



WASSER ABWASSER

TECHNIK



MEDIAKIT 2025

FACHWELT VERLAG

Stand 09/2024



MORE DIGITALISATION
MORE POSSIBILITIES
MORE VALUE

MORE

OF WHAT YOU NEED

- ✓ WASSER ABWASSER TECHNIK: Information source for experts and decision-makers in the water wastewater industry
- ✓ Digital offerings overtake printed media in user behavior usage behavior
- ✓ B2B decision-makers spend over two hours a day online
- ✓ More than half of the B2B target group uses mobile devices to search for information
- ✓ Working from home and mobile working are boosting demand for digital specialist media
- ✓ Cross-media content in various formats
- ✓ Since 2021: Exclusively in intuitive, digital e-mag format

Our trade fair specials



Aquatech Amsterdam is one of the world's leading trade events for the water technology industry. It brings together experts, companies and innovators from around the world to showcase the latest developments and technologies in water treatment, management and distribution. The show provides a unique platform for sharing knowledge, networking professionals and discovering pioneering solutions to global water challenges. From innovative water treatment techniques to smart water management systems, Aquatech Amsterdam will focus on pioneering trends and technologies that will shape the future of the water industry.

MORE FOR YOUR TRADE FAIR VISIT

TAUSEND ASSER

The Tausendwasser trade fair in Berlin is one of the leading events for water management, wastewater technologies and environmental services in Germany. The trade fair brings together experts, companies and innovators to discuss the latest developments, trends and technologies in the industry. Visitors can look forward to a wide range of exhibitors, exciting specialist presentations and practical workshops dealing with the challenges and opportunities of water management in the 21st century. The Tausendwasser trade fair offers an ideal platform for networking, exchanging knowledge and establishing new partnerships in one of the most important industries of the future.

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Our Media

The E-Mag

The E-Mag invites you on an interactive tour through the world of process technology.

The Online-Portal

Interested parties can find current reports, interviews and topic-specific information at www.WASSER-ABWASSER-TECHNIK.com.

The Newsletter

WASSER-ABWASSER-TECHNIK-NEWS provides the latest news with important reports and product innovations.

Facebook

LinkedIn

Our IndustrieWelt **social media channels** present important industry topics and reach a large target group every day.

MORE
VISIBILITY FOR
YOUR CAMPAIGN





MORE

BENEFITS WITH YOUR PRESENCE

The e-mag offers **comprehensive functionality** in all browsers, making it accessible to all users. The **interactive navigation** makes for more enjoyable reading and an appealing user experience. Thanks to **detailed evaluations** of user numbers, we can constantly improve our service.

Our content is **available** everywhere and at any time, which is further supported by fast and **wide-ranging distribution** via social media. The **simple sharing** of content on relevant platforms enables a broad distribution of information.

With a **responsive design** that is optimized for desktop, notebook, tablet and smartphone, we guarantee an optimal display on all devices. We also offer **special advertising formats** that include the integration of video and audio files to present your advertising messages effectively.

E-mag distribution

The numbers

The e-mag is effectively distributed through all digital channels of our media. Experts and professionals have the possibility to retrieve all issues at any time. The online platform, newsletters and social media channel are fully used for dissemination. Advertising formats and the presentation of product and company innovations achieve an unbeatable effect with high reach.

Total clicks

Ø 17.610



Online

Advertising banners and editorial articles are used effectively for marketing.

[Read now](#)



Editorial
Post



Clicks
2,800*



Advertising
Banner



Clicks
210*

Newsletter

The readership is informed about the appearance of the e-mag.



Receiver
14,500*



Opening rate
18.50%*



Clicks
2,700*

Social Media



Campaign
Facebook



Range
230,000*



Clicks
9,000*



[Follow now!](#)



Campaign
LinkedIn







Range
112,500*



Clicks
2,900*

*Average clicks and reach achieved

Issue	1 / 2025	2 / 2025	3 / 2025	4 / 2025
Trade fair / theme special	 TAUSENDWASSER	 THEMESPECIAL WATER NETWORKS & INFRASTRUCTURE	 THEMESPECIAL METROLOGY & ANALYTICS	 THEMESPECIAL WATER PURIFICATION & WATER TREATMENT
Release	04.03.2025	27.05.2025	30.09.2025	25.11.2025
Ad deadline	25.02.2025	20.05.2025	23.09.2025	18.11.2025
Editorial deadline	18.02.2025	13.05.2025	16.09.2025	11.11.2025
Trade fair information	Aquatech Amsterdam 11. - 14.03.2025 Tausendwasser 26. - 27.03.2025	--	--	--

Advertising formats in e-mag

Format: JPG, PNG, GIF
Size: Max. 5MB

Ad XL



Corresponds to a 1/1 ad A4

***Pixel size:** 1827 x 1286

- ✓ interactive possible
- ✓ variable applicable
- ✓ fullscreen
- ✓ linking to a target website
- ✓ embedding of videos possible
- ▶ youtube / MP4



4.880,-

Ad L



Corresponds to a 1/2 display A4

***Pixel size:** 966 x 713

- ✓ interactive possible
- ✓ variable applicable
- ✓ linking to a target website
- ✓ embedding of videos possible
- ▶ youtube / MP4



3.880,-

Ad M



Corresponds to a 1/3 display A4

***Pixel size:** 966 x 466

- ✓ interactive possible
- ✓ variable applicable
- ✓ linking to a target website
- ✓ embedding of videos possible
- ▶ youtube / MP4



2.880,-

Ad S



Corresponds to a 1/4 display A4

***Pixel size:** 686 x 924

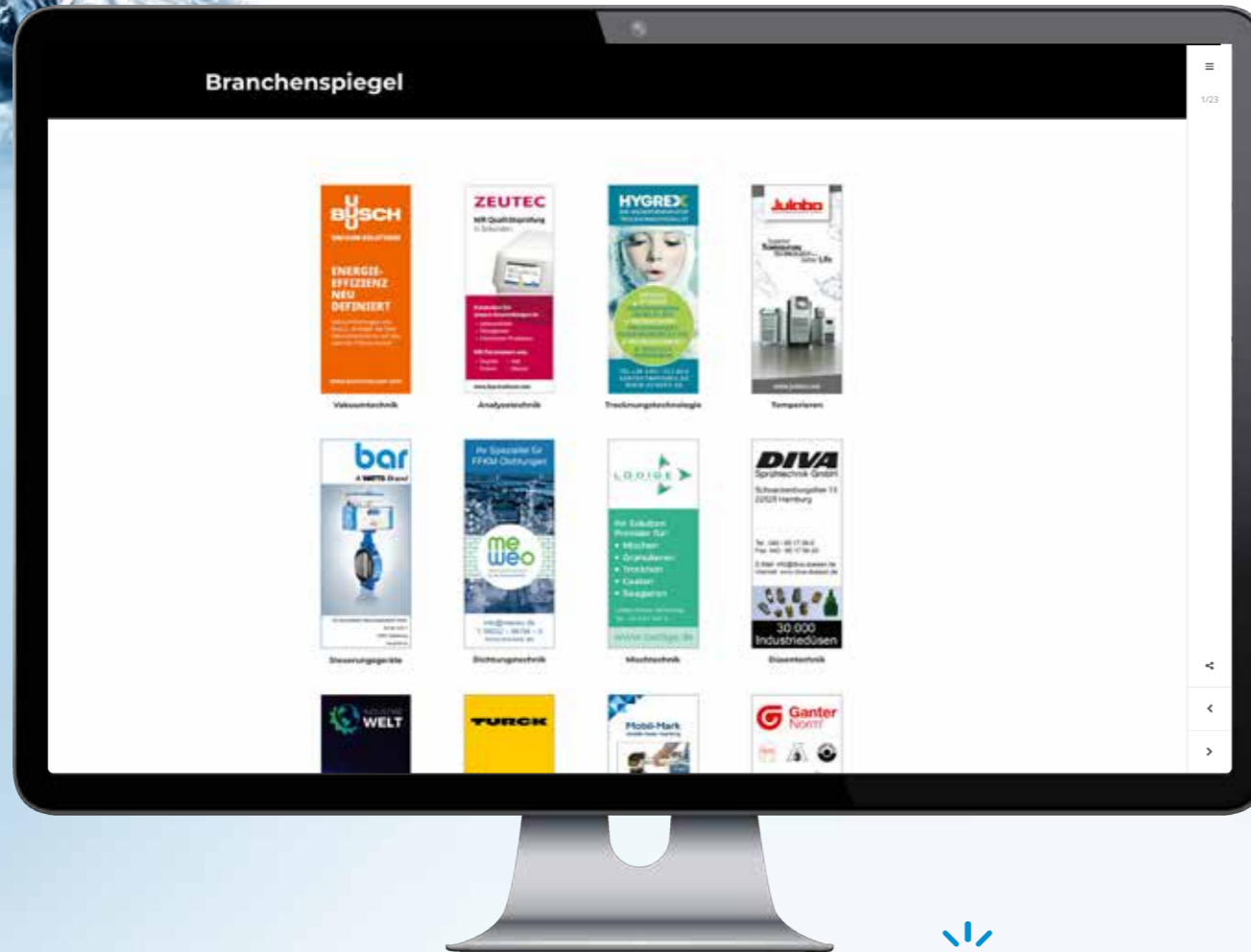
- ✓ interactive possible
- ✓ variable applicable
- ✓ linking to a target website



1.880,-

***Pixel size:** To display the ads optimally | 72 dpi

Company register E-Mag



Click me to go to the demo page!



Pixel size:
508 x 1183 px
in 72 dpi

Who offers what? The industry mirror offers the quickest overview of current offers, innovations, services and potential partners. This is where demand meets supply. Each ad is **linked**. Lead generation could hardly be more efficient.

E-mag entry / issue

✓ incl. one year online entry on the portal

99,-

Online entry

Term: 12 Monate

199,-

Sponsored Content in the E-Mag



Title story

Thanks to the high-quality and attractive format of WASSER ABWASSER TECHNIK, every advertisement catches the eye - but none better than the front page. Book the cover theme for your maximum presence in the e-mag!

✓ Reach: 30.000+

✓ Links

✓ +25,000 characters

✓ Your picture galleries

6.880,-



Advertorial

Secure pole position in the category of your choice with an advertorial! This way you can achieve even more clicks.

✓ Reach: 30.000+

✓ Links

✓ +25,000 characters

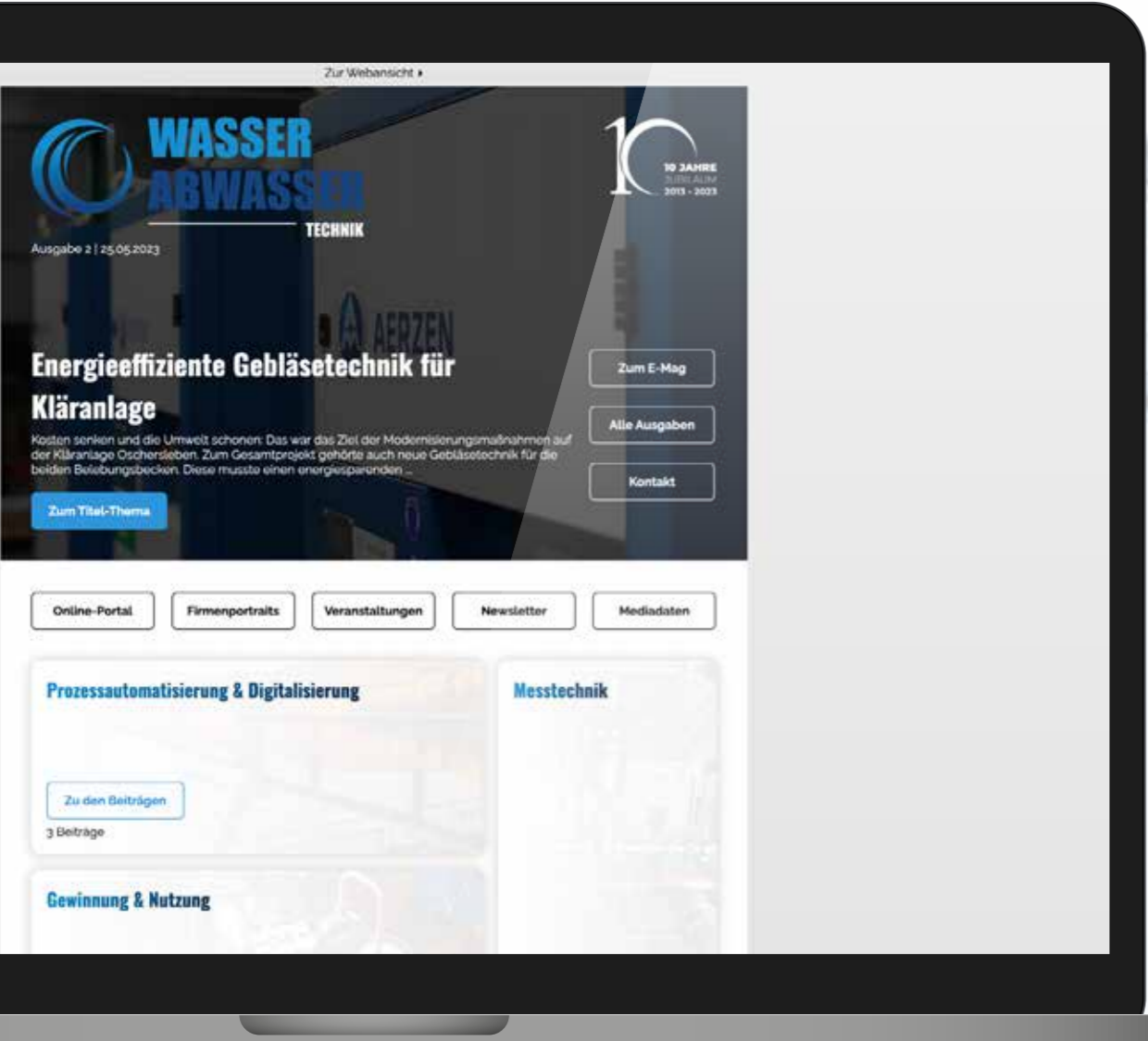
✓ Your picture galleries

4.880,-

NEW

The E-Mag Newsletters

We inform our readers with a newsletter with every e-mag publication. The high acceptance and curiosity of our readers gives you the opportunity to present yourself in an appropriate environment! Use the momentum of a new issue for your success!



Recipients
11.000

Data delivery
daten@fachwelt-verlag.de

Your benefits

- ✓ Wide reach
- ✓ Precisely targeted
- ✓ Qualified addresses
- ✓ Focused advertising

Price
690,-

Ad format

Banner

728 x 90 px

No.	Topic	Send
1	Aquatech + Tausendwasser	04. Mar
2	Wassernetzwerke & Infrastruktur	27. May
3	Messtechnik & Analytik	30. Sep
4	Wasseraufbereitung & Wasserbehandlung	25. Nov

Main topics

In all editions

Metrology & Analytics



Water networks & Infrastructure



Water purification



Water treatment



Frank Altmann

Graduate in Business Administration (BA)

AFRISO-EURO-INDEX Ltd

10 years of interesting articles, exciting topics, always on the cutting edge - what an achievement! We congratulate them on their anniversary and look forward to many more years of partnership with a publisher that is boldly moving forward.

Contract manufacturing & services



Process Automation & Digitalization



Reader structure

Recipient groups



Michael Brosig

Company spokesperson

JUMO, Fulda

JUMO is not the only company celebrating a major anniversary this year (75 years). Fachwelt Verlag also has a good reason to pop the champagne corks. Ten years ago, entrepreneur and publisher Alija Palevic broke new ground: With fresh layout ideas and an attractive content concept, he quickly became a force to be reckoned with in the trade magazine market. This "spirit of innovation" has always driven Fachwelt-Verlag forward.



Total

100%

Target group size
324,850

Guaranteed readers
17,300

Authorities, engineering offices

45%

Target group size
146,183

Guaranteed readers
16,968

Chemical industry

16%

Target group size
51,976

Guaranteed readers
2,768

Wastewater disposal

16%

Target group size **51,976**

Guaranteed readers
2,768

Mechanical Engineering

10%

Target group size **32,485**

Guaranteed readers
1,730

Water supply

10%

Target group size **32,485**

Guaranteed readers
1,730

Luxury food industry

3%

Target group size **9,746**

Guaranteed readers
519

Research / Development / Construction

46%

Target group size
149,431

Guaranteed readers
7,958

Corporate Governance

6%

Target group size
19,491

Guaranteed readers
1,038

Technical management

37%

Target group size
120,195

Guaranteed readers
6,401

Production

10%

Target group size
32,485

Guaranteed readers
1,730

Other

1%

Target group size
3,249

Guaranteed readers
173

Total

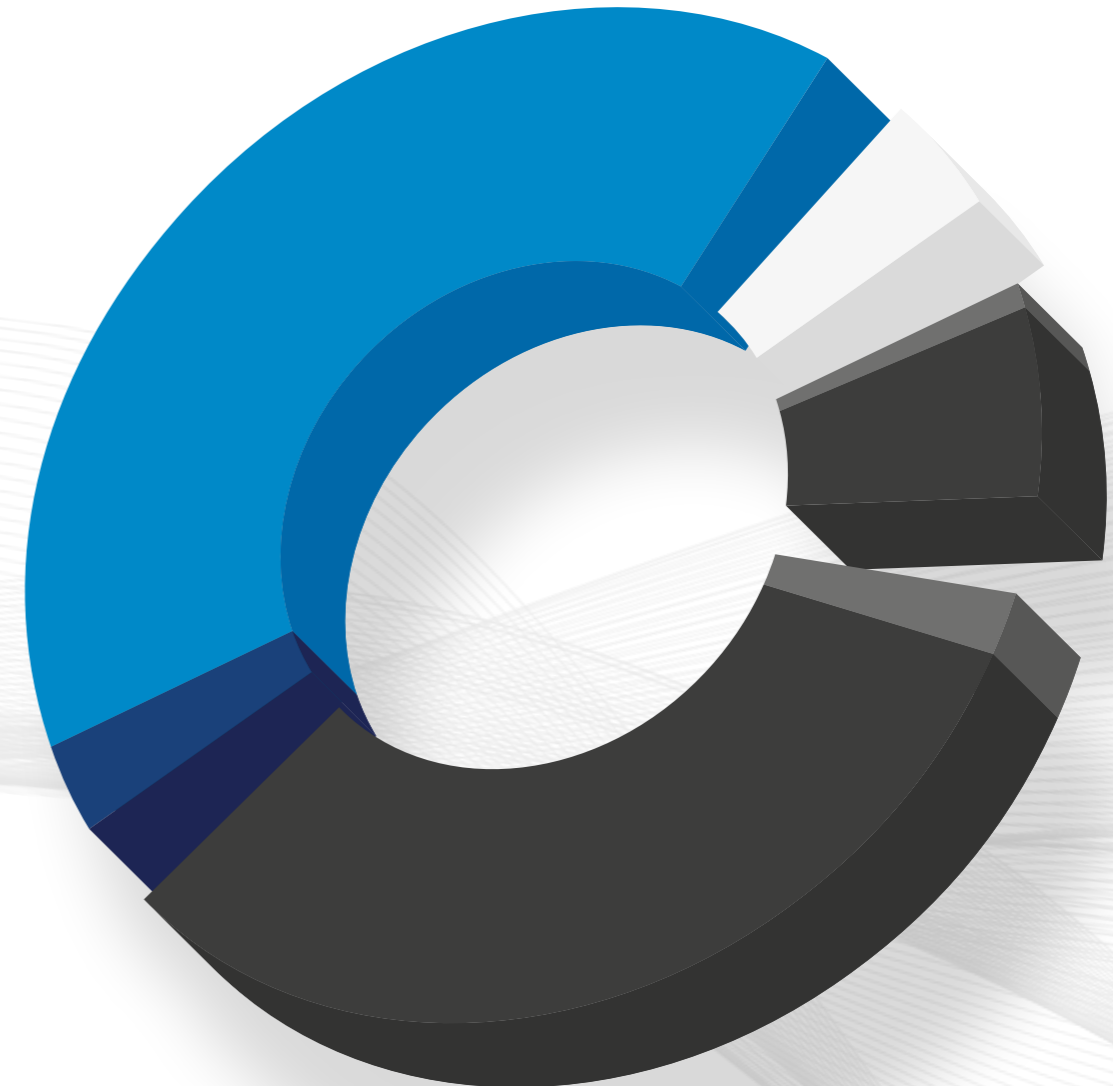
100%

Target group size
324,850

Guaranteed readers
17,300

Reader structure

Positions



Rainer Mundt

Marketing

Mettler-Toledo product inspection

Congratulations on your tenth anniversary. Over the past ten years, you have managed to establish yourself as one of the most important sources of information for process engineers in the chemical, pharmaceutical and food industries, continuously delivering high-quality content.

The Newsletter

WASSER & ABWASSER NEWS

Industry-specific news, important top issues and the trade fair newsletters reach **11,000 personalized recipients** in the water & wastewater industry.

Newsletter-Archive:

www.wasser-abwasser-technik.com/news

Receiver	Opening rate	Clicks
11.000	Ø15,30 %	Ø 210

Data delivery

daten@fachwelt-verlag.de

Your advantages

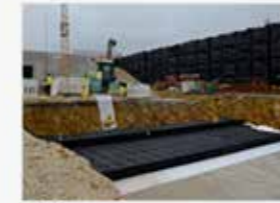
- ✓ Long range
- ✓ Qualified addresses
- ✓ Target group specific
- ✓ Focused advertising

TextAd

190 x 140 px
250 Characters



[Mehr Lesen](#)



Sammeln, reinigen und nutzen - bei der Sanierung und Hofenerweiterung des Reifenhändlers Göggele wurde das Regenwassermanagement ganzheitlich geplant. Im Film sprechen Auftraggeber Herr Göggele und Bauunternehmer Herr Lieb über das beispielhafte Projekt.

[Lesen Sie Mehr](#)



Tauchpumpe für niedrige Wasserstände

Bei Wasseransammlungen in Baugruben, auf Flachdächern, Terrassen und anderen Flächen handelt es sich oft nur um einen wenige Zentimeter hohen Wasserstand, der beseitigt werden soll. Genau für diesen Einsatzbereich wurden die flachabsaugenden Simer 6 Pumpen von Jung ...

[Mehr Lesen](#)



E-Mag Wasserverluste reduzieren

39 Milliarden US-Dollar sind die geschätzten Gesamtkosten der Wasserverluste pro Jahr für die Versorgungsunternehmen. Aufgrund der alternden Infrastrukturen der Wasserverteilung sind Wasserverluste (non-revenue water oder NRW) ein großes Problem für die ...

[Mehr Lesen](#)

Banner

728 x 90 px

COVERIS™
NACHHALTIGE PAPIERVERPACKUNGEN
FÜR PREMIUMPRODUKTE



Klauen-Vakuumpumpen auch in kleinen Baugrößen

Edwards Vacuum vervollständigt mit den nEDC 65-150-Modellen sein

The newsletter

Send dates

Data delivery via e-mail to daten@fachwelt-verlag.de

No.	Topic	Send
1	Wasser Abwasser News	13. Feb
2	Aquatech Amsterdam	06. Mar
3	Tausendwasser	18. Mar
4	Wasser Abwasser News	22. May
5	Measurement technology & analytics	03. July
6	Wasser Abwasser News	09. Sep
7	Water purification & water treatment	16. Oct
8	Wasser Abwasser News	06. Nov



Legend

 Wasser Abwasser News

890,-

 Beispiel

 Topic-Special

1.090,-

 Beispiel

 Trade-Fair-Special

1.290,-

 Beispiel

Standalone Newsletter

Data delivery via e-mail to daten@fachwelt-verlag.de

Benefit from the recommendation character of our return address and use the proximity to the market for your competitive advantage!

Receiver **Ø 11.000** Opening rate **Ø 15,7 %** Clicks **Ø 2.200** Data delivery **daten@fachwelt-verlag.de**

Your advantages

- ✓ Attention grabbing advertising format
- ✓ Great proximity to the market
- ✓ Positive link with the sender address
- ✓ Effective target group coverage
- ✓ Freely selectable contents

Data delivery

- ✓ max. 5000 characters text
- ✓ max. 10 images
- ✓ Links

5.980,-

Follow-Up Mailing

All recipients who have received the standalone newsletter received the standalone newsletter but have not opened it receive it again.

+ 690,-

The image displays three overlapping newsletter preview cards. The leftmost card is for AERZEN, featuring a modern building and the headline "AERZEN erweitert Turbopro". Below the headline is a "Demo" button. The middle card is for Schneider Electric, with a green header and the headline "Open Automation". It includes a sub-headline "Hardwareunabhängige und softwarezentrierte Automatisierung" and a "Demo" button at the bottom. The rightmost card is for a filter media company, showing a close-up of a filter and the headline "Webelaminat zur Prozessstabilität". It includes a sub-headline "Optimierung beiträgt" and a "Demo" button at the bottom.

The online portal

WATER & WASTEWATER TECHNOLOGY

www.WASSER-ABWASSER-TECHNIK.com

The specialist portal for the entire water wastewater industry

Key facts

- ✓ Daily news
- ✓ Cross-industry reporting
- ✓ Information on important trade fairs
- ✓ Media library with company and product videos
- ✓ Company portraits and industry reviews

Topics

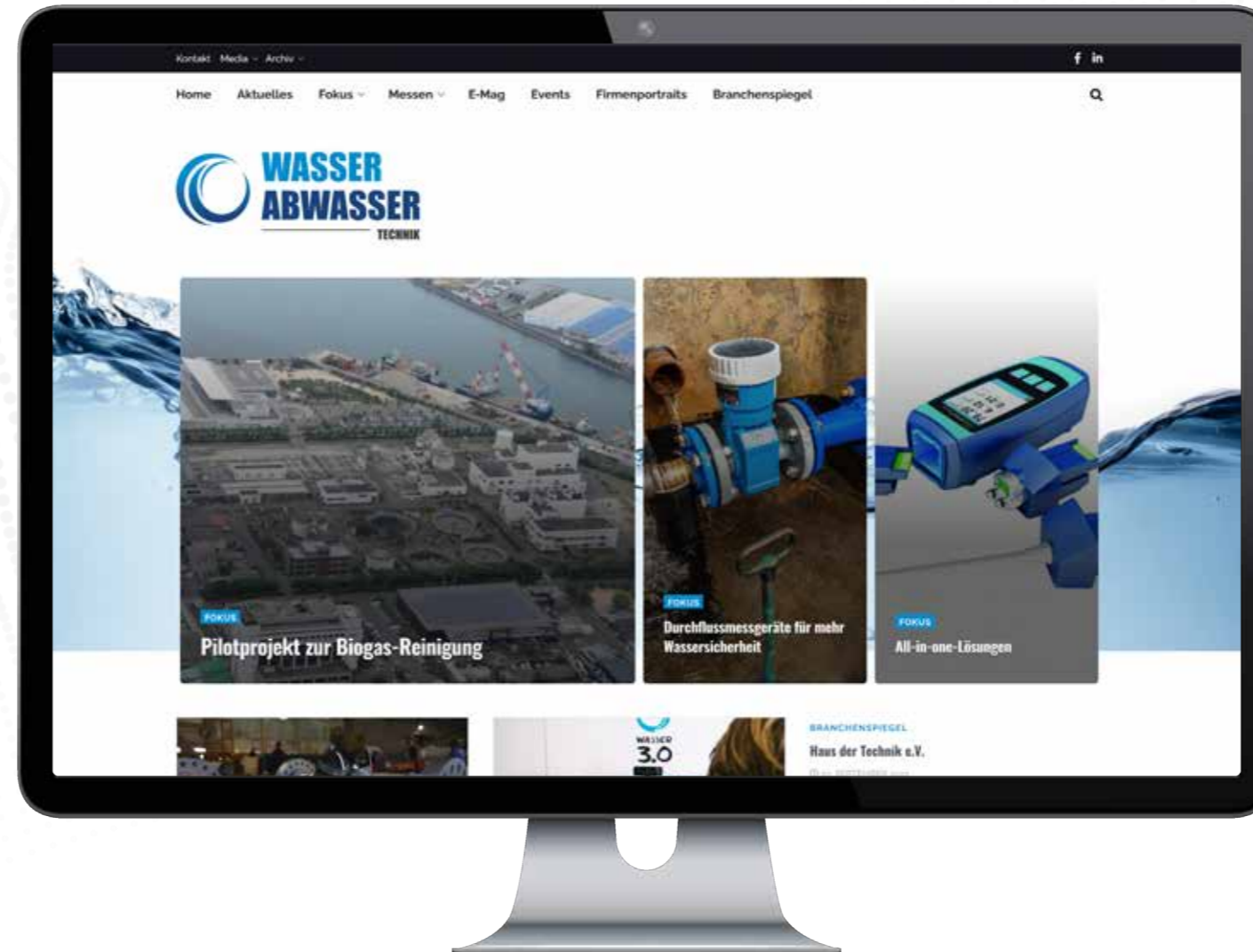
Distribution, Processing & Treatment, Measurement - Control - Analysis, Sewerage, Protection Systems, Extraction & Utilization

Target group

Experts, professionals and decision-makers

Profile

Professional articles, interviews, product information, videos



Users

Ø 14,400 / month

Length of stay

Ø 6:32 min.

Page impressions

Ø 36.000 / month

[To portal](#)

Search engines

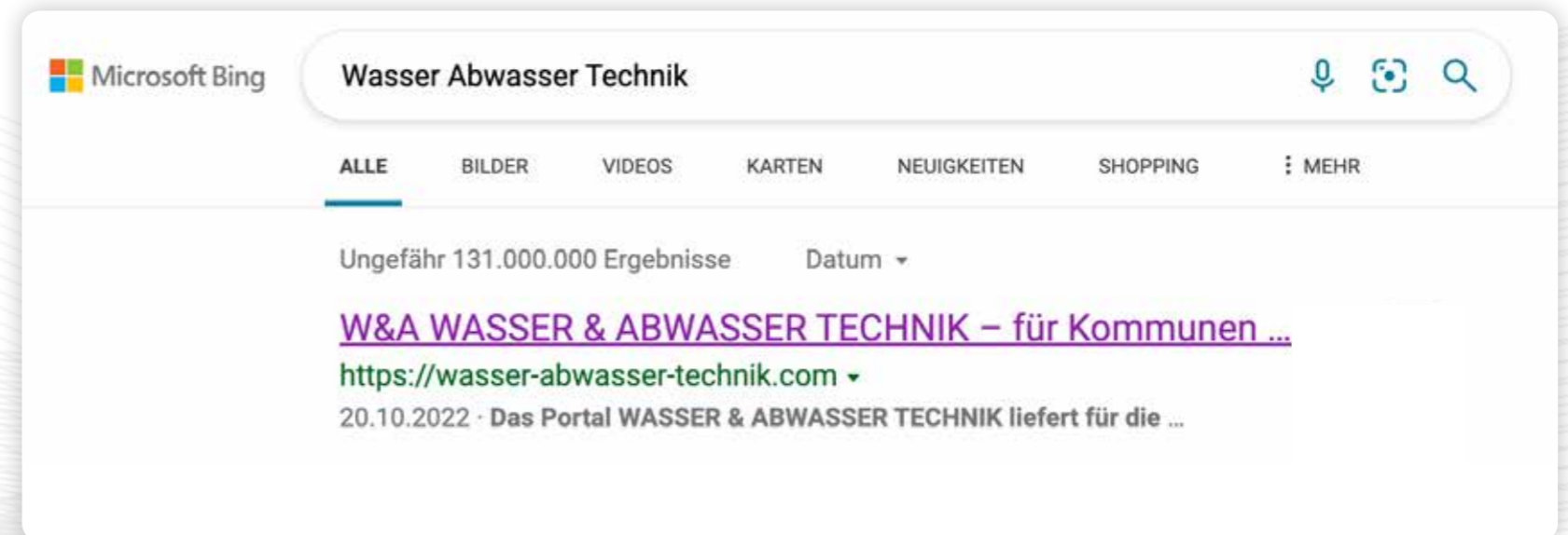
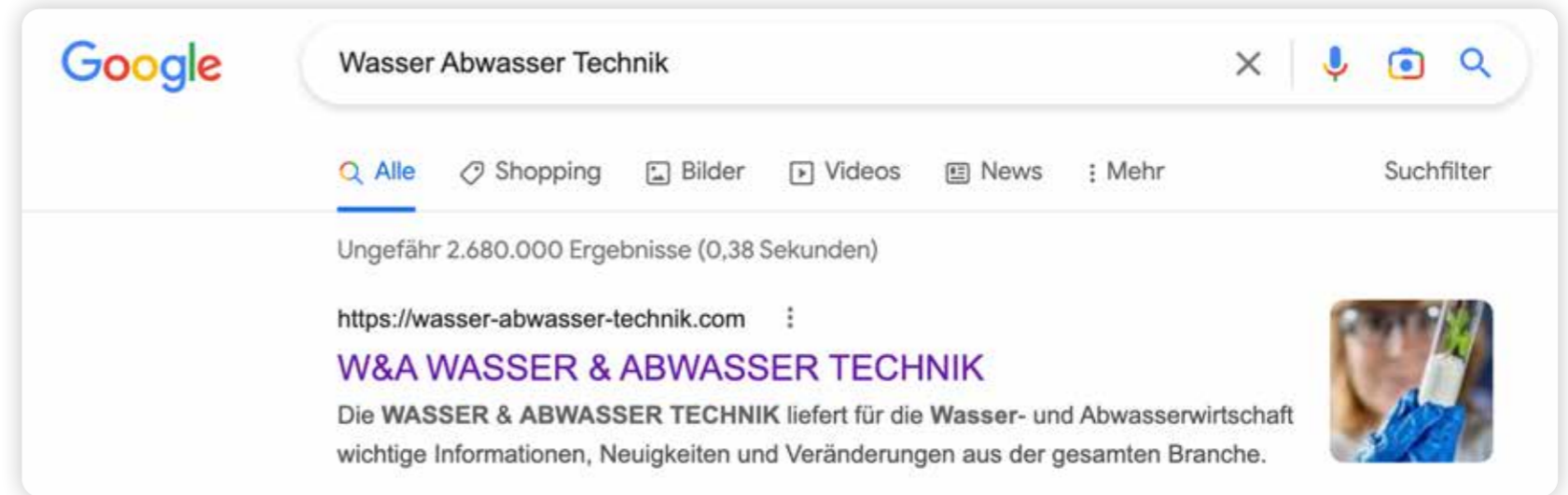
Best ranking for your success

We are the undisputed **number 1** on Google and Microsoft Bing.

The **WASSER ABWASSER TECHNIK PORTAL** is search engine optimized and thus achieves the best results. As a result, we always achieve the best ranking on the market-leading search engines. This clearly proves that we are excelling and our readers / users are benefiting from it.

We achieve the best results with our content. Correct keywords in the text and our know-how are crucial for your success.

Use the media power of our portal to market your products!



Banner formats

Format: JPG, PNG, GIF
Size: Max. 2MB

Data delivery via e-mail to daten@fachwelt-verlag.de

Fullwidth



Pixel size: 1140 x 400 px
Term: 4 weeks

2.290,-

Leaderboard



Pixel size: 728 x 90 px
Runtime: 4 weeks

1.890,-

Medium Square



Pixel size: 360 x 360 px
Runtime: 4 weeks

1.390,-

Skyscraper



Pixel size: 120 x 600 px
Runtime: 4 weeks

1.990,-

Supersize



Pixel size: 728 x 90 px
Runtime: 4 weeks

1.390,-

Event calendar

[water-wastewater-technology.com/events/](https://www.water-wastewater-technology.com/events/)

Take advantage of our reach - maximize the exposure of your event with a calendar listing.

1 entry	66,-
3 entries	99,-
6 entries	149,-
9 entries	199,-

**More than 9 entries
on request**

NEW

Sponsored banner in focus theme

Data delivery via e-mail to daten@fachwelt-verlag.de

Present your products to **specific target groups for 12 months** in the subject area of your choice. With the Sponsored Banner in the focus topic, you are once again one step ahead and reach your potential customers in a targeted manner!

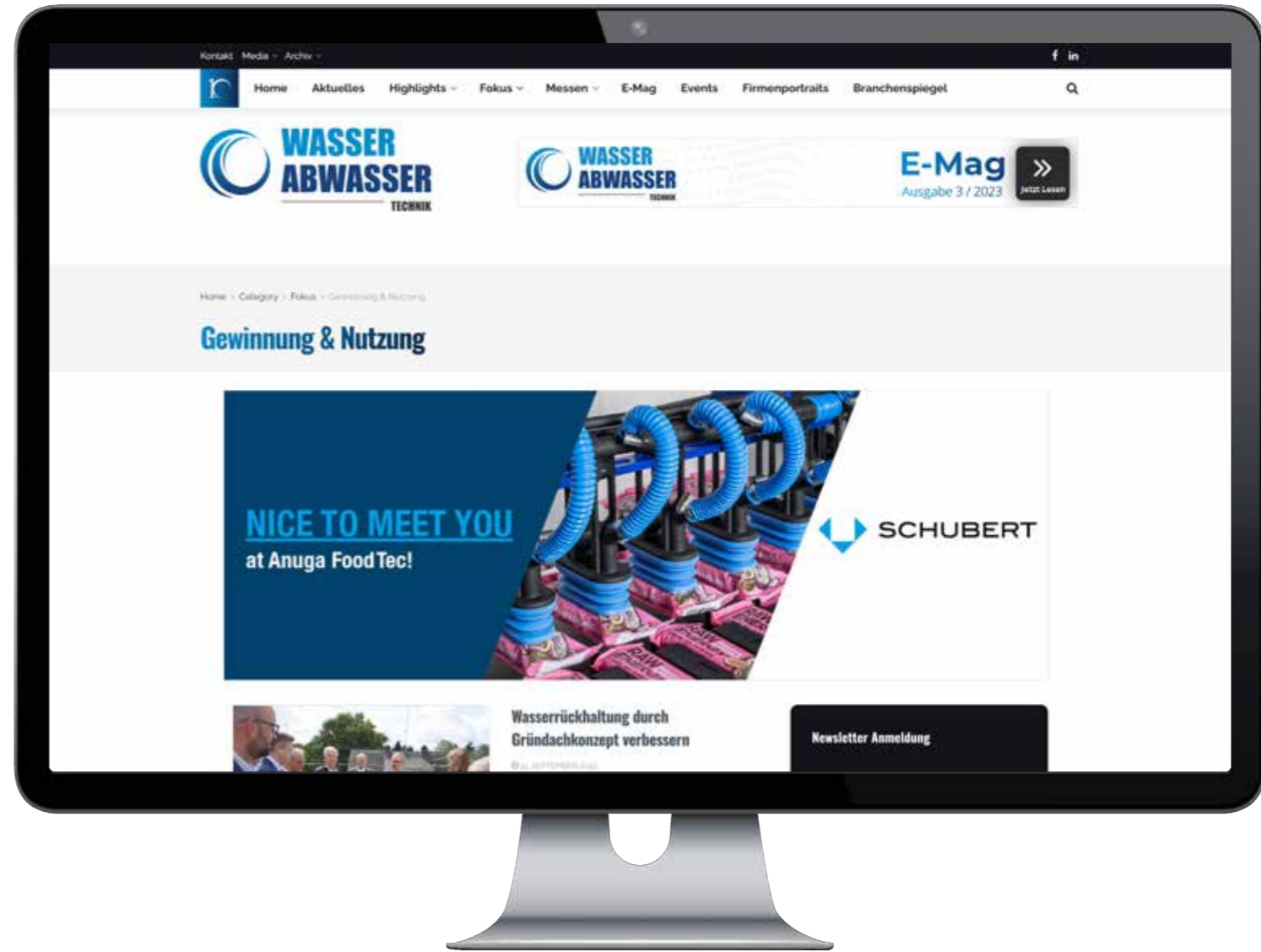
The focus topics

- ✓ Extraction & Utilization
- ✓ Sewerage
- ✓ Metrology
- ✓ Process Automation & Digitalization
- ✓ Protection systems
- ✓ Distribution
- ✓ Water preparation
- ✓ Water treatment

Term: 12 months

Pixel size: 1140 x 400 px
Format: JPG, PNG, GIF
Size: Max. 2MB

2.990,-



NEW

Medium Cube

Pixel size / page: 360 x 360 px
Term: 1 month
Format: JPG, PNG, GIF
Size: Max. 8MB

With the interactive cube as a display area, we offer you the possibility to display and link 4 ads at the same time!

Your advantages

- ✓ 4-page advertising format
- ✓ 4 different links
- ✓ Interactive and Responsive

1.690,-



Click me to go to the demo page!

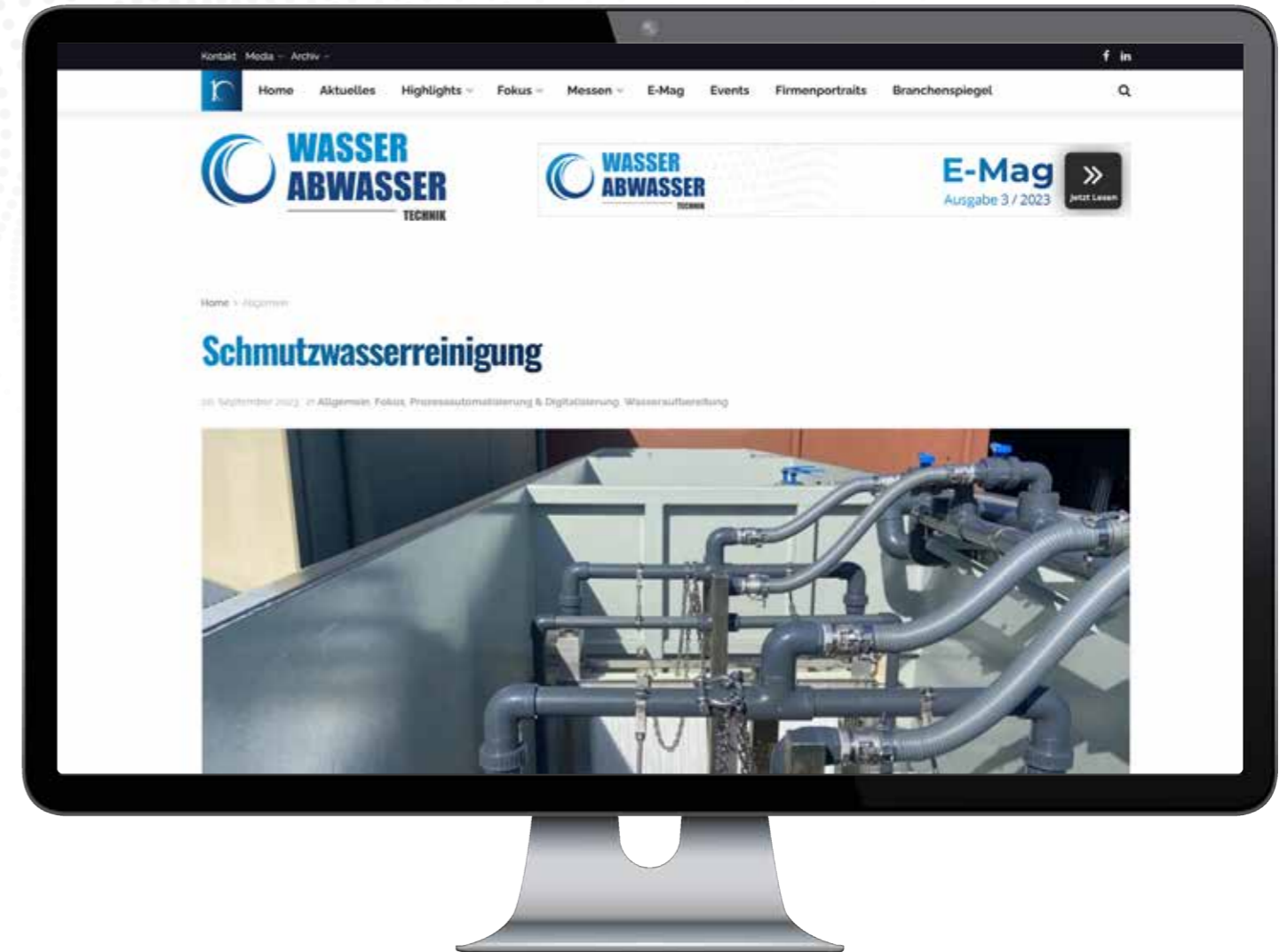
Sponsored Content

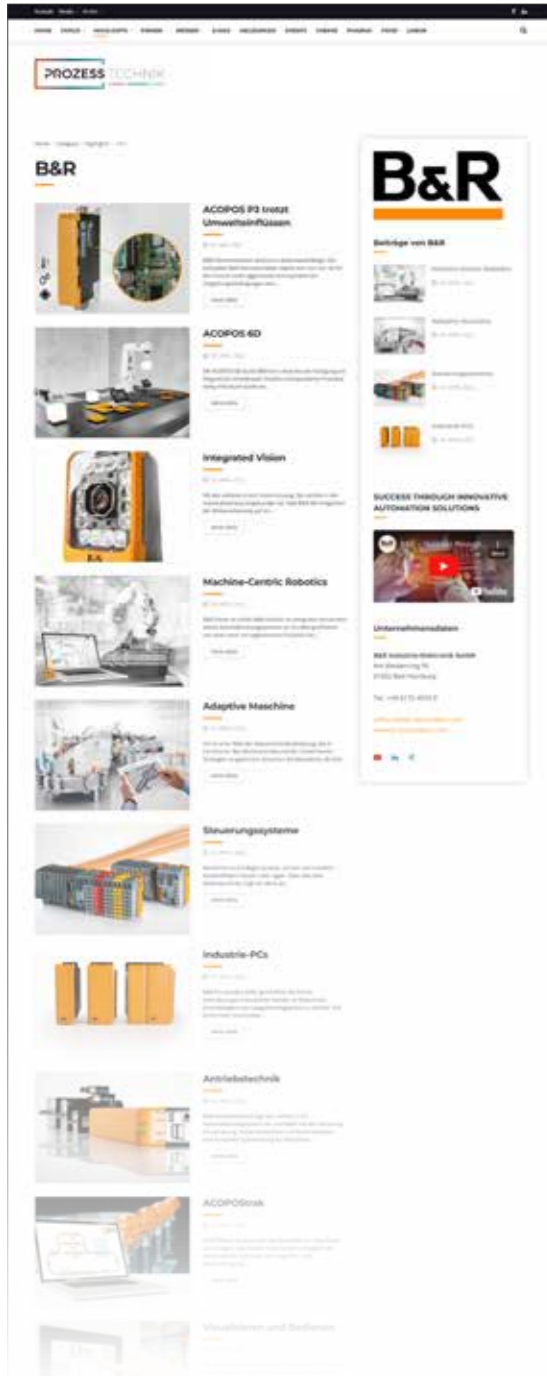
Data delivery via e-mail to daten@fachwelt-verlag.de

The online portal of Wasser Abwasser Technik is used daily by experts and professionals. Sponsored content offers you an excellent opportunity to market your products and services.

- ✓ Placement on the home page
- ✓ In look & feel of WASSER ABWASSER TECHNIK
- ✓ Text/image combination
- ✓ Advertising period: 4 weeks

	Images	Text length	Price
Title Theme	10	25.000 characters	1.990,-
Top Topic	5	25.000 characters	1.690,-
Product of the month	5	15.000 characters	1.490,-
Exclusive interview	5	15.000 characters	1.490,-
Advertorial	3	5000 characters	1.290,-





Native Advertising

Calls/month
 0 **3,200**

Your advantages

- ✓ Own company rubric including sidebar
- ✓ Full attention for your products
- ✓ Prominent placement on the website
- ✓ Reporting included
- ✓ Continuous publication of current press news
- ✓ Not hideable by adblocker
- ✓ Responsive design - for all devices

Runtime	Price
3 months	5.990,-
6 months	6.990,-
9 months	8.990,-
12 months	10.990,-

Company portrait

Calls/month
 0 **1,500**

When booking the company portrait, you will receive the entry in the online business directory free of charge.

Your advantages

- ✓ Integration of videos and image galleries
- ✓ Download PDF files
- ✓ adding up to six contacts
- ✓ links to social media platforms
- ✓ integration of a Contact form on request
- ✓ responsive design - for all devices
- ✓ adblock-free

Runtime	12 months
	990,-



The international portal

INDUSTRY24h

www.INDUSTRY24H.com

The international trade portal for the entire process industry

Key facts

- ✓ Daily news
- ✓ Cross-industry reporting
- ✓ Information on important trade fairs
- ✓ Media library with company and product videos
- ✓ Company portraits and industry reviews

Topics

Chemistry, pharma, food, bulk solids, research, development, industry 4.0, serialization

Target group

Experts, professionals and decision-makers

Profile

Professional articles, interviews, product information, videos



Users

Ø 49,300 / month

Length of stay

Ø 4:53 min.

Page impressions

Ø 124,600 / month

[To portal](#)

Banner formats

Format: JPG, PNG, GIF
Size: Max. 2MB

Data delivery via e-mail to daten@fachwelt-verlag.de

Fullwidth



Pixel size: 1140 x 400 px
Term: 4 weeks

2.290,-

Leaderboard



Pixel size: 728 x 90 px
Runtime : 4 weeks

1.890,-

Medium Square



Pixel size: 360 x 360 px
Runtime : 4 weeks

1.390,-

Skyscraper



Pixel size: 120 x 600 px
Runtime : 4 weeks

1.990,-

Supersize



Pixel size: 728 x 90 px
Runtime : 4 weeks

1.390,-

Event calendar www.prozesstechnik-portal.com/veranstaltungen

Take advantage of our reach - maximize the exposure of your event with a calendar listing.

1 entry	66,-
3 entries	99,-
6 entries	149,-
9 entries	199,-

**More than 9 entries
on request**

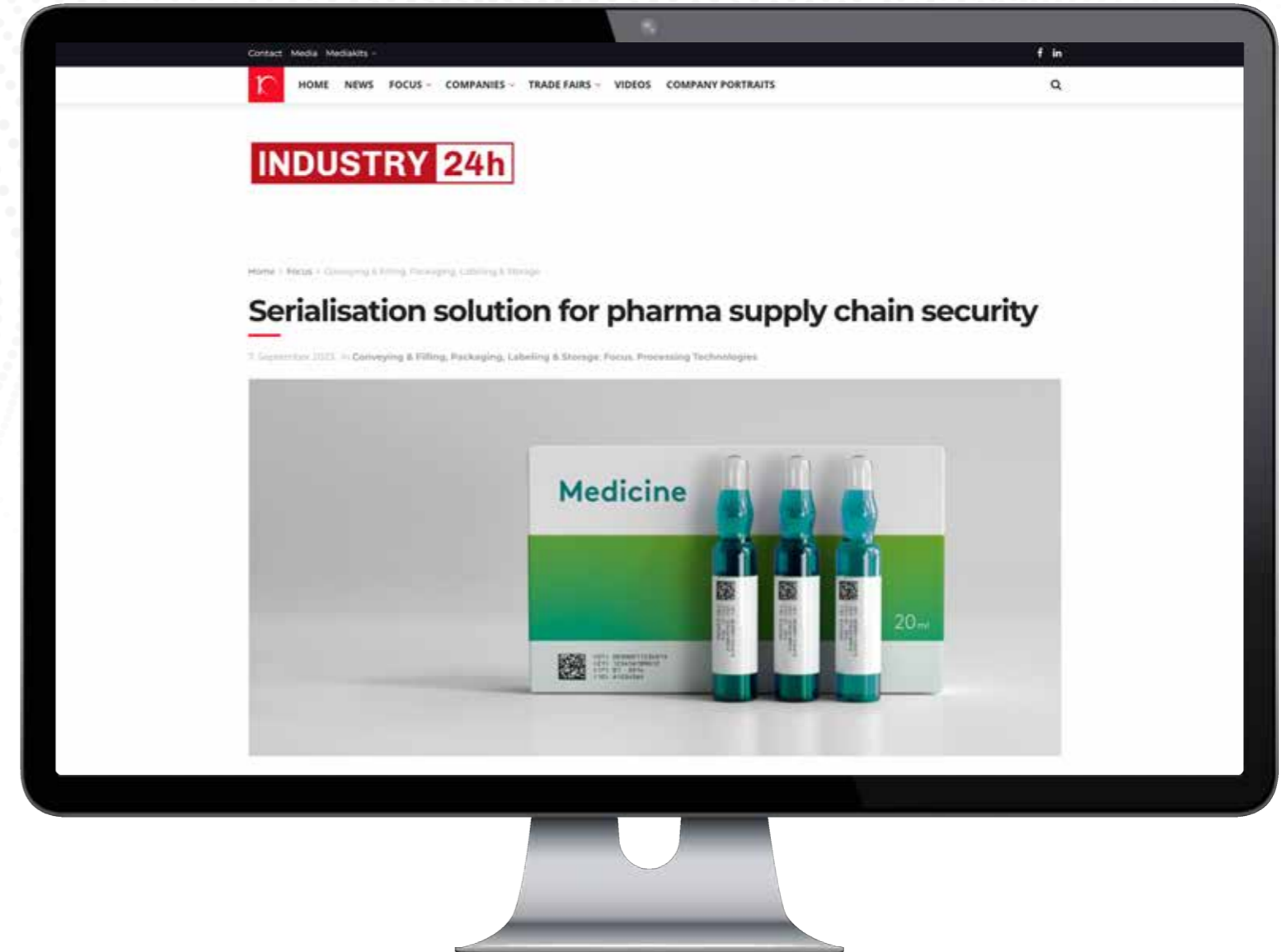
Sponsored Content

Data delivery via e-mail to daten@fachwelt-verlag.de

The Industry24h online portal is used daily by experts and professionals.
Use sponsored content to market your products and services.

- ✓ Placement on the home page
- ✓ In the look & feel of Industry24h
- ✓ Text/image combination
- ✓ Advertising period: 4 weeks

	Images	Text length	Price
Title Theme	10	25.000 characters	1.990,-
Top Topic	5	25.000 characters	1.690,-
Product of the month	5	15.000 characters	1.490,-
Exclusive interview	5	15.000 characters	1.490,-
Advertorial	3	5000 characters	1.290,-



Social Media

Our social media channel **IndustrieWelt** publishes cross-sector news about the process engineering, chemical, pharmaceutical, food, laboratory, and water and wastewater technology industries. Use our powerful channel to increase the impact of your campaigns!

Total statistics

Subscribers

5.500

Interactions

Ø 100

Impressions

min. 20.000

Our social media experts will ensure a successful advertising campaign for your products. According to your specifications, we carry out a selection of the target groups you have named. You define the industries and the fields of activity of your potential customers.

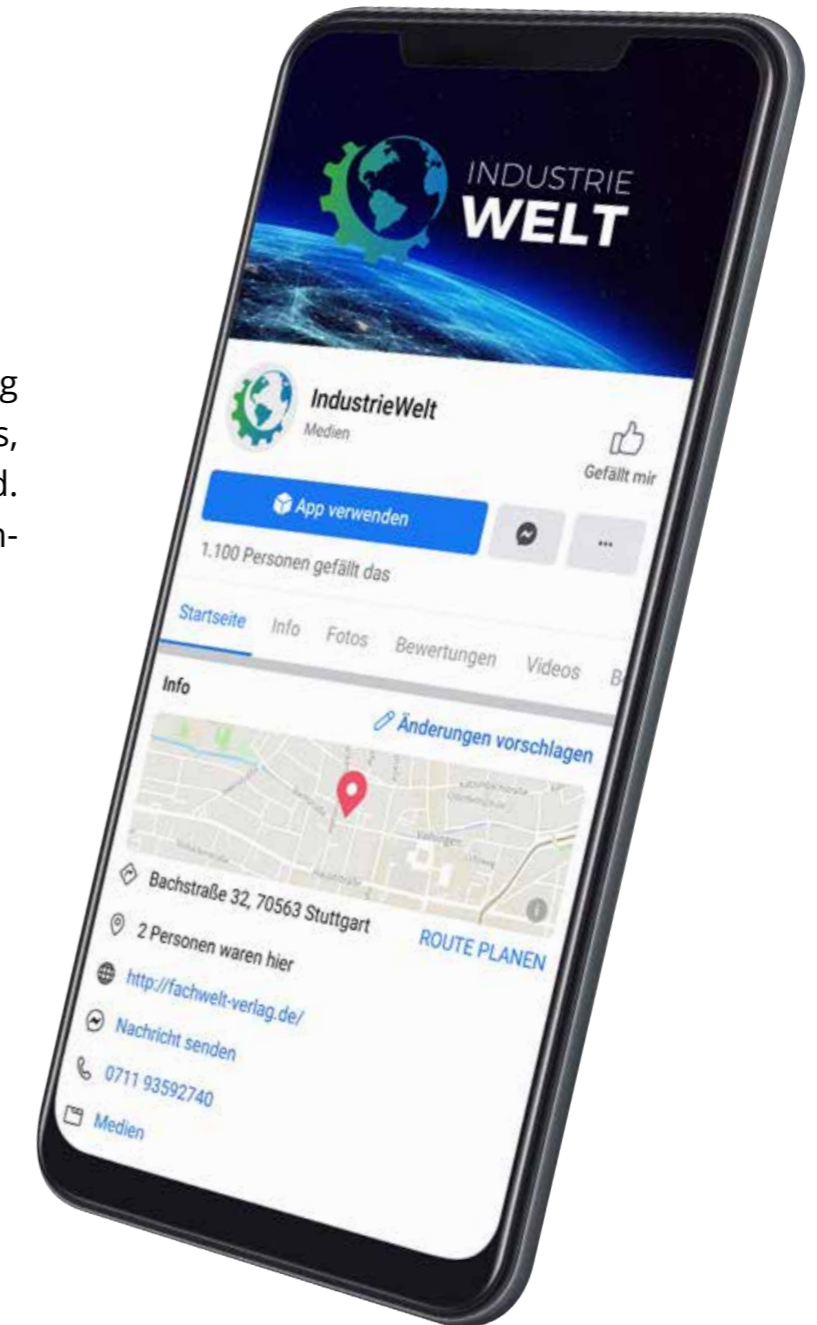
Channels



LinkedIn



Facebook



Social Media

LinkedIn



Image size
1200 x 627

Text length
200 char.

Hashtags
6 terms

Impressions
8,000

Interactions
Ø 100

Subscribers
4,000

Social media campaign

990,-

Your advantages

- ✓ High range
- ✓ Great advertising effect at an attractive price
- ✓ Neutral recommendation character
- ✓ Attention grabbing presentation

Social media campaign

- ✓ Selection according to industries and fields of activity
- ✓ Fast marketing of your products
- ✓ Product recommendation by us as a trade medium
- ✓ Link to your website or Youtube channel

Data delivery via e-mail to daten@fachwelt-verlag.de

Facebook

Image size
1200 x 630

Text length
200 char.

Hashtags
6 terms

Impressions
8,000

Interactions
Ø 100

Subscribers
1,500



Social media campaign

990,-

Package prices

*Upgrade possible for all packages

Light

- ✓ 1 x Product of the month 1.490,-
- ✓ 1 x social media post 890,-
- ✓ 1 x advertisement in newsletter 1.090,-
- ✓ 1 x company portrait 990,-

Product launch
Promote booth
Social Media Reporting

3.791,-

List price ~~4.460,-~~ -15%

Our recommendation

Premium

- ✓ 1 x Title theme on the portal 1.990,-
- ✓ 2 x Product of the month 2.980,-
- ✓ 4 x Social media posts 3.560,-
- ✓ 3 x Advertising in newsletter 3.270,-
- ✓ 1 x Exclusive interview 1.490,-
- ✓ 1 x Display in e-mag format S 1.880,-

Product launch
Product strengthening
Product Establishment
Promote booth
Social Media Reporting

9.860,-

List price ~~15.170,-~~ -35%

Smart

- ✓ 1 x title theme on the portal 1.990,-
- ✓ 1 x Product of the month 1.490,-
- ✓ 2 x social media posts 890,-
- ✓ 1 x advertisement in newsletter 1.090,-
- ✓ 1 x company portrait 990,-

Product launch
Product strengthening
Promote booth
Present in medium term

4.837,-

List price ~~6.450,-~~ -25%

Maximum

- ✓ 2 x Title theme on the portal 3.980,-
- ✓ 1 x Product of the month 1.490,-
- ✓ 8 x Social media posts 7.120,-
- ✓ 4 x Advertising in newsletter 4.360,-
- ✓ 1 x Exclusive interview 1.490,-
- ✓ 1 x Display in e-mag format S 1.880,-

Product launch
Product strengthening
Product Establishment
Promote booth
Social Media Reporting

12.192,-

List price ~~20.320,-~~ -40%

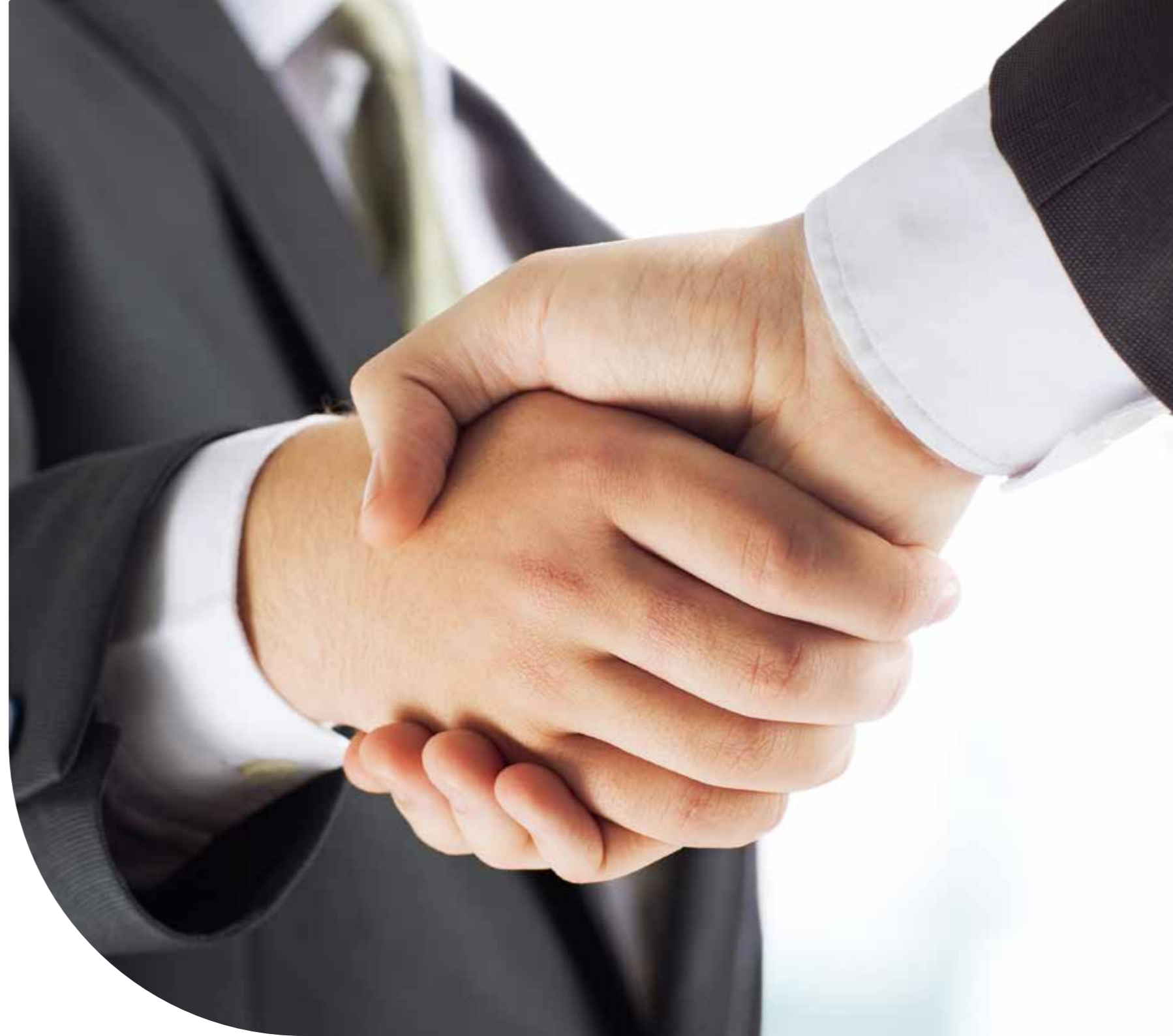
Lead generation

You need to successfully spread your budget and position yourself properly. This raises the following questions:

- ❓ What do I want/need to achieve?
- ❓ Which media should be used?
- ❓ How do I allocate the advertising budget?
- ❓ How do you measure the success of a campaign?
- ❓ Which numbers are relevant?
- ❓ How do I reach my target group?

- ✓ **Destination** Leads with complete contact details
- ✓ **Schedule** Date start/end
- ✓ **Range** Individual, depending on selection
- ✓ **Selection** Target group by country, region, city
- ✓ **Interests** Industries and activity
- ✓ **Duration** Specification in days

We guarantee and promise the delivery of actual leads. The selected target group is interested in your products.



The publishing portfolio

Your success media for the industry



Contact

Do you have any questions? Feel free to contact us!



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Direct debit and advance payment: 3% discount
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MORE DIGITIZATION

MORE POSSIBILITIES

MORE VALUE

As a qualified provider of digital media, we have a successful international presence. We communicate complex interrelationships to specific target groups in an understandable way. Our publishing program is continuously being expanded with new ideas and innovations. The high benefit for customers and readers is always the top priority in order to meet the wishes and goals of all.

