

Media Kit **2024**

Market-Leading Online Media & Portals for B2B Markets



Chemistry Channel

chemie.de | chemeurope.com | quimica.es



Lab Channel

analytica-world.com



Life Science Channel

bionity.com



Food Channel

yumda.com

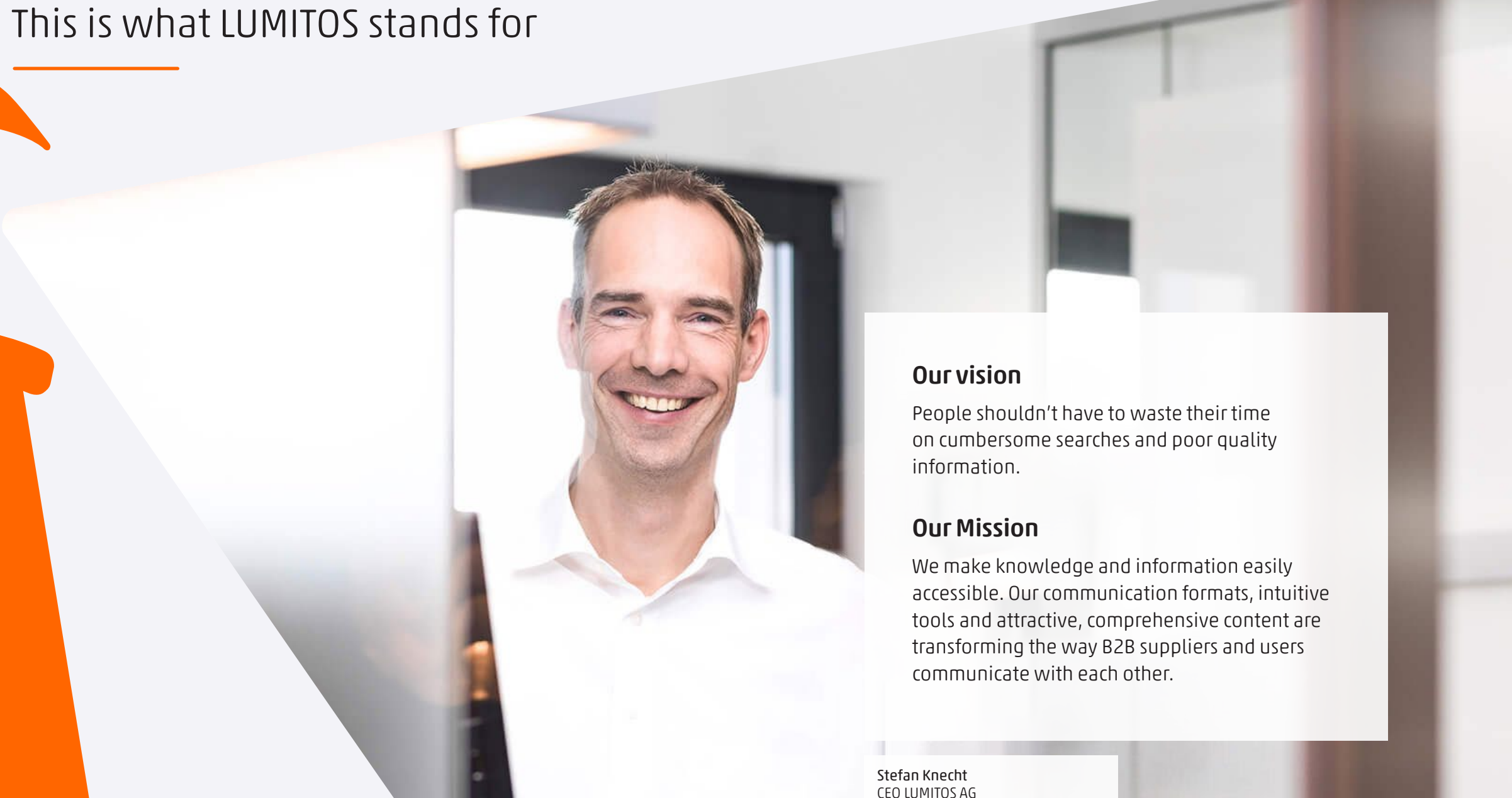
This is what you can expect in the Media Kit 2024

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About LUMITOS



This is what LUMITOS stands for

A portrait of Stefan Knecht, CEO of LUMITOS AG, smiling in an office setting. The background is a blurred office interior with glass partitions and warm lighting. On the left side of the image, there are large, stylized orange and white geometric shapes that resemble a funnel or a large arrow pointing upwards.

Our vision

People shouldn't have to waste their time on cumbersome searches and poor quality information.

Our Mission

We make knowledge and information easily accessible. Our communication formats, intuitive tools and attractive, comprehensive content are transforming the way B2B suppliers and users communicate with each other.

Stefan Knecht
CEO LUMITOS AG

We lead B2B companies and their staff to success with online marketing

From person to person - Our six market-leading B2B industry portals and newsletters ensure that over 17 million users and decision-makers from all over the world stay up-to-date and get comprehensive information about current industry developments.

You, our customer, are at the center - LUMITOS lets you contact your target group with pinpoint accurate online marketing measures. We learn from the facts and figures our online media deliver about what B2B users and decision-makers look for, what interests them and what inspires them. We combine these insights with industry knowledge and online marketing expertise to create a range of unique advertising products that offer greater visibility and reach in the industries relevant to you.

Our passion, heart and soul - We look forward to sharing our knowledge and expertise with you. Our employees are passionately committed to the success of industry and science, from mid-sized businesses to global corporations. For more than 20 years, we have been accompanying and advising B2B companies and connecting them with the right target groups for greater success.

We focus on your B2B target industries



Chemistry



Life Sciences



Laboratory



Pharma



Analytics



Food & Beverage

Top companies have confidence in online advertising with LUMITOS

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



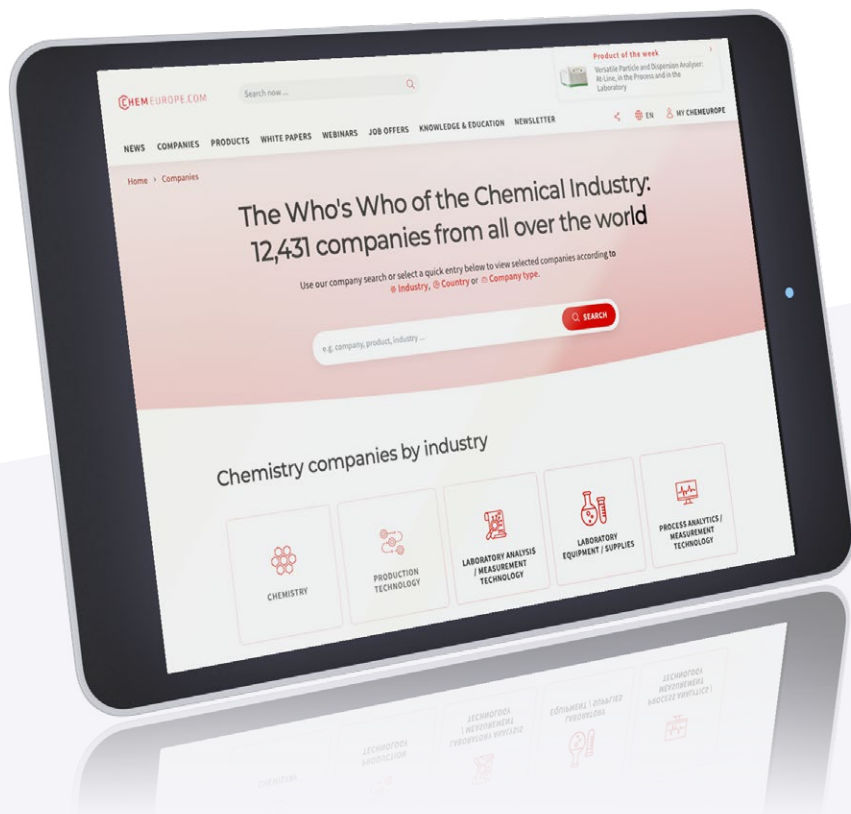
B2B media & portals
for your success



Our B2B online media & portals

				
Industry focus	Chemistry from Laboratory to Process	Life Sciences and Pharma	Food & Beverage	Laboratory- and Analysis Technology
Industry portals	Chemistry Channel chemie.de chemeurope.com quimica.es	Life Science Channel bionity.com	Food Channel yumda.com	Lab Channel analytica-world.com
Key data	30.6 million page Impressions / year 14.6 million visitors / year 60,500 newsletter subscribers	4.1 million page Impressions/ year 2.4 Mio. visitors / year 36,000 newsletter subscribers	790,000 page Impressions / year 380,000 visitors / year 21,500 newsletter subscribers	300,000 page Impressions / year 130,000 visitors / year 25,000 newsletter subscribers
Languages				

Chemistry-Channel: Targeting the chemical industry, from the lab to process



CHEMIE.DE

CHEMEUROPE.COM

QUIMICA.ES

The Chemistry Channel with its three leading international industry portals lets you target the chemical industry, from the lab to chemical processing.



30.6 million page Impressions (+38 % compared to previous year)



14.6 million visitors (+24 % compared to previous year)



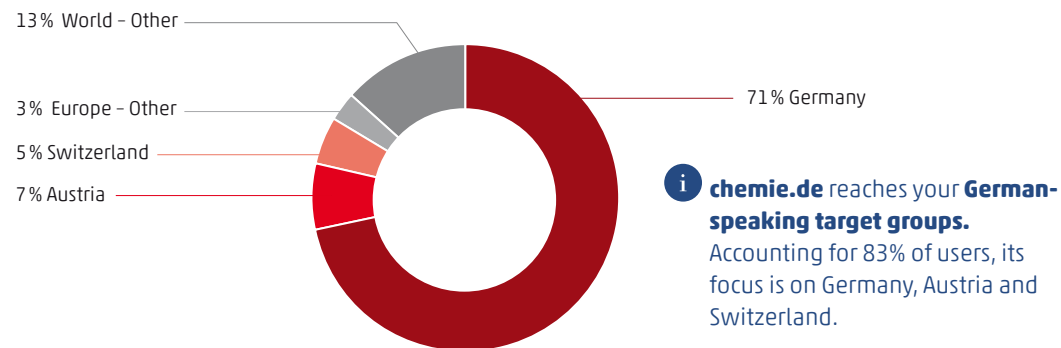
60,500 newsletter subscribers as well as **1,800** jobletter subscribers



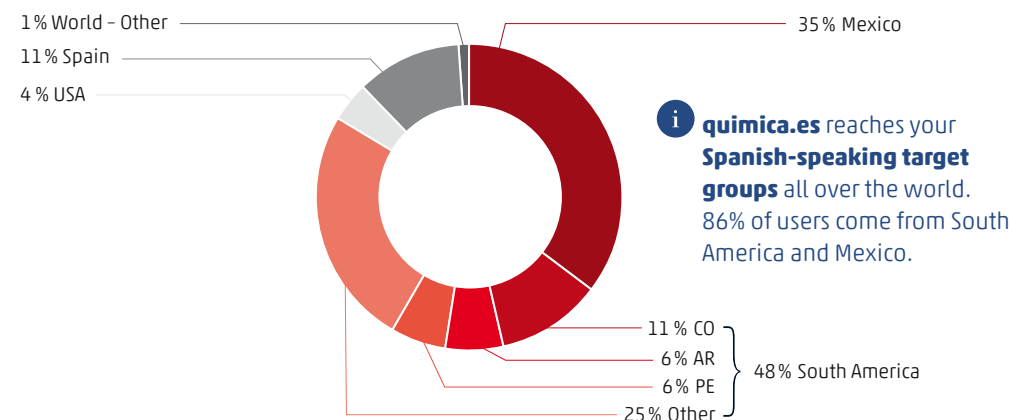
Languages: **German, English, French, Spanish**

User analysis **Chemistry Channel**

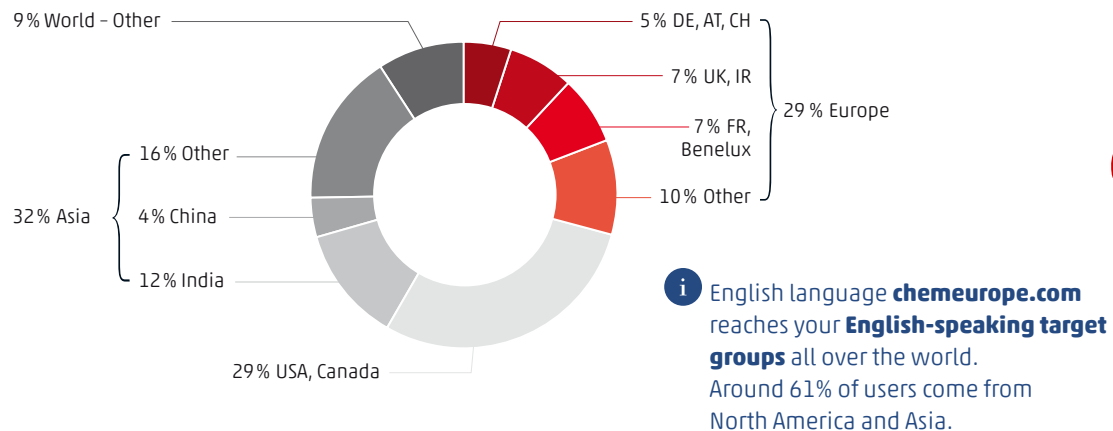
Geographic origin of **chemie.de** visitors



Geographic origin of **quimica.es** visitors



Geographic origin of **chemeuropa.com** visitors



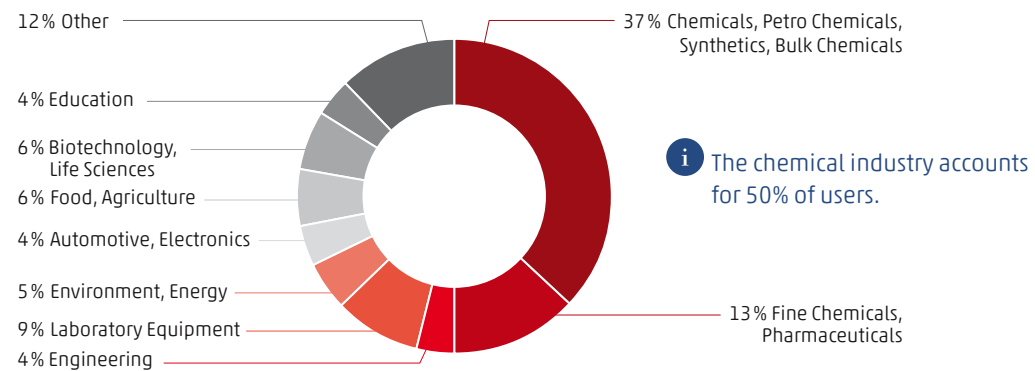
CHEMIE.DE

QUIMICA.ES

CHEMEUROPE.COM

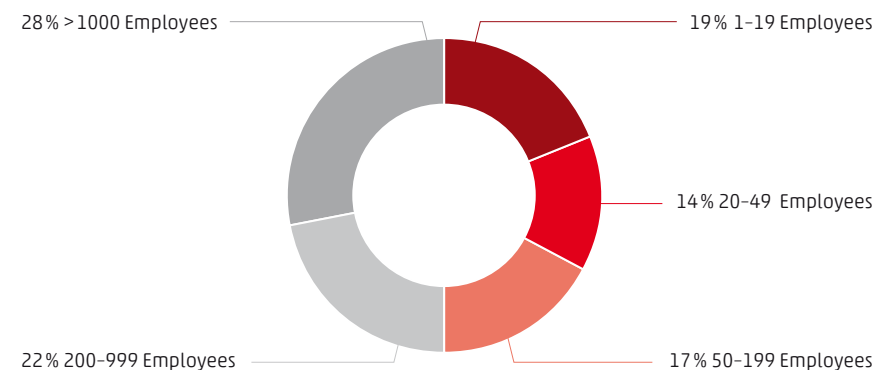
User analysis **Chemistry Channel**

Sectoral coverage

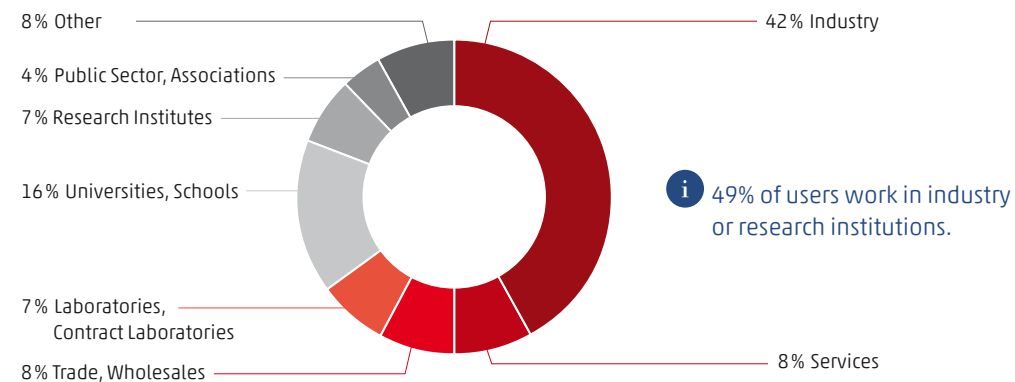


Size of the enterprises

i Due to a balanced distribution across all company sizes, you'll not miss out on any target group.

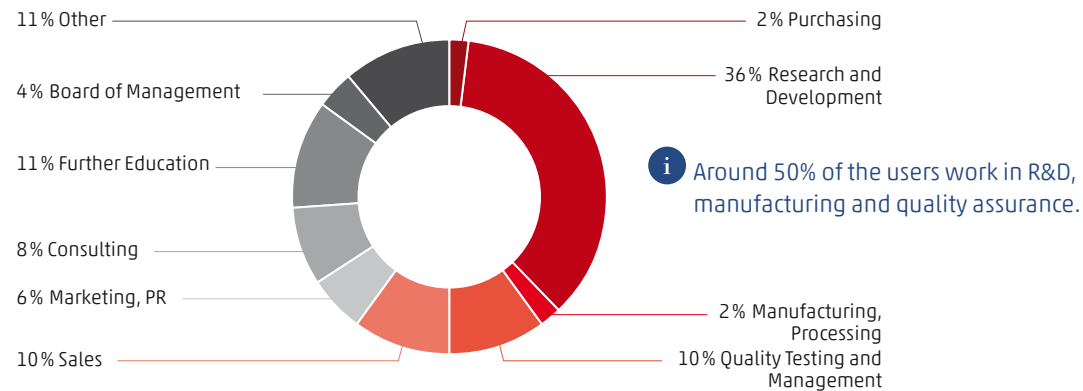


Types of enterprises

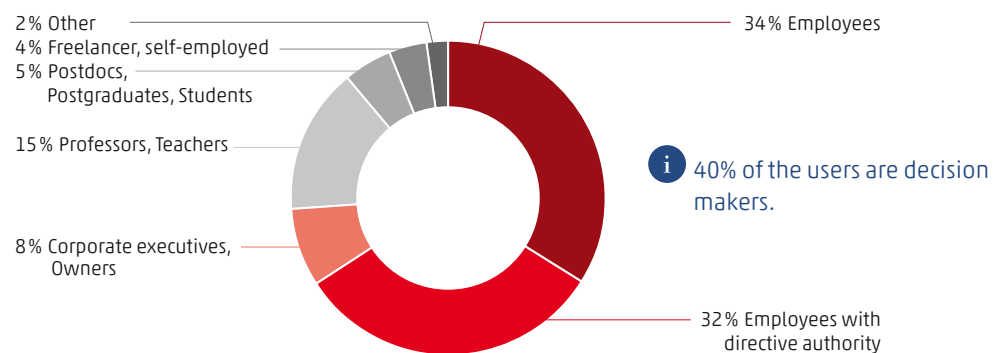


User analysis **Chemistry Channel**

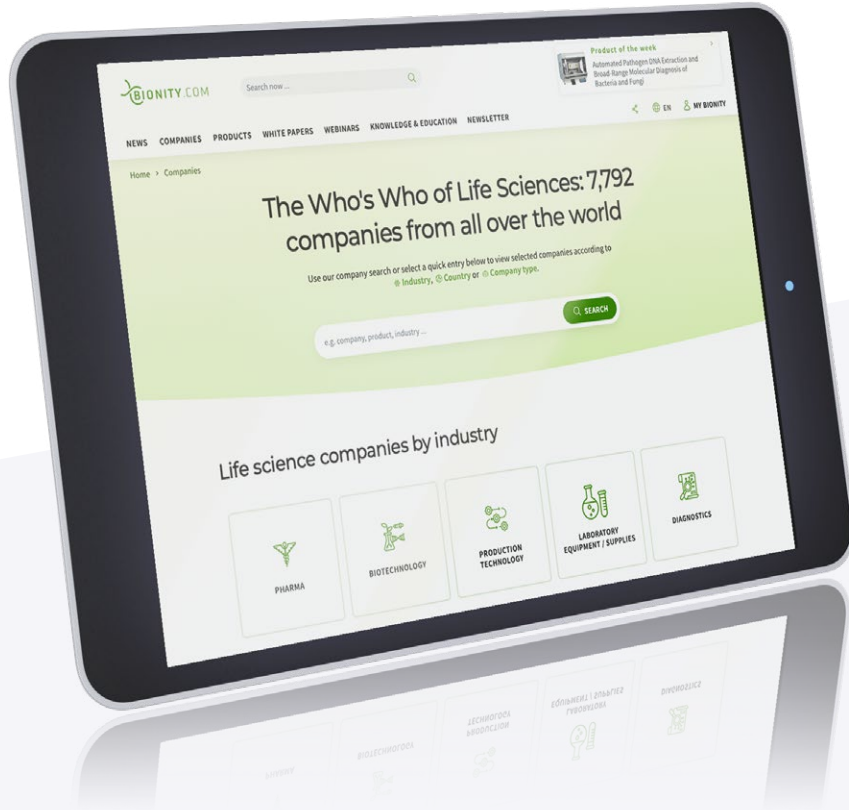
Task areas



Professional status



Life Science Channel: **The life science and pharma target industries**



The Life Science Channel with its leading international industry portal **bionity.com** lets you target the life science and pharmaceutical industries.



4.1 million page Impressions **(+58 % compared to previous year)**



2.4 million visitors **(+60 % compared to previous year)**



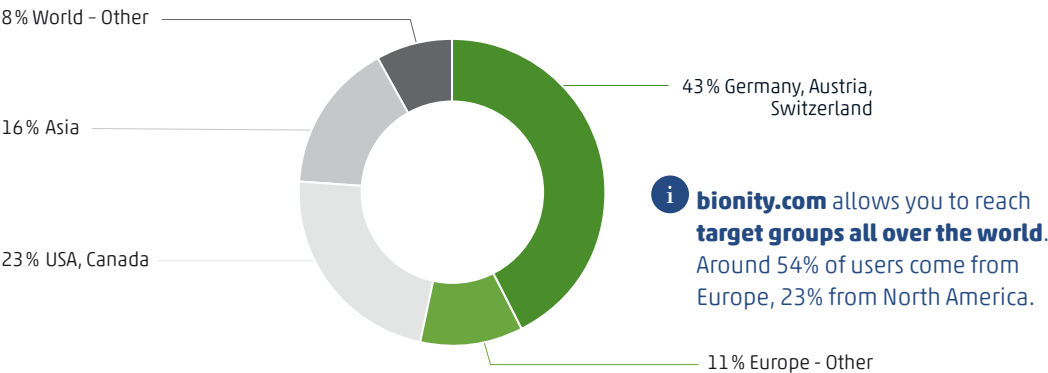
36,000 newsletter subscribers as well as **1,100** jobletter subscribers



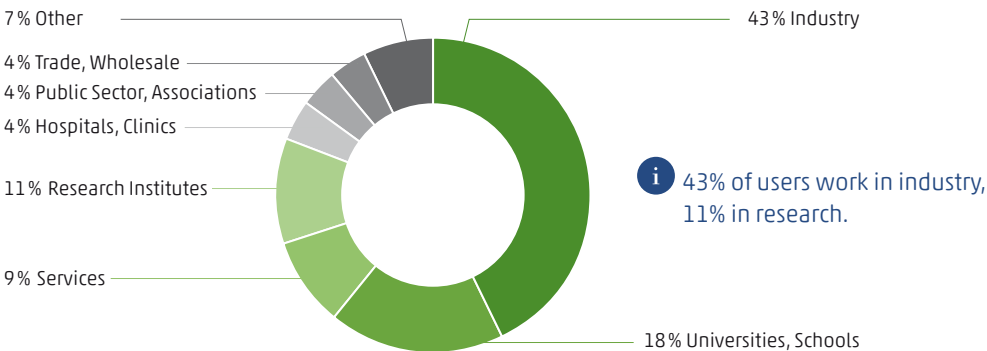
Languages: **German, English, French, Spanish**

User analysis Life Science Channel

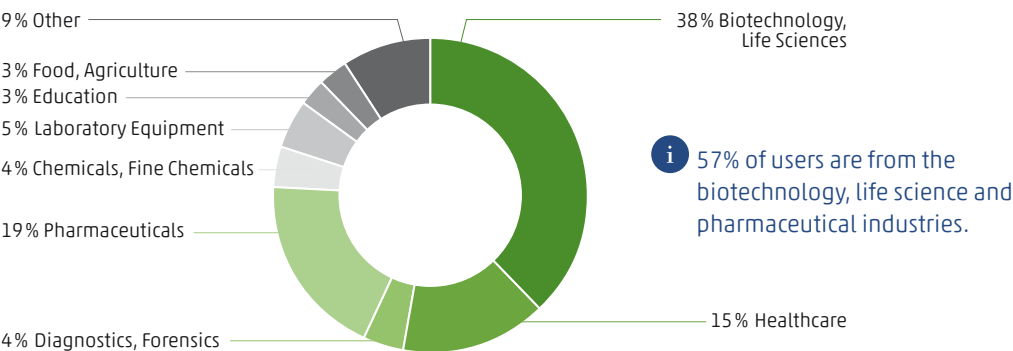
Geographic origin of **bionity.com** visitors



Types of enterprises

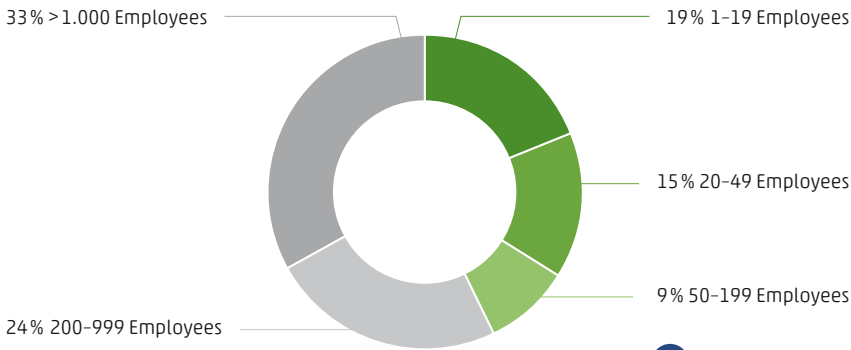


Sectoral coverage



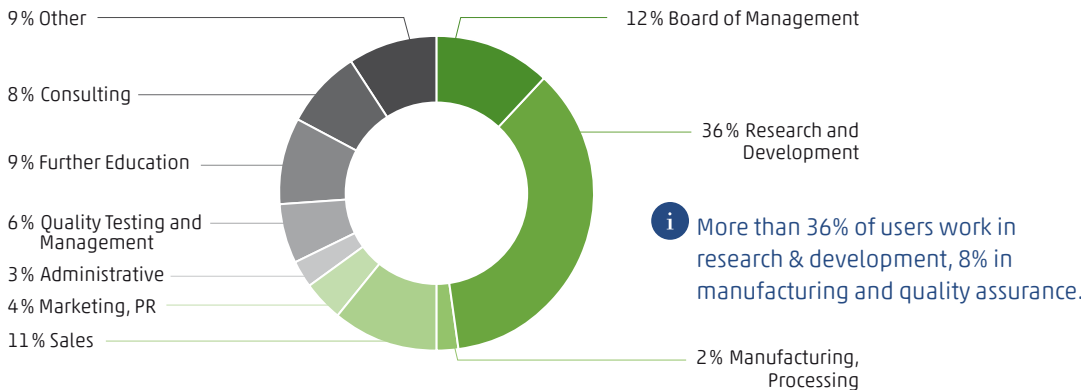
User analysis Life Science Channel

Size of the enterprises



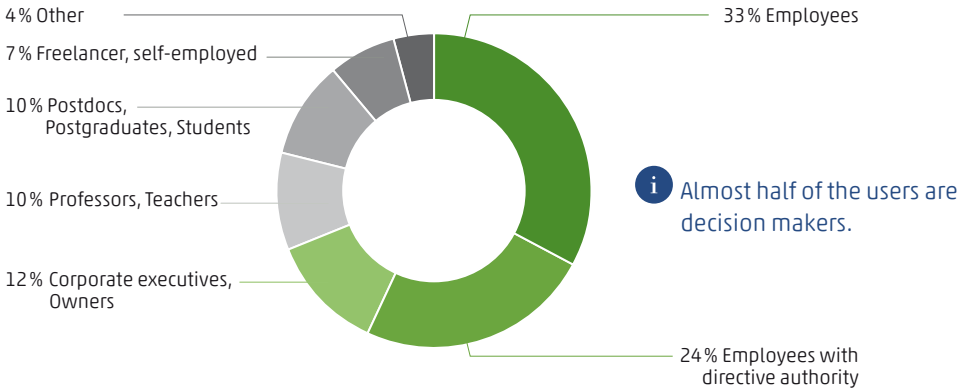
i Due to a balanced distribution across all company sizes, you'll not miss out on any target group.

Task areas



i More than 36% of users work in research & development, 8% in manufacturing and quality assurance.

Professional status



i Almost half of the users are decision makers.



Food Channel: **The food & beverage target industries**



The Food Channel with its leading industry portal yumda.com gives you access to the food & beverage target industries.



750,000 page impressions



380,000 visitors



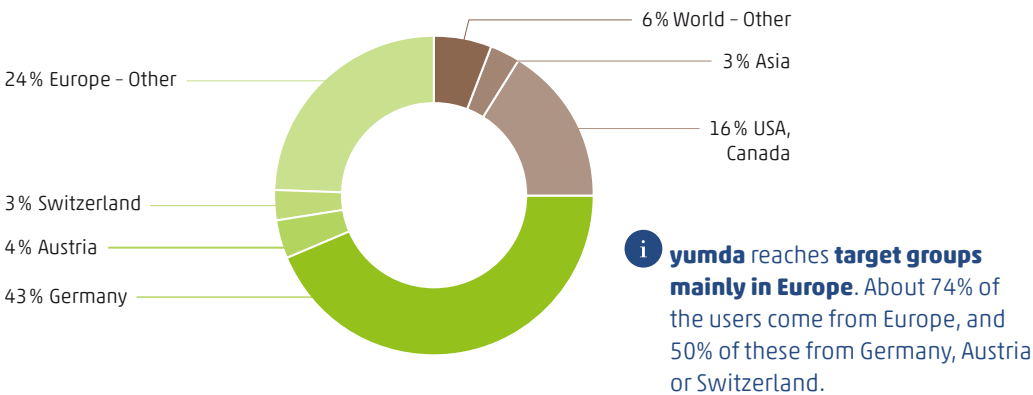
21,500 newsletter subscribers as well as **3,200** jobletter subscribers



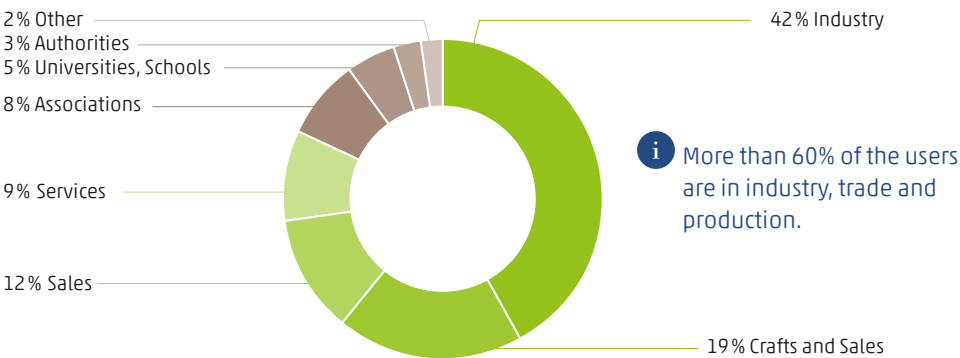
Languages: **German, English, French, Spanish**

User analysis Food Channel

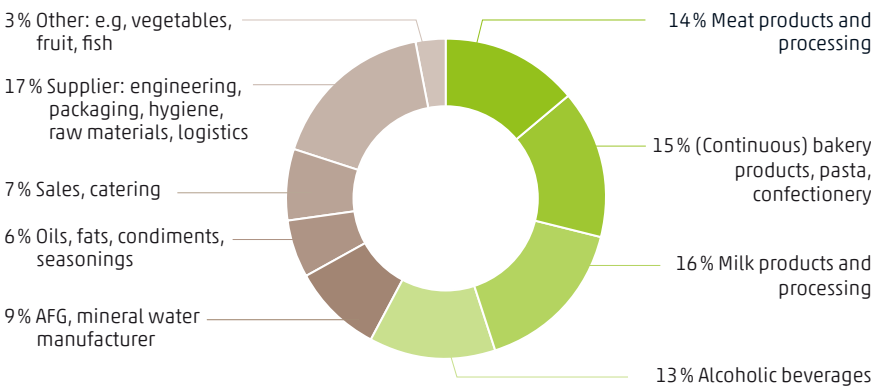
Geographic origin of **yumda** visitors



Types of enterprises



Sectoral coverage

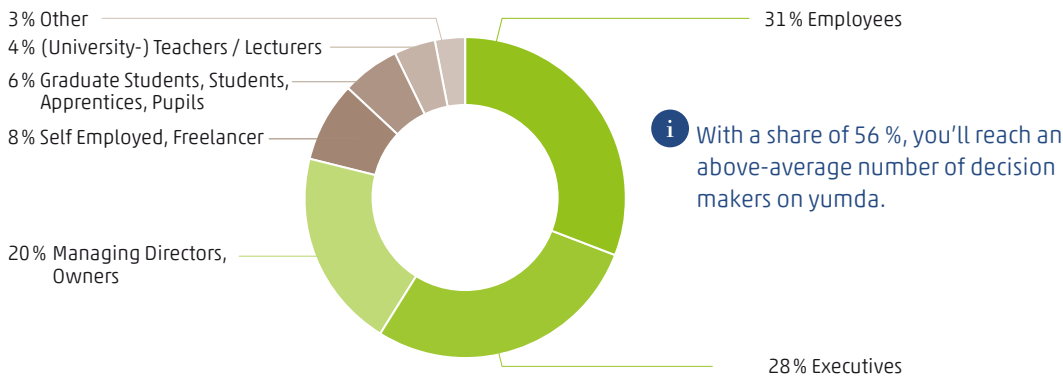


i yumda reaches all segments of the food & beverage industries.

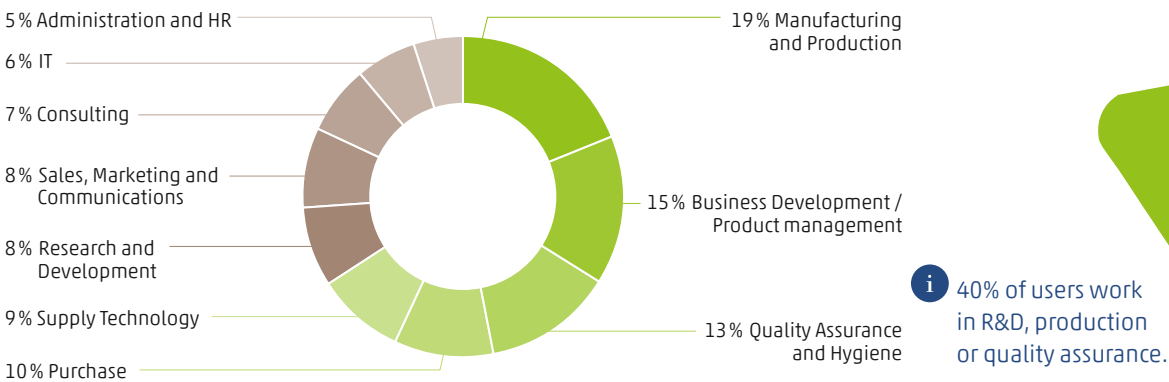


User analysis Food Channel

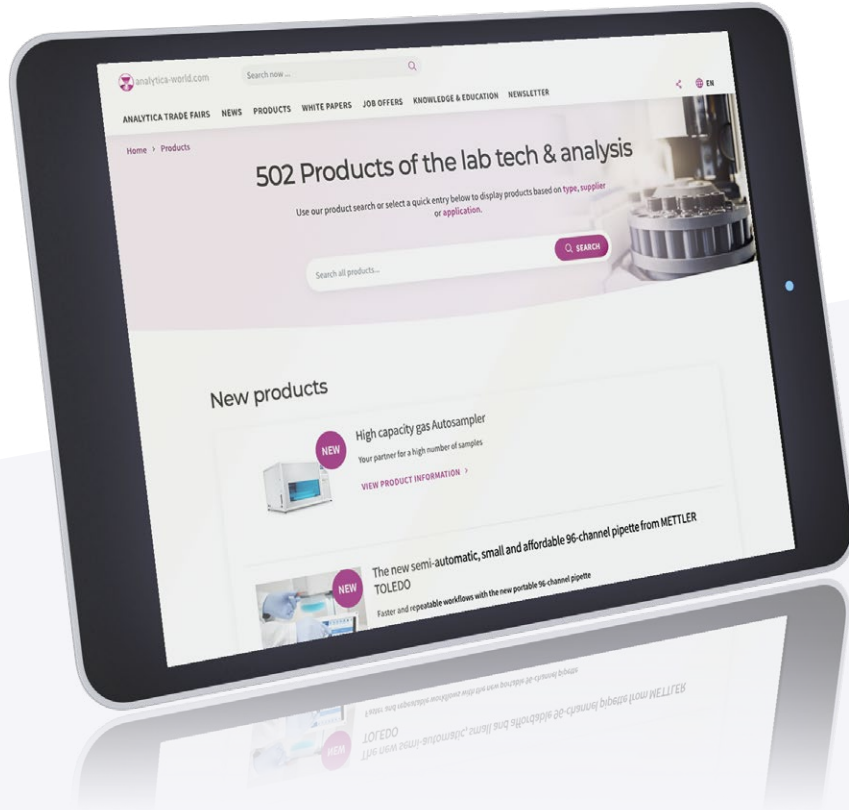
Professional status



Task areas



Lab Channel: The lab equipment, analysis and biotech target industries



The Lab Channel, with its leading international industry portal [analytica-world.com](https://www.analytica-world.com), gives you access to the target industries lab equipment, chemical analysis and biotech.



300,000 page impressions (+3 % compared to previous year)



130,000 visitors



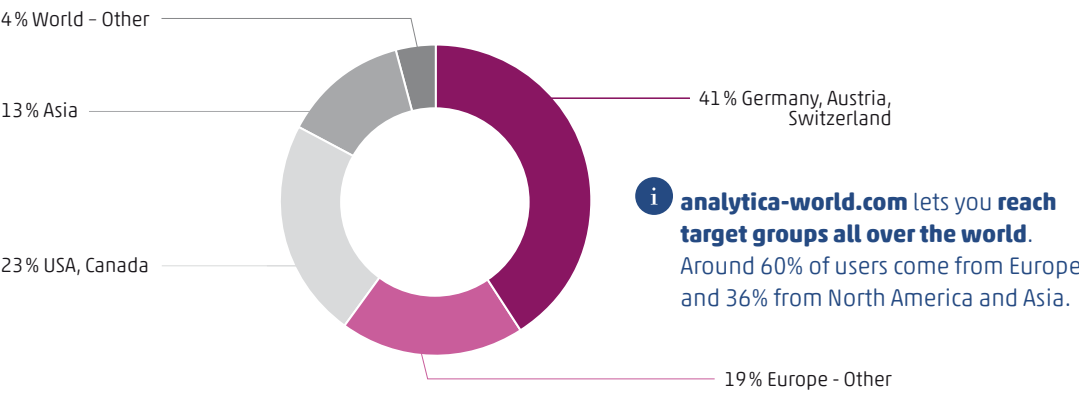
25,000 newsletter subscribers



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

User analysis Lab Channel

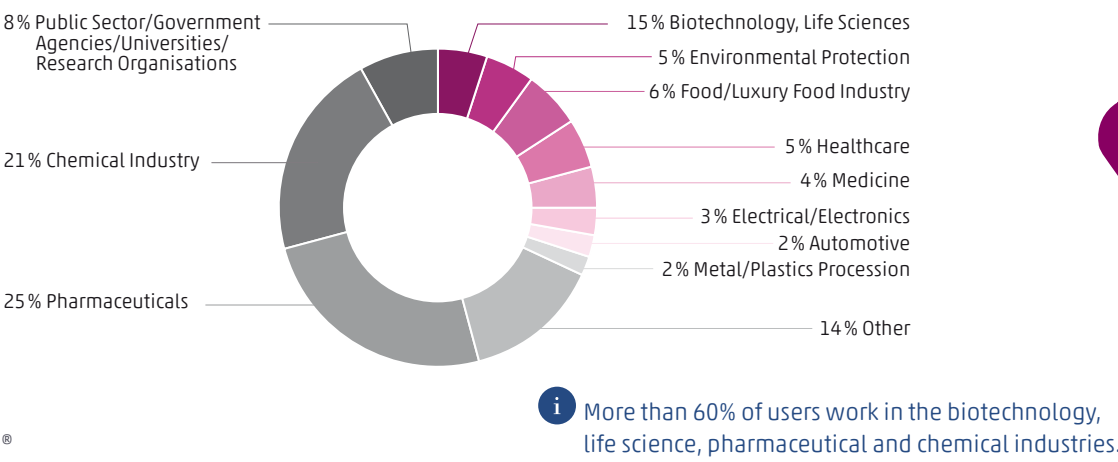
Geographic origin of **analytica-world.com** visitors



Spot for decision-maker








Visitors according to branches of industry



Your challenges – our
solutions



We support you in these challenges

					
Advertising formats	Increase brand awareness	Market launch of new products	Promote established products	Boost trade fair success	Gain fresh sales leads
Company Presentation	✓				
Product Presentation	✓	✓	✓	✓	✓
Catalogue Presentation	✓		✓		✓
Whitepaper Presentation	✓	✓	✓		✓
Webinar Presentation	✓	✓	✓		✓
Stand Alone Mailing	✓	✓	✓	✓	✓
Newsletter Advertising	✓	✓	✓	✓	✓
Banner Advertising	✓	✓		✓	

Our online media constantly provide us with up-to-date facts and data about what B2B users look for, what interests them and what inspires them. We combine this insider knowledge with in-depth industry know-how and field-tested online marketing expertise.

The result: effective advertising formats and services that help you achieve your marketing objectives.

Specific offers for your success

- Trade Fair Specials
- Topic Worlds
- Market Overviews



Making your trade fair marketing even more successful

More visitors at your booth

- **Send stand-alone mailings:** Directly and exclusively **reach up to 145,000 subscribers** of the LUMITOS newsletters. These third-party emails are the undisputed **No. 1 of successful trade fair marketing**. We individually design them for you and send them out.
- **Advertise in newsletters:** A Panorama Ad or Ad Box will **create strong interest in your trade fair presence** among subscribers to the weekly LUMITOS newsletters.
- **Place advertising banners:** In a **high-quality B2B advertising environment**, your banner on the LUMITOS portals achieves its **accuracy through geo and topical targeting**. This lets you reach potential customers with your trade fair ad without wasting budget on the wrong people.

Present your trade fair highlights on the industry portals

- **Promote product innovation:** If you **present your new products on our industry portals well before the trade fair**, you will arouse targeted interest. This gives trade fair visitors one more reason to come to your booth to find out more.
- **Present products:** A Product Presentation lets you reach potential customers around the clock – ideal for **making your new products known globally and gaining further sales leads**, even after the trade fair is over.
- **Content marketing:** Reinforce your Product Presentation with targeted white paper and webinar presentations **that position your company as a hub of valuable expertise**, increasing confidence and bringing you fresh sales leads that you can develop into **new customers even after the trade fair**.

Success at trade fairs calls for well thought out **trade fair marketing measures with effective forms of advertising**. That's why successful exhibitors have been relying on the **tried and tested services of LUMITOS** for years.

i On the next page, we show you a selection of industry trade fairs that our portal users find particularly interesting.

Important industry trade fairs in 2024 at a glance

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24
ProSweets Cologne	28. - 31.1.											
Pittcon		24. - 28.2.										
Laborama			14. - 15.3.									
Forum Labo Lyon			27. - 28.3.									
analytica				9. - 12.4.								
BPI Europe				9. - 12.4.								
Hannover Messe				22. - 26.4.								
Control				23. - 26.4.								
American Coatings Show					30.4. - 2.5.							
Achema						10. - 14.6.						
The Battery Show Europe						18. - 20.6.						
CHEMSPEC EUROPE						19. - 20.6.						
CPhI worldwide										8. - 10.10.		



For these and many other trade fairs, we offer effective forms of advertising to help you achieve your trade fair goals.

Trade-Fair-Preview analytica / Achema

Trade-Fair-Previews in focus 2024

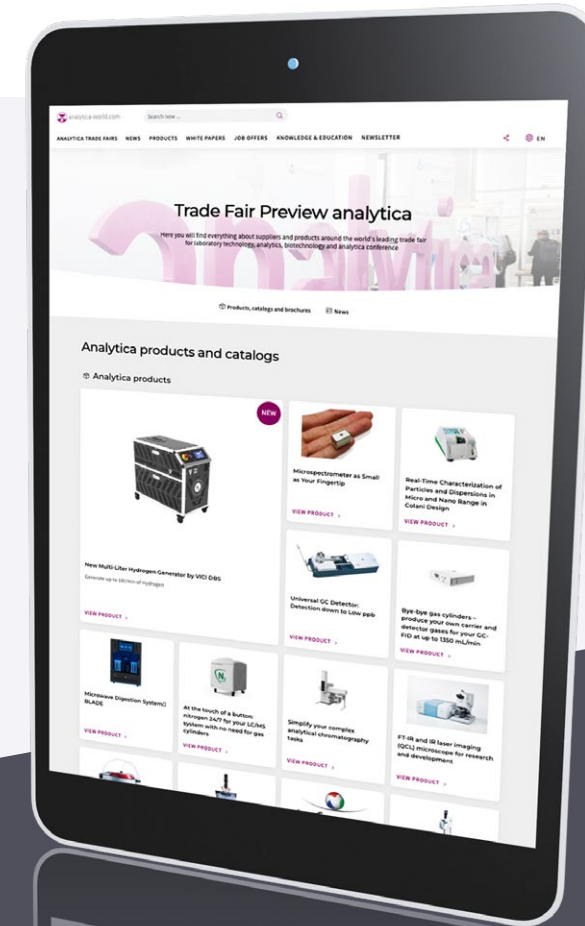
For the major trade fairs **analytica** and **Achema** we offer effective trade fair previews. When promoting your products and services in a Trade-Fair-Preview, you can reach potential customers specifically preparing to visit the trade fair.

This is what characterizes the Trade-Fair-Previews

- Presentation in the Trade-Fair-Preview for 3 months
- Effective advertising measures for the Trade-Fair-Preview on four industry portals
- Up to two product references in the special edition „Trade-Fair-Preview“ in our newsletter
- With Premium: Highlighting on the start page of the Trade-Fair-Preview
- Available for product, whitepaper, catalog presentation and webinars

Official Trade-Fair-Preview analytica - additional promotion amplifier

- Presentation of your trade fair innovations
- Dispatch of stand-alone mailings to the official distribution list of Messe München
- Booster for more visibility in the analytica app and the exhibitor content platform



Recommended to

- + Invite to your trade fair booth
- + Generate fresh sales leads
- + Launch a new product
- + Gain new customers

from **490 €** per month

(12-month runtime)

Request more
information

Topic-Worlds - the marketplace for your products

The Topic-Worlds of the LUMITOS portals make **current information on trend topics** and **applications permanently accessible**. Each Topic-World focuses on one topic and highlights different aspects: What new products exist? Which suppliers have something to say? What does science have to say? Which specialist presentations are worthwhile?

Present your company and **trend-setting products in a Topic-World**, or let your experts have their talk in exciting webinars. This will help you **strengthen your market position** and reach new customers.



Visibility

Effective placement of your products, white papers or webinars for **12 months in a Topic-World**



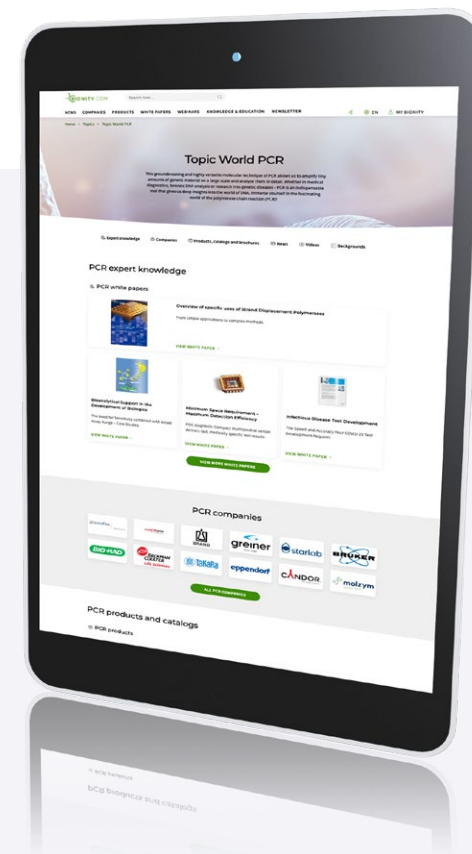
Positioning

Highlighted presentation of your company



Expert status

Share your know-how with webinars and specialist articles



i On the next page, we present **12 Topic-Worlds** in which you can promote your products, catalogs, white papers, and webinars.

Topic-Worlds

Topic-World	Available on channel				Mailing calendar for the Topic-World newsletters											
	Chem	Lab	Life	Food	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24
Weighing <small>NEW</small>	✓	✓	✓	✓	Newsletter						Newsletter					
Titration <small>NEW</small>	✓	✓				Newsletter						Newsletter				
Battery Technology	✓						Newsletter						Newsletter			
Foreign Body Detection <small>NEW</small>				✓				Newsletter						Newsletter		
Food Analytics		✓		✓					Newsletter						Newsletter	
Chromatography	✓	✓	✓							Newsletter						Newsletter
GC <small>NEW</small>	✓	✓	✓		Newsletter						Newsletter					
HPLC <small>NEW</small>	✓	✓	✓			Newsletter						Newsletter				
Rheology <small>NEW</small>	✓	✓					Newsletter						Newsletter			
Particle Analysis	✓	✓						Newsletter						Newsletter		
Spectroscopy	✓	✓	✓						Newsletter						Newsletter	
UV/Vis <small>NEW</small>	✓	✓	✓							Newsletter						Newsletter

i The newsletter subscribers of the industry portals are informed every six months about the advertised products, whitepapers, catalogs, and webinars.
Regardless of the booking date, your advertising is always highlighted twice in newsletters.

Your advertisement in an inspiring Topic-World

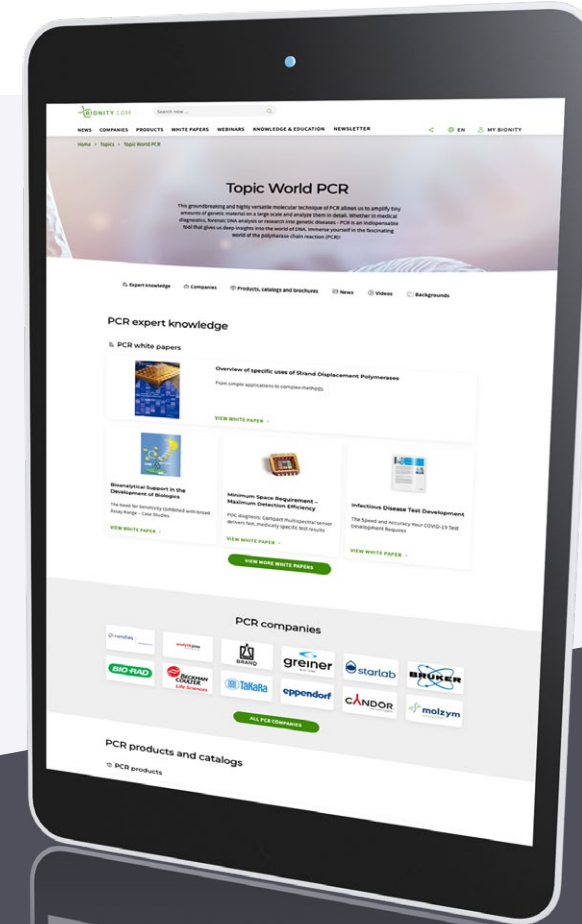
Present your products, catalogs, whitepapers, and webinars in a Topic-World.

Within the promotional period of 12 months, you make your offer stand out from the crowd of competitors. You benefit from:

- **Highlighted placement** of your content for 12 months in the selected Topic-World
- **12 months of continuous visibility** in the Topic-World for your booked content in up to four languages
- **Top placement of your content twice** in the topic world newsletters with an **international reach of over 25,000 recipients**
- **Additional reach boosts** through topical **newsletter advertising and social media posts**
- **GDPR-compliant leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness

Available for

- + Product presentation
- + Whitepaper presentation
- + Catalog presentation
- + Webinar presentation



Recommended to

- + Launch a new product
- + Generate fresh sales leads
- + Increase brand awareness

from **129 €** per month

(12-month runtime)

Request more
information

Market overviews

Whether you are the **market leader and have to compete with smaller suppliers** or a **new supplier looking to gain market share**: Maximum visibility in the market is the key to success. To achieve this, you need more than a good website.

In the **market overviews of the LUMITOS portals**, we show **all relevant suppliers and products** currently available on the market. Stand out from the crowd of suppliers and **effectively gain new sales leads**.



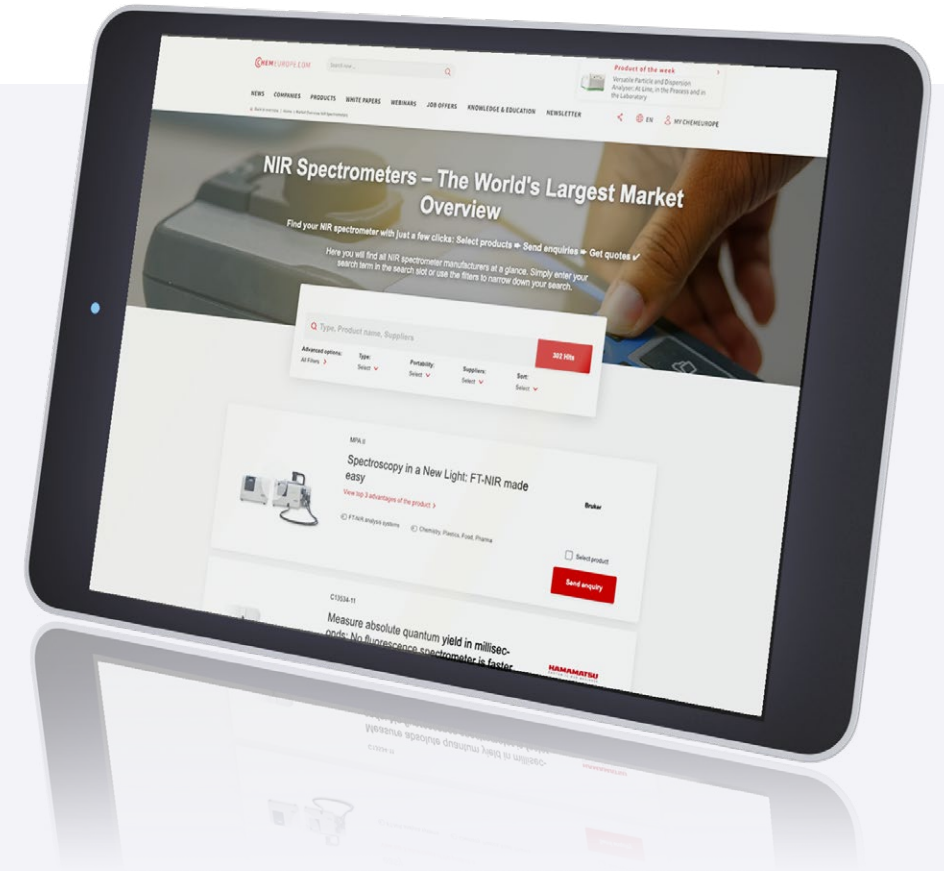
Visibility

Effective placement of your products for **12 months in a market overview**



Positioning

You emphasize that your company **belongs to the top suppliers**



 On the next page, we present **13 up-to-date market overviews** where you can **highlight your matching products**.

The world's largest market overviews at a glance

Market overview	Suppliers	Products				
			Chemistry	Life Science	Lab	Food
Autoclaves	56	964		✓		✓
Flow Cytometers	20	65		✓	✓	
Elemental Analyzers	21	140	✓		✓	
Foreign object detection	67	549		✓		✓
FT/IR Spectrometers	26	96	✓		✓	
Commercial and industrial bakery ovens	135	1.261				✓
HPLC Systems	31	118	✓	✓	✓	
Sanitary Pumps	59	735				✓
Mass Spectrometers	38	253	✓	✓	✓	
NIR Spectrometers	86	302	✓		✓	✓
Particle Size Analyzers	40	201		✓		✓
PCR Thermocyclers	63	273		✓	✓	
UV-VIS Spectrometers	53	217	✓	✓	✓	

 The market overviews are one of the highlights on the industry portals of LUMITOS. Here, ready-to-buy users gain information before contacting suppliers.

Your visibility in the market overview

	Basic Free listing in the market overview	Premium When you have already booked a product presentation related to the topic	Premium PLUS When you book a premium company presentation in addition to your product presentation
Photo of your product	✓	✓	✓
Categorization of your product according to application and classification	✓	✓	✓
Eye-catching presentation above the basic entries		✓	✓
An appealing headline introduces your product		✓	✓
3 top benefits of your product		✓	✓
Relevant product keywords for search engines		✓	✓
Product video		✓	✓
Product brochure for download		✓	✓
Link to your product presentation		✓	✓
Presentation of your product in 3 newsletter issues		✓	✓
24/7 online success metrics		✓	✓
Comprehensive presentation of your company			✓
Company logo			✓
Call-tracking number to measure telephone enquiries			✓

Advertising in one of the world's most extensive market overviews

Present your products in one of the **13 market overviews** and highlight our offer **for 12 months** against your competitors.

- **Highlighted placement** of your product for 12 months in a matching market overview in up to four languages
- Eye-catching and **effective presentation of your product** with key benefits, short description, five images and a video
- Top search relevance thanks to **extensive keywording of your product**
- **Additional promotion** of your product in 3 issues of the industry newsletters
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness in the market overview



Recommended to

- + Introduce a new product
- + Promote established products
- + Generate fresh sales leads

from **99 €** per month

(12-month runtime)

Recommended advertising boosters

- + **Product of the Week:** Top visibility for your product
- + **Newsletter Reference:** Reach additional potential customers
- + **Company Presentation:** Sharpen your corporate profile

**Request more
information**

Our advertising products
for your success



Effective advertising products for your goals

The challenges in marketing are constantly increasing: there are more and more advertising formats to choose from, while the effort to get hold of sales leads rises. So it's good to know that **LUMITOS offers proven and effective solutions.**

Our online advertising products support you in achieving your goals

- Launch your new products to the market successfully.
- Gain maximum visibility for your established products.
- Make your company and its expertise better known.
- Attract more visitors to your events and trade fairs.
- Gain more and, above all, fresh sales leads.

This is what makes all advertising products stand out

- Your advertising appears in the relevant B2B industry environment. This means **high-quality sales leads** for you.
- Your offer is visible worldwide to potential customers. As a result, you **gain new customers** that you would not have reached otherwise.
- **Through proven processes**, your advertising is **online without effort**. You **save valuable time** and enjoy the successes faster.
- You can see the impact of your **advertising measures** in your **performance figures** which are updated every day.

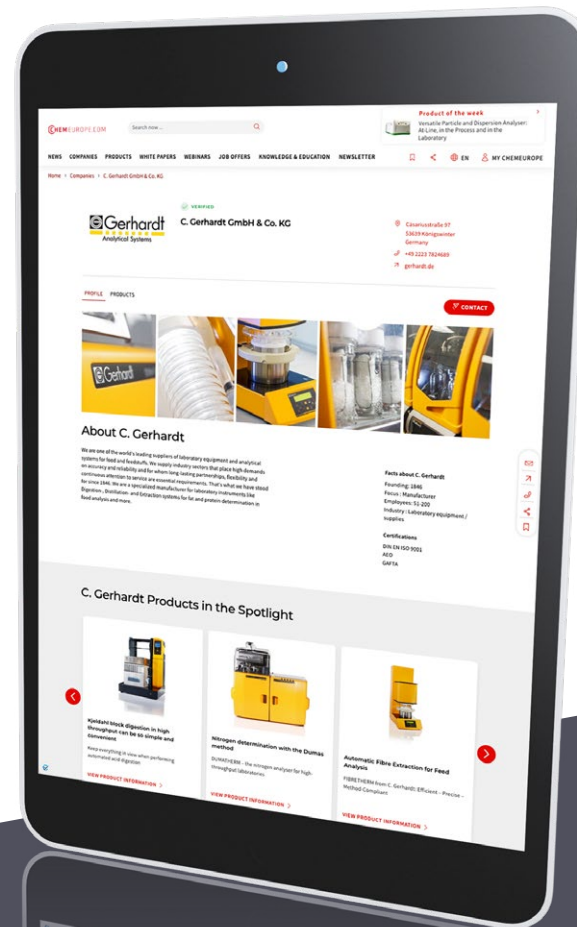
i On the following pages, we present eight effective advertising products to suit your advertising objectives.

Present your company internationally

A **Company Presentation Premium** on the B2B portals of LUMITOS with more than 17 million users per year **puts your company into the spotlight on the relevant industry stage.**

This is what makes your Company Presentation stand out

- Top visibility of your Company Presentation thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your company with header graphic, logo, contact data, link to the website and a video
- Highest search relevance thanks to **extensive keywording of your product range**
- Our **unique call tracking feature** will let you track how many enquiries you have received by phone
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness



Recommended to

- + Increase brand awareness
- + Being found better as a supplier
- + Increase website visitors
- + Find new employees

79 € per month

(12-month runtime)

Recommended advertising boosters

- + **Product Presentation:** Get more sales leads for individual products
- + **Channel Plus:** Broaden your visibility to more industries
- + **Company Ad:** Eye-catching newsletter advertising for your company

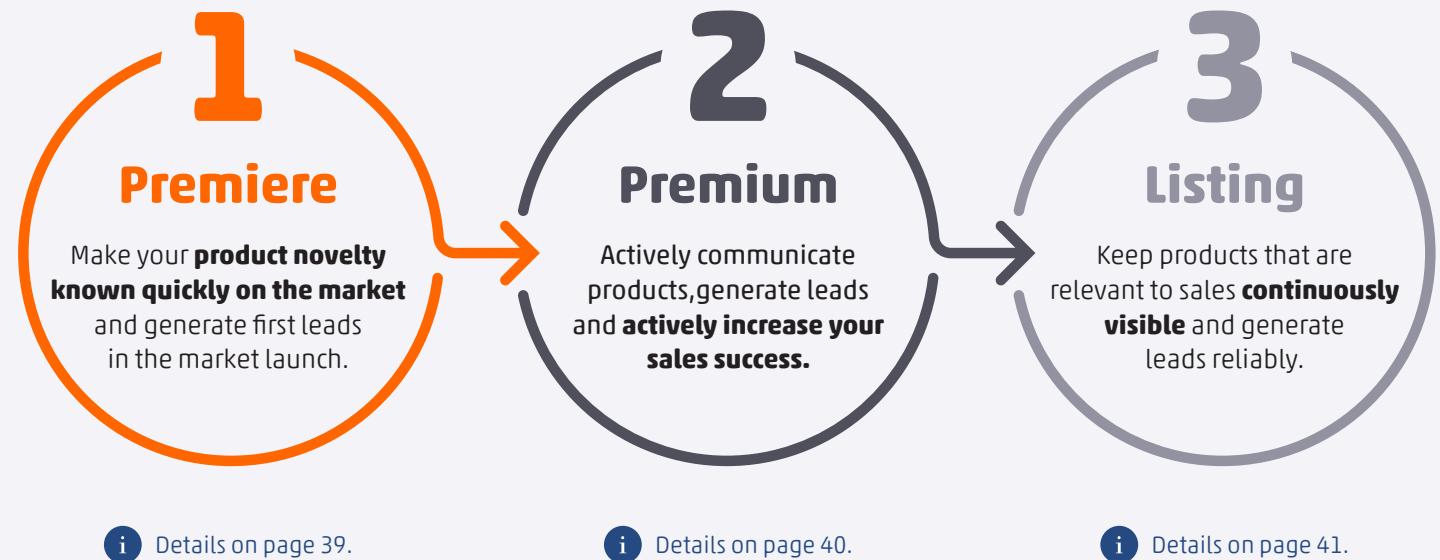
**Request more
information**

Optimal product promotion for every phase of marketing

The optimal product advertising for every phase of marketing

With the three special product presentations „Premiere“, „Premium“, and „Listing“, you ensure proper advertising pressure at every stage in the life cycle of your products.

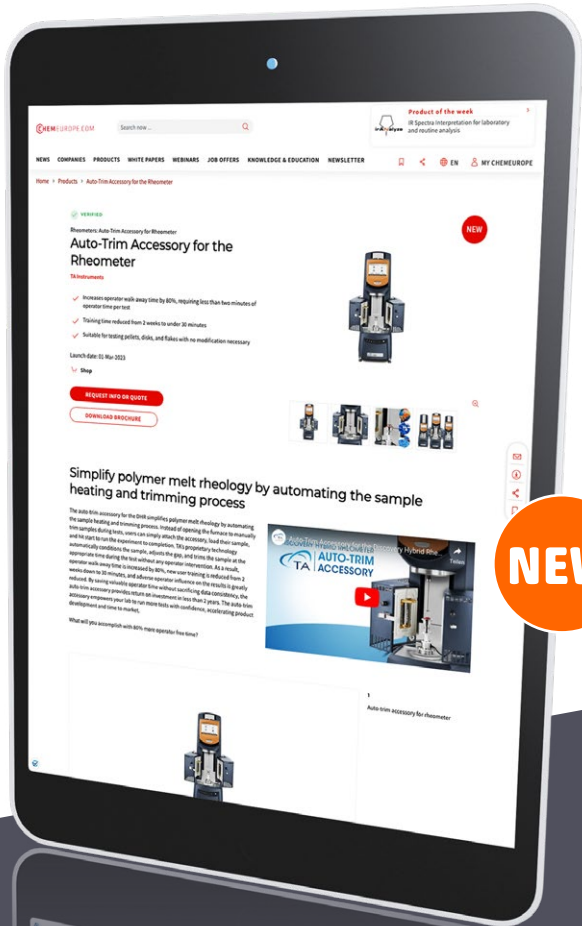
The result: attention from potential customers and continuous fresh sales leads for your sales force.



Your product premiere in focus

The market launch of a new product is always something special. To ensure that you generate the best possible interest in your new product right from the start, we have developed a **new, high-reach advertising format: The „Product-Premiere“ product presentation.**

	Product-Premiere		
	Starter	Professional	Premium
Product presentation for 12 months in languages DE, EN, FR, ES	✓	✓	✓
Marking with marker NEW on product pages, lists and search results	✓	✓	✓
Listing in the novelty section	✓	✓	✓
Presentation in newsletter as novelty within the first 3 months	3	6	6
Additional presentation in newsletter as novelty after 4 and 12 months			3
TOP placement in lists and search results			✓
Price per month (12-months runtime)	149 €	249 €	399 €



Recommended to

- + Introduce a new product
- + Generate fresh sales leads

from **149 €** per month
(12-month runtime)

Request more
information

Present products successfully

A **Product Presentation Premium** on LUMITOS's B2B portals **puts your product or service into the spotlight on the relevant industry stage**

This is what makes your Product Presentation stand out

- Top visibility thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your product with key benefits, short description, five images and a video
- **Additional attention** for your product through 3 **references in industry newsletters**
- Top search relevance thanks to **extensive keywording** of your product
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- Making a PDF brochure available gives prospective customers **extensive information by simply downloading**
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness

Recommended advertising boosters

- + **Product of the Week:** Top visibility for your product
- + **Newsletter Reference:** Reach additional potential customers
- + **Channel Plus:** Broaden visibility to additional industries
- + **Company Presentation:** Sharpen your corporate profile



Recommended to

- + Generate fresh sales leads
- + Raise awareness of product brands
- + Increase trade fair success

99 € per month

(12-month runtime)

**Request more
information**

Cleverly generate sales leads with Product-Listings

With the **economic Product-Listings** on the industry portals of LUMITOS, you get an effective way to generate sales leads for your established products continuously. And you **save time** because **LUMITOS creates content** based on your product websites and brochures.

This is what distinguishes Product-Listings

- **Best visibility thanks to multilingual presentation** on the chosen industry portal and in searches
- **Eye-catching and effective presentation** of your product with short description, image and a video
- Top search relevance thanks to **extensive keywording** of your product
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness



Recommended to

- + Promote established products
- + Continuously generate sales leads

from **20 €** per month
(12-month runtime)

For any company the perfect package

■	■ ■	■ ■ ■ ■
10 products	20 products	40 products
32.50 €	23.75 €	20.00 €
per product/month	per product/month	per product/month

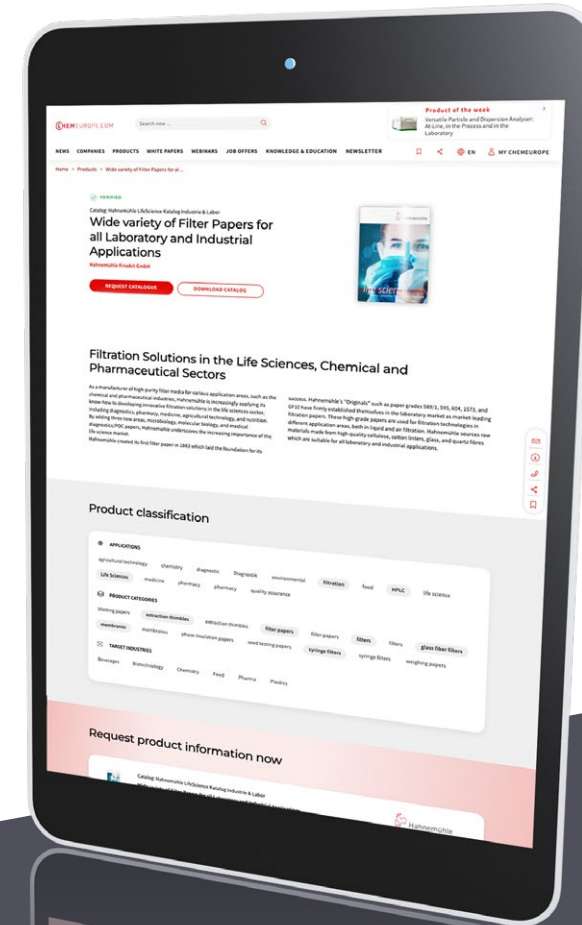
Request more information

Present catalogues successfully

A **Catalogue Presentation** on LUMITOS's B2B portals puts **your product catalogue** into the spotlight on the relevant industry stage.

This is what makes your Catalogue Presentation stand out

- Top visibility thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your catalogue with a short description and image
- **Additional attention** for your catalogue through 3 references **in industry newsletters**
- Top search relevance thanks to **extensive keywording** of your product range
- When potential customers request your catalogue or immediately download it as a PDF, you'll receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness



Recommended to

- + Generate fresh sales leads
- + Increase brand awareness

99 € per month

(12-month runtime)

Recommended advertising boosters

- + **Catalogue of the Week:** Top visibility for your catalog
- + **Newsletter Reference:** Reach additional potential customers
- + **Channel Plus:** Broaden visibility to additional industries
- + **Company Presentation:** Sharpen your corporate profile

**Request more
information**

Present white papers successfully

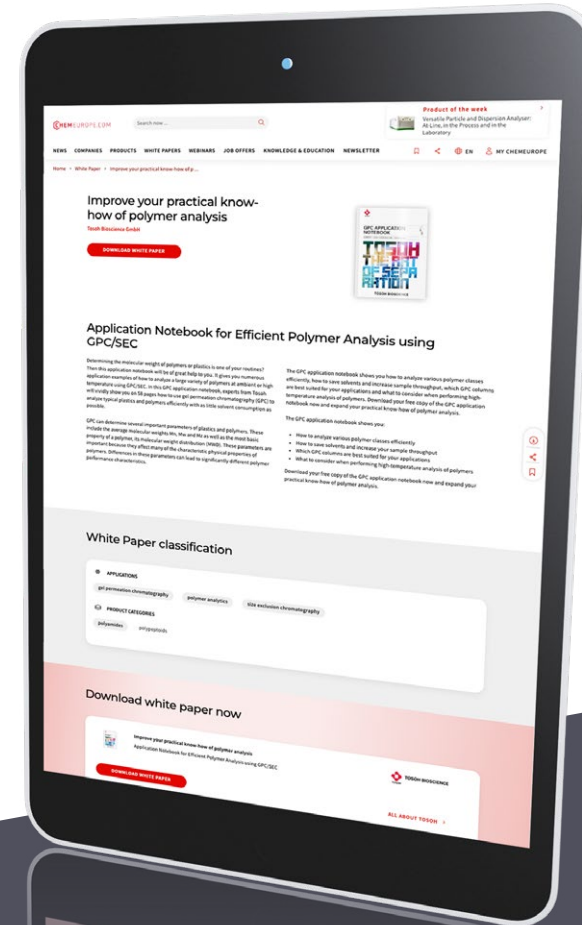
A **White Paper Presentation** on the B2B portals of LUMITOS puts **your white paper or technical article into the spotlight on the relevant industry stage**. Your expert knowledge about methods, applications and products will impress potential customers and sharpen your profile as a specialist.

This is what makes your White Paper Presentation stand out

- Top visibility thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your white paper with a short description and image
- **Additional attention** for your white paper through 3 references **in industry newsletters**
- Top search relevance thanks to **extensive keywording** of your white paper
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** give you maximum transparency on advertising effectiveness

Recommended advertising boosters

- + **White Paper of the Week:** Top visibility for your white paper
- + **Newsletter Reference:** Reach additional prospective customers
- + **Channel Plus:** Broaden visibility to additional industries
- + **Company Presentation:** Sharpen your corporate profile



Recommended to

- + Generate fresh sales leads
- + Increase brand awareness

99 € per month

(12-month runtime)

**Request more
information**

Present webinars successfully

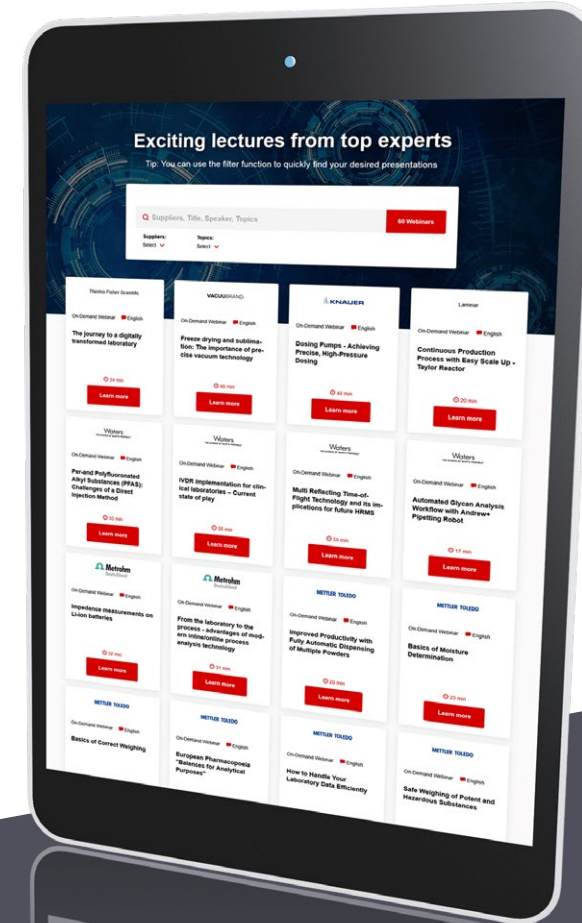
A **Webinar Presentation** on LUMITOS's B2B portals puts **your webinar into the spotlight on the relevant industry stage**. Hosting your recorded webinars in the LUMITOS webinar library lets you tap into new customer groups and sharpen your profile as a specialist provider.

This is what makes your Webinar Presentation stand out

- Top visibility thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your webinar with short description and speaker image
- **Additional attention** for your webinar through references **in industry newsletters**
- After registration, your webinar can be **accessed** by potential customers **around the clock** from any current browser and device
- Top search relevance thanks to **extensive keywording** of your webinar
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness

Recommended advertising boosters

- + **Webinar of the Week:** Top visibility for your webinar
- + **Newsletter Reference:** Reach additional potential customers
- + **Company Presentation:** Sharpen your corporate profile



Recommended to

- + Generate fresh sales leads
- + Increase brand awareness

99 € per month

(12-month runtime)

**Request more
information**

Using Stand-Alone Mailings successfully

At LUMITOS, we have created and disseminated over 700 successful EDMs for clients. This has refined our expertise on how to attract the **interest of our more than 145,000 newsletter readers**. We can send your stand-alone mailing to our readers exclusively with your own content. This ensures that your advertising message receives undivided attention from readers.

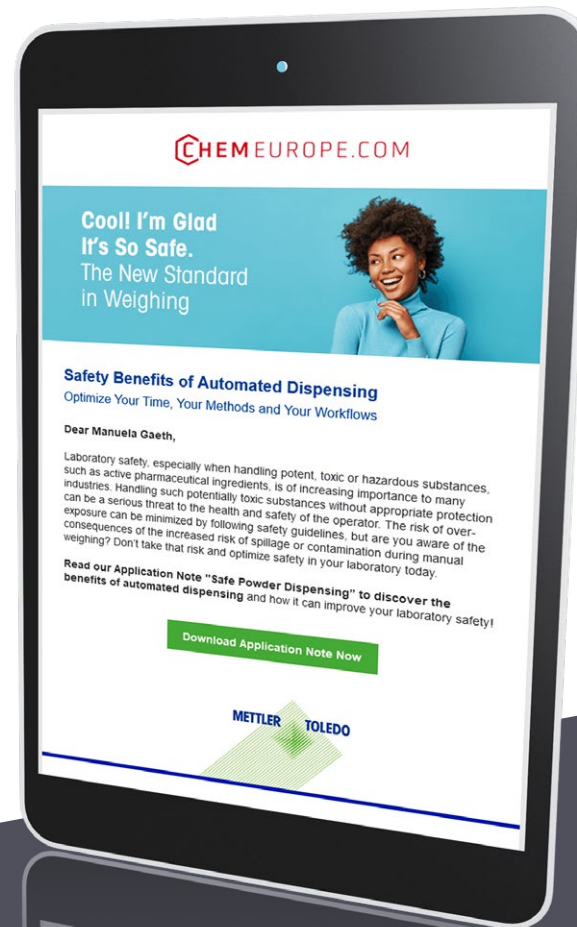
This is what makes your stand-alone mailings stand out

- Compared with our competitors, the stand-alone mailings we send **achieve above-average results**
- We'll create an **inspiring and effective email** in your corporate design, based on your texts and images
- We'll **provide you with tips** on how to increase the impact of the email
- We'll **develop a subject line** that makes recipients want to open the email
- For optimal user display, **we'll test** your stand-alone mailing **on common e-mail clients**
- For a **higher open rate**, we'll send your stand-alone mailing **at the best possible time during the workday**
- We can send your stand-alone mailing to **selected recipients of industry newsletters**
- You'll **receive meaningful performance figures** which we put into relation with benchmark figures of other stand-alone mailings



To help you be even more successful, it is possible to **select your target group with precision**, for example by country, industry and organization type.

Or we can select particularly active newsletter subscribers for you.



Recommended to

- + Launch a new product
- + Raise brand awareness
- + Promote a catalogue
- + Invite to your trade fair booth
- + Promote a white paper

600 €

per 1,000 recipients

Request more information

Successful advertising in newsletters

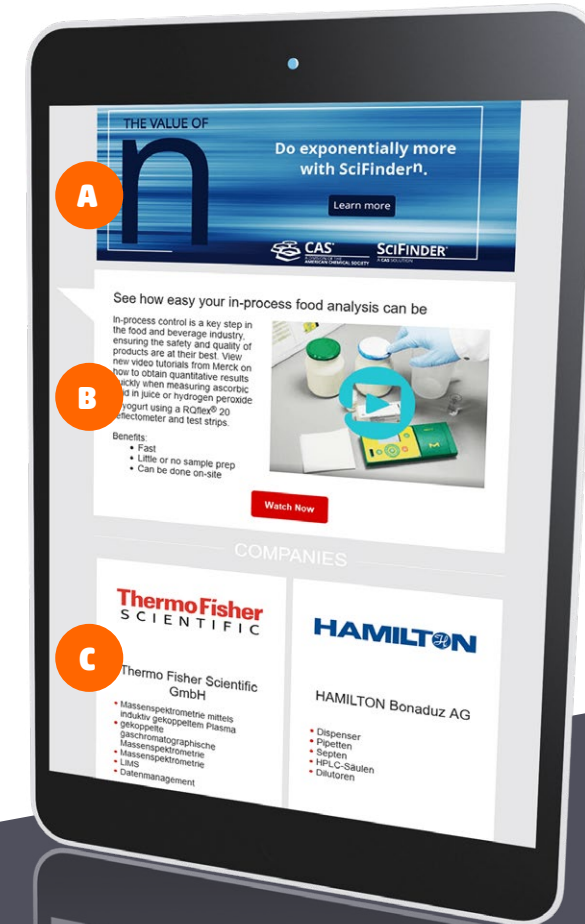
LUMITOS publishes more than **900 B2B newsletters per year**. This scope is unique in the industry and offers you maximum flexibility for your newsletter advertising. Every week there are several opportunities to place your advertising message at short notice.

This is what makes your newsletter advertising stand out

- Your newsletter ads are **immediately effective** as you can book them at any time
- **Top visibility of your ad** in the newsletters thanks to its eye-catching look
- **Reach up to 145,000 subscribers per week** with English, German, French and Spanish newsletters
- **Detailed performance figures** ensure maximum transparency on the effectiveness of your newsletter advertising

Newsletter advertising formats

- + **Newsletter Banner (A)**
- + **Ad Box (B)**
- + **Company Ad (C)**



Recommended to

- + Launch a new product
- + Raise brand awareness
- + Promote a catalogue
- + Invite to webinar
- + Invite to trade fair booth
- + Promote white paper

from **49 €**

per 1,000 recipients

**Request more
information**

Use advertising banners successfully

In a **high-quality B2B advertising environment**, your banner (display ad) will be **selectively displayed on the LUMITOS industry portals through geo and topic targeting**. For a fraction of the cost of print ads, you'll achieve measurably more visual contacts than with classic ads.

What's good to know: there's no monthly flat rate with LUMITOS, so you only pay for actual view contacts.

This is what makes your banner ads stand out

- **Top visibility** in the target groups of your industry
- **Maximum reach to your target groups** by also having your banner displayed on mobile devices
- **Cost-saving placement thanks to geo and topical targeting**, minimizing untargeted advertising wastage
- High reach thanks to **placement of guaranteed 40,000 ad impressions**
- **Detailed performance figures** ensure maximum transparency on the effectiveness of your banner ads



Recommended to

- + Launch a new product
- + Raise brand awareness
- + Find new employees
- + Promote trade fair stand

from **89 €**

per 1,000 ad impressions

Banner formats for your success

- + **Leaderboard** (728 x 90 px)
- + **Medium Rectangle** (300 x 250 px)
- + **Wide Skyscraper** (160 x 600 px)
- + **Half Page** (300 x 600 px)
- + **Billboard** (970 x 250 px)
- + **Wallpaper** (780 x 90 px plus 160 x 600 px)

Request more information

Place job advertisements successfully

LUMITOS's five B2B portals give you unique **access to over 17 million professionals and managers** in the chemical, life science, food & beverage, lab equipment, chemical analytics and pharmaceutical industries. Your Job Ad immediately and clearly lets professionals wishing to make a career move know which positions you have available.

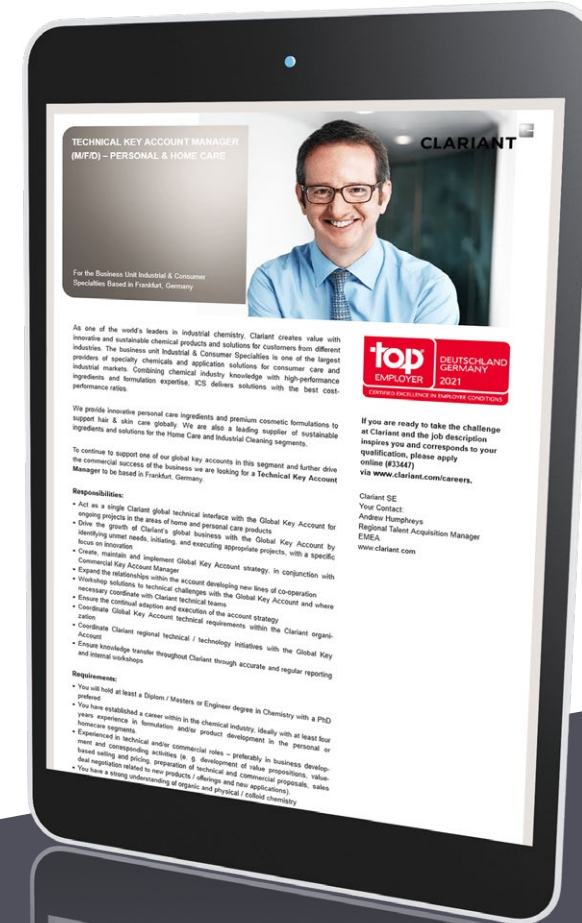
What distinguishes us from typical online job portals? **Your job advertisements are also seen by professionals who are not actively searching but nevertheless open to a change.** This expands your circle of potential candidates, and you'll receive **more qualified applications.**

This is what makes your Job Ad stand out

- It creates interest on the industry portals **for 8 weeks**
- Your ad **appears on up to 5 of our portals**, depending on your target groups
- **Additional presentation** of your Job Ad **in up to 3 Job Bulletin newsletters**
- We'll create the Job Ad for you **in your corporate design**
- A **personal contact** supports you from start to finish
- **Detailed performance figures** ensure maximum transparency on the effectiveness of your Job Ad

Recommended advertising boosters

- + **Company Presentation:** Sharpen your corporate profile
- + **Job of the Week:** Top visibility for your job advertisement



Recommended to
+ Find new employees

124 € per week

8-weeks runtime

**Request more
information**

Amplify the impact of your
advertising



Booster for your advertising success

You want to achieve more than others?

These optional boosters allow you to effectively amplify your advertising success.

		Advertising Format of the Week	Channel Plus	Reference in newsletter	Company Ad in newsletter
		Seven days of maximum visibility on all the portal's pages ✓	Optimal advertising beyond your core industries ✓	Highly effective promotion to up to 145,000 readers ✓	Top visibility for your company ✓
Advertising Format	Product Presentation	✓	✓	✓	
	Catalogue Presentation	✓	✓	✓	
	Whitepaper Presentation	✓	✓	✓	
	Webinar Presentation	✓		✓	
	Company Presentation		✓		✓
		Get maximum visibility fast	Reach your target groups in multiple industries	You increase visibility and gain sales leads	Position yourself as an important supplier

Overview of products, options & prices

Trade-Fair-Previews → page 27

Trade-Fair-Preview analytica, 3-month runtime	from 490 € per month
Trade-Fair-Preview Achema, 3-month runtime	from 490 € per month

Topic-Worlds → page 30

Top placement, 12-month runtime	from 129 € per month
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Market overviews → page 34

Top placement, 12-month runtime	from 99 € per month
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Company Presentation → page 37

Company Presentation “Premium”, 12-month runtime	79 € per month
Booster: Company Ad newsletter reference, 6 issues	89 € per issue

Product Presentation → page 39 to 41

Product Presentation “Product-Premiere”, 12-month runtime	from 149 € per month
Product Presentation “Premium”, 12-month runtime	99 € per month
Product Presentation “Product-Listing”, 12-month runtime	from 20 € per product/ month

Product Presentation → page 39 – 41

Booster: Product of the Week, 1-week runtime incl. newsletter reference	880 € per week
Booster: Channel Plus for an additional channel, 12-month runtime	64 € per month
Booster: Newsletter reference	350 € per issue

Catalogue Presentation → page 42

Catalogue Presentation, 12-month runtime	99 € per month
Booster: Catalogue of the Week, 1-week runtime incl. newsletter reference	880 € per week
Booster: Channel Plus for an additional channel, 12-month runtime	64 € per month
Booster: Newsletter reference	350 € per issue

White papers and technical articles → page 43

Webinar Presentation, 12-month runtime	99 € per month
Booster: Webinar of the Week, 1-week runtime incl. newsletter reference	880 € per week
Booster: Channel Plus for an additional channel, 12-month runtime	64 € per month
Booster: Newsletter reference	350 € per issue

Overview of products, options & prices

Webinar Presentation → page 44

Webinar Presentation, 12-month runtime	99 € per month
Booster: Webinar of the Week, 1-week runtime incl. newsletter reference	880 € per week
Booster: Channel Plus for an additional channel, 12-month runtime	64 € per month
Booster: Newsletter reference	350 € per issue

Stand-Alone Mailing → page 45

Stand-Alone Mailing	600 € per 1,000 recipients
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Newsletter advertising → page 46

Panorama Ad newsletter banner	79 € per 1,000 recipients
Ad Box	49 € per 1,000 recipients
Company Ad, 6 issues	89 € per issue

Advertising banners → page 47

Billboard banner (970 x 250 px)	120 € per 1,000 ad impressions
Half-Page banner (600 x 300 px)	120 € per 1,000 ad impressions
Leaderboard (728 x 90 px)	89 € per 1,000 ad impressions
Medium Rectangle (300 x 250 px)	99 € per 1,000 ad impressions
Wallpaper banner (780 x 90 px plus 160 x 600 px)	175 € per 1,000 ad impressions
Wide Skyscraper (160 x 600 px)	89 € per 1,000 ad impressions

Job Ad → page 48

Job Ad, 8-week runtime	124 € per week
Booster: Job of the Week, 1-week runtime	520 € per week

Qualified support for more success

A smiling woman with blonde hair tied back, wearing a black headset with a microphone. She is wearing a bright green button-down shirt. The background is a blurred office setting with warm lighting. The image is partially covered by a large, stylized orange arrow pointing upwards and to the right, and a white triangular overlay containing text boxes.

**Simply book online your
personal consultation
appointment**

Select a date

Online advertising sales advice

Phone +49 30 965368-450

E-mail sales@lumitos.com

Online recruitment sales advice

Phone +49 30 965368-44

E-mail karriere@lumitos.com



LUMITOS leads you to success
with online marketing