

# Media Kit 2020

Market-Leading Online Media for B2B Markets



Chemistry  
[chemie.de](http://chemie.de), [chemeurope.com](http://chemeurope.com), [quimica.es](http://quimica.es)



Life Sciences & Pharma  
[bionity.com](http://bionity.com)



Analytics & Laboratory  
[analytica-world.com](http://analytica-world.com)



Food & Beverage  
[yumda.de](http://yumda.de), [yumda.com](http://yumda.com)

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About LUMITOS®



# We lead B2B companies and their staff to success

LUMITOS leads B2B companies and their staff to success. Our seven market-leading B2B portals and newsletters keep more than seven million users from around the world updated on the latest developments in their industries, giving them what they need to take the right strategic decisions.

Our online portals provide us with facts and figures about what B2B users search for, what interests and what inspires them. We leverage these insights, our knowledge of the industry and our online marketing know-how to create a unique world of expertise. We are equipped like no other to lead B2B companies to success with online marketing.

Since 2000, LUMITOS has provided online guidance in the chemical, life science, laboratory, pharmaceutical, analytical and food & beverage B2B markets. Our staff of 23 in Berlin and Nuremberg are passionate about bringing success to science and industry, from medium-sized businesses to global corporations.

## Our B2B industry focus

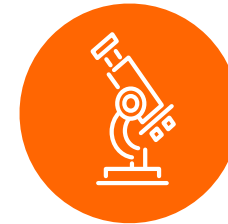
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Chemistry



Life Sciences



Laboratory



Pharma



Analytics



Food & Beverage

Our media and B2B portals



# Our media and B2B portals



## Portals

chemie.de  
chemeurope.com  
quimica.es

bionity.com

analytica-world.com

yumda.de  
yumda.com

## Focus

Chemistry from Laboratory to Process

Life Sciences and Pharma

Laboratory and Analysis Technology

Food & Beverage

## Key data

12.4 million page impressions / year  
5.5 million visitors / year  
73,000 newsletter subscribers

2 million page impressions / year  
1.05 million visitors / year  
31,000 newsletter subscribers

250,000 page impressions / year  
130,000 visitors / year  
15,500 newsletter subscribers

750,000 page impressions / year  
360,000 users / year  
31,000 newsletter subscribers

## Languages



# Our media and B2B portals: chemie.de



The leading portal for the chemical industry and its suppliers in Germany, Austria and Switzerland



8.8 million page impressions



3.4 million visitors (+ 10% compared to previous year)



Language: **German**



28,000 newsletter subscribers as well as **2,200** jobletter subscribers



Target industries: **Chemistry** and **Laboratory**



# Our media and B2B portals: chemeuropa.com



The leading worldwide portal for the chemical industry and its suppliers



**1.6 million** page impressions



**820,000** unique users



Languages: **English** and **French**



**25,000** subscribers (+ **35%** compared to previous year)



Target industries: **Chemistry** and **Laboratory**

# Our media and B2B portals: quimica.es



The leading Spanish-language portal for the chemical industry and its suppliers



**2 million** page impressions (+ **33%** compared to previous year)



**1.3 million** unique users



Language: **Spanish**



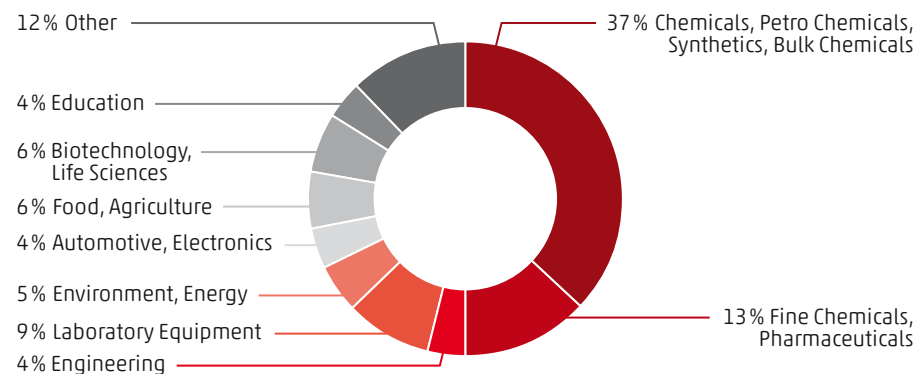
**20,000** subscribers



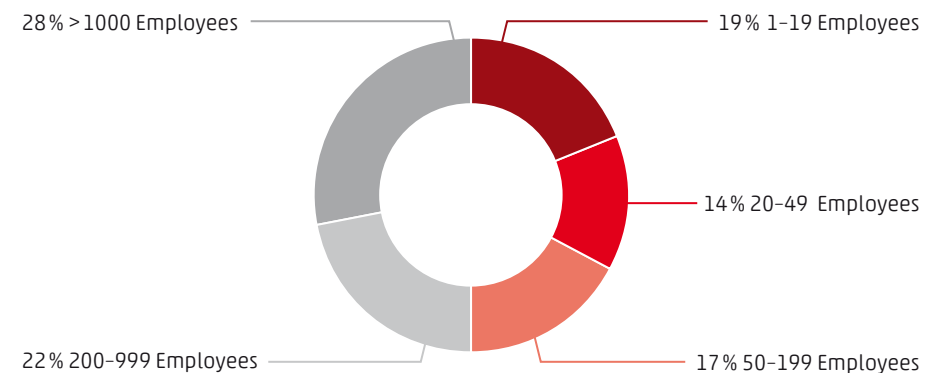
Target industries: **Chemistry** and **Laboratory**

# User analysis: chemie.de, chemeurope.com and quimica.es

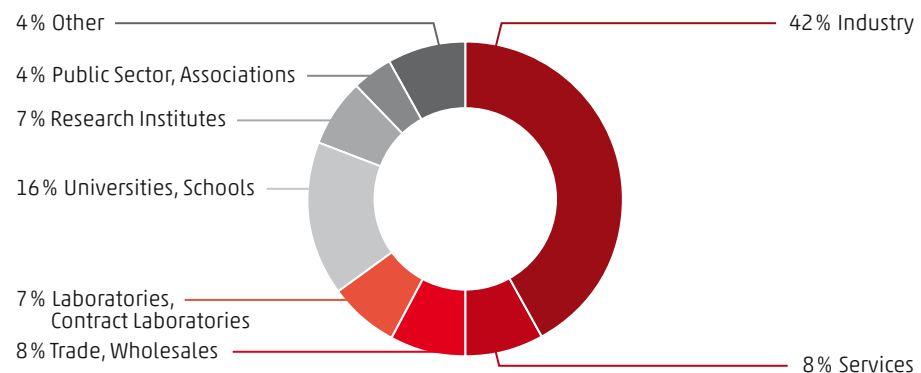
Sectoral coverage



Size of the enterprises



Types of enterprises



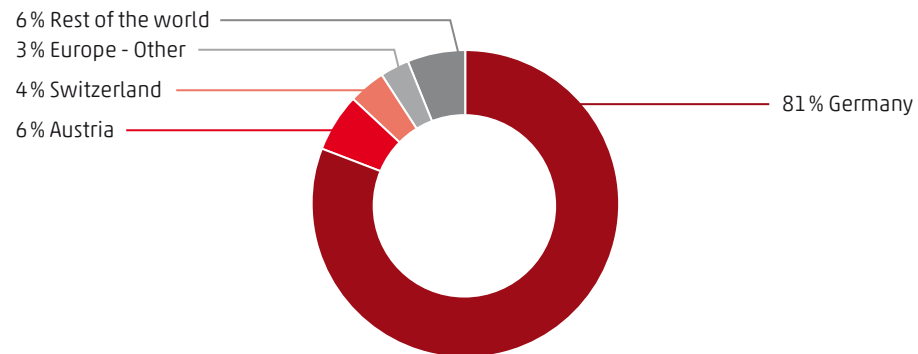
CHEMIE.DE

QUIMICA.ES

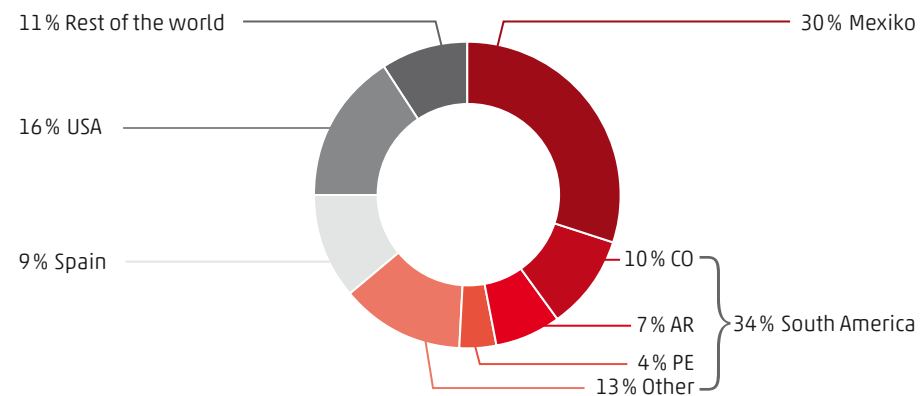
CHEMEUROPE.COM

# User analysis: chemie.de, chemeurope.com and quimica.es

Geographic origin of chemie.de visitors

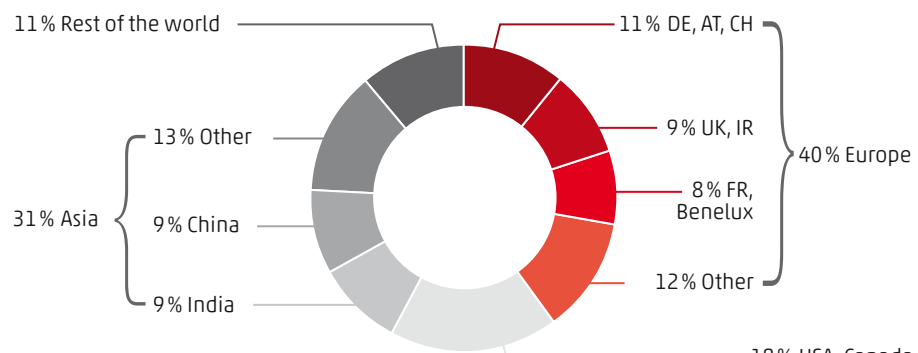


Geographic origin of quimica.es visitors



CO = Colombia; AR = Argentina; PE = Peru

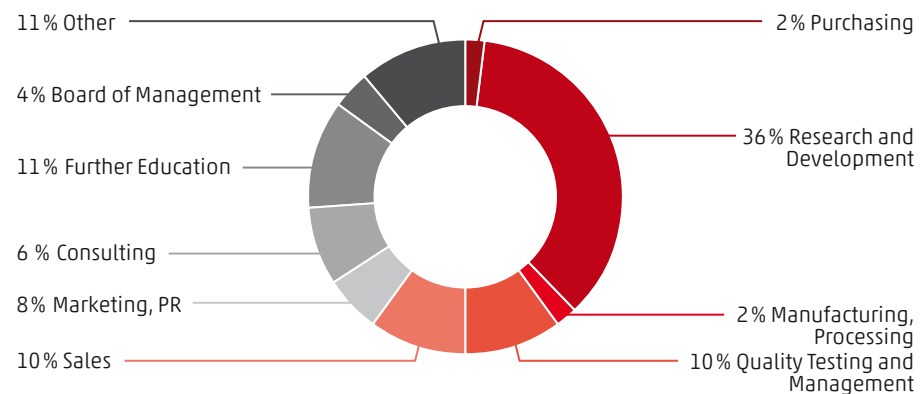
Geographic origin of chemeurope.com visitors



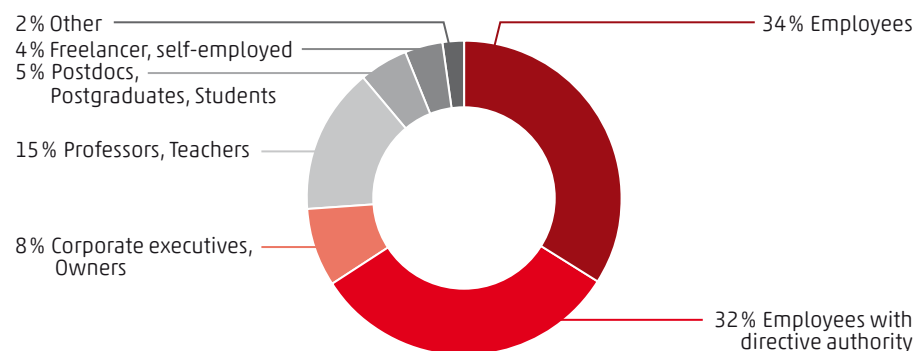
DE= Germany; AT= Austria; CH = Switzerland; UK = Great Britain; IR = Ireland; FR = France

# User analysis: chemie.de, chemeurope.com and quimica.es

## Task areas



## Professional status



CHEMIE.DE

QUIMICA.ES

CHEMEUROPE.COM

# Our media and B2B portals: bionity.com



The leading worldwide portal for the life science industry and its suppliers



**2 million** page impressions



**1.05 million** visitors



Languages: **German, English, French, Spanish**



**31,000** newsletter subscribers as well as **1,400** jobletter subscribers



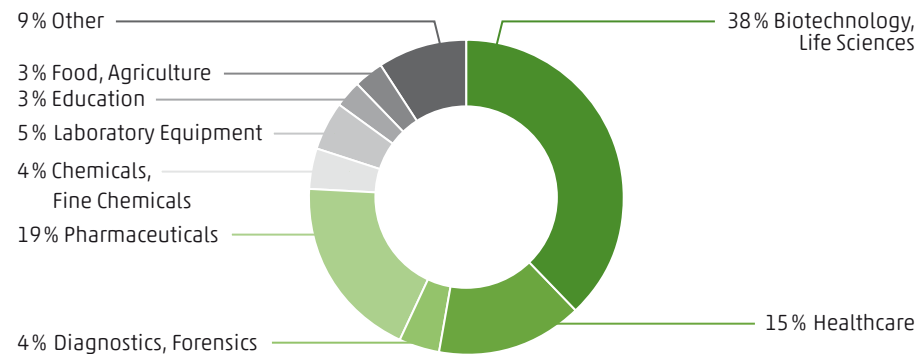
**NEW:** newsletter to 5.000 Spanish-speaking subscribers



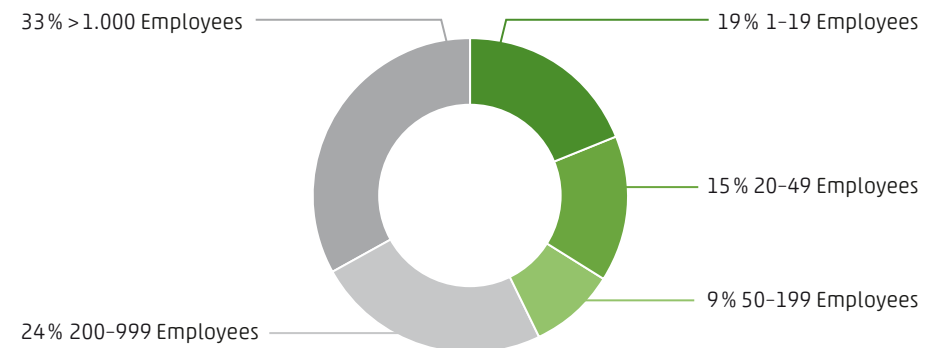
Target industries: **Life Sciences** and **Pharma**

# User analysis: bionity.com

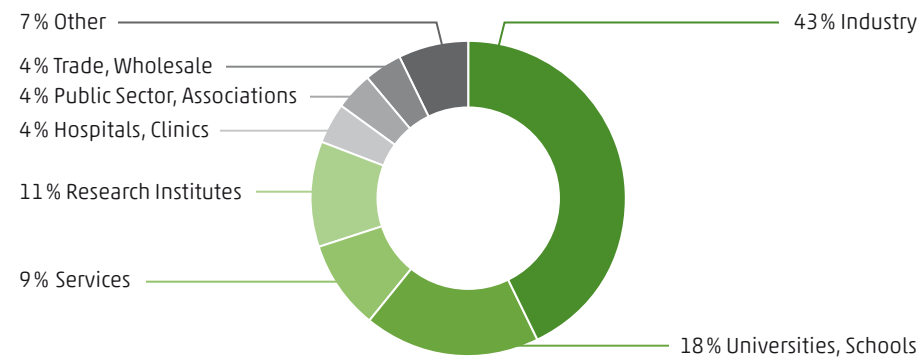
Sectoral coverage



Size of the enterprises

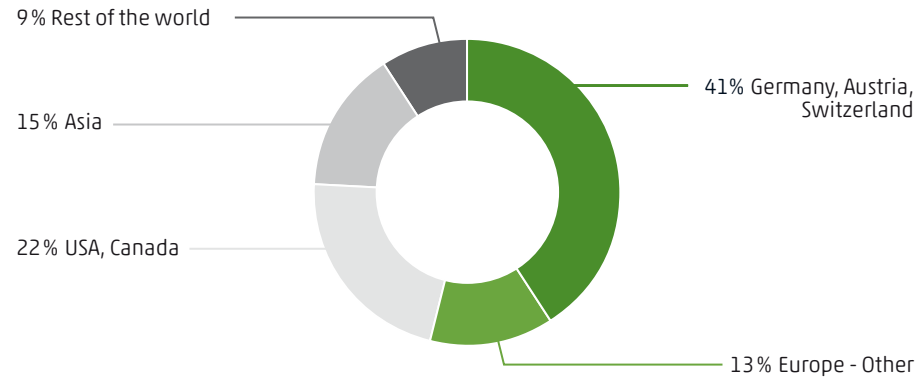


Types of enterprises

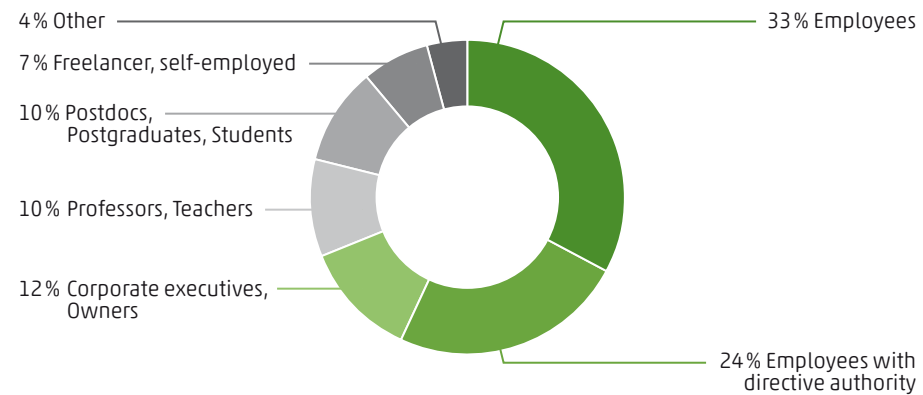


# User analysis: bionity.com

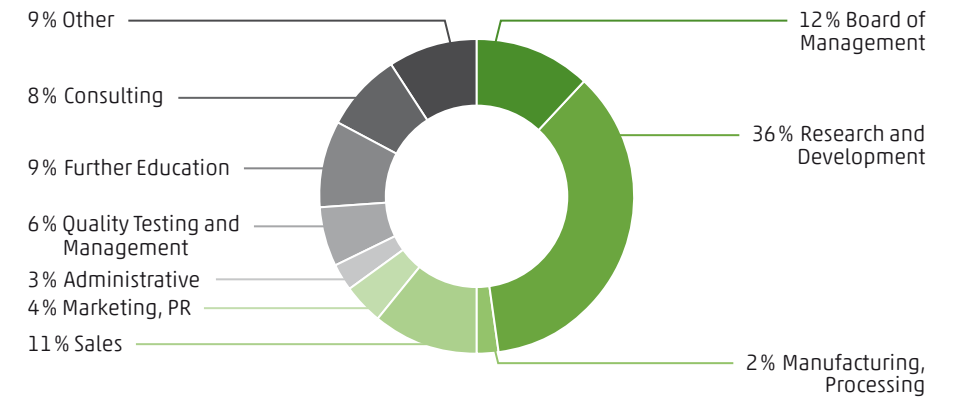
Geographic origin of bionity.com visitors



Professional status



Task areas





# Our media and B2B portals: analytica-world.com



The industry portal of analytica, the International Trade Fair for Laboratory Technology, Analysis and Biotechnology



250,000 page impressions



130,000 visitors



Languages: **German** and **English**



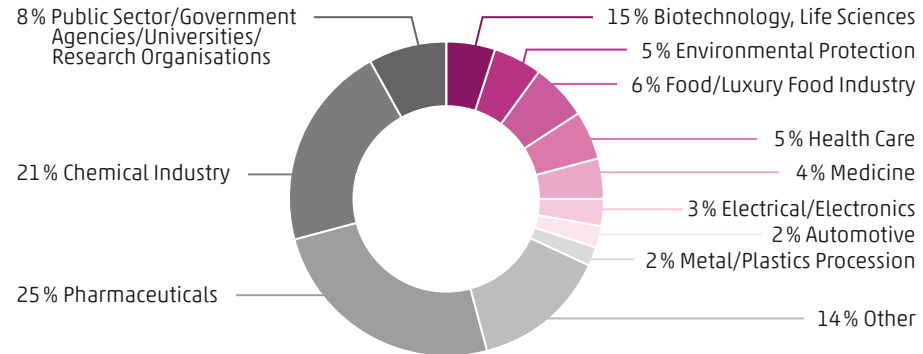
15,500 subscribers



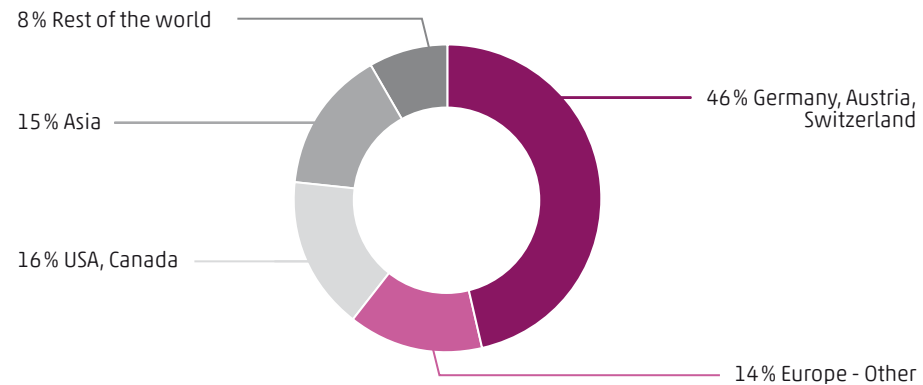
Target industries: **Laboratory**, **Analytics** and **Biotech**

# User analysis: analytica-world.com

Visitors according to branches of industry



Geographic origin of analytica-world.com visitors



Decision makers



# Our media and B2B portals: yumda.de / yumda.com



The leading worldwide portal for the food & beverage industry and its suppliers



750,000 page impressions




360,000 visitors



Languages: **German, English** and **Spanish**



31,000 newsletter subscribers as well as 5,500 jobletter subscribers

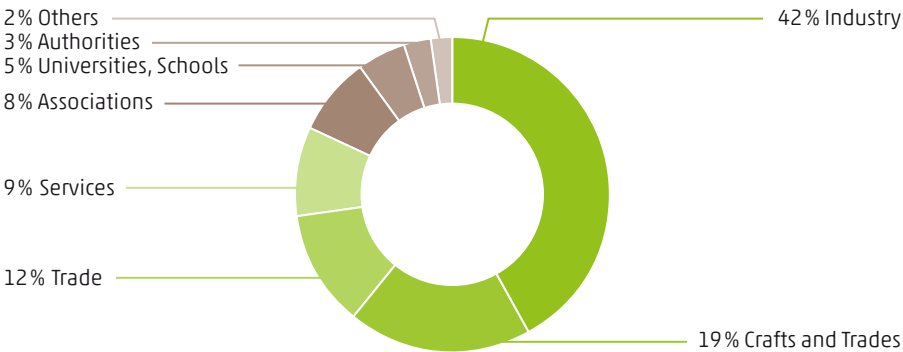
 **NEW:** newsletter to 5.000 Spanish-speaking subscribers



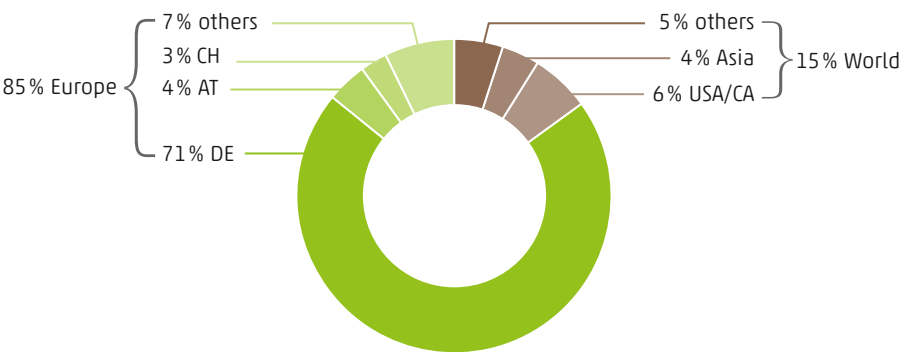
Target industries: **Food & Beverage**

# User analysis: yumda.de / yumda.com

Types of enterprises

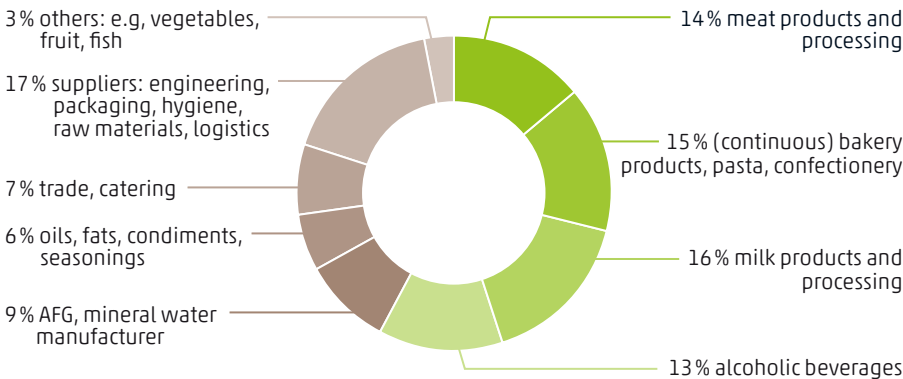


Geographic origin of yumda.de/yumda.com visitors



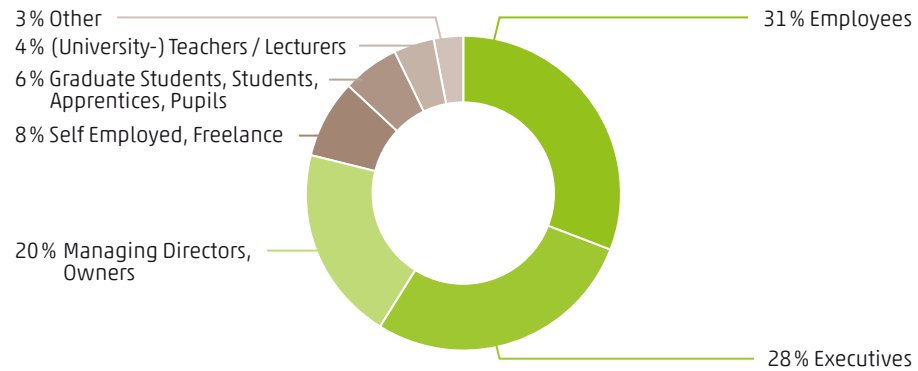
DE= Germany; AT= Austria; CH = Switzerland; CA = Canada

Sectoral coverage

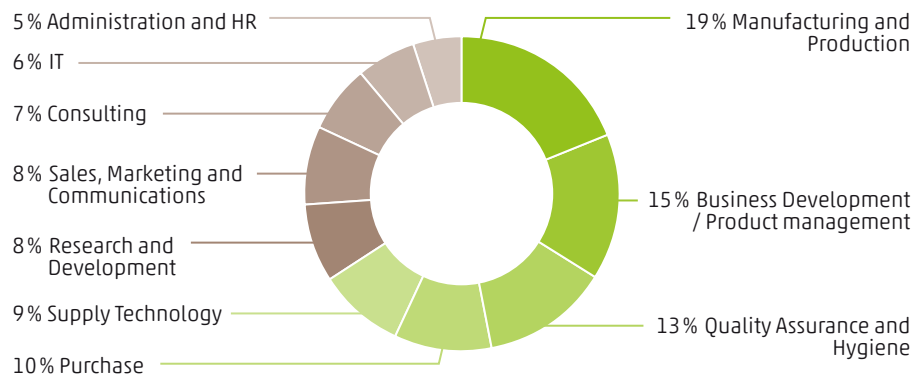


# User analysis: yumda.de / yumda.com

## Professional status



## Task areas





Our services



# Your marketing tasks - our services

Which challenge  
do you want to master?

Launch a new product

Invitation to a trade fair booth

Generate sales leads

Increase brand awareness



These types of advertising  
match your challenge

More online  
[go.lumitos.com/m214](https://go.lumitos.com/m214)

- Product Presentation
- Software Presentation
- Service Presentation
- Banner Advertising
- Stand-Alone Mailing
- Key Topics
- Trade fair Preview

- Trade Fair Preview
- Banner Advertising
- Stand-Alone Mailing
- Newsletter Advertising

- Product Presentation
- Software Presentation
- Service Presentation
- Catalogue Presentation
- White Papers & Application Notes
- Stand-Alone Mailing
- Key Topics
- Trade Fair Preview

- Company Presentation
- Banner Advertising
- Stand-Alone Mailing
- Key Topics
- Product Presentation
- Software Presentation
- Service Presentation
- Catalogue Presentation
- Newsletter Advertising

With these services  
we support you  
with your challenge

More online  
[go.lumitos.com/m215](https://go.lumitos.com/m215)

- Online marketing consulting
- Develop online campaigns
- Sales lead generation
- E-Mail marketing
- SEA & SEO
- Online media planning
- Create online advertisements
- Place online advertisements
- Analyses & performance monitoring

- Develop online campaigns
- Place online advertisements
- E-Mail marketing
- Online media planning
- Create online advertisements

- Online marketing consulting
- Develop online strategies and campaigns
- Sales lead generation
- E-Mail marketing
- Content marketing
- Create website / e-shop
- SEA & SEO
- Online media planning
- Create online advertisements
- Place online advertisements
- Analyses & performance monitoring
- Online marketing workshops

- Online marketing consulting
- Develop online strategies and campaigns
- E-Mail marketing
- Create website / e-shop
- SEA & SEO
- Online media planning
- Create online advertisements
- Place online advertisements
- Analyses & performance monitoring

# Your marketing tasks - our services

Which challenge  
do you want to master?

Gain new customers

Send marketing e-mails

Invitation to a webinar

More visitors for my website



These types of advertising  
match your challenge

More online  
[go.lumitos.com/m214](https://go.lumitos.com/m214)

With these services  
we support you  
with your challenge

More online  
[go.lumitos.com/m215](https://go.lumitos.com/m215)

- Product Presentation
- Software Presentation
- Service Presentation
- Catalogue Presentation
- White Papers & Application Notes
- Stand-Alone Mailing
- Key Topics
- Trade Fair Preview

- Online marketing consulting
- Develop online strategies and campaigns
- Sales lead generation
- Content marketing
- Create website / e-shop
- SEA & SEO
- Online media planning
- Create online advertisements
- Place online advertisements
- Analyses & performance monitoring

- Stand-Alone Mailing

- Online marketing consulting
- Develop online strategies
- E-Mail marketing
- Edit e-mail addresses
- Analyses & performance monitoring
- Online marketing workshops

- Stand-Alone Mailing
- Newsletter Advertising

- Develop online campaigns
- E-Mail marketing
- Online media planning
- Create online advertisements
- Place online advertisements

- Company Presentation

- Develop online campaigns
- E-Mail marketing
- Create website / e-shop
- SEA & SEO
- Online media planning
- Place online advertisements



# Your marketing tasks - our services

Which challenge  
do you want to master?

Find new employees

Understand online marketing

Create a website or e-shop

Develop a marketing strategy



These types of advertising  
match your challenge

More online  
[go.lumitos.com/m214](https://go.lumitos.com/m214)

- Job Ads
- Banner Advertising
- Company Presentation

With these services  
we support you  
with your challenge

More online  
[go.lumitos.com/m215](https://go.lumitos.com/m215)

- Online marketing consulting
- Develop online strategies
- Analyses & performance monitoring
- Online marketing workshops

- Online marketing consulting
- Develop online strategies
- Create website / e-shop
- Analyses & performance monitoring
- Online marketing workshops

- Online marketing consulting
- Develop online strategies

Place online advertisements



# Company Presentation

LUMITOS's B2B portals are visited by more than 7 million B2B users every year. Many of these search for suppliers and products. A Company Presentation ensures that your company is reliably found. Our experts will tag your Company Presentation with the right keywords and synonyms. It gives potential customers a quick overview of your company. By clicking the link to your website, they can get more comprehensive information.

## Your benefits

- You strengthen your visibility with potential new customers, whose orders you have missed so far
- Your company will be found on our portals and on Google as easy as child's play
- This way you win visitors to your website, more sales leads and new customers
- You'll use less of your budget compared with other forms of advertising, such as Google Ads

## Performance features

- Corporate video, location map, company certifications, trade fair participations etc.
- We'll tag and index your Company Presentation so prospective customers can easily find it
- Your most important brands names
- Links in the Company Presentation to further information about your company, such as Product Presentations, White Papers and news items
- Call tracking: We'll record the phone calls generated by the Company Presentation
- Performance figures let you experience your success at any time

## Recommended for

- Increase brand awareness
- More visitors for my website
- Find new employees



More online  
[go.lumitos.com/m201](https://go.lumitos.com/m201)



**970 EUR**  
for 12 months

# Stand-Alone Mailing

We at LUMITOS have disseminated over 360 Stand-Alone Mailings (direct e-mails or mail shots) for our customers. That's why we know how to attract the undivided attention of our more than 150,000 newsletter subscribers. Any week you wish, we'll send out your Stand-Alone Mailings to our readers containing only your own message. And, to make it even more successful, we can add your list of e-mail addresses to the recipients. This lets you reach many more potential customers fast, directly and without much effort.

## Your benefits

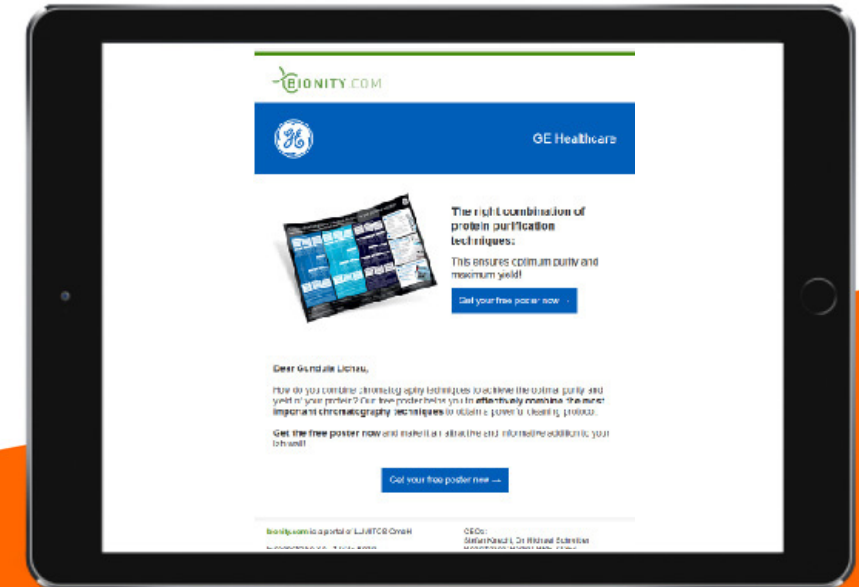
- You'll generate attention and visibility in the shortest possible time
- You'll generate sales leads with a suitable landing page
- Without much effort you can also inform your own prospective and existing customers

## Performance features

- Based on your texts and images, we'll create an inspiring and effective e-mail in your corporate design
- We'll offer you suggestions on how to increase the impact of your e-mail
- We'll develop a subject line that prompts the recipients to open your e-mail
- To optimize how the e-mail is displayed, we'll test it with the most common clients
- For an optimal opening rate, we'll send your e-mail out at the right time of the day
- You'll receive meaningful performance figures reveal the success of the e-mail

## Recommended for

- Launch a new product
- Invitation to a trade fair booth
- Increase brand awareness
- Generate sales leads
- Invitation to a webinar
- Gain new customers



**500 EUR**  
per 1,000 recipients

More online

[go.lumitos.com/m211](https://go.lumitos.com/m211)



# Banner Advertising

## New banner format: Billboard Banner

The LUMITOS portals offer you a high-quality B2B advertising environment to successfully increase the visibility of your products and brands. We'll recommend the banner format that matches your objectives. Geographical and topical targeting direct your banners precisely at your target groups, thus minimizing waste on users that don't matter to you. We'll count the clicks on your banner, so your success is transparent. This allows you to see how well your advertising message is received in your target market.

## Your benefits

- Geotargeting and topical targeting minimize wasting budget on users that don't matter to you
- For a fraction of the cost, you can achieve measurably more views than with print ads
- There is no flat monthly rate, only actual screen impressions are chargeable

## Performance features

- Placement of your banner with geotargeting and topical targeting
- Minimum order size of 40,000 ad impressions
- Banner linked to your website or landing page
- Performance figures: monthly reports and final report containing ad impressions, clicks and click rates

## Recommended for

- Launch a new product
- Invitation to a trade fair booth
- Find new employees
- Increase brand awareness



from 3,400 EUR

All ad formats and prices

[go.lumitos.com/m210](https://go.lumitos.com/m210)



# Product Presentation

A Product Presentation on the B2B portals of LUMITOS puts your product into the spotlight on a stage where it can enthuse more than 7 million users. You'll gain new customers in a short time. Put your faith in our 20 years of experience with successful B2B portals. Our online performance figures make the successes you have with your Product Presentation transparent and tangible.

## Your benefits

- You'll get high quality sales leads
- You'll gain new customers
- You'll achieve impressive results with little effort

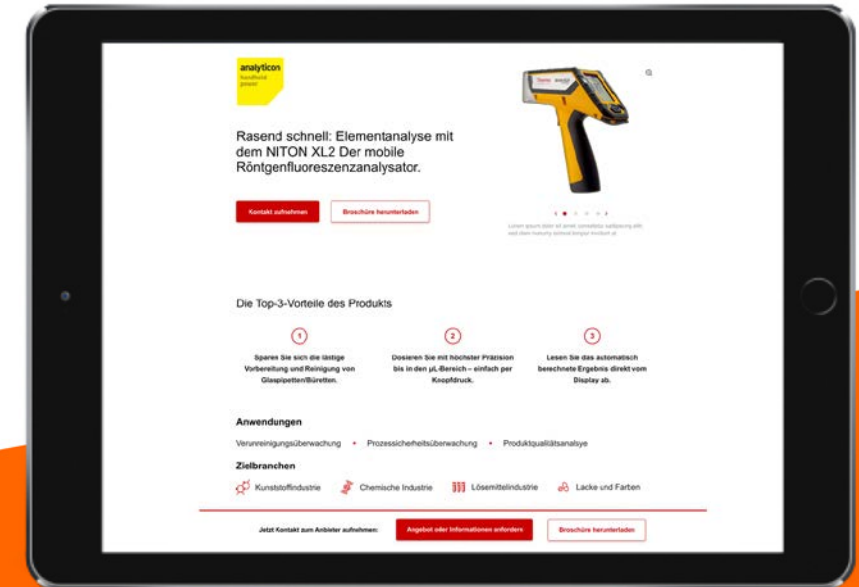
## Performance features

- Present your product and highlight 3 top advantages or benefits
- Five photos help to convey a positive impression
- A video shows your product in action
- A product brochure allows potential customers to download comprehensive information
- Your product is introduced in three newsletter editions
- Performance figures let you experience the success of your presentation
- Translation English to German included

## Recommended for

- Launch a new product
- Increase brand awareness
- Generate sales leads
- Gain new customers

New design from January 2020



**1,120 EUR**  
for 12 months

More online

[go.lumitos.com/m202](https://go.lumitos.com/m202)



# Catalogue Presentation

A Catalogue Presentation on the B2B portals of LUMITOS puts your catalogue into the spotlight on a stage where it is noticed and enthuses potential customers. You'll gain new customers in a short time. Put your faith in our 20 years of experience with successful B2B portals. Our online performance figures make the successes you have with your Catalogue Presentation transparent and tangible.

## Your benefits

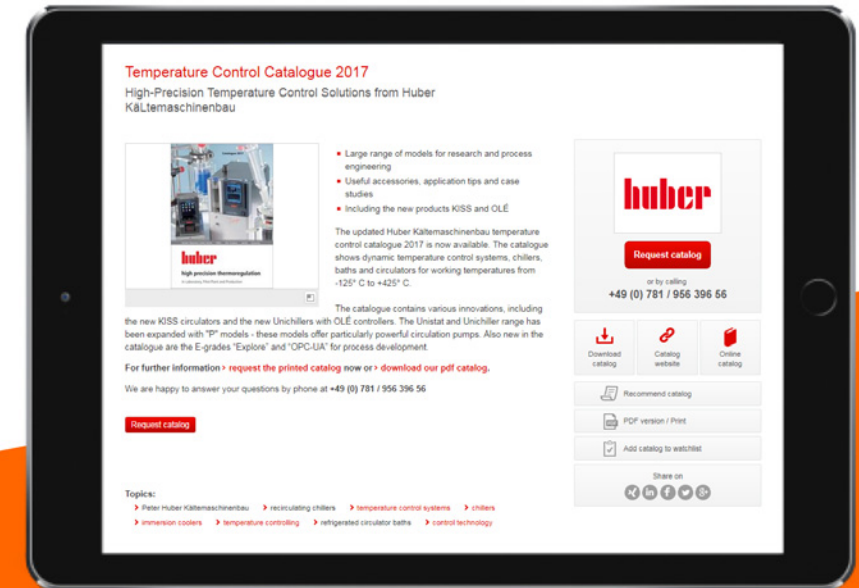
- You'll get high quality sales leads
- You'll gain new customers
- You'll make your product portfolio known with little effort

## Performance features

- Present your catalogue and describe its benefits
- Five photos help to convey a positive impression
- Potential customers can download your catalogue immediately as a PDF file
- Your product is introduced in three newsletter editions
- Performance figures let you experience the success of your presentation
- Translation English to German included

## Recommended for

- Increase brand awareness
- Generate sales leads
- Gain new customers



**1,120 EUR**  
for 12 months

More online

[go.lumitos.com/m203](https://go.lumitos.com/m203)





# Service Presentation

## Recommended for

- Launch a new product
- Increase brand awareness
- Generate sales leads
- Gain new customers

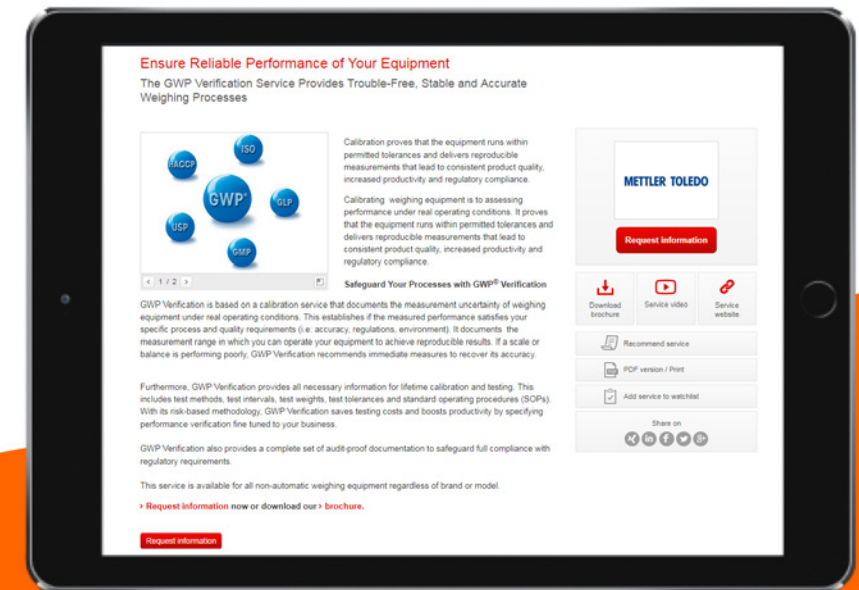
A Service Presentation on the B2B portals of LUMITOS puts your service into the spotlight on a stage where it can enthuse more than 7 million users. You'll gain new customers in a short time. Put your faith in our 20 years of experience with successful B2B portals. Our online performance figures make the successes you have with your Service Presentation transparent and tangible.

## Your benefits

- You'll get high quality sales leads
- You'll gain new customers
- You'll achieve impressive results with little effort

## Performance features

- Present your service and describe its benefits
- Five photos help to convey a positive impression
- A video explains your service
- A service brochure allows potential customers to download comprehensive information
- Your service is introduced in three newsletter editions
- Performance figures let you experience the success of your presentation
- Translation English to German included



**1,120 EUR**  
for 12 months

More online

[go.lumitos.com/m204](https://go.lumitos.com/m204)





# Software Presentation

A Software Presentation on the B2B portals of LUMITOS puts your software into the spotlight on a stage where it can enthuse more than 7 million users. You'll gain new customers in a short time. Put your faith in our 20 years of experience with successful B2B portals. Our online performance figures make the successes you have with your Software Presentation transparent and tangible.

## Your benefits

- You'll get high quality sales leads
- You'll gain new customers
- You'll achieve impressive results with little effort

## Performance features

- Present your software and describe its benefits
- Five photos help to convey a positive impression
- A video shows your software in action
- A software brochure allows potential customers to download comprehensive information
- Your software is introduced in three newsletter editions
- Performance figures let you experience the success of your presentation
- Translation English to German included

## Recommended for

- Launch a new product
- Increase brand awareness
- Generate sales leads
- Gain new customers



**1,120 EUR**  
for 12 months

More online

[go.lumitos.com/m205](https://go.lumitos.com/m205)



# White Papers & Application Notes

## Recommended for

- Generate sales leads
- Gain new customers

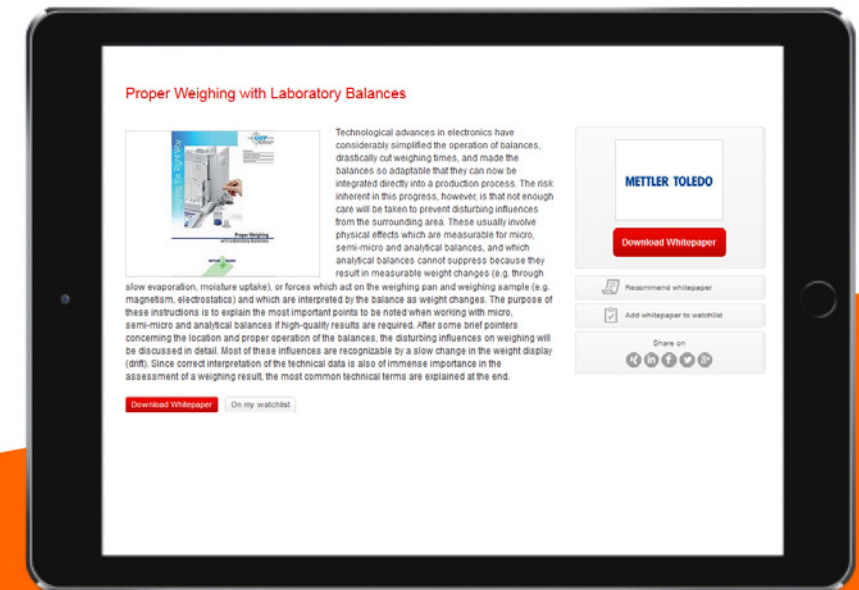
On the LUMITOS B2B portals with their 7 million users, keenly interested readers search for white papers and application notes that explain techniques and applications like yours. Your expertise will impress potential customers and lead to valuable sales leads. Our transparent online performance figures let you experience how successful your white papers and application notes have been.

## Your benefits

- You'll get high quality sales leads
- You'll position yourself and your company as an expert in your specialist field
- Once written and placed online, your content generates sales leads again and again

## Performance features

- We'll present your white paper as a PDF for download and thereby generate sales leads
- Up to five photos increase the appeal of your white paper
- We'll tag and index your white paper so prospective customers can easily find it
- We'll refer to your white paper in three newsletter editions
- Performance figures let you experience your success at any time



More online

[go.lumitos.com/m206](https://go.lumitos.com/m206)



**970 EUR**  
for 12 months

# Newsletter Advertising

LUMITOS disseminates more than 600 B2B newsletters every year. This diversity is unique in the industry and gives you maximum flexibility for your newsletter advertising. Every week, there are several opportunities to place your advertising message at short notice. And this without additional effort for you, if a Product or Catalogue Presentation of yours is already online on the LUMITOS portals.

## Your benefits

- Newsletter advertising allows you to stimulate demand for your products and services
- You'll reach up to 150,000 newsletter subscribers and get your message across swiftly
- Instantly effective advertising you can order for each week's newsletter edition

## Performance features

- Instantly effective advertising you can order for each week's newsletter edition

## Recommended for

- Invitation to a trade fair booth
- Invitation to a webinar



**from 50 EUR**  
per 1,000 recipients

All ad formats and prices  
[go.lumitos.com/m209](https://go.lumitos.com/m209)



# Key Topic

We at LUMITOS have run B2B portals for 20 years, so we know what users look for. This is why we offer special focuses on subjects that interest our users particularly. In these Key Topics, we bring together all relevant information in an appealing, clearly structured form. If you participate with your product, service, white paper or catalogue, you'll reach potential customers who are looking for solutions in this specific field of interest.

## Your benefits

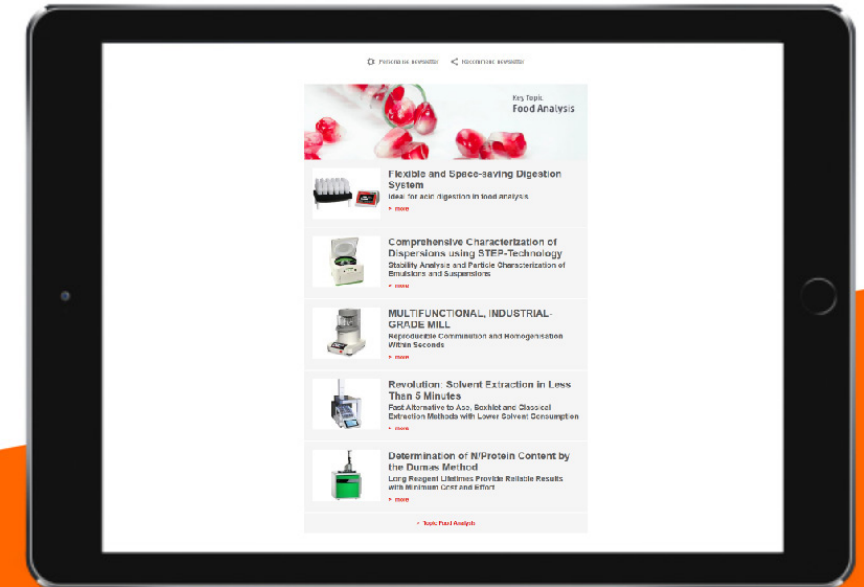
- You'll be present on the B2B portals where your competitors are as well
- You'll gain high-quality sales leads from users with a real interest in purchasing
- No extra work for you if you have an existing presentation on our portals

## Performance features

- Your presentation is in the Key Topic for 3 months
- Various measures of ours on the portals to advertise the Key Topic
- A reference to your presentation in a topical special edition of our newsletters
- Premium package: an additional reference in our newsletters
- Premium package: appearance on the main page of the Key Topic on a large revolving stage with image and short text
- Performance figures let you experience your success at any time

## Recommended for

- Launch a new product
- Increase brand awareness
- Generate sales leads
- Gain new customers



**1,200 EUR**  
Key Topic Premium

More online

[go.lumitos.com/m207](https://go.lumitos.com/m207)



# Key Topics 2019

Participate in these Key Topics in 2020 with your product, service, white paper or catalogue:



chemie.de  
chemeurope.com  
quimica.es



bionity.com



analytica-world.com



yumda.de  
yumda.com

February	analytica Preview	analytica Preview	analytica Preview	
May	Laboratory Digitisation	Laboratory Digitisation	Laboratory Digitisation	
September	Particle Analysis		Particle Analysis	
October	Spectroscopy	Spectroscopy	Spectroscopy	Food Analysis: NIR Spectroscopy
November	Chromatography	Chromatography	Chromatography	

# Trade Fair Preview to analytica 2020

At LUMITOS, we know from running our B2B portals and from our close collaborations with leading trade fair companies how visitors get informed ahead of trade fairs. We therefore offer online Trade Fair Previews for the most important such events in your industry. These contain all relevant information for visitors in an appealing and easy-to-use form. When you present your products and services in a Trade Fair Preview, you'll reach potential customers when they are preparing for their visit.

## Your benefits

- You'll make the investment into your trade fair appearance worthwhile as you'll attract more visitors to your booth
- You'll show potential customers in detail why it makes sense to visit to your booth
- No extra work for you if you already have a presentation on the LUMITOS portals

## Performance features

- Your presentation is in the Trade Fair Preview for 3 months
- Various measures on our portals to advertise the Trade Fair Preview
- A reference to your presentation in a trade fair special edition of our newsletters
- Premium package: an additional reference to your presentation in our newsletters
- Premium package: appearance on the main page of the Trade Fair Preview with an image and short text on a large revolving stage
- Performance figures let you experience your success at any time

## Recommended for

- Invitation to a trade fair booth
- Launch a new product
- Generate sales leads
- Gain new customers



**from 1,450 EUR**  
Trade Fair Preview

More online

[go.lumitos.com/m208](https://go.lumitos.com/m208)



# Job Ads

**Recommended for**

- Find new employees

Through five of its B2B portals, LUMITOS offers unique access to more than 7 million professionals and executives in the chemical, life science, food & beverage, lab equipment, analytics and pharmaceutical industries. Your job ad will not only yield candidates that are actively looking into the position you offer. What sets us apart from other job portals is that your online ad is also seen by professionals who are not actively searching but open-minded about a career move. This expands your pool of potential candidates, generating more applications from applicants who are suitable.

## Your benefits

- You'll invest your budget wisely: your job ad reaches candidates who are suitable
- You'll fill vacancies faster
- You'll be spared many applications from candidates who are unsuitable

## Performance features

- Your Job Ad will stimulate user interest for 8 weeks
- We'll create the ad in your corporate design
- Depending on your target group, your ad will appear in up to 5 portals
- Your Job Ad will be contained in up to 3 job bulletin issues
- Reboost: your ad will be refreshed after 4 weeks
- Performance figures



**920 EUR**  
for 8 weeks

More online  
[go.lumitos.com/m212](https://go.lumitos.com/m212)



# Price list

## Company Presentation, see page 27

Company Presentation, per 12 months	970 €
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### Additional product options

Company Ad in the newsletter, for 6 issues	540 €
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## Stand-Alone Mailing, see page 28

Stand-Alone Mailing, per 1,000 recipients	500 €
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## Banner Advertising, see page 29<sup>1)</sup>

Leaderboard, per 1,000 recipients	85 €
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Medium Rectangle, per 1,000 recipients	95 €
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Wide Skyscraper, per 1,000 recipients	85 €
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Half Page Banner, per 1,000 recipients	120 €
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Billboard Banner, per 1.000 recipients	120 €
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Wallpaper Banner, per 1,000 recipients	175 €
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## Product Presentation, see page 30

Product Presentation, per 12 months	1,120 €
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### Additional product options

Product of the Week, for 1 week	780 €
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Product Highlight, for 4 weeks	640 €
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Product Reference in the newsletter, per issue	250 €
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Premium Key Topic, per 3 months	1,200 €
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Publication in additional channel, per 12 months	500 €
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## Catalogue Presentation, see page 31

Catalogue Presentation, per 12 months	1,120 €
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### Additional product options

Catalogue of the Week, for 1 week	780 €
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Catalogue Highlight, for 4 weeks	640 €
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Catalogue Reference in the newsletter, per issue	250 €
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Premium Key Topic, per 3 months	1,200 €
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Publication in additional channel, per 12 months	500 €
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1) For Banner Advertising a minimum of 40,000 ad impressions must be ordered.



# Price list

## Service Presentation, see page 33

Service Presentation, per 12 months	1,120 €
<b>Additional product options</b>	
Service of the Week, for 1 week	780 €
Service Highlight, for 4 weeks	640 €
Service Reference in the newsletter, per issue	250 €
Premium Key Topic, per 3 months	1,200 €
Publication in additional channel, per 12 months	500 €

## Software Presentation, see page 33

Software Presentation, per 12 months	1,120 €
<b>Additional product options</b>	
Software of the Week, for 1 week	780 €
Software Highlight, for 4 weeks	640 €
Software Reference in the newsletter, per issue	250 €
Premium Key Topic, per 3 months	1,200 €
Publication in additional channel, per 12 months	500 €

## White Papers & Application Notes, see page 34

White Paper / Application Note, per 12 months	970 €
<b>Additional product options</b>	
White Paper of the Week, for 1 week	780 €
White Paper Highlight, for 4 weeks	640 €
White Paper Reference in the newsletter, per issue	250 €
Premium Key Topic, per 3 months	1,200 €
Publication in additional channel, per 12 months	500 €

## Newsletter Advertising, see page 35

Ad Box, per 1,000 recipients <sup>2)</sup>	50 €
Panorama Ad, per 1,000 recipients <sup>2)</sup>	100 €
Company Ad, 6 Ausgaben	540 €
Newsletter Reference, per issue	250 €
Job Reference, per issue	250 €

2) A minimum of 3 newsletter issues must be ordered.

# Price list

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## Key Topics, see page 36

Standard Key Topic, per 12 months	600 €
Premium Key Topic, per 12 months	1,200 €

## Additional product options

Topic Highlight, per 3 months	640 €
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## Trade Fair Preview for analytica 2020, see page 38

Standard Trade Fair Preview, per 12 months	850 €
Premium Trade Fair Preview, per 12 months	1,450 €

## Job Ad, see page 39

Job Ad, for 8 weeks	920 €
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## Additional product options

Job of the Week, for 1 week	520 €
Job Reference in the newsletter, for 1 issue	250 €
Job Reboost, for 1 Job Ad	100 €

All prices + VAT. This price list is valid from January 1, 2020. Subject to changes in case of errors or necessary technological modifications. The legal venue is Berlin (Germany). German law is applicable.

Our customers



# Market leaders put their trust in us

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We make more than 1,900 customers more successful with online marketing

The logo for Merck, featuring the word "MERCK" in a stylized, blue, sans-serif font.The logo for analytikjena, featuring the word "analytikjena" in a red, sans-serif font, with "An Endress+Hauser Company" in a smaller, black, sans-serif font below it.The logo for VEGA, featuring the word "VEGA" in a bold, yellow, sans-serif font.The logo for sartorius, featuring a yellow dotted icon, followed by the word "sartorius" in a black, sans-serif font.The logo for Shimadzu, featuring a red square icon with a white cross inside, followed by the word "SHIMADZU" in a bold, black, sans-serif font, and "Excellence in science" in a smaller, black, sans-serif font below it.The logo for BMG Labtech, featuring a red star icon, followed by the words "BMG LABTECH" in a black, sans-serif font, and "The Microplate Reader Company" in a smaller, black, sans-serif font below it.The logo for Olympus, featuring the word "OLYMPUS" in a bold, blue, sans-serif font, with a yellow horizontal line below it.The logo for IE FOOD, featuring a red icon with a stylized 'E' inside, followed by the word "FOOD" in a black, sans-serif font.The logo for INTEGRA, featuring the word "INTEGRA" in a bold, black, sans-serif font, with a blue triangle icon to the right of the 'A'.The logo for eurofins, featuring a blue icon with a stylized 'e' inside, followed by the word "eurofins" in a blue, sans-serif font.The logo for Mettler Toledo, featuring the words "METTLER TOLEDO" in a bold, blue, sans-serif font.The logo for VICI, featuring the word "VICI" in a bold, black, sans-serif font, with a registered trademark symbol (®) to the right of the 'I'.The logo for Hopsteiner, featuring the word "Hopsteiner" in a green, sans-serif font, with a small green icon above the 'e' and "est. 1845" in a smaller, black, sans-serif font below it.The logo for ThermoFisher Scientific, featuring the words "ThermoFisher" in a red, sans-serif font, and "SCIENTIFIC" in a black, sans-serif font below it.The logo for Sandoz, featuring the word "SANDOZ" in a bold, blue, sans-serif font, with "A Novartis Division" in a smaller, black, sans-serif font below it.

Contact



# Contact

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## Online advertising sales advice:

Phone +49 30 965368-450  
E-mail [sales@lumitos.com](mailto:sales@lumitos.com)

## Online recruitment sales advice:

Phone +49 30 965368-44  
E-mail [karriere@lumitos.com](mailto:karriere@lumitos.com)

## Know how for your B2B online marketing:

Take a look at our blog  
[www.lumitos.com/en/blog](http://www.lumitos.com/en/blog)

# LUMITOS leads you to success with online marketing

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