

New: Job Market
Food & Beverage



LMV-ONLINE.DE

FIRST ONLINE-ONLY-INFORMATION NEWS PORTAL
FOR INDUSTRIAL FOOD PROCESSING
FOOD & BEVERAGE IN GERMANY/AUSTRIA/SWITZER-
LAND

KEY INFORMATION FOR DECISION-MAKERS
AT THE FOOD PROCESSING INDUSTRY



BrauBeviale

MEDIAKIT 2018

VALID FROM JANUARY 2018, V1
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TROPAL MEDIA UG (HAFTUNGSBESCHRÄNKT)

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LMV-online.de

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DEUTSCHE

FACHPRESSE

Tropol Media is a member
of Deutsche Fachpresse.

Profile

www.lebensmittelverarbeitung-online.de (shortly: LMV-online.de) is the leading B2B news portal for industrial food processing (food & beverage). Since 2012, it offers as the only supplier in the German-speaking market in Europe the full range of all relevant topics for the industry.

On a daily base, the industry information leader for food and beverage LMV-online.de delivers without any delay:

- latest industry news
- product features & innovations
- exciting case studies & white papers
- trade shows and events

In 2018, we are providing live reports on:

- Prosweets, Cologne
- Anuga Foodtec, Cologne
- Food analysis
- Iba, Munich
- Fachpack, Nuremberg
- Brau Beviiale, Nuremberg
- SPS IPC Drives, Nuremberg
- Valves for F&B industry

The yellow pages „Marktplatz“ as well as the interview format „Business Lunch“ completing the information offer of LMV-online.de.

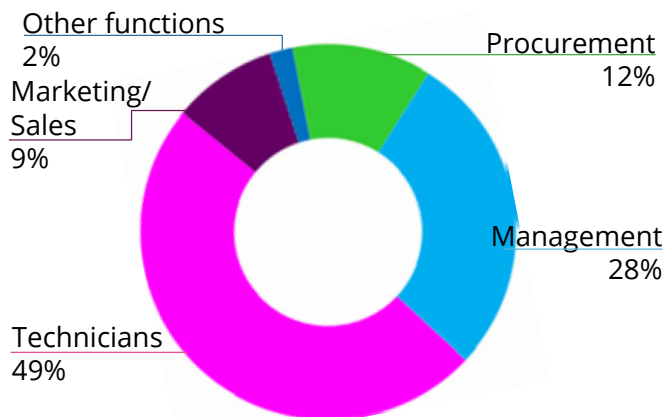
Target Group

According to our latest LMV-online.de survey, 2/3 of our target group use online industry news portals several times per week.

Our target group includes executives, engineers, technicians as well as all other decision-makers for purchasing of investment goods at the food and beverage industry.

With our topics, we serve all kinds of industrial food processing such as beverage production (breweries, fruit juice products, dairy products, mineral water), convenience food, meat and sausage products, sweets, pastry products, wine, food ingredients as well as suppliers for components, engineering & construction and packaging machines.

Target group by corporate position*



Green Information

Sustainability, environmental and resource protection are key for LMV-online.de - not only in our news and reports - also in our daily business.

- Hosting of our website works climate-neutral in Germany.
- We pay compensation in CO2 reducing projects for all of our printed marketing materials.
- We travel with public transportation.
- We use green electricity.
- We are working closely to a paper-free office. Saving resources such as paper is naturally for us as a provider of online-only platforms.



* Results of an online survey on LMV-online.de
Data base 276 voices
Timing: May 1 - October 15, 2012

Themes & Dates

	January	February	March	April	May	June
Measure / Events	Prosweets, Cologne (28.-31.01.18)		MSR-Spezialmesse Rhein-Main, Frankfurt (07.03.18) Anuga Foodtec, Cologne (20.-23.03.18)	Hannover Messe, Hannover (23.04.-27.04.18)	MSR-Spezialmesse Rheinland, Leverkusen (16.05.18)	Achema, Frankfurt (11.-15.06.18) Sensor+Test, Nuremberg (26.-28.06.18)
Specials Website	11.12.17-09.02.18 Prosweets		19.02.-06.04.18 Anuga Foodtec		14.05.-22.06.18 Food analysis	
Special Newsletter	Prosweets 23.01.18		Anuga Foodtec Preview 13.03.18 Best of Anuga Foodtec 27.03.18			Analysis 05.06.18
Newsletter	09.01.2018	06.02.2018 27.02.2018		10.04.2018 24.04.2018	15.05.2018	19.06.2018



PROFILE | THEMES | FORMATS | PRICES | TECH SPECS | CONTACT

	July	August	September	October	November	December
Measure / Events			MSR-Spezialmesse Südwest, Ludwigshafen (12.09.18)	MSR-Spezialmesse Rhein-Ruhr, Bochum (10.10.18)	Brau Beviale, Nuremberg (13.-15.11.18)	
			Iba, Munich (15.-20.09.18)		SPS IPC Drives, Nuremberg (27.-29.11.18)	
			Fachpack, Nuremberg (25.-27.09.18)		Valve World Expo, Düsseldorf (27.-29.11.18)	
Specials Website		20.08.-28.09.18 Bakery industry		08.10.-23.11.18 Brau Beviale		
			27.08.-05.10.18 Fachpack/ Packaging		12.11.-07.12.18 Automation technology	
					12.11.-07.12.18 Valves	10.12.-08.02.19 Prosweets
Special Newsletter			Bakery industry 11.09.18		Brau Beviale Preview 06.11.18	Valves 04.12.18
			Fachpack/ Packaging 18.09.18		Best of Brau Beviale 20.11.18	
					SPS IPC Drives Preview 22.11.18	
Newsletter	02.07.2018 24.07.2018	14.08.2018		09.10.2018 23.10.2018		18.12.2018



Start page desktop



Advertising Formats Portal

1A Superbanner 728x90 pixel
or
Fullbanner 468x60 pixel

1B,C Superbanner 728x90 pixel
or
Fullbanner 468x60 pixel

2 Billboard Banner
845x250 pixel
Mobil: Fullbanner 468x60 pixel

3 Wide Skyscraper 160x600 pixel
or
Standard Skyscraper 120x600 pixel
Mobil: Fullbanner 468x60 pixel

4 Highlight Rectangle left
300x100 pixel or
Highlight Rectangle right
300x100 pixel

5 Medium Rectangle
300x250 pixel

Article page desktop



Start page desktop



Advertising Formats Portal

- 6 Topstory

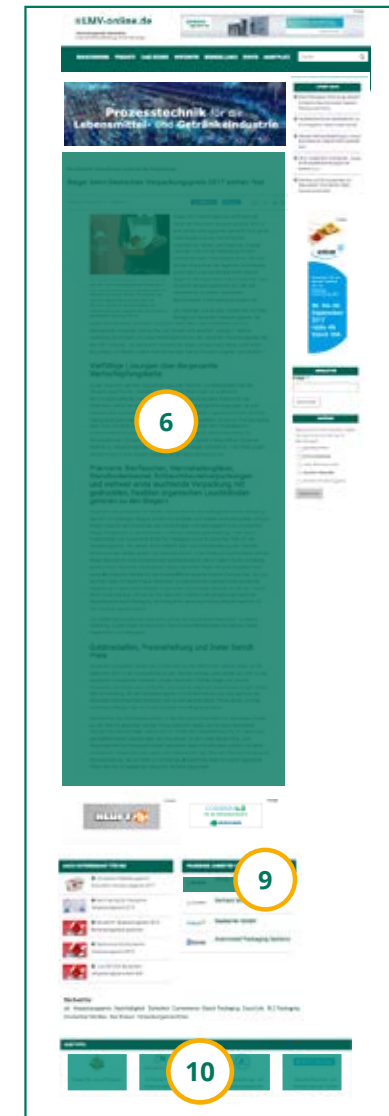
- 7 Product Advertorial article, pictures, video, links or Theme Advertorial article, pictures, video, links

- 8 Video

- 9 Premium Company Entry

- 10 Surf tips

Article page desktop



Advertising Formats Newsletter



1A, B Fullbanner
468x60 pixel

1c Fullbanner
468x60 pixel or
Highlight Rectangle
300x100 pixel

2 Top-Advertorial
1. position, picture,
headline, teaser, external link

3 Product Advertorial
picture, headline,
teaser, link

4 Surf tip

Job Market



Vertriebsingenieur (m/w) für Lebensmitteltechnik

Maschinenfabrik Gustav Eirich GmbH & Co KG

📍 Hardheim 📅 vor 9 Tagen

Neukundenakquise sowie die Stärkung von Kundenbeziehungen im Bereich **Lebensmitteltechnik** * Abgeschlossenes, technisches Studium mit der Vertiefung **Lebensmitteltechnik** oder vergleichbare Qualifikation



Projektleiter Anlagenbau (m/w), Schwerpunkt Lebensmitteltechnik

planting GmbH

📍 Hamburg/Seevetal 📅 vor 11 Tagen

Verantwortliche Leitung von Investitionsprojekten im Bereich des Anlagenbaus mit Schwerpunkt **Lebensmitteltechnik** * Abgeschlossenes Studium der **Lebensmitteltechnik**, des Chemieingenieurwesens oder der Verfahrenstechnik



Maschinen- und Anlagenführer / Fachkraft für Lebensmitteltechnik (m/w) in unserem Werk in Osthofen

Nestlé Health Science (Deutschland) GmbH

📍 Osthofen 📅 vor 9 Tagen

Maschinen- und Anlagenführer / Fachkraft für **Lebensmitteltechnik** (m/w) (160005WJ) * Basis ist Ihre erfolgreich abgeschlossene **lebensmitteltechnische** oder gewerblich-technische Ausbildung (Beispielsweise als ...



Fachkraft für Lebensmitteltechnik (m/w)

Nestlé Deutschland AG – „Chocoladen“-Werk Hamburg

📍 Hamburg 📅 vor 11 Tagen

Ausbildung zur Fachkraft für **Lebensmitteltechnik** oder zum Softwaretechnologien zwingend erforderlich - Perspektiven sind es, die uns antreiben, jeden Tag für mehr Lebensqualität unserer Kunden einzutreten.



Fachkraft für Lebensmitteltechnik (m/w)

Nestlé Deutschland AG, Thomy-Werk Neuss

📍 Neuss 📅 vor 9 Tagen

Lebensmitteltechnische Ausbildung z.B. Milchtechnologie (m/w) oder Fachkraft für **Lebensmitteltechnik** (m/w) * Erste Berufserfahrung in der industriellen Herstellung von **Lebensmitteln**

Users and engineers are searching on a daily base for challenging and interesting job opportunities on our LMV-online.de job market. Our recommendation: Use it for recruiting - together we will find your suitable candidate for your vacancy:

Basic Top Job

1 job advertisement on LMV-online.de (constantly on top and above the hit list) for 1 month, price: € 490

Premium Top Job

1 job advertisement on LMV-online.de (constantly on top and above the hit list) + social media promotion for your job ad for 1 month, price: € 590

Premium Plus Top Job

1 job advertisement on LMV-online.de (constantly on top and above the hit list) + social media promotion for your job ad + LMV-online.de-newsletter promotion for your job ad for 1 month, price: € 690

Banner portal

FORMATS		PRICES	TERM
Billboard Banner*	845x250 pixel	€ 2,490	1 month
Super Banner (A)*	728x90 pixel	€ 890	1 month
Fullbanner (A)*	468x60 pixel	€ 670	1 month
Super Banner (B,C)**	728x90 pixel	€ 750	1 month
Fullbanner (B,C)**	468x60 pixel	€ 500	1 month
Standard Skyscraper*/***	120x600 pixel	€ 1,005	1 month
Wide Skyscraper*/***	160x600 pixel	€ 1,260	1 month
Highlight-Rectangle left*	300x100 pixel	€ 590	1 month
Highlight-Rectangle right*	300x100 pixel	€ 590	1 month
Medium Rectangle**	300x250 pixel	€ 1,020	1 month

* run of Site (ROS), rotating (max. 3 additional banner)
 ** Exclusive position on homepage, not rotating
 *** On mobile website, we offer full banner alternatively

Additional Advertising Formats Website

Topstory		€ 530	3 days
		€ 1,000	1 week
Product / Theme advertorial		€ 450	3 weeks
Video/Webcast	300x250 pixel	€ 875	1 month
Surftipp		€ 265	1 month
Whitepaper		€ 385	3 months
		€ 630	6 months
Premium Company Entry		€ 520	12 months
Microsite		€ 3,360	3 months
		€ 5,635	6 months

Banners & Additional Advertising Formats Newsletter

Fullbanner	468x60 pixel	€ 635
Highlight-Rectangle	300x100 pixel	€ 410
Top-Advertorial		€ 505
Product / Theme advertorial (in combination with Website Advertorial)		€ 790
Surf tip		€ 155
Stand-Alone-Newsletter		€ 2,095



Yearly Package Offering

Bronze package	Silver package	Gold package	Platinum package
1x Product / Theme Theme Advertorial Timing: 3 weeks inkl. Newsletter Product/ Theme Advertorial	2x Product / Theme Theme Advertorial Timing: 3 weeks inkl. Newsletter Product/ Theme Advertorial	3x Product / Theme Theme Advertorial Timing: 3 weeks inkl. Newsletter Product/ Theme Advertorial	4x Product / Theme Theme Advertorial Timing: 3 weeks inkl. Newsletter Product/ Theme Advertorial
1x Super Banner Portal Timing: 1 month	1x Super Banner Portal Timing: 3 months	1x Super Banner Portal Timing: 6 months	1x Super Banner Portal Timing: 12 months
Premium Company Entry Timing: 1 year	Premium Company Entry Timing: 1 year	Premium Company Entry Timing: 1 year	Premium Company Entry Timing: 1 year
Regular price: € 2,200 Package price: € 1,760	Regular price: € 5,770 Package price: € 4,325	Regular price: € 12,325 Package price: € 8,630	Regular price: € 23,140 Package price: € 15,000

Technical Data / Conditions

Delivery address:

- please send your advertising media to: werbemittel@lmv-online.de.

Delivery times:

- five days prior campaign start

Meta information:

- customer and campaign name
- Booking period
- requested site and placing
- advertising format and click URL
- contact for questions
- alternativ text (optional)

For flash banners:

- information of flash version
- information about action scripts

File formats Portal:

- GIF, JPG, PNG max. 45 KB*
- HTML, FLASH ((including click tag) max. 45 KB*

File formats newsletter

- GIF (no animation), JPG, PNG max. 45 KB*
- links without redirect

Third party banners via java script will not appear on responsive, mobile homepage.

A separate fullbanner (468x60pixel) is requested, also for mobile website for skyscraper, super banner and billboard banner.

Payment conditions: Payment has to be effected within 30 days gross after invoice date without discount. More conditions are available on our general terms and conditions under:

<http://www.lmv-online.de./content/agb>



PROFILE | THEMES | FORMATS | PRICES | TECH SPECS | **CONTACT**

Contact

Susanne Woggon
Managing director, marketing & sales

Phone: +49 (0)6196-6 52 54 56
Fax: +49 (0)6196-6 52 54 57
Mobile: +49 (0)177-7 87 24 36

Email: susanne.woggon@tropical-media.de



Newsdesk / Editors

Phone: +49 (0)6196-6 52 54 56
Fax: +49 (0)6196-6 52 54 57

Email: redaktion@lmv-online.de

Hülya Akgün
Design

Email: design@tropical-media.de



Imprint

Address:
Tropal Media UG (haftungsbeschränkt)
Mergenthalerallee 73-75
65760 Eschborn
Germany
Phone: +49 (0)6196-6 52 54 56

Bank account:
Tropal Media UG (haftungsbeschränkt)
Commerzbank
Bank account: 276649100
BIC: 50040000
IBAN: DE86 5004 0000 0276 6491 00
SWIFT Code: COBADEFFXXX

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Headquarters: Eschborn, Germany

Hungry for more fresh news?

Discover the whole world of pharmaceutical manufacturing and production on pharmaindustrie-online.de, the online-only information portal for pharmaceutical production, management & technics. With Tropol Media, you reach your target group accurately and without any scattering losses.

Learn more on www.pharmaindustrie-online.de



The chemistry is right

Discover the whole world of chemical industry and production on chemieproduktion-online.de, the online-only information portal for chemical production, management and technics. With Tropol Media, you reach your target group accurately and without any scattering losses.

Learn more on www.chemieproduktion-online.de



Pool your marketing success and ask for interesting combined offerings.

Your contact:

Susanne Woggon

Phone: +49 (0)6196-6 52 54 56

Fax: +49 (0)6196-6 52 54 57

Mobile: +49 (0)177-7 87 24 36

Email: susanne.woggon@tropol-media.de