

# Space for your Marketing Communication

Print. Online. Event.

**ISGATEC®**  
Sealing. Adhesive. Polymer.



## ISGATEC GMBH

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General Terms and Conditions for Advertisements, Supplements, Bound-in-Inserts, Digital and Online Advertising Media and Online Advertising Media

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## Why ISGATEC (International Sealing, Gasket and Adhesive Technology)?

ISGATEC is the competence and solution network in the area of Sealing. Adhesive. Polymer. and with its networked knowledge, service and consulting approach unique. We offer design engineers, developers, buyers, quality managers, as well as maintenance personnel, the impetus they need, on the media channels they use, and provide direct contact to solution partners and suppliers. This provides an efficient path to solutions in the area Sealing. Adhesive. Polymer. based on:

- current technical information and in-depth expertise,
- recognized cross-media media,
- direct contacts between users and suppliers,
- technical consulting and other consulting services.

Our approach is to design spaces where inspiration and knowledge management come together to create new business contacts or strengthen existing ones. **The core of the network is the unique database with more than 56,000 qualified contacts – the Who's who in Sealing. Adhesive. Polymer.**



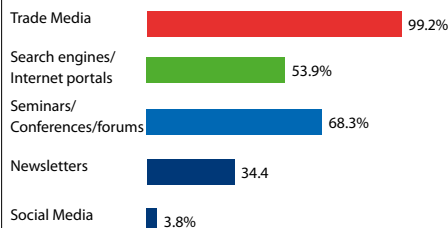
Photo: Fotalia\_ASDF

## Our networked media are the information source no. 1 in the area of Sealing. Adhesive. Polymer.

What media channels are your customers currently using? And what about in the future? With the ISGATEC media, the Network and the Academy, you are present everywhere. We are the source of information no. 1 in Sealing. Adhesive. Polymer. – and that without coverage waste. The ISGATEC study 2019 „Main concerns of experts in sealing, adhesive and polymer technology“ shows which channels are currently preferred.

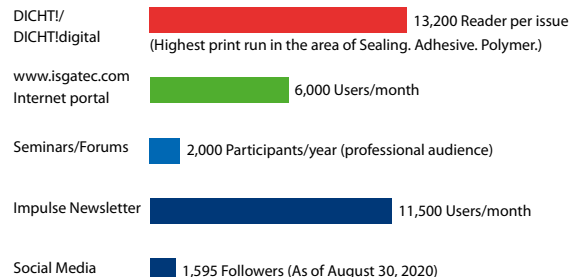
### Channels in the information and purchase decision process

(Source: ISGATEC Study 2020 Print and Online)



### Our reach

(Source: ISGATEC access analysis and statistics, status: August 30, 2020)

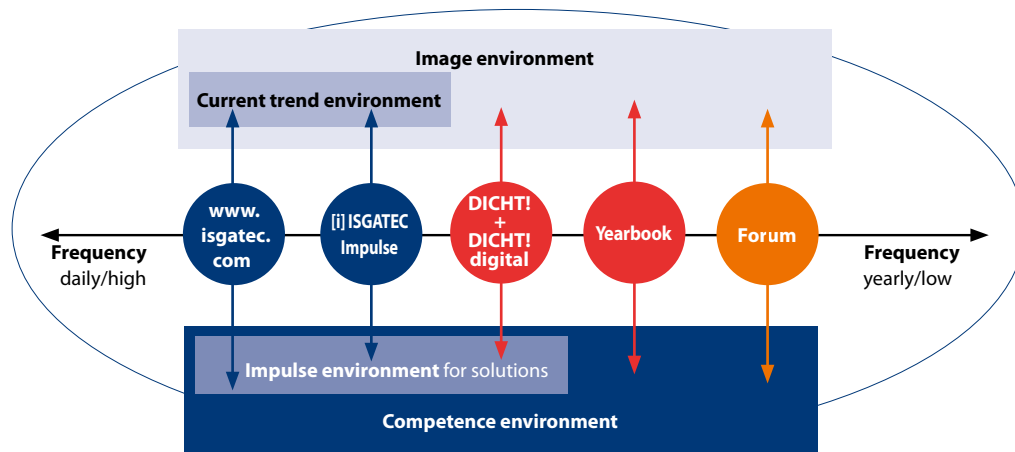


## The ISGATEC-world – marketing offers made to measure without coverage waste

You determine the frequency, depth and channels for your marketing activities in the area of Sealing. Adhesive. Polymer.

### Advertising that hits the mark!

In the ISGATEC world, you can advertise at any time at the right depth. The offers can be combined by areas of focus. Contact us!

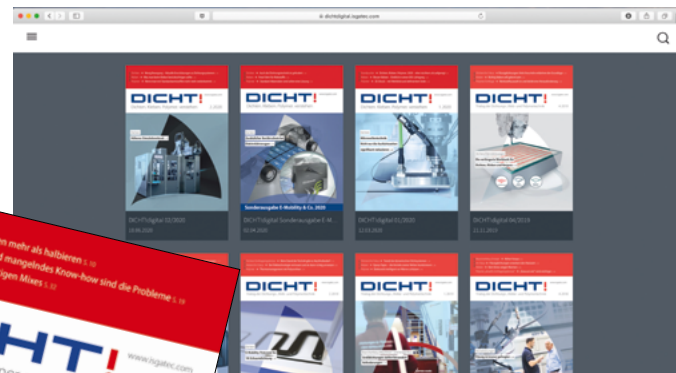


## Magazine DICHT!

### 1 Brief characteristic:

The German-language trade magazine DICHT! closes a key information gap in the range Sealing. Adhesive. Polymer. for original equipment and maintenance. Specialists with decades of experience in market experience generate crucial impetus and practical information on market, trends, technical solutions, new products and soft skills. These provide decision makers in construction, purchasing, quality management and maintenance important impetus and useful knowledge for their daily tasks.

The holistic, editorial concept with multiple navigation, functional brief reading passages, etc. promotes the "trialogue" between the decision makers – the basis for an efficient decision and procurement process in the automotive, electronics and electrical engineering industries, energy technology, machinery and plant engineering, medical technology and process engineering (chemicals, food and pharmaceuticals). **As DICHT!digital the current edition is available with an extended interactive information feature on mobile devices and via browser. Cross-media networking with the Network at [www.isgatec.com](http://www.isgatec.com) further extends the reader's benefit.**



MEDIADATAdigital: Get a taste of DICHT!digital

**2 Frequency of publication:**

quarterly, 4 issues per year

**3 Volume/year:**

15/2021

**4 Web address:**

www.isgatec.com

**5 Memberships:**

Deutscher Fachjournalisten Verband DFV,  
IVW Member

**6 Organ:**

independent journal

**7 Publisher:**

ISGATEC GmbH

**8 Management:**

Sandra Kiefer

**Postal address:**

Am Exerzierplatz 1 A | 68167 Mannheim,  
Germany

Phone: +49 (0) 621-717 68 88-0

Internet: www.isgatec.com

E-mail: info@isgatec.com

VAT ID No.: DE224349615

**9 Editorial Office/Content Management:**

Dipl.-Ing. Holger Best (ViSdP)

Phone: +49 (0) 621-717 68 88-7

E-mail: hbest@isgatec.com

**10 Ads:**

Bärbel Schäfer, Project Manager MEDIA

Phone: +49 (0) 621-717 68 88-3

E-mail: bschaefer@isgatec.com

**11 Distribution:**

Bärbel Schäfer, Project Manager MEDIA

Phone: +49 (0) 621-717 68 88-3

E-mail: bschaefer@isgatec.com

**12 Subscription price of the magazine:**

annual subscription in Germany

incl. shipping costs: 43,30 € gross

annual subscription abroad

incl. shipping costs: 79,00 € net

retail price

plus shipping costs: 8,50 € gross

**13 ISSN: 1863-4699****14 Scope analysis:**

2019 = 4 issues

	Pages	Percent
<b>Total scope</b>	240.00	100.00
<b>Editorial part</b>	147.19	61.33
<b>Advertisement section</b>	92.81	38.67
<b>Of which publisher's own ads</b>	10.46	4.36
<b>Inserts</b>	9 pieces	

**15 Content analysis of the editorial section by editorial type:**

2019 = 147,19 pages

Editorial type	Pages	Percent
<b>Technical contributions</b>	73.60	50.00
<b>Survey/Trendbarometer/ Commentary/Price Index</b>	52.21	35.48
<b>Other</b>	10.00	6.79
<b>News</b>	11.38	7.73
	147.19	100.00



**BÄRBEL SCHÄFER**

Media Consultation  
Print. Digital. Online.

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## Topics and schedule DICHT! and JAHRBUCH Dichten. Kleben. Polymer.

Issue	DICHT! 1	DICHT! 2	DICHT! 3	DICHT! 4	JAHRBUCH Dichten. Kleben. Polymer. 2022
Publication date Print	15.03.2021	31.05.2021	13.09.2021	24.11.2021	29.10.2021
Publication date Digital	11.03.2021	27.05.2021	09.09.2021	19.11.2021	22.10.2021
Closing date printing documents****	18.02.2021	29.04.2021	19.08.2021	26.10.2021	02.09.2021
Advertising deadline	16.02.2021	27.04.2021	17.08.2021	22.10.2021	31.08.2021
Copy deadline	02.02.2021	13.04.2021	03.08.2021	08.10.2021	31.03.2021
Industry focus	Medicine/Pharmacy	Process engineering including survey results on trends and developments	Automotive, E-Mobility, electronics including survey results on trends and developments	Mechanical and plant engineering, mobile machines, Energy technology including survey results on trends and developments	
	Projects and solutions on the basis of dynamic sealing systems, static seals/molded parts/profiles, formed-in-place-gaskets/casting, adhesive technology, raw materials/compounds/semi-finished products, machines and plants, measuring and testing technology, services in the respective industry context				• <b>Sealing</b> Static seals/Profiles/Molded parts Dynamic sealing systems Formed in place gaskets Machinery and equipment Measuring and testing Services
Latest news	Survey results**: Market developments and trends Sealing. Adhesive. Polymer.	Follow-up report forum 3D Printing	Follow-up report forum Minimize sealing damage	Follow-up report forum Dosing Technology	
Sealing	In Focus: Optimize seal life	Dynamic sealing systems (trends, concepts, sealing solutions)	Static seals (trends, concepts, sealing solutions)	In focus: Trends in formed-in-place gaskets and potting (preparation, dosing, quality assurance)	
	Maintenance (concepts, condition monitoring, assembly)	Prototyping (concepts, processes, 3D printing etc.)	Assembly (trends, concepts, installation aids)	Services (contract manufacturing/MRO/coating)	• <b>Adhesive</b> Adhesives Concepts Machinery and equipment Measuring and testing Services
Adhesive	Adhesive sealing (concepts, processes, solutions)	In focus: Trends in adhesive solutions (materials, consulting, standards)	Adhesive tapes (concepts, projects, solutions)	Adhesives (selection, projects, solutions)	
	Quality of bondings (methods, procedures, systems)	Surface pretreatment (processes, systems, solutions)	Process safe dosing (manual, semi automated, automated)	Services (contract gluing/consulting/services)	
Polymer	Material combinations (2K and 3K components, multilayer etc.)	Thermal management (concepts, materials, projects)	In focus: material trends	Processing, 3D printing (for prototyping and series, projects)	• <b>Polymer</b> Raw materials/Compounds Machinery and equipment Measuring and testing
	Silicone (developments, projects)	TPE/TPU (developments, projects)	EPDM/PTFE (developments, projects)	FKM/FFKM/PEEK (developments, projects)	
Events	Hannover Messe, ISGATEC Forum Minimize sealing damage	Achema	Bondexpo, Fakuma, ISGATEC Forum Dosing technology, ISGATEC Forum Materials	ISGATEC Perspective forum 3D Printing***	

## More than 13,200 copies in distribution - printed and digital

### 1 Circulation:

#### Print run according to IVW:

III-2019:	10,200 copies
IV-2019:	10,200 copies
I-2020:	10,200 copies
II-2020:	9,200 copies

IVW average III-2019 until II-2020: 9.950 copies

#### Spread circulation including previous reporting periods according to IVW:

III-2019:	9,329 copies
IV-2019:	10,183 copies
I-2020:	10,525 copies
II-2020:	9,050 copies

IVW average III-2019 until II-2020: 9,772 copies

### Digital readers: > 4,000

Source: Press Matrix Tool (August 2020);  
plus article requests from pdf files  
via [www.isgatec.com](http://www.isgatec.com)

### 2 Magazine format:

210 mm wide und 297 mm high = DIN A4  
(in the bleed)

#### Type area:

183 mm wide und 247 mm high  
3 columns each 57.5 mm wide

### 3 Printing and binding methods, printing documents:

Computer-to-Plate, offset, saddle stitching

#### Printing material:

Digital printing materials with color-accurate expression are delivered by the client. Further information by request.

#### Data delivery:

Always indicate the issue number and the customer and ad description.

#### Data archiving:

Data is archived, therefore exact repetitions are usually possible. No data is offered.

#### Delivery address for printing materials:

ISGATEC GmbH  
Am Exerzierplatz 1A | 68167 Mannheim  
[bschaefer@isgatec.com](mailto:bschaefer@isgatec.com)

#### Data carrier: DVD

#### Exchange formats:

- PDF (according to PDF/X standard), with embedded fonts and pictures,
  - TIFF/JPEG (min. compression/max. quality)
- Please avoid all passport marks, document information, alpha channels, OPI function and LZW image compression.

#### Image resolutions:

- halftone images at least 300 dpi
- line drawings at least 600 dpi

#### Colours:

- CMYK (ISOcoated, [www.eci.org](http://www.eci.org)) or
  - Greyscales (dot gain 15%).
- Special colours are not taken into account.

#### Bleed:

For advertisements in the bleed, please allow min. 3 mm bleed on all sides. Where this is not the case, no liability is assumed for the correctness of the ad.

### 4 Dates DICTH:

#### Publication frequency:

quarterly, 4 issues per year  
plus special editions

#### Theme and schedule:

see above

### 5 Publisher:

ISGATEC GmbH  
Phone: +49 (0) 621-717 68 88-0

### 6 Terms of payment:

Print: 2% discount for advance payment before publication date, 14 days net after publication date.

Online: Due in full immediately

#### Bank details:

VR Bank Rhein-Neckar eG  
SWIFT Code | BIC: GENODE61MA2  
IBAN: DE24 6709 0000 0087 6249 00



**Our media service:**  
Multichannel ads with low CPM (thousand contact price), low coverage waste in a relevant field

## 7 Ad formats and prices (right):

<sup>1</sup>The bleed formats shown here already include a 3 mm bleed allowance all around. When positioning texts, please allow a safety distance in the bleed of 5 mm from the side margin.

<sup>2</sup>Prices do not include VAT.

Advertorials are offered at the same conditions as for advertisements.

Panorama ads are also possible. Request the price for your desired double sided format across the gutter (2x1/1 page, 2x1/2 page, 2x1/3 page).

## 8 Surcharges:

Colours from the Euroscale are included in the advertisement price.

<sup>3</sup>Surcharges for preferential placement:  
Binding placement regulations or claim to a right-side placement only with explicit booking. (plus 10% of the advertisement price).

<sup>4</sup>Format surcharges:

Bleed ads, ads across gutter: each 10% of advertising price.

## FORMATS. SIZES. PRICES.

4 colour-ad-format	Size upright format width x height (mm) Type area   Bleed		Size landscape format width x height (mm) Type area   Bleed		Price <sup>2/3</sup>
1/1 Page	183 x 247	216 x 303 <sup>1/3/4</sup>	–		3,690.00 €
Cover Page	216 x 303 <sup>1</sup>		–		3,690.00 €
Junior Page	120 x 164	141 x 187 <sup>1/3/4</sup>	–		2,670.00 €
1/2 Page	90 x 247	111 x 303 <sup>1/3/4</sup>	183 x 123	216 x 149 <sup>1/3/4</sup>	2,350.00 €
1/3 Page	58 x 247	79 x 303 <sup>1/3/4</sup>	183 x 82	216 x 105 <sup>1/3/4</sup>	1,850.00 €
1/4 Page	90 x 123	111 x 149 <sup>1/3/4</sup>	183 x 61	216 x 84 <sup>1/3/4</sup>	1,380.00 €
1/6 Page	58 x 123	–	183 x 40	–	1,020.00 €
1/9 Page	–		183 x 30	–	930.00 €

## 9 Classified ads:

Job advertisements minus 20% of the normal rate. Advertisement price including free online advertisement in career network from 1/4 page. (Exclusively online job advertisements in the career network at [www.isgatec.com](http://www.isgatec.com) for € 390.00 term 2 months).



## 10 Special placements

### (cover page, 2nd, 3rd and 4th cover):

The early bird catches the worm ... request your preferred placement early.

## 11 Frequency discounts:

2 appearances 5%

3 appearances 10%

4 appearances 15%

The frequency discounts are valid for simultaneous booking of ads within one insertion year.

## 12 Bound-in inserts, inserts, glued-on advertising material:

on request

## 13 Delivery address for item 12:

on request



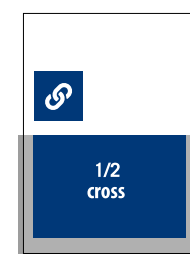
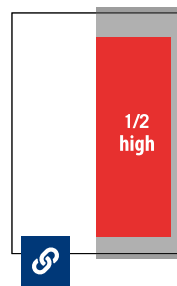
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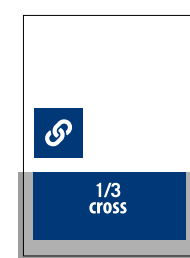
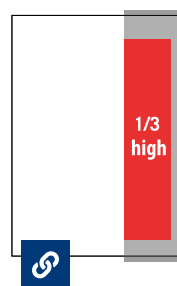
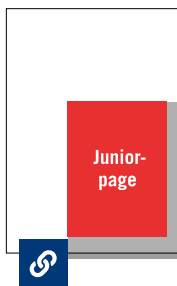
Phone: +49 (0) 621-717 68 88-3  
E-mail: bschaefer@isgatec.com

■ Type area upright format

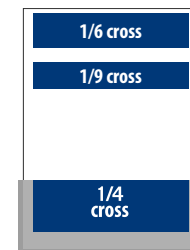
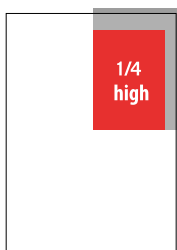
■ Bleed format incl. a 3 mm bleed allowance all around



From the format  
from 1/3 page  
is the extra link   
in the ad price  
included.



Other formats optional  
(e.g. Panorama ads)





**Our sources of supply in PRINT: The entry into an effective market presence ideally with an online entry combined – and you save 10% on the online entry**

## Rubric

### Sample company ABC

Area for your company logo

Samples treet 12  
12345 Sample place

Tel.: +49(0)123.45678 | Fax: +49(0)123.45678  
info@samplecompany.de | www.samplecompany.com

**P** **H** **D** **A** **E** **ET** **MA** **MT** **PT**

Example

### Preferred rubric

Present your capabilities in the various product groups and services:

e.g.:

- **Dynamic sealing systems**
- **Formed-in-place gaskets**
- **Static seals**
- **Molded parts**
- **Profiles**

Further nomenclature terms upon request.

### Fields of activity

- **producer**
- **trader**
- **service provider**

### Target industries

- **A** = Automotive
- **E** = Electronics/Electrical engineering
- **ET** = Power engineering
- **MA** = Mechanical and plant engineering
- **MT** = Medical technology
- **PT** = Process technology  
(chemistry, food industry,  
pharmaceuticals)

Larger entries on request. The calculation is done in advance as one-time fee.

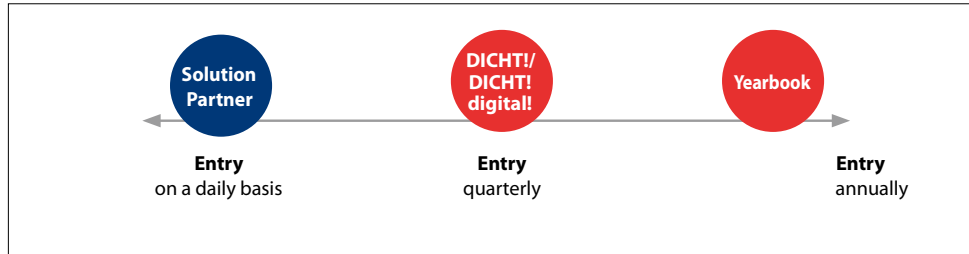
<sup>2</sup>Prices do not include VAT.

## FORMATS. SIZES. PRICES.

Annual prices for 4 issues<sup>2</sup>

Supply source entry	Size width x height (mm)	Price <sup>2</sup>
<b>1st entry</b>	89 x 35	<b>€ 690.00</b>
<b>2nd+3rd entry</b>	89 x 35	<b>€ 590.00 each</b>
<b>4th+5th entry</b>	89 x 35	<b>€ 540.00 each</b>

## Define your basic presence for more potential contacts with your customers – across all media channels and with the desired depth of the professional field



### Your advantages:

- Book your entries in the supply source lists FIND SOLUTIONS over all channels (online provider directory Solutions Partners, trade magazine DICT!/DICT!digital, JAHRBUCH Dichten. Kleben. Polymer.) and reach your decision-makers at the right time and on the right channel.
- Fast and uncomplicated implementation. All we need from you is your logo and your data in the particular order form – our graphics team will handle the layout.
- Wide range for little money.
- 12 months long-term effect.
- Clear presentation using rubrics and consistent formats. Your communication data at a glance.
- With DICT!digital, prospects can now contact you directly.





## Circulation and distribution analyses

### 15 Circulation control:



### 16 Circulation analysis:

copies per issue as an annual average  
01.07.2019-30.06.2020

#### Print run according to IVW:

III-2019: 10,200 copies

IV-2019: 10,200 copies

I-2020: 10,200 copies

II-2020: 9,200 copies

IVW average III-2019 to II-2020: 9,950 copies

#### Distributed circulation including prior reporting periods according to IVW:

III-2019: 9,329 copies

IV-2019: 10,183 copies

I-2020: 10,525 copies

II-2020: 9,050 copies

IVW average III-2019 to II-2020: 9,772 copies

#### Free copies:

9,772

#### Circulation and distribution analysis 01.07.2019-30.06.2020

#### Distributed circulation:

9,772

Geographical distribution analysis	Percentage	Actual circulation
Germany	95.84	9,365
Abroad	4.16	407
<b>Total</b>	<b>100</b>	<b>9,772</b>

Industry	Percentage	Actual circulation
Automotive	26.3	2,570
Electrical engineering/electronics/energy	20.2	1,974
Machinery and equipment	26.1	2,551
Process technology (chemistry, food industry, pharmaceuticals)	23.2	2,267
Medical technology	4.2	410
<b>Total</b>	<b>100.0</b>	<b>9,772</b>

Areas of responsibility	Percentage	Actual circulation
Construction	53.4	5,219
Purchasing	19.6	1,915
Quality management	17.9	1,749
Maintenance	5.3	518
Management	3.8	371
<b>Total</b>	<b>100.0</b>	<b>9,772</b>

Position	Percentage	Actual circulation
Management	4.2	410
Head of department	66.2	6,470
Skilled worker	28.0	2,736
Other	1.6	156
<b>Total</b>	<b>100.0</b>	<b>9,772</b>

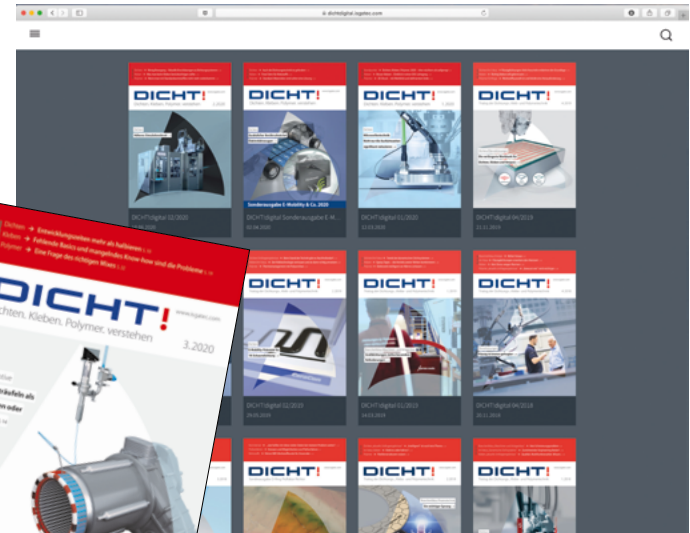
## Who uses ISGATEC-Media?

(DICHT!, DICHT!digital, JAHRBUCH, [i] ISGATEC Impulse)

**ISGATEC** has high-quality and personalized contacts in the field of Sealing. Adhesive. Polymer., thus giving your market communication access to a unique target group. Our address database, which has been consistently maintained for years, comprises more than 56,000 personalized addresses. Here you can meet your relevant contacts in construction, purchasing, quality assurance and maintenance, who are working with these issues. With this Community in Sealing. Adhesive. Polymer. we maintain an intensive dialogue with our crossmedial media and develop these continuously according to their requirements and needs. Here, too, the quality of contacts counts more than quantity for us.

The **DICHT!** recipient structure will vary in parts from issue to issue depending on the areas of focus. Topic-specific decision-makers are thus targeted, in addition to the regular readers. The publication is distributed to the following recipients:

- **Regular readers** of the ISGATEC community (**DICHT!** subscribers, newsletter-subscribers [**i**] **ISGATEC Impulse**, participants of the **ISGATEC Academy**, buyers of the **YEARBOOKS** and dictionaries, participants of the annual survey „Trends and developments in sealing, adhesive and polymer technology“, users of our technical article service etc.)
- **Specialists in design, purchasing, quality management and maintenance** according to main topics on a cross-industry basis.
- **Visitors of relevant industry events** (trade fairs, conferences etc.) in Sealing. Adhesive. Polymer. – see also the online calendar of events with information on the DICHT! display
- **Large readership:** According to the results of our latest reader survey, the DICHT! is shared on average with three to four colleagues.



## [i] ISGATEC Impulse

**We know and reach more than 56,000 potential and relevant decision makers with our media and your ideas – all of them are personalized decision makers.**

- As **DICHT!digital**, the respective issue is available with extended interactive information on mobile devices and via browser. A service that is now used by more than 4,000 readers.
- [**i**] **ISGATEC Impulses** Between DICHT! editions, more than 10,000 newsletter recipients regularly take advantage of interesting ideas in Sealing. Adhesives. Polymer.

# JAHRBUCH Dichten. Kleben. Polymer. 2021

Media Data

Title Portrait, Advertising  
Price List and Formats

ISGATEC GMBH | PHONE: +49(0)6 21.717 68 88-0 | E-MAIL: INFO@ISGATEC.COM | INTERNET: WWW.ISGATEC.COM

Since 2004 the German language JAHRBUCH Dichten. Kleben. Polymer. (YEARBOOK Sealing. Adhesives. Polymer.) has been offering a presentation of your services and products on the topic of sealing, adhesive and polymer technology that is effective over the long term. With in-depth and expert reporting, the authors cover new developments, technical applications, and research results for a wide range of applications and industries. Decision-makers will find valuable information for their current projects.

## Practical and solution-oriented knowledge in the following areas:

- Services
- Raw materials/compounds/semi-finished products
- Static seals/molded parts/profiles
- Dynamic sealing systems
- Formed-in-place-gaskets
- Adhesive technology
- Machinery and equipment
- Measuring and testing technology

## Target groups:

Experts and anyone interested in sealing, adhesive and polymer technology. Engineers, technicians, designers, developers, purchasers, employees in quality management and quality assurance, maintenance technicians in the seal manufacturing, distribution, processing and application industry.



Example  
Find solutions

Example Sub Chapter page

## FORMATS. SIZES. PRICES.

4c-Ad-format	Size width x height (mm) Type area   In the bleed		Price <sup>1,3</sup>
1/2 page cross	112 x 90	148 x 105 <sup>2</sup>	€ 1,520.00
1/1 page	112 x 180	148 x 210 <sup>2</sup>	€ 2,510.00
Cover page	–	148 x 210 <sup>2</sup>	€ 3,590.00
Main Chapter page (e.g. Dichten., Kleben. or Polymer.)	–		€ 1,170.00
Sub Chapter page (e.g. Statische Dichtungen)	–		€ 980.00
Inner insert up to 100 g weight			€ 1,590.00
Bookmarks printed on both sides, 4 c (produced by the publisher) plus 10 copies.			€ 4,100.00
Code card (back) 105 x 143, printed on both sides, 4 colors (produced by the publisher)			€ 1,170.00

**List of supply sources LÖSUNGEN FINDEN<sup>1</sup>**

1st entry	112 x 35	–	€ 690.00
2nd+3rd entry	112 x 35	–	€ 590.00 each

<sup>1</sup>All prices are exclusive of the applicable VAT (currently 7% for books; advertisements, supplements, bookmarks 19%). Advertisements, supplements, bound-in inserts, digital and online advertising media are subject to our General Terms and Conditions. Subject to change without prior notice.

<sup>2</sup>Bleed format: +3 mm all-round bleed allowance

<sup>3</sup>Surcharge for special placements 10% of the advertisement price. <sup>3</sup>Surcharge for bleed advertisements 10% of the advertising price

<sup>3</sup>Prices for panorama ads by request.



Example  
Find solutions



Example  
Main Chapter page



Example  
Sub Chapter page

### Title portrait:

**Circulation:** 2.000 copies  
**Number of pages:** approx. 500 pages  
**Cover:** Softcover  
**Format:** DIN A5  
**Retail price:** 59,00 €  
**ISBN:** 978-3-946260-05-9  
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**Editor:** Sandra Kiefer,  
**Publisher:** ISGATEC GmbH  
 Am Exerzierplatz 1A  
 68167 Mannheim  
 Germany  
 Phone: +49 (0) 621-717 68 88-0  
 info@isgatec.com  
 www.isgatec.com

### Important dates:

**Date of publication:** 29.10.2021  
**Artwork deadline:** 02.09.2021  
**Advertising deadline:** 31.08.2021  
**Submission of technical paper:** 31.05.2021  
**Registration technical contribution:** 31.03.2021

### Advertisements:

#### Bärbel Schäfer

Phone: +49 (0) 621-717 68 88-3  
 E-mail: bschaefer@isgatec.com

### Content Management:

#### Holger Best

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 E-mail: hbest@isgatec.com

## www.isgatec.com – the new online portal

### 1 Portrait online portal:

www.isgatec.com is the central online portal of the high performance and **relevant competence network in Sealing. Adhesive. Polymer.** Here experts find all the important inspiration for their daily work:

- current industry news, new products and services
- services that make your daily work easier, checklists for seal and adhesive procurement, material compass, price index, damage analysis, practical examples on the state of the art and much more
- direct access to solution partners for specific problems and all preliminary information relevant for establishing new business contacts (online provider directory Solution Partners)
- all technical articles at a glance and
- lots of information on what's happening in the industry in the form of surveys, blogs, statements

**Extensive searching is a thing of the past. www.isgatec.com is the online space for efficient work in Sealing. Adhesive. Polymer. and thus is a place for marketing without coverage waste.**

### 2 Online-users – visitors (per month, German website):

Trade visitors	6,732
Page views	19,438
Visitor actions	4.3
Length of visit	5 Min. 8 Sec.

\*Source Google Analytics (Last update: 14.07.2020)



### 3 How is Solution Partners (Online) marketed?

As a search or research result at www.isgatec.com with approx. 6,700 users and an average length of visit of around 6 minutes.

- With all of the company's technical papers and news at www.isgatec.com
- In the context of content and marketing ideas on all ISGATEC channels, such as:  
the magazine DICTH! and DICTH!digital with use by more than 30,000\* readers/per issue as well as in our newsletter [i] ISGATEC Impulses with about 10,500 recipients per month.

You place an entry - ISGATEC takes care of the marketing.

\*Circulation 9,200 copies - DICTH! is shared approx. 3-4 times within the company according to our reader survey, plus approx. > 4,000 readers of DICTH!digital.



## Online Advertising

At [www.isgatec.com](http://www.isgatec.com) you have the possibility to be present with Wide Skyscrapers or Image text ads in a topic-relevant environment - without coverage waste.

### FORMATS. SIZES. PRICES.

Format	Duration	Size	Price <sup>1</sup>
Wide Skyscraper Small	4 weeks	600 x 160 Pixel (width x height), file size > 300 KB	490.00 €
Wide Skyscraper Big	4 weeks	1.200 x 160 Pixel (width x height), file size > 300 KB	690.00 €
Image text ad on home page	4 weeks	Head: 60 characters Text: 300 characters Picture: 150 x 100 pixel (product picture or logo; exchange format JPEG) Links: max. 2 links	690.00 €

<sup>1</sup>Alle prices plus VAT.

### Data delivery:

Please make sure data is provided by 5 working days before campaign start/publication of entry/skyscraper/banner/text ad with reference to publication period, landing page (desired URL) and motif title by e-mail to: [bschaefer@isgatec.com](mailto:bschaefer@isgatec.com)

### Exchange formats:

PNG, JPEG or static GIF, always send image and graphic files (also banners) as RGB (color scheme) also.

Anzeige

### Fluide und Pasten prozesssicher verarbeiten

ViscoTec bietet alles aus einer Hand: Von der Entnahme über die Produktaufbereitung bis hin zur Dosierung. Für ein erfolgreiches Zusammenwirken aller Komponenten. Die Systeme eignen sich perfekt für niedrig- bis hochviskose, scherempfindliche und abrasive 1K & 2K Materialien in den verschiedensten Anwendungen.

[Weitere Informationen](#)



Example Image text ad



**BÄRBEL SCHÄFER**  
Media Consultation  
Print. Digital. Online.

Phone: +49 (0) 621-717 68 88-3  
E-mail: [bschaefer@isgatec.com](mailto:bschaefer@isgatec.com)

## Talking to the right people – Solution Partners Online with wide reach

Simply put: Solution Partners Online is not your classic database. Off-the-shelf solutions are rare in Sealing. Adhesive. Polymer. The main thing is that solution seekers and solution partners are able to find each other quickly and easily exchange information about projects in a straightforward way. This is why the assistance system Solution Partners is the lynchpin of our networked communications offering with significantly improved features. And there are five good reasons why you should not miss out:

1. You demonstrate your solution competence – unlike classic supplier directories – in the subject context and have a presence in the respective specialist and industry environment with existing and potential customers. Users have easy access to all the information that we have about you and we have published for you. So you show profile<sup>1</sup> and give prospective customers just the right summary of your company – e.g. in preparation for a conversation with your specialists.
2. Solution Partners offers simple and direct contact to your experts.
3. Your entry will be marketed in the editorial context in all ISGATEC media channels and in search results at [www.isgatec.com](http://www.isgatec.com) – Your company will be findable easily and in different ways – without lengthy search and filter processes.
4. You can effectively strengthen your communication focuses – add up to ten direct digital contact points to your profile. (Videos, whitepapers, company magazines, brochures, current highlights etc.).
5. We showcase you – upon consultation, we market selected content highlights (e.g. whitepapers, videos, company magazines etc.) to a broad potential interested parties via DICHT!, DICHT!digital and in the newsletter [i] ISGATEC Impulse. Naturally we show your Solution Partner entry in all the relevant subject areas.

<sup>1</sup>On the basis of a detailed questionnaire, you select e.g. products, services, materials, processing techniques, quality levels, main sales markets, CAD data formats through clicks for your entry.

### <sup>2</sup> This is how your Solution Partner profile is delivered to [www.isgatec.com](http://www.isgatec.com):

- as a search result of user searches in the search engine
- with suitable editorial technical articles, news
- with searches in the provider directory
- with subject-specific dossiers

### Ordering:

Request order form at [skiefer@isgatec.com](mailto:skiefer@isgatec.com)

The screenshot displays the ISGATEC website interface. At the top, there's a navigation bar with 'ISGATEC' logo and links for 'AKADEMIE', 'FORUM', 'MEDIEN', 'CONSULTING', and 'LÖSUNGSPARTNER'. Below this, a search bar contains the text 'Suchen: Lösungspartner, Fachartikel, News, Veranstaltungen'. The main content area features the profile of 'ViscoTec Pumpen- u. Dosiertechnik GmbH'. The profile includes contact information: 'Amperstraße 13, 84513 Tübingen a. Inn, Deutschland', phone '+49 (0) 831 9274-0', email 'E-Mail schreiben', and website 'http://www.viscotec.de'. It also lists 'Gründungszeit: 1997', 'Produktionsstätten: 1', and 'Mitarbeiterzahl: 165 weltweit'. A sidebar on the right contains links for 'Über das Unternehmen', 'Unsere Kompetenzen', 'Artikel', 'News', and 'Veranstaltungen'. The 'Unsere Kompetenzen' section is expanded, showing 'Branchenkompetenz', 'Lösungskompetenz | Produkte', and 'Lösungskompetenz | Dienstleistungen'.

## FORMATS. SCOPE. PRICES.

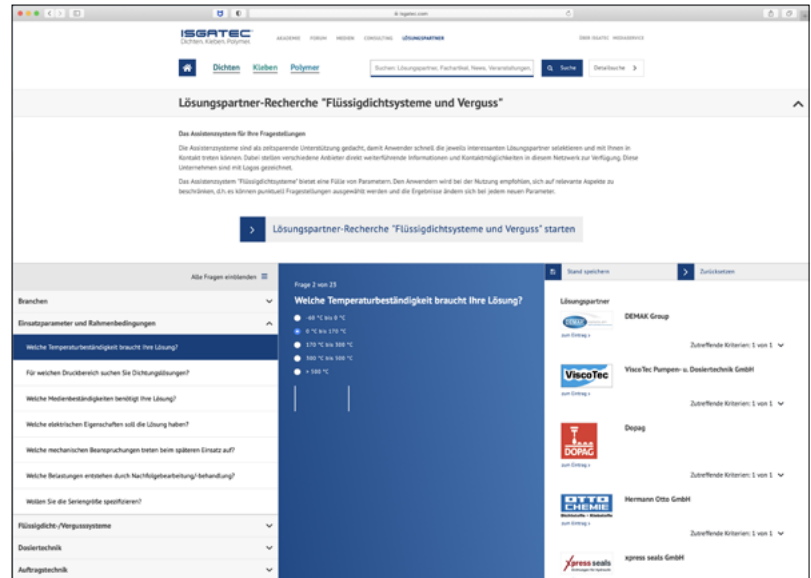
Period of 12 months<sup>2</sup>

Size	Price <sup>3</sup>	
<b>Basic</b> Space for site – Presence is everything (at least at first)	<b>680.00 €</b>	
<b>Business</b> Space for business contacts – for optimal use of the network	<b>1,550.00 €</b>	

Scope of services	Basic	Business
<b>Communication data</b>	<b>yes</b>	<b>yes</b>
<b>Logo</b>	<b>yes</b>	<b>yes</b>
<b>Links</b> to product catalogues, companies, data sheets etc.	<b>–</b>	<b>unlimited</b>
<b>Contact person</b> with photo	<b>2</b>	<b>2</b>
<b>Products &amp; services</b>	<b>max. 3</b>	<b>unlimited</b>
<b>Materials</b>	<b>max. 2</b>	<b>unlimited</b>

<sup>3</sup>All prices plus VAT. Prices are for 12 months. Can begin any day, duration 12 months.  
Invoicing before go-live, payable net. (not including discount). Changes during term € 50.00.



## Uncomplicated, inexpensive and high market penetration - Online advertising in the Newsletter [i] ISGATEC Impulse

With text ads in our newsletter [i] ISGATEC Impulse, you can reach more than 11,500 qualified decision-makers each month in design and construction, development, purchasing, quality assurance, maintenance – cross-industry – in Sealing. Adhesive. Polymer.

Anzeige  
**Cellasto®-Dichtungen für Radialgelenklager und Gelenkköpfe**  
Erhöhter Verschleiß, welcher durch Verschmutzung der Radialgelenklager hervorgerufen wird und zur vorzeitigen Zerstörung der feinst bearbeiteten Gleitflächen führt, lässt sich durch ein Dichtungssystem mit Cellasto®-Dichtungen vermeiden.  
[Weitere Informationen](#)



Example newsletter advertisement Nordson EFD

## Click and open rates of the [i] ISGATEC Impulse Newsletters:

**Recipients:** 11,500 qualified recipients  
(or 7,000 for newsletter E-mobility)

**Frequency:** monthly

**Open rates:** 20% to 25%

**Click rate per article or text ad:** 15 to 100 clicks

Source: Reports Newsletter2go (average August 2019 to August 2020)

## FORMATS. SCOPE. PRICES.

Format	Scope	Prices <sup>1</sup>
Newsletter advertisement <sup>1</sup>	Head: 60 characters Text: 300 characters Picture: 150 x 100 pixel (product photo or logo exchange format: JPEG file size > 300 KB) Size: 400 x 160 pixel (width x height)	490.00 €
Banner	600 x 160 pixel (width x height), file size > 300 KB	560,00 €

<sup>1</sup>One-time publication, design: ISGATEC, for multiple publications, see frequency discounts on page 9, no. 11

Please send your data to [bschaefer@isgatec.com](mailto:bschaefer@isgatec.com). We will be happy to advise you. Distribution dates see page 21.



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## Topics and schedule Newsletter [i] ISGATEC Impulse

Issue	1.2021	2.2021	3.2021	4.2021	5.2021	6.2021	7.2021	8.2021	9.2021	10.2021	11.2021	12.2021	13.2021	14.2021	15.2021	16.2021	17.2021
Publication dates	12.01.2021	09.02.2021	09.03.2021	25.03.2021	07.04.2021	20.04.2021	11.05.2021	08.06.2021	22.06.2021	06.07.2021	10.08.2021	07.09.2021	21.09.2021	05.10.2021	19.10.2021	09.11.2021	07.12.2021
Content submission dates	23.12.2021	26.01.2021	24.02.2021	10.03.2021	23.03.2021	07.04.2021	27.04.2021	26.05.2021	09.06.2021	23.06.2021	28.07.2021	25.08.2021	08.09.2021	22.09.2021	06.10.2021	26.10.2021	24.11.2021

### Basic topics

### Dichten. Kleben. Polymer.

Special topic			Hannover Messe		E-Mobility		ACHEMA	E-Mobility				Bondexpo		E-Mobility	
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## Activate your content sustainably – our new content marketing service makes it possible

Your specialist information has been published in our media and you would like to market these again without much effort. Our new Content Marketing Service enables you to easily activate your specialist articles from the DICHT! and the JAHRBUCH series, as well as current news at [www.isgatec.com](http://www.isgatec.com). This is done via text ad with image, the desired link to the respective contribution and a link to your corporate website. We place your text ad in a newsletter [i] ISGATEC Impulse of your choice as well as parallel to this on the homepage under [www.isgatec.com](http://www.isgatec.com). Thus more than 17,000 readers/users of the newsletter [i] ISGATEC Impulse and [www.isgatec.com](http://www.isgatec.com) are again made aware of your content impulse. **This service is also available for premium content from your company, such as whitepapers.**

Note that the spaces available for the Content Marketing Service are limited monthly. Please enquire about the availability of space. We will be happy to advise you about the possibilities with ISGATEC Content Marketing Service. Or book the quickly implemented and budget solutions.

Please send your data to [bschaefer@isgatec.com](mailto:bschaefer@isgatec.com).

## FORMATS. SCOPE. PRICES.

Format	Scope	Combi-Price <sup>1/3</sup>
Content marketing Image Text Ad <sup>2</sup>	Head: 60 characters Text: 300 characters Bild: 150 x 100 pixel (product photo oder logo; exchange format: JPEG) max. 2 text links and 1 image link	890.00 €

<sup>1</sup>For one-time newsletter mailing and integration at [www.isgatec.com](http://www.isgatec.com) (period: 1 month).

<sup>2</sup>Design: ISGATEC.

<sup>3</sup>For multiple publications, see frequency discounts on page 9, no. 11. All prices plus VAT.

If you would need assistance with the creation of articles and press releases, please do not hesitate to contact us (Holger Best, [hbest@isgatec.com](mailto:hbest@isgatec.com)). Interesting content does not have to wait because of a lack of internal resources.

## Would you like to meet your target group in person? The ISGATEC forums offer space for information sharing and contacts!

As a marketing partner, these forums offer a unique platform to present your company in the right thematic context. This way you create the right context for deeper dialogue with existing and potential customers.

### You participate in marketing activities before and during a forum, with:

- **Your logo on all channels** (www.isgatec.com > Academy > Forum, Print- and online event flyers etc.).
- **Online advertising in the subject area** banner (600 width x 160 height pixel) on our website with link to your website, from booking to the end of the event, alternating with other marketing partners).
- **Your logo incl. link to your website** in our newsletters with a quote in the context of the follow-up reporting in the magazine DICHT! and in DICHT!digital.

### At the event, you will have a prominent presence, through:

- **the presentation of your company** with a roll-up, demo object if required.
- **the display of your company presentation.**
- **a specialist on site** (admission ticket is included, additional attendees from your company receive a 25% discount).



MEDIADATEndigital: Get with this film  
a short impression of our forums

**As a marketing partner, you invite customers or potential future customers.** Upon request we will provide you with **marketing documents** (flyers etc.) for display and distribution in your company or to customers.

You receive a 25% discount on the admission price for attendees invited by you. **It's best to be there right from the start!** Are you interested? We look forward to meeting you!



**SANDRA KIEFER**

Media consulting  
Online. Event. Social Media.

Phone: +49 (0) 621-717 68 88-4  
E-Mail: skiefer@isgatec.com

# ISGATEC®

Sealing. Adhesive. Polymer.

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**We will be happy to assist you with your marketing communication!**



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**HOLGER BEST**

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**We are looking forward to your inquiries!**