

DICHT!



In German
Language!



MEDIA INFORMATION 2010

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Publisher/Publishing House:

ISGATEC GmbH
Hans-Thoma-Str. 49/51 | 68163 Mannheim
GERMANY
Phone: +49(0)6 21.71 76 888-0 | Fax: -8
info@isgatec.com | www.isgatec.com
VAT-N°: DE 224349615

Advertising Department:

Bärbel Schäfer | bschaefer@isgatec.com
Phone: +49(0)6 21.71 76 888-0 | Fax: -8

Terms of Payment:

2 % net discount on making the payment
immediately of receiving the invoice before
going to press, 30 days net after going to press.

Account Details:

Sparkasse Rhein Neckar Nord
Swift Code: MANSDE 66
IBAN: DE63 6705 0505 0038 0881 49

Circulation:

Print run: 10,650 copies
Circulating copies: 10,183 copies
(IVW in average from III-08 until II-09)

Publication Frequency:

Quarterly, 4 editions annually

Deadlines:

See editorial calendar (with publication dates)

Purchase Prices:

Annual subscription (Germany)
incl. delivery expenses: € 43.30 gross

Annual subscription (Abroad)
incl. delivery expenses: € 79.00 net

One-time rate: € 8.50 gross
plus delivery expenses: on request

Delivery Address:

ISGATEC GmbH
P.O. Box 10 15 05 | 68015 Mannheim
GERMANY

Phone: +49(0)6 21.71 76 888-0 | Fax: -8
bschaefer@isgatec.com

Data Media: Disc, CD, DVD**Interchange Format:**

- PDF (according to PDF/X Standard),
- EPS with embedded text and pictures,
- TIFF or JPEG (low compression/high quality)

Image Resolution:

- Half-tone pictures at least 300 dpi
- Line drawing at least 600 dpi

Colours:

- CMYK (ISOcoated, www.eci.org) or
 - Greyscales (Tonal value growth 15%)
- Please send us a colour-constant proof with
position and colour specifications.

Magazine Format:

210 mm width, 297 mm height = DIN A4

Type Area:

183 mm width and 247 mm height
Number of columns: 3, column width: 57.5 mm

Set, Printing and Binding method:

Computer-to-Plate, Offset, Saddle stitch

Printing Material:

Please send us a contract proof. If this isn't the
case we can't assume liability.

Data Delivery:

Please always specify the number of the
magazine, the name of the customer and the
ad-identification.



4c Ad-Placing	Upright Format Width x Height (mm)	Oblong Size Width x Height (mm)	Rates in €**/**
1/1 page	183 x 247 216 x 303*	-	3,190.00
2/3 page	120 x 247 138 x 303*	183 x 164 213 x 187*	2,790.00
1/2 page	90 x 247 111 x 303*	183 x 123 216 x 149*	1,790.00
1/3 page	58 x 247 79 x 303*	183 x 82 216 x 105*	1,390.00
1/4 page	45 x 247 66 x 303* 90 x 123 111 x 149*	183 x 61 216 x 84*	990.00
1/8 page	58 x 123 79 x 149*	183 x 30 216 x 53*	590.00
Junior page	120 x 164 141 x 187*	-	1,990.00
Front, rear inside cover or outside back	216 x 303*	-	3,500.00
	type area bleed	type area bleed	

Frequency Discount Rates:

2 x publication 5%
3 x publication 10%
4 x publication 15%

The frequency discount rates are valid to advertisements booked one after another.

***Colour Surcharges:

Colours out of the euro scale are included in the ad-rate.

***Special Positioning:

Special placements will be charged with 10 % onto the ad-rate.

***Format Surcharges:

Bleed ads, ads (over the band): each with 10 % of the ad-rate.

Bound-In Inserts:

must be delivered folded, untrimmed, without back stapling. Rates (see adjoining table)

Complexity	Minimum weight	Rates in €** up to 120 g/m ²	Rates in €** up to 170 g/m ²	Rates in €** beyond 170 g/m ²
2 pages	120 g/m ²	3,050.00	3,170.00	3,290.00
4 pages	80 g/m ²	4,630.00	4,750.00	4,940.00

* The bleed formats quoted above already contain a 3 mm trim allowance.

** All prices exclusive of the respective VAT.

Vacancies as well as Purchase and Sale will be brought to account like advertisements. Applications for a post can be received on request.

Advertorials will be brought to account like advertisements.



Inserts:

Not fixed, not discountable

Minimum paper format: 10.5 x 14.8 cm,

Minimum weight per single sheet 150 g/m²

Paper Format: 20.5 x 29 cm

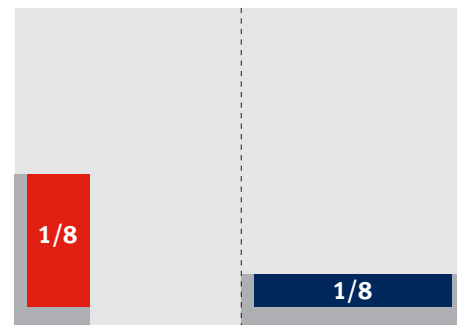
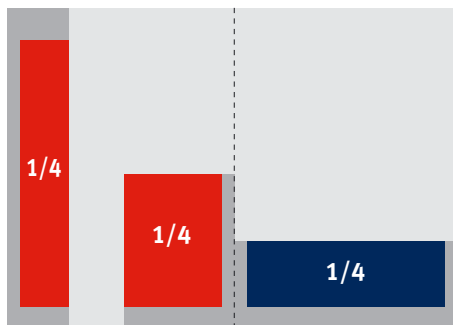
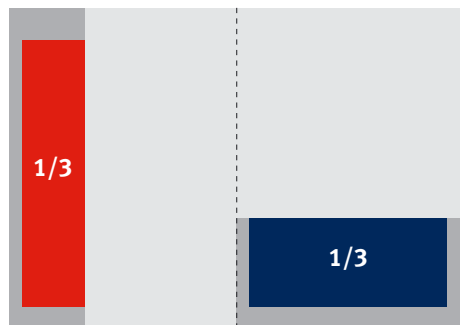
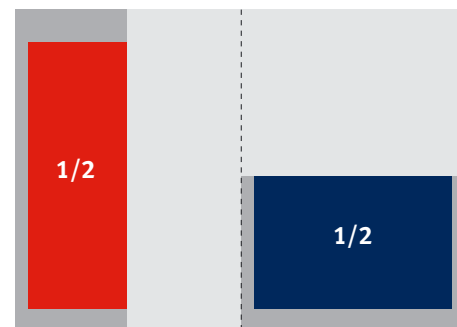
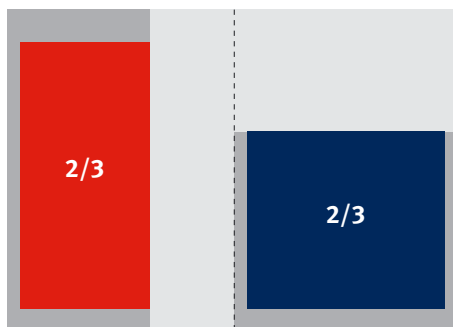
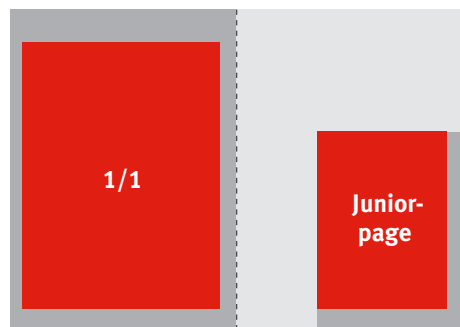
Up to 25 g of weight: €** 1,990.00

Each further 25 g of weight: on request

Mail rate for inserts: on request

Delivery: Sample by placing of orders, edition up to 14 days before date of publication

Subject to alteration.



Further formats optional.



Issue	1	2	3	4
Date of publication	29.03.2010	28.06.2010	28.09.2010	10.12.2010
Ad closing date	23.02.2010	02.06.2010	02.09.2010	16.11.2010
Editorial deadline	12.02.2010	25.05.2010	25.08.2010	03.11.2010
Trends and developments of...	... dynamic seals	... formed-in-place-sealing-systems and dosing technology	... materials	... processing
Specials (S)				
	Alternative Energies, Solar and Hybrid Technologies	Machinery Manufacturing/ Plant Construction	Medicine/ Pharmaceuticals	Automotive
Solutions for industries				
Automotive	x	x	x	S
Chemistry	x	x	x	x
Electronics	S	x	x	x
Food Industry	x	x	x	x
Machinery Manufacturing	x	S	x	x
Medicine/Pharmaceuticals	x	x	S	x
Main topics				
Static seals Dynamic seals Formed-in-place gaskets Moulded parts, profiles and diaphragm Adhesive sealing Processing and manufacturing Materials Measurement and testing technology Services around the sealing and gasket technology				
Trade fair special				
		Hannover Messe Motek/Bondexpo	Maintain K ISC International Sealing Conference	

Legend: S = Special
x = New and established products and services from this area

* Delivery date for printing data: 2 workdays later
Subject to alterations due to current reasons.



“Lösungen finden” – The innovative source of supply listing for the triologue.

Between:

Producers,
Produzenten,
Traders,
Händlern,
Service providers
Dienstleistern
and users
und Anwendern

Text Version (Format: 89 x 22 mm)

Dynamische Dichtungen (Dynamic Seals)

Sample Company ABC

Tel.: +49(0)123.45678

Fax: +49(0)123.45677

Sample Street 123
12345 Sample City

info@musterfirmaabc.de
www.musterfirmaabc.de

P H D **A C E L M MP**

in the industries:

Automotive,
Automotive,
Chemistry,
Chemie,
Electronics,
Elektronik,
Food Processing Industry,
Lebensmitteltechnik,
Machinery Manufacturing,
Maschinenbau,
Medical Engineering
and Pharmaceuticals
Medizin und Pharma

Logo Version (Format: 89 x 35 mm)

Dynamische Dichtungen (Dynamic Seals)

Area for your logo

Sample Company ABC

Sample Street 123 | 12345 Sample City

Tel.: +49(0)123.45678 | Fax: +49(0)123.45677

info@musterfirmaabc.de | www.musterfirmaabc.de

P H D **A C E L M MP**

	Text Version	Logo Version
Annual rate for 4 editions in €**		
1. Entry	420.00	520.00
2. + 3. Entry	360.00	460.00
4. + 5. Entry	310.00	410.00

The account does take place in advance as single amount.

Corrections possible at any time (to the closing date) for a lump sum of € 65.00 per changed entry.

Present your productivity in the various groups of products and services:

**Adhesive technology,
Dynamic seals,
Formed-in-place sealing systems,
Materials/Semi-processed materials,
Measuring and test engineering,
Mechanical Seals,
Moulded parts and profiles,
Processing,
Seals,
Services/Information technology,
Static seals,
Accessories.**

Further rubrics on request.

1 The magazine DICHT! – solution oriented, practical, communicative

With the German-language magazine DICHT! a further information gap is filled in the market of the sealing and adhesive technology. Market specialists with decades of experience regularly inform you about products, developments, trends, technical solutions and thereby create transparency for the decision makers in **construction, purchase and quality management**. The editorial adjustment on this target group, multiple navigation, short reading straining, a reader color control system and the linking on further sources increases the efficient provision of information and promotes the dialogue between the decision makers. DICHT! with the dialogue concept is the information platform for the target groups in the industries of **automotive, chemistry, electronics, food processing technology, machinery manufacturing, medical engineering and pharmaceuticals**.

2 Publication frequency:

Quarterly, 4 editions annually

3 Volume/Year: Volume 4/2010

4 Internet: www.isgatec.com

5 Membership:

Deutscher Fachjournalistenverband DFV
IVW Member

6 Organ:

independent professional magazine

7 Publisher: ISGATEC GmbH

8 Management board:

Sandra Kiefer, Karl-Friedrich Berger

Contact details:

ISGATEC GmbH
P.O. Box 10 15 05 | 68015 Mannheim
GERMANY

Phone: +49(0)6 21.71 76 888-0

Fax: +49(0)6 21.71 76 888-8

Internet: www.isgatec.com

Email: info@isgatec.com

9 Editorial department:

Dipl.-Ing. Holger Best (Editor in Chief)
Email: hbest@isgatec.com

10 Advertisements:

Bärbel Schäfer
Phone: +49(0)6 21.71 76 888-0
Email: bschaefer@isgatec.com

11 Sales:

Sandra Kiefer
Phone: +49(0)6 21.71 76 888-0
Email: info@isgatec.com

12 Purchase price:

Annual subscription (Germany)
incl. delivery expenses: € 43.30 gross

Annual subscription (Abroad)
incl. delivery expenses: € 79.00 net

One-time rate: € 8.50 gross
plus delivery expenses: on request

13 ISSN: 1863-4699



Print run: 10,650 copies

Circulating copies: 10,183 copies

(IVW in average from IV-07 until III-08)



Geographic distribution analysis

Economic region	Percentage %	Circulated Print Run
Germany	90.6	9,222
Abroad	9.4	961
Total sum	100.00	10,183

Lines of Business/Branches of Industry/Types of Company

Recipient groups	Percentage %	Circulated Print Run
Automotive	25.7	2,621
Chemistry	20.5	2,090
Electronics	12.3	1,248
Machinery Manufacturing	31.5	3,211
Medical Engineering & Clean Room (Food, Medicine, Pharmaceuticals)	9.9	1,013
Total sum	100.00	10,183

Job Characteristics: Area of Responsibilities

Area of responsibilities	Percentage %	Circulated Print Run
Construction	34.8	3,542
Purchase	33.5	3,412
Quality management	25.6	2,604
Management	6.1	625
Total sum	100.00	10,183

Job Characteristics: Position in Company

Position in company	Percentage %	Circulated Print Run
Executive board/Board of managers	6.1	625
Department manager/Area manager	56.7	5,775
Skilled labour	33.5	3,407
Other	3.7	376
Total sum	100.00	10,183

The terms and conditions set forth below shall apply without exception to all advertisements accepted and published. In the first contract executed, it is agreed between ISGATEC GmbH and the Customer that the present terms and conditions shall apply to all subsequent contracts. The Customer's terms and conditions of business which differ from our terms and conditions shall under no circumstances become an integral part of the contract. Our statements are made without engagement. A contract is created only when we have issued our confirmation of order.

Article 1 Prices, discounts, terms of payment

- Prices: The prices for the publication of an advertisement, loose and glued/tacked insert, will be in accordance with our currently applicable price list. If there are changes to the advertisement price list, the new conditions will apply also to current orders.
- Discounts: The discounts shown in the advertisement price list will be granted only to advertisers and only for the advertisements appearing within one year (twelve months). The period begins upon publication of the first advertisement.
- Terms of payment: Invoices for advertisements are to be paid within the period shown in the price list. Such period commences on receipt of the invoice. Payments must be remitted, costs and charges paid, to the bank accounts of ISGATEC GmbH given in the invoice. Dunning and collection costs which are caused by delays in payment shall be borne by the Customer. If the Customer is in default on payment, ISGATEC GmbH may postpone the further performance of a current order until payment has been made, and require payment in advance. ISGATEC GmbH has the right to correct defective advertisement invoices within six months of invoicing. All prices are subject to value-added tax at the statutory rate applicable at invoice date.

Article 2 Handling the contract

- Orders for advertisements may be placed by letter or by e-mail. If orders are placed or changes are made to orders by telephone, ISGATEC GmbH shall not be held liable for communication errors.
- Orders for inserts: As a rule, orders for inserts will be accepted by ISGATEC GmbH only after a sample has been submitted.
- Refusal to accept orders: ISGATEC GmbH has the right to refuse to accept orders for advertisements after appropriate consideration. This applies in particular if their content is in contravention of the law or official regulations, or if objections have been raised against them in complaint proceedings before the German Advertising Standards Council, so that ISGATEC GmbH cannot reasonably be expected to publish them on account of their content, their origin or their technical form, or if inserts, through their format or presentation, create the impression of being part of the publication or contain third party advertisements. ISGATEC GmbH must declare its rejection immediately upon being apprised of the contents concerned.
- Deadlines: The deadlines shown in the price list are not binding on ISGATEC GmbH. ISGATEC GmbH is at liberty to adapt advertising deadlines to the current production process at short notice.

- Cancellation of orders/force majeure: Orders for advertisements can be cancelled only by letter, but also by telefax or e-mail. The Customer must pay for the advertisement if it is already in the press. Otherwise ISGATEC GmbH may require the refund of the costs incurred up to cancellation in accordance with statutory regulations. In cases of force majeure and labour disputes which are not its fault, ISGATEC GmbH shall be released from the obligation to provide performance; no claims to damages exist on this account.
- Placement of advertisements: ISGATEC GmbH can give no guarantee that advertisements will be placed in certain issues or editions, or in certain positions.
- Colours are generated with the four Euroscale colours cyan, magenta, yellow and black. If the inks used are in deviation therefrom, ISGATEC GmbH reserves the right to create the shade also through simultaneous printing of inks, even though it is impossible to rule out deviations from the original shade of colour. Otherwise there exist no claims to indemnification on the Customer's part on grounds of any colour deviations.
- Printing documents: The closing deadlines for printing documents are shown in the respective valid ISGATEC GmbH media kits. The Customer is responsible for the timely delivery of error-free artwork. ISGATEC GmbH guarantees the printing quality which is customary for the vouched for edition within the scope permitted by the quality of the artwork. Should the Customer fail to follow ISGATEC GmbH's recommendations for making and transmitting digital artwork, it will have no claims on grounds of publication of defective advertisements. Artwork will be returned to the Customer only by special request. The obligation to hold in safekeeping ends six weeks after publication of the advertisement.
- Editorial-style advertisements: The presentation and marking of editorial-style advertisements must be arranged with ISGATEC GmbH in good time before publication. Such texts will be marked as "advertisements".
- Liability for the content of advertisements: The Customer is responsible for the content and the licitness of advertisements. It shall hold and save ISGATEC GmbH harmless from and against all third party claims on grounds of publication of the advertisement. ISGATEC GmbH is under no obligation to look into whether an ordered advertisement infringes on the rights of a third party. Should ISGATEC GmbH, for example, be ordered by a court to print a retraction of an advertisement, the Customer who ordered this advertisement shall bear the costs of the retraction at the valid rate set forth in the price list.
- Proofs will be provided only by express request in the form of a PDF file. ISGATEC GmbH will take over corrections which it receives within the periods it has set. The Customer is responsible for ensuring that the corrections made to the proofs are correct.
- Voucher copies of advertisements: For advertisements of one eighth page size and over, ISGATEC GmbH will provide a voucher of the advertisement in the form of a copy together with the invoice.
- Typesetting costs: The costs for producing the ordered copy and drawings will be borne by the Customer. The Customer will also bear the costs of any substantial changes it wants made to the agreed original versions and of any other changes for which it is responsible.

- Fluctuating circulation figures: A decline in the circulation figures will affect the contractual relationship only if a certain circulation has been guaranteed and this falls by more than 10%.
- Advertising agencies have the obligation to adhere to the ISGATEC GmbH price list in their offers, contracts and bills to the advertiser. The commission granted by ISGATEC GmbH is calculated from the net amount charged to the customer, i.e. after deducting discounts, bonuses and rebates for defects. A commission will be paid only to advertising agencies recognized by ISGATEC GmbH. Orders for advertisements through advertising agencies are to be placed in their name and for their account. The commission must not be passed on to the customer either wholly or in part.
- Storage of customer data: Within the scope of the business relationship, ISGATEC GmbH stores customer data with the help of electronic data processing in compliance with the provisions of the German Data Protection Law.

Article 3 Warranty, liability

- Warranty: In the case of obvious defects, complaints must be received from the Customer within four weeks after receipt of the invoice and the voucher. Entitlement to subsequent performance is barred if this entails disproportionately high costs for ISGATEC GmbH. Should ISGATEC GmbH allow a reasonable period of grace to expire without effect, or refuse subsequent performance, or the Customer cannot be reasonably expected to accept subsequent performance or this fails, then the Customer has the right to reduce its payment in an amount in which the purpose of the advertisement was impaired. Warranty claims on the part of customers who are businessman lapse after twelve months of publication of the respective advertisement or insert.
- Liability: The Customer's claims to indemnification against ISGATEC GmbH are barred irrespective of the legal grounds thereof, in particular on grounds of delay, of infringement of third party proprietary rights, and on grounds of tort, unless ISGATEC GmbH, its representatives or vicarious agents have acted with intent or gross negligence or have negligently breached a contractual obligation which is essential for achieving the purpose of the object of the contract, or if the claim to damages results from a failure to provide warranted characteristics. To the extent that there are grounds for liability on ISGATEC GmbH's part, the damages that can be claimed are restricted to the net price of the respective advertisement. This limitation of liability shall not apply in cases of intent or if the event giving rise to damages was caused through gross negligence, or if the claim to damages results from the product liability law. All claims to damages against ISGATEC GmbH shall lapse after twelve months from the date on which the Customer came to know or should have come to know of the circumstances on which the claim is based.

Article 4 Place of performance, jurisdiction, proper law

- The place of performance is Mannheim where ISGATEC GmbH has its registered offices.
- The court of jurisdiction for actions filed by and against businessman, legal entities under public law or special government funds is the place where ISGATEC GmbH has its registered offices.
- The contract shall be governed by the laws of the Federal Republic of Germany.

Benefit of the interesting possibility of being present at the cover of the magazine DICHT! We'll send you detailed information.



Online-Advertising at www.isgatec.com

Place a banner, skyscraper or an entry at our website www.isgatec.com. We offer you attractive terms.

PDF-Files of editorials

Authors have the possibility to get their editorial as PDF-file. It can be used as a download on your website or can be reprinted.

Service for advertisement-customers

You are interested in an advertisement but you don't have the possibility to create your own artwork? We arrange you a well contact.

Please request the several special advertising formats at info@isgatec.com

Literature of Sealing, Gasket and Adhesive Technology

Present your well-founded knowledge and competence with an editorial or an advertisement in our DICHTUNGSTECHNIK JAHRBUCH (yearbook of sealing technology). Also the dictionaries provides you the opportunity of a long-term presence. The dictionaries are a convenient tool which are targeted directly toward specialists of the sealing and gasket technology. Decades of experience accumulated by sealing technicians, engineers and technical translators have been incorporated into these dictionaries.

Sponsoring of Congresses, Conferences and Seminars

ISGATEC GmbH develops and organises congresses, conferences and seminars in the fields of SEALING ADHESIVE ELASTOMER. Use these events as sponsoring-platform, promote your company and receive most useful contacts. If you have got a question don't hesitate to get in touch with us.

