-Name as follows:
customer\_fs\_issue\_format.pdf
File-Name as follows:
customer\_fs\_1-23\_210x297.pdf
(Please use abbreviations when naming magazine and issue.)

#### **Proofs**

Without proofs supplied by you (according to ISO 12647-1 with Ugra/FOGRA Media Wedge) we do not assume any warranty for color reproduction. Please send the proof to:

Vulkan-Verlag GmbH Frau Melanie Zöller Friedrich-Ebert-Straße 55 45127 Essen







## Advert formats | technical and other details

#### Data output:

- printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
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- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



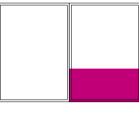
#### Data transfers:

via e-mail (if necessary with download link) to:
anzeigen@vulkan-verlag.de
Create a file with information of
magazine-title and issue.
File-Name as follows: c
ustomer\_fs\_issue\_format.pdf
File-Name as follows:
customer\_fs\_1-23\_210x297.pdf
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#### 1/3 Page horizontal

Bleed 210 x 99 mm + 3 mm Bleed Type area 180 x 83 mm

bw € 1,420. colour € 1,990.—



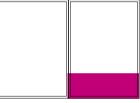
#### 1/3 Page vertical

Bleed 71 x 297 mm + 3 mm Bleed

Type area 56 x 250 mm

Placement: Content/News

bw € 1,420. colour € 1,990.—



#### 1/4 Page horizontal

Bleed 210 x 74 mm + 3 mm Bleed Type area 180 x 62 mm

bw € 1,070. colour € 1,495.—

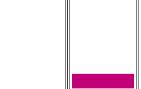


## 1/4 Page vertical, corner

Bleed 102 x 148 mm + 3 mm Bleed

Type area 87 x 125 mm

bw € 1,070. colour € 1,495.—



#### 1/8 Page horizontal

Type area 180 x 31 mm

bw € 550.colour € 990.-



#### 1/8 Page corner

Type area 87 x 62 mm

> bw € 550. colour € 990.—

#### Job advertisment

Price on request





## Advert formats | technical and other details

#### **Bound inserts/supplements:**

The condition for order acceptance and confirmation by the publisher is the submission of a binding sample. Supplements may only advertise the sales programme of an advertiser. They must be designed in such a way that they cannot be confused with the editorial part of the magazine. Inserts must have a closed edge. This means inserts may only be folded in the wrap fold. The insertion of brochures is also possible, provided they have a closed edge. No postage will be charged for inserts and items up to 2 mm high. Items 3 mm or more in height will incur additional postage charges. Inserts and additional technical costs are not discounted.

#### Note:

Inserts and bound-in inserts must be bundled into manageable quantities, properly packaged and machine-processable and delivered free to the customer's address no later than 3 weeks before the first day of sale. Information on the number of transport units, magazine title and issue number is required. A sample should be visibly attached to each packaging unit.

#### **Delivery to:**

Rhein-Main Buchbinderei GmbH Ostring 13 65205 Wiesbaden-Nordenstadt Germany

#### **Bound inserts**

Required quantity: 6.500

Weight of the bound insert: minimum 135 g/m<sup>2</sup>

Format for 2 sheets 420 x 297 mm + 3 mm bleed on all edges

€ 4,995.-

Bound inserts must be delivered untrimmed and unfolded. The front page and the run of the bound-in insert must be marked. Bound inserts must be of such a type and design that additional preparation and processing are not required. Complications and additional folding and gluing work will be charged separately.

#### Supplements

Required quantity: 6.500

2-sided up to format 205 mm wide and 292 mm high upt to 25 g, minimum DIN A6), total circulation: € 1,920.—

#### Pasted advertising media:

Postcards, data carriers, product samples etc. on carrier advertisements on request.

## Discounts and terms of payment

#### For acceptance within 12 months (insertion year)

Frequency discount	Volume discount
2 issues = 5%	2 pages = 5%
4 issues = 10%	4 pages = 10%
6 issues = 15%	6 pages = 20%

All prices are exclusive of VAT.

#### **Payment terms:**

Invoices must be paid net within 14 days.

Agency commission: 15% Bank direct debit: 2% discount VAT ID-No: DE 219 106 460 Tax No: 04424751069

Tax office: VTB K20, Offenbach-Stadt

#### **Bank details:**

Nassauische Sparkasse Wiesbaden BIC/SWIFT NASSDE55XXX IBAN DE 38 5105 0015 0107 0926 29 USt-IdNr. (VAT): DE 812 959 878



## Volume and distribution analysis

Circulation analysis: 1. Q. 2022

Average print run: 6,350

Actual distributed copies: 6,294

(tvA)

650 subscribed Copies

Complimentary Copies

Copies sold

Free copies: 1,255

56 Residual, archive and specimen

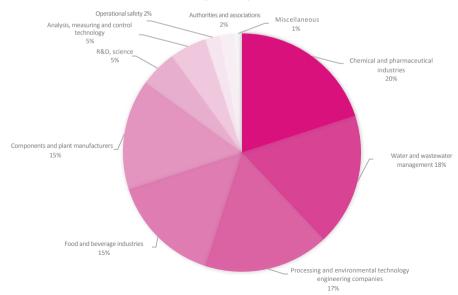
#### Geographical distribution analysis:

Economic area	share of actual copies	distributed copies
Germany	92%	5,790
Abroad	8%	504
	100 %	6,294

#### **Recipients within the industries:**

Engineers, process engineers, production managers, environmental officers, CEOs.

#### **Recipient analysis:**





## Buyers guide directory

in the online Buyers Guide under your keyword.

## Buyers guide directory

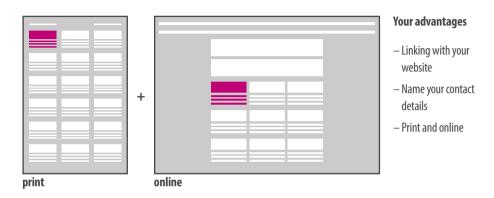
Print + Online

# Display your logo in the market guide!

You can choose the section in which you want your entry to be placed. The duration is six consecutive issues and this will be extended by a further six issues if no cancelation is submitted.

We will be pleased to provide you with an individual offer without any obligation.

Over 150 companies have already booked. Would you like to be part of it? Please get in touch with us. Be present with your company entry 365 days a year and you will be found!



Basic entry (coloured logo + 6 lines) Print + online for 6 German issues per year incl. one keyword	480 Euro plus VAT
Basic entry (coloured logo + 8 lines) Print + online for 6 German issues per year incl. one keyword	540 Euro plus VAT
Each additional line, 30 characters per keyword	60 Euro plus VAT
Online keywords can be added at any time per keyword and year (in addition to the basic entry) Your company will be displayed with the booked entry	120 Euro plus VAT



## Global Guide print + online



## **Book**Global Guide of the Filtration and Separation Industry

Publisher: Vulkan-Verlag GmbH Format: DIN A5

Volume: appr. 420 pages, 4c
Print run: 8,500 copies
Price: on demand

**Advertising** 

**deadline:** 31 December 2023 **Release:** Spring 2024

Would you like to be part of it? Please get in touch with us.

#### **COMPANY PORTRAIT - RATES:**

	Format	4-colour
Company portrait — Print + Online	1/1 Page	€ 2,010
with self provided translation		€ 1,910
Company portrait – Print + Online	2/1 Page	€ 3,010
with self provided translation		€ 2,860

All prices are exclusive of VAT.

#### Present your company portrait!

Format: 1/1 page 4c, bleeded Format: 2/1 page 4c, bleeded

#### Specification:

The coloured company portrait includes the publication of your logo, complete address and contact details. You can choose the wording, the text should not exceed a length of approx. 1600 to 1800 characters. Up to 4 images and/or graphics can be placed on an area of 50 mm high and 182 mm wide.

#### **COMBINATION OFFER**

By booking a company portrait in the Global Guide book, your content will also be available as an online profile at our website. This Global Guide entry will be linked with your website for 2 years.





## Global Guide – Premium Online Profile

## **NEW: Premium online**

In future, the new F&S online platform will also enable you to expand the booked Global Guide BASICS entry with your current product or company brochures, videos, case studies, presentations and a current contact person.

With this extended **PREMIUM ENTRY**, we can supplement your company profile from the already booked print and online BASICS entry with additional information from your company. We are going to extend the reach of your information in your target group.

Upgrading to **PREMIUM ENTRY** is really easy! You provide us with additional content (photos, videos, case studies, presentations) and we will enter the data completely for you.

On the landing page of our company portal, we report on current topics and news from the field of filtration and separation. The matching PREMIUM PROFILEs are displayed in the environment of the editorial main topics. You can have additional content posted at regular intervals and thus achieve a higher Google ranking.

Comprehensive media information: www.fs-journal.de/global-guide

#### **Advantages**

- · Clearly defined target group
- Range extension
- Better Google Ranking
- Get found! Higher relevance for search engines
- Easy to use. We set up all the company data you provide.
- Linking with social media profiles

- Name a contact person
- · Linking to your company news
- Opportunity for PDF downloads (Case Studies, brochures)
- · Video inclusion possible

#### **Special Offer: PREMIUM ENTRY**

The price for the addition of all additional content to your 1/1-page company portrait is € 550.- per year. If you book the entire duration of the Global Guide (2 years), you will already receive a special price for the second year.

BASICS ENTRY inclusive

Your company profile will be taken over from the booked Global Guide company portrait online and linked to your website. (2 years)

PREMIUM ENTRY - 1 year

€ 550.-

Expand your entry with relevant company information - 365 days - online

PREMIUM ENTRY— 2 years

€ 990.-

Expand your entry with relevant company information - online - for the entire duration of the Global Guide (2 years).



#### Website – Formats and rates

#### The portal offers many opportunities:

- In-depth research of content and B2B knowledge
- Daily news from the Filtration and Separation industry
- all trade fairs and events relevant for the sector
- Online Buyers Guide incl. suppliers and products
- Global Guide of the Filtration and Separation Industry
- the latest product and process developments
- large book shop
- Job offers
- · and much more

All pages and functions are also optimized for mobile devices like smartphones or tablets.

Just try it!

## www.fs-journal.de

Unites knowledge, markets and applicators!

#### **Banner-Formats and rates**

Format	Placement	Data- format	Format (width x height)	Data- volume	Price in €*
Leaderboard <sup>1</sup>	Front page	jpg, gif, png	1280 x 120 px	max. 40 KB	895
Leaderboard <sup>1</sup>	Focus page	jpg, gif, png	1280 x 120 px	max. 40 KB	795
Fullsize- Banner 1	Front page	jpg, gif, png	1280 x 120 px	max. 40 KB	690
Fullsize- Banner 2	Front page	jpg, gif, png	1280 x 120 px	max. 40 KB	670
Fullsize- Banner 3	Front page	jpg, gif, png	1280 x 120 px	max. 40 KB	640
Advertorial <sup>1</sup>	Front page	editorial text	Word MS (max. 3000 Zeichen)	_	890
Rectangle <sup>1</sup>	Focus page	jpg, gif, png	400 x 330 px	max. 40 KB	790

Booking period: 4 weeks

1) Premium-Placement \* All prices are exclusive of the statutory value added tax.

# Leaderboard Advertorial Fullsize-Banner 1 Fullsize-Banner 2

## **Topic-specific marketing solutions**

Please contact us!



## Newsletter

#### The newsletter provides:

- all technical topics relevant for the professional practice
- all up-to-date discussions and trends of the sector
- all important questions about the development of markets, companies and products

#### Sponsored newsletter

- Your exclusive company newsletter: Your content - our design Your target group - our target group
- · Are you interested? Further information and conditions on request.

#### Formats and rates

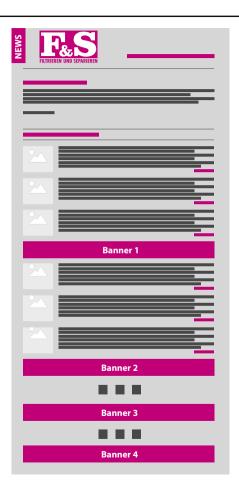
Form of advertising	Data delivery	Format	Price in €*
Advertorial <sup>1</sup>	MS Word + 1 Figure or Logo	-	670€
Ad-Banner 1 <sup>1</sup>	jpg or png	600 x 120 px	430 €
Ad-Banner 2 <sup>1</sup>	jpg or png	600 x 120 px	410€
Ad-Banner 3 <sup>1</sup>	jpg or png	600 x 120 px	390 €
Video integration <sup>2</sup>	on request	-	590€

All prices are exclusive of VAT. 1) incl. link to the desired URL

2) incl. link to your Youtube-Channel

Date of release	Banner deadline
11.01.2023	07.01.2023
25.01.2023	20.01.2023
08.02.2023	03.02.2023
22.02.2023	17.02.2023
08.03.2023	03.03.2023
22.03.2023	17.03.2023
05.04.2023	01.04.2023
21.04.2023	19.04.2023
03.05.2023	28.04.2023
17.05.2023	12.05.2023
09.06.2023	07.06.2023
23.06.2023	20.06.2023

Date of release	Banner deadline
05.07.2023	01.07.2023
19.07.2023	14.07.2023
02.08.2023	28.07.2023
30.08.2023	25.08.2023
13.09.2023	08.09.2023
27.09.2023	22.09.2023
11.10.2023	06.10.2023
25.10.2023	20.10.2023
15.11.2023	10.11.2023
30.11.2023	28.11.2023
13.12.2023	09.12.2023





Social Media Formats

In addition to our regular ad and advertising formats, you can book exclusive formats in the F&S newsletter and on www.fs-journal.de:



https://www.linkedin.com/ company/filtration-separationinternational



https://www.xing.com/news/ pages/f-s-filtrieren-undseparieren-1899

Organic Posts	Price*
<b>LinkedIn Posting</b> Creation of a simple LinkedIn Posting based on text + image or text + video.	310 € (text + picture) +100 € (text + video) 725 € (series with 3 Postings) + 100 € (text+video)
Carousel Posting Creating an organic LinkedIn "carousel post" based on text + PDF with multiple pages.	385 € (text+picture) 875 € (Series with 3 Posts)

Sponsored Posts	Price*
Sponsored LinkedIn Posting Creation of a sponsored LinkedIn posting based on text + image or video.	940 €
Including selection advice and LinkedIn selection in coordination with the customer.	plus agreed LinkedIn media budget (1:1 cost)
Sponsored Carousel Ad	1,160 €
Creation of a LinkedIn "Carousel Ad" based on text + image series with a	
maximum of 10 motifs.	plus agreed LinkedIn media budget (1:1 cost)



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https://www.linkedin.com/ company/filtration-separationinternational



https://www.xing.com/news/ pages/f-s-filtrieren-undseparieren-1899

Lead Generation	Price*
Lead generation via Content Marketing, Content: Whitepaper or Webinar You have the content, we market it and provide you with the leads. Marketing takes place, for example, via: Organic posting or posting series on LinkedIn including sharing on other media sites from our company that are relevant to the topic	The number of leads transmitted depends on the budget, content and your target group and is tailored to the scope and period of the campaign.
<ul> <li>LinkedIn Sponsored Posts</li> <li>Stand alone newsletter</li> <li>Newsletter Text Ads</li> <li>News reports</li> <li>News reports on the XING news page</li> <li>and many more ideas and possibilities</li> </ul>	After a concrete briefing, we will create a project, cost and media plan for the lead generation campaign and a detailed offer for you.
You can link to your own website with your own registration forms, or we can create a neutral landing page for you on our media brands' sites.	

## **Topic specific marketing solutions**

Please contact us!



Format JOBS

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https://www.linkedin.com/ company/filtration-separationinternational



https://www.xing.com/news/ pages/f-s-filtrieren-undseparieren-1899

## www.fs-journal.de/jobs/

Place your **job ad online** and cover your skilled labour needs in a targeted manner!

Basic online	Top Job online	Premium print + online
8 weeks in the job portal	8 weeks in the job portal	8 weeks in the job portal
Linking to your company's landing page	Linking to your company's landing page	Linking to your company's landing page
	One LinkedIn posting via F&S	One LinkedIn posting via F&S
	Placement in the first position during the entire time	Your advertisment in the printed magazine
€ 490	€ 750	Price on request



## Your contact

#### Members of the editorial advisory board

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- Dipl.-Ing. Franziska Blauth, Institut für Umwelt- und Energietechnik (IUTA) e.V., Duisburg
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