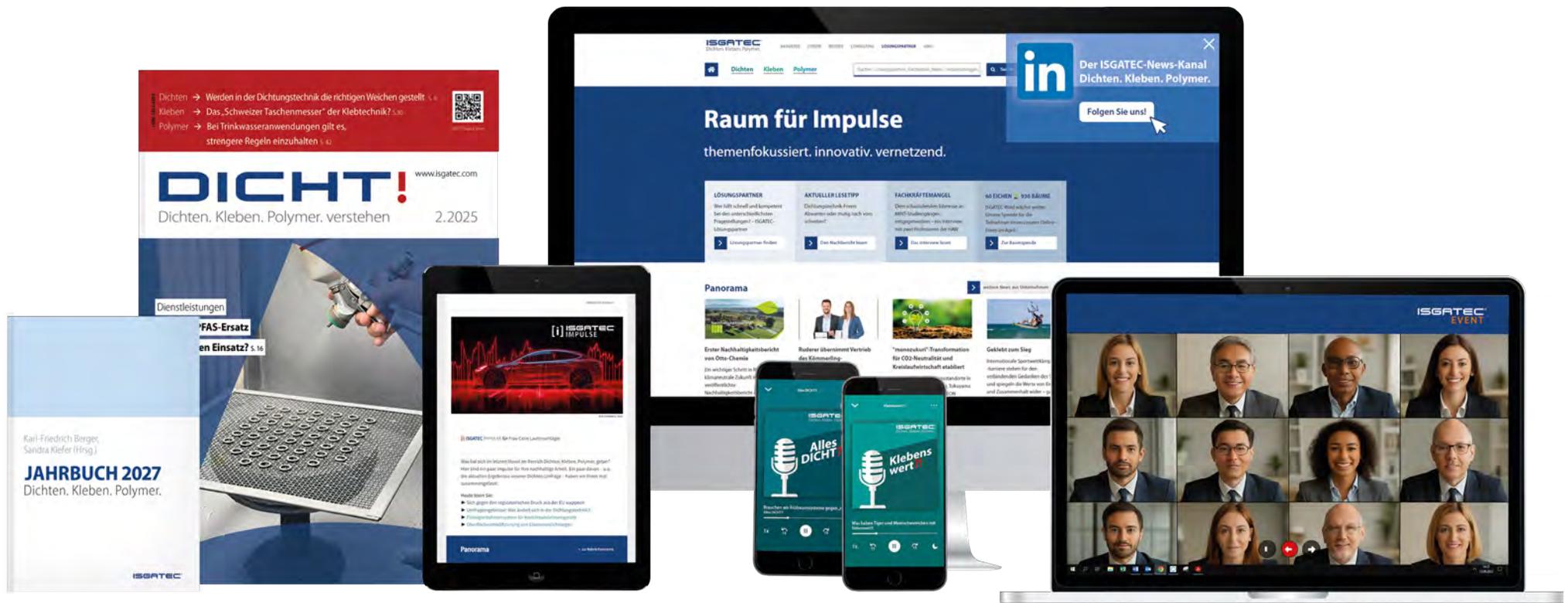


# ISGATEC Media Data 2026

## Space for your market communication



## Sealing. Adhesive. Polymer. cross-media – target group-relevant reach and visibility



### Table of contents

- ISGATEC Competence and Knowledge Network..... 2
- Schedule of topics and dates ..... 4
- ISGATEC Lösungspartner ..... 8
- Services and prices..... 11
- Magazine DICHT!** ..... 12
- Advertisement formats and prices ..... 14
- Sources of supply „Lösungen finden“ ..... 15
- DICHT! – Special publication Game-Changer** ..... 16
- JAHRBUCH 2026 Dichten. Kleben. Polymer.** ..... 18
- Advertisement formats and prices ..... 19
- ISGATEC Website www.isgatec.com** ..... 20
- [i] ISGATEC Impulse Newsletter** ..... 22
- NEW! ISGATEC Podcasts** ..... 24
- Campaigns – Cross-media offering** ..... 26
- The ISGATEC team** ..... 28

Status: Matomo August 2025

## The space for your market communication

ISGATEC knowledge management – what is it? Modern knowledge management faces today, several challenges:

We design communication spaces in which professionals can

- find the impulses they need,
- use the media channels they use and
- make direct contact with your experts.

Our approach creates communication spaces for your marketing and that is what makes these spaces so special:

- **Focus on industries that need your solutions** – ISGATEC is a knowledge management provider that has been focusing on the topics of sealing, bonding and polymers in the automotive, energy technology, electronics, mechanical and plant engineering, chemical, food technology, pharmaceutical, medical and construction/crafts sectors for over 20 years.
- **Reach everyone involved in decision-making** – We support all functional areas along the value chain of a product – from design, purchasing, plant planning, production, quality assurance and maintenance to corporate management.

- **Space for networking and your leads** – In the ‘knowledge rooms’, we connect content ideas, specialist knowledge and people with the aim of quickly bringing the right people together to discuss projects, issues, etc.

- **Cross-media and multimedia processing** – We build cross-media ‘knowledge spaces’ (media, web, events, social media, etc.) and use all forms and channels of content that target groups use in a networked manner today (print, video, online, social media, etc.).

This concept offers space to

- to generate attention and reach among relevant target groups,
- making companies and brands visible on the basis of
- strengthen one’s own market position
- and ultimately win customers.



(Fig.: AdobeStock\_naraichal)



(Fig.: AdobeStock\_Jirapong)



(Fig.: AdobeStock\_panuwat)



(Fig.: AdobeStock\_Liubomir)

# Schedule of Topics\* and Dates 2026

## 1. Quarter

Issues	[i] ISGATEC Impulse 1	[i] ISGATEC Impulse 2	[i] ISGATEC Impulse 3	DICHT! 1.2026
<b>Trending topics</b>	<b>Game-Changer 2026</b>	<b>Elektronics</b>	<b>New Mobility</b>	<b>Digitalisation/AI</b>
<b>News</b>	✓	✓	✓	<b>Survey</b> Market developments and trends Sealing. Adhesive. Polymer.
<b>Sealing</b>	✓	✓	✓	<b>In focus: Dynamic sealing systems</b> (Developments and trends)
				<b>Simulation, prototyping</b> (Systems, services, practical tips)
<b>Adhesive</b>	✓	✓	✓	<b>Rethink: Automated bonding</b> (Concepts, projects, practical tips)
				<b>Quality assurance</b> (methods, procedures, systems)
<b>Polymer</b>	✓	✓	✓	<b>polyurethanes</b> (Developments, areas of application))
				<b>3D printing</b> (State of the art, potential)
<b>Industry events/ Specials</b>			Hannover Trade Fair	
<b>Publication date-/ Date of even<sup>1,2</sup></b>	13.01.2026	10.02.2026	10.03.2026	10.03.2026 <sup>1</sup> /16.03.2026 <sup>2</sup>
<b>Printing documents deadline</b>	17.12.2025	30.01.2026	27.02.2026	19.02.2026
<b>Advertising/registration deadline</b>	17.12.2025	30.01.2026	27.02.2026	17.02.2026
<b>Editorial deadline</b>				03.02.2026



**New: Two** new podcast episodes **every month**.  
**Interested?** See more on **p. 28**.

**Daily news updates on [www.isgatec.com](http://www.isgatec.com) and LinkedIn**

# Schedule of Topics\* and Dates 2026

## 2. Quarter



**New: Two new podcast episodes every month**

Issues/Events	[i] ISGATEC Impulse 4	ISGATEC-Connect	[i] ISGATEC Impulse 5	DICHT! 2.2026	[i] ISGATEC Impulse 6
<b>Trending topics</b>	Quality assurance	Dispensing/Dosing	Sustainable solutions	Sustainability	Digitalisation/AI
<b>News</b>	✓	✓	✓	<b>Survey</b> Regulatory dilemma Sealing. Adhesive. Polymer.?	✓
<b>Sealing</b>	✓	✓	✓	<b>Rethink: Static seals</b> (Selection, installation, sustainability)	✓
				<b>Leak test</b> (technologies, concepts, processes)	
<b>Adhesive</b>	✓	✓	✓	<b>In focus: Debonding</b> (Solutions, potential, areas of application)	✓
				<b>Adhesive tapes</b> (Solutions, potential, areas of application)	
<b>Polymer</b>	✓	✓	✓	<b>Silicones</b> (Developments, areas of application)	✓
				<b>Proven materials used in new ways</b> (Potential, practical examples)	
<b>Industry events/ Specials</b>					
<b>Publication date</b> <sup>1, 2/</sup> <b>Date of event</b> <sup>3, 4</sup>	08.04.2026	05.05. bis 07.05.2026 <sup>4</sup>	12.05.2026	17.06.2026 <sup>1</sup> /22.06.2026 <sup>2</sup>	09.06.2026
<b>Printing documents deadline</b>	27.03.2026		01.05.2026	28.05.2026	29.05.2026
<b>Advertising/registration deadline</b>	27.03.2026		01.05.2026	26.05.2026	29.05.2026
<b>Editorial deadline</b>				04.05.2026	

**Daily news updates on [www.isgatec.com](http://www.isgatec.com) and LinkedIn**

<sup>1</sup>Digital <sup>2</sup>Print <sup>3</sup>Presence <sup>4</sup>Online \*Topics may change due to current occasion

# Schedule of Topics\* and Dates 2026

## 3. Quarter



**New: Two new podcast episodes every month**

Ausgabe	24. Bremer Klebtage	[i] ISGATEC Impulse 7	[i] ISGATEC Impulse 8	[i] ISGATEC Impulse 9	DICHT! 3.2026
<b>Trending topics</b>		Electronics	Medicine	New Mobility	New Mobility
<b>News</b>		✓	✓	✓	<b>Survey</b> Total cost of ownership – misunderstanding or ignorance?
<b>Sealing</b>		✓	✓	✓	<b>Liquid sealing systems/Potting</b> (Materials, dosing technology, quality assurance)
					<b>Miniaturisation</b> (Requirements and developments)
<b>Adhesive</b>	✓	✓	✓	✓	<b>Rethink: Manual bonding</b> (Adhesives, pre-treatment, application)
					<b>Cleaning, pre-treatment and post-treatment</b> (Concepts, technologies, practical tips)
<b>Polymer</b>		✓	✓	✓	<b>In focus: Bio-based materials</b> (State of the art, potential, limitations)
					<b>EPDM</b> (Areas of application, alternatives)
<b>Industry events/ Specials</b>					
<b>Publication date<sup>1,2</sup>/ Date of event<sup>3,4</sup></b>	25.-26.06.2026 <sup>3</sup>	14.07.2026	11.08.2026	08.09.2026	09.09.2026 <sup>1</sup> /14.09.2026 <sup>2</sup>
<b>Printing documents deadline</b>		03.07.2026	31.07.2026	28.08.2026	20.08.2026
<b>Advertising/registration deadline</b>		03.07.2026	31.07.2026	28.08.2026	18.08.2026
<b>Editorial deadline</b>					04.08.2026

Daily news updates on [www.isgatec.com](http://www.isgatec.com) and LinkedIn

<sup>1</sup>Digital <sup>2</sup>Print <sup>3</sup>Presence <sup>4</sup>Online \*Topics may change depending on current events.

# Schedule of Topics\* and Dates 2026



New: Two new podcast episodes every month

**ISGATEC**  
Sealing. Adhesive. Polymer.

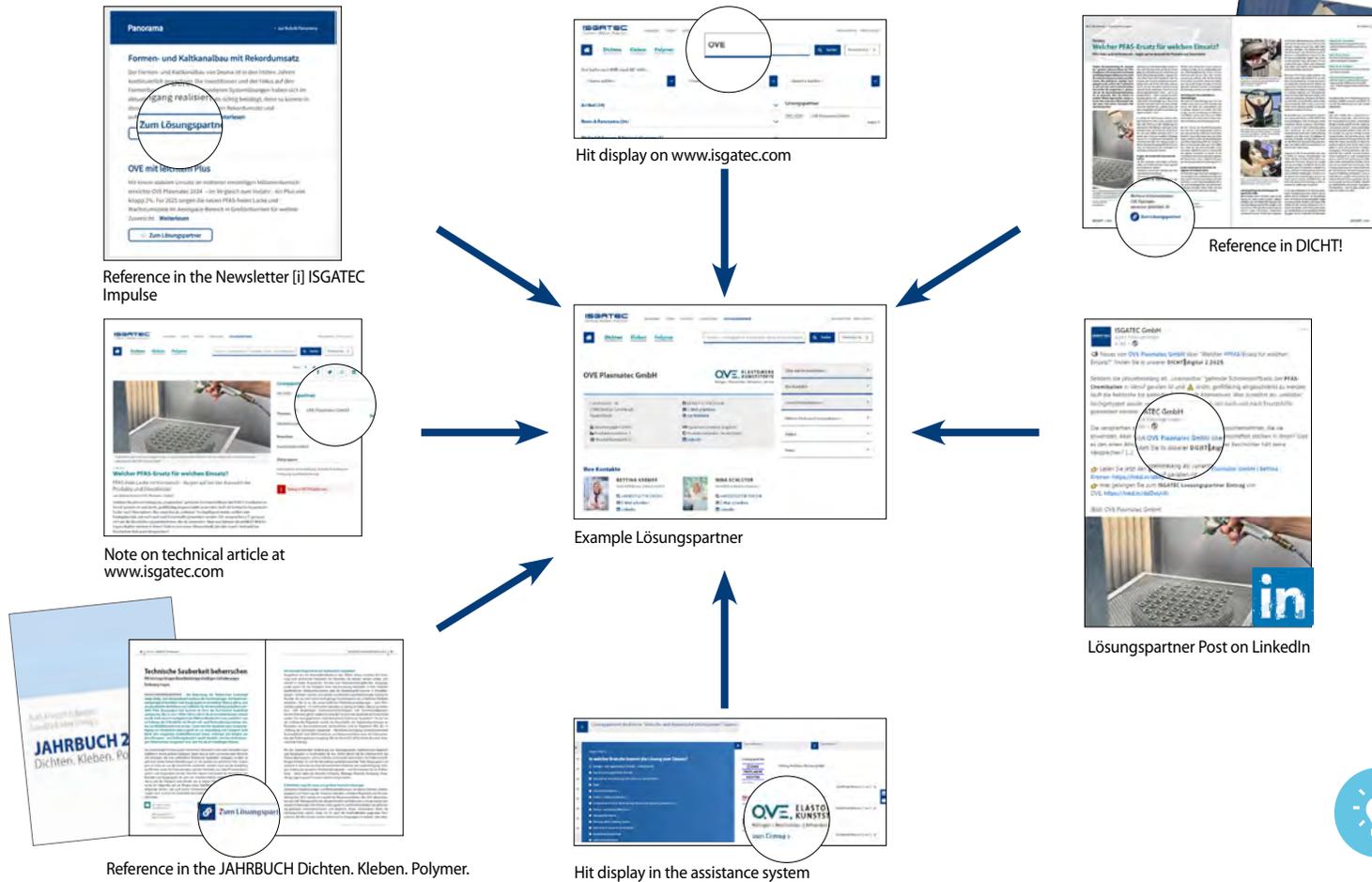
## 4. Quartal

Issues/Events	[i] ISGATEC Impulse 10	Game-Changer-Event 2026	JAHRBUCH 2027 Dichten. Kleben. Polymer.	[i] ISGATEC Impulse 11	ISGATEC-Connect	DICHT! 4.2026	[i] ISGATEC Impulse 12
<b>Trending topics</b>	Renewable energies	Game-Changer		Innovation meets application	Debonding	Game-Changer 2027	Sustainable solutions
<b>News</b>	✓			✓		<b>Survey:</b> Sealing. Adhesive. Polymer. – Sustainable – Where do we stand?	✓
<b>Sealing</b>	✓	✓	Static seals/profiles/moulded parts Dynamic sealing systems Liquid sealing systems Machining and processing (machines and systems) Quality assurance (measuring and testing technology) Services	✓	✓	<b>Focus: Quality assurance</b> (Concepts, systems, technologies)  <b>Damage analysis</b> (Concepts, services, practical tips)	✓
<b>Adhesive</b>	✓	✓	Bonding process technology Adhesives/adhesive tapes Quality assurance (Measuring and testing technology) Services	✓	✓	<b>Adhesives</b> (Selection, customisation, practical tips)  <b>Bonding process</b> (Technology, qualification, consulting)	✓
<b>Polymer</b>	✓	✓	Raw materials/compounds Sealants Quality assurance (measuring and testing technology) Services	✓	✓	<b>Fluoropolymers</b> (Areas of application, alternatives)  <b>Services</b> (coatings, contract manufacturing)	✓
<b>Industry events/ Specials</b>	Bondexpo/Motek Fakuma					Special Publication 4.2026 Game-Changer	
<b>Publication date<sup>1,2</sup>/ Date of event<sup>3,4</sup></b>	13.10.2026	20.10.2026 <sup>3</sup>	26.10.2026 <sup>1</sup> /30.10.2026 <sup>2</sup>	10.11.2026	03.11.2026 <sup>4</sup>	18.11.2026 <sup>1</sup> /23.11.2026 <sup>2</sup>	08.12.2026
<b>Printing documents deadline</b>	02.10.2026		02.09.2026	30.10.2026		29.10.2026	27.11.2026
<b>Advertising/registration deadline</b>	02.10.2026		28.08.2026	30.10.2026		27.10.2026	27.11.2026
<b>Editorial deadline</b>			30.03.2026			09.10.2026	

Daily news updates on [www.isgatec.com](http://www.isgatec.com) and LinkedIn

<sup>1</sup>Digital <sup>2</sup>Print <sup>3</sup>Presence <sup>4</sup>Online \*Topics may change depending on current events.

## Being there when solutions are needed



Our Lösungspartner (solution partner) concept acts as a booster in the ISGATEC competence and knowledge network. Your advertisements and content will be linked to your solution partner entry across all channels. Users of the assistance systems will also be able to find you at www.isgatec.com. As a business solution partner, your content will also be shared on the ISGATEC LinkedIn news channel, which significantly and purposefully increases the visibility and reach of your company outside the ISGATEC network. From a marketing and sales perspective, this concept not only gives you maximum networked visibility and reach. It also makes it easier for potential customers to get in touch with your company's specialists.



Your Lösungspartner entry will be linked to all your contributions (print, digital).

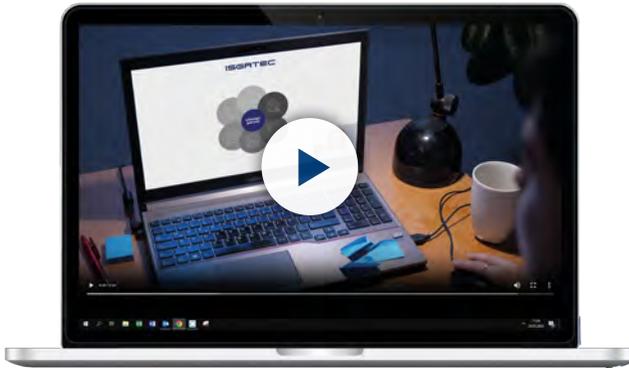
> 9,600  
Visitors  
Website (month)

Ø 31 min. 22 sec.  
Dwell time  
Lösungspartner

Ø 25.2  
Actions  
per visitor

> 50,500  
Reach Lösungspartner  
crossmedia

Being there when solutions are needed



Want even more **advantages?**  
Click here now!



Arrange a **video call** with us and  
experience the concept live.

## Your benefits

### Booster for all marketing concepts (integrated to stand-alone)

- Sales support in the field of Sealing. Adhesive. Polymer.
- Support for all marketing concepts (Ad campaigns, content marketing, social media marketing and combinations)
- Direct linking to your website and LinkedIn (via content)

### Relevant reach in your core topic

- Minimization of wastage saves resources and unnecessary enquiry processing
- Contact quality before quantity (reports/figures – on request)
- „Interface“ to relevant business portals (LinkedIn)

### High visibility

with potential and existing business contacts

- Independent information procurement for your potential customers (research and reading)
- Show your customers what you do, how you position yourself on current issues and invite dialogue.

## How a solution partner listing works

### Products & Services

SDD 4. Dienstleistungen	
<b>SDD 4.1. Welche Dienstleistungen und Services bieten Sie an?</b>	
Lohnfertigung	<input type="checkbox"/>
Oberflächentechnik (Beschichtung, Reinigung)	<input type="checkbox"/>
Dichtungsberatung	<input type="checkbox"/>
Dichtungsentwicklung	<input type="checkbox"/>
Montageservice	<input type="checkbox"/>
Simulation und Berechnung	<input type="checkbox"/>
Schadensanalysen	<input type="checkbox"/>
Dichtheitsprüfung	<input type="checkbox"/>
Werkstoffprüfung	<input type="checkbox"/>
Beschaffungskonzepte	<input type="checkbox"/>
Seminare, Schulung	<input type="checkbox"/>

SDD 1.2. Welche Veredlungen bieten Sie an?	
Funktionsbeschichtung	<input type="checkbox"/>
Montagehilfe	<input type="checkbox"/>
Kennzeichnen, Bedrucken	<input type="checkbox"/>
Farbliche Beschichtung	<input type="checkbox"/>
Reinigung, LABS frei	<input type="checkbox"/>



### Website presentation

Lösungskompetenz   Dienstleistungen
<ul style="list-style-type: none"> <li>▪ <b>Dichten (statische/dynamische Lösungen)</b></li> <li>Dichtungsberatung</li> <li>Seminare, Schulung</li> <li>Lohnfertigung</li> <li>Oberflächentechnik (Beschichtung, Reinigung)</li> </ul>
Lösungskompetenz   Veredlung
<ul style="list-style-type: none"> <li>▪ <b>Dichten (statische/dynamische Lösungen)</b></li> <li>Reinigung, LABS frei</li> <li>Funktionsbeschichtung</li> <li>Montagehilfe</li> <li>Farbliche Beschichtung</li> </ul>

### Master data & basic data

Unternehmensdaten	
Wählender Firmenname	
<b>Kontaktadressen</b>	
Unternehmen	
Strassennummer	
PLZ/Ort	
Land	
Telefon	
E-Mail	
Webseite	
<b>Ansprechperson 1</b> <i>Beta für wählenden Partner</i>	
Titel	
Vorname	
Nachname	
Telefon	
Telefax	
E-Mail	
LinkedIn-Ansprechperson 1	
<b>Vertikale Organisation</b> <i>Abschnitt, wenn kein Ansprechpartner</i>	
Abteilung	
Telefon	
E-Mail	

1. Branchenkompetenz	
<b>1.1. Für welche Branchen bieten Sie Lösungen an?</b>	
Anlagen- und Apparatebau, Antriebs-, Fördertechnik	<input type="checkbox"/>
Automatisierungstechnik, Robotik	<input type="checkbox"/>
Automotive, Nutzfahrzeuge (Kfz-Industrie und Zulieferer)	<input type="checkbox"/>
Bahn	<input type="checkbox"/>
Chemie/Petrochemie	<input type="checkbox"/>
Elektronik, Elektronikindustrie	<input type="checkbox"/>
Energetischechnik (Solar, Wind, Wasser, Wasserstoff, Speicher, Batterien)	<input type="checkbox"/>
Gummi- und Kunststoffindustrie	<input type="checkbox"/>
Hausgeräteindustrie	<input type="checkbox"/>
Heizung, Klima, Lüftung, Sanitär	<input type="checkbox"/>
Hydraulik, Pneumatik, Fluidtechnik	<input type="checkbox"/>
Kommunikationstechnik	<input type="checkbox"/>
Lebensmittelindustrie	<input type="checkbox"/>
Luft- und Raumfahrt	<input type="checkbox"/>
Maschinen-, Motoren-, Turbinenbau	<input type="checkbox"/>
Medizintechnik	<input type="checkbox"/>
Mobile Maschinen (Bau-, Landmaschinen, Flurförderzeuge)	<input type="checkbox"/>
Motorenindustrie	<input type="checkbox"/>
MSR (Mess-, Steuer-, Prof.-, Regeltechnik inkl. Optik)	<input type="checkbox"/>
Pharma- und Kosmetikindustrie	<input type="checkbox"/>
Pumpen- und Armaturenindustrie	<input type="checkbox"/>
Schiffbau	<input type="checkbox"/>

2. Einsatzparameter und Rahmenbedingungen	
<b>2.1. Für welche Druckbelastbarkeiten bieten Sie Lösungen an?</b>	
Druckbereich	<input type="checkbox"/>
0 bis 0,5 bar	<input type="checkbox"/>
0,5 bis 25 bar	<input type="checkbox"/>
25 bis 100 bar	<input type="checkbox"/>
100 bis 200 bar	<input type="checkbox"/>
> 200 bar	<input type="checkbox"/>
<b>2.2. Für welche Temperaturbeständigkeiten bieten Sie Lösungen an?</b>	
Temperaturbereich	<input type="checkbox"/>
< -40°C	<input type="checkbox"/>
-40°C bis 0°C	<input type="checkbox"/>
0°C bis 170°C	<input type="checkbox"/>
170°C bis 200°C	<input type="checkbox"/>
200°C bis 300°C	<input type="checkbox"/>
> 300°C	<input type="checkbox"/>
<b>2.3. Für welche Medienbeständigkeiten bieten Sie Lösungen an?</b>	
Medien	<input type="checkbox"/>
Alkohol, Mineralöl, Öl	<input type="checkbox"/>
Chemikalien	<input type="checkbox"/>
CPSP	<input type="checkbox"/>
Luft	<input type="checkbox"/>
Verflüssigter Dampf	<input type="checkbox"/>
Öle, Fettsäuren, Schmierstoffe	<input type="checkbox"/>
<b>2.4. Für welche elektrischen Eigenschaften bieten Sie Lösungen an?</b>	
Eigenschaften	<input type="checkbox"/>
Isoliert	<input type="checkbox"/>
Leitend	<input type="checkbox"/>
EMV Schutz	<input type="checkbox"/>
Weitere elektrische Eigenschaften	<input type="checkbox"/>



### Website presentation

The screenshot shows the ISGATEC website interface for a solution partner. At the top, there are navigation tabs for 'Dichten', 'Kleben', and 'Polymer'. Below this is a search bar and a 'Suchen' button. The main content area displays the company name 'OVE Plasmatec GmbH' and its logo. To the right, there are links for 'Über das Unternehmen', 'Ihre Kontakte', 'Unsere Kompetenzen', 'Weitere Links und Informationen', 'Artikel', and 'News'. The contact information section lists two individuals: Bettina Kremer (Geschäftsführung, Leitung Vertrieb) and Nina Schlöter (Vertrieb & technische Beratung). Each contact has a small profile picture and buttons for 'E-Mail schreiben' and 'LinkedIn'.

Example Lösungspartner

## Being there when solutions are needed

### Prices

Format	Price <sup>1</sup>	Scope of services <sup>2</sup>
Basic	950.00 €	<ul style="list-style-type: none"> <li>• Master data</li> <li>• Ten crosses in basic data (part A) and an assistance system (part B)</li> </ul>
Business	1,850.00 €	<ul style="list-style-type: none"> <li>• Master data</li> <li>• Unlimited crosses in basic data (part A) and all assistance systems (part B)</li> <li>• Additional service: Ten links (e.g. to videos, whitepapers), placement of three events at <a href="http://www.isgatec.com">www.isgatec.com</a>, social media postings on LinkedIn</li> </ul>

<sup>1</sup> All prices are exclusive of applicable VAT. Prices are for the duration of twelve months. Daily start possible. Invoicing before online activation, payable strictly net (without deduction of discount). Changes within the term are charged at a flat rate of 50.00 €

<sup>2</sup> Duration: twelve months

Our General Terms and Conditions (GTC) can be found at [www.isgatec.com](http://www.isgatec.com).

### Master and basic data Part A

Master data Lösungspartner

Basic data assistance systems part A

### + Specific data assistance systems part B

Assistance system sealing  
(Static and dynamic seals)

Assistance system sealing  
(Liquid sealing systems and potting)

Assistance system adhesive

Assistance system Polymer

### = Structure Lösungspartner-Entry

### Articles & News



Das Familienunternehmen begeht 2025 sein 25-jähriges Jubiläum (Bild: OVE Plasmatec)

**OVE mit leichtem Plus**

Mit einem stabilen Umsatz im mittleren einstelligen Millionenbereich erreichte OVE Plasmatec 2024 – im Vergleich zum Vorjahr - ein Plus von knapp 2%. Für 2025 sorgen die neuen PFAS-freien Lacke und Wachstumsziele im Aer...

[mehr >](#)



Anfragen kommen in Zeiten eines drohenden PFAS-Verbots häufig durch neue Kundenprojekte. Das betrifft auch die Zukunft der Mobilität (Bild: OVE Plasmatec GmbH)

**Beschichtungsentwicklung vorantreiben**

Mit einem eigenen Technikum am Firmenstandort Weil im Schönbuch will OVE Plasmatec die Zukunft der Reinigungs- und Beschichtungstechnik aktiv mitgestalten. Umfangreiche Stationen für Simulationen sowie leistungsfähige Pr...

[mehr >](#)



**Nachhaltige Werkstoff- und Dichtungslösungen – wir sind dabei**

Nachhaltigkeit hat viele Facetten – das zeigen die Statements. Sie haben aber auch zwei gemeinsame Nenner. 1. Wir sind mitten in der Forschung und...

[mehr >](#)



Im neuen Technikum wird auch gemeinsam mit Konstrukteurinnen an neuen Lösungen gearbeitet (Bild: OVE Plasmatec GmbH)

**Dichtstellenkonstruktion – was ist relevant?**

Die zu Beginn 2023 aufgekommene PFAS-Thematik ist eine große Herausforderung für viele Unternehmen in der Dichtungsbranche.

[mehr >](#)



**Dichtstellenkonstruktion – was ist relevant?**

Konstruierende stehen bei der Entwicklung von Dichtstellen – in Abhängigkeit der Branche und Aufgabenstellung – vor vielen unterschiedlichen...

[mehr >](#)



Technical articles and news are linked directly to the solution partner entry.



Your space for inspiration, image cultivation and visibility



**Read-along rate (Print): Ø 2.5**  
Magazines are passed on in the companies

The German-language multichannel magazine DICHT! is the source of inspiration in the field of Sealing. Adhesive. Polymer. Based on a wide range of information on market developments, trends, practical applications, products, services and surveys, decision-makers across all functions receive inspiration for solving their daily tasks. The digital version offers unique opportunities to deepen these insights directly with industry partners. The digitally optimised editorial concept with links, video reports (DICHT! vor Ort), multiple navigation, function-related short reading sections, etc. facilitates team decisions – and creates the basis for an efficient decision-making and procurement process.

**> 25,800**  
DICHT!-Readers  
(print & digital) per issue

**7,500**  
Print run  
per issue

**7,405<sup>1</sup>**  
Distributed  
circulation

**> 7,600**  
Readers  
(digital) per issue

**Ø 28 min. 14 sec.**  
DICHT!digital

<sup>1</sup> IVW on average III-2024 until II-2025

Status: Matomo August 2025



Your space for inspiration, image cultivation and visibility

## Contents

- Technical papers
- Surveys
- Interviews and commentaries
- Statements and viewpoints
- News and updates
- Services
- Series

## Topics

- Sealing
- Adhesive
- Polymer
- Trend reports
- Applications from practice

## Scope analysis

- 66.06% Editorial part
- 33.94% Advertisement section

100% Total scope (285 pages in 2024)

## Technical Information

- Editor/Publisher: ISGATEC GmbH
- Published quarterly, 4 issues per year,
- 20th volume 2026
- ISSN: 1863-4699
- Format: DIN A4
- Circulation control: IVW
- Free copies: 7.405 qualified recipients

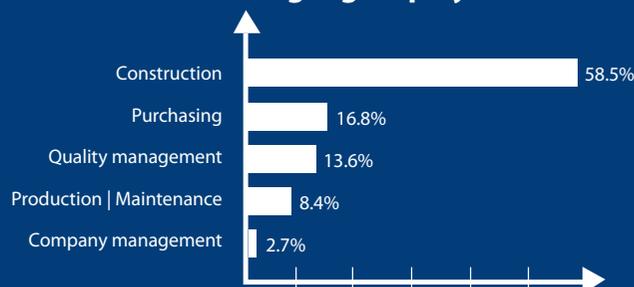


The ISGATEC target group addresses are continuously qualified and updated. You reach **your target group** in the area of Sealing. Adhesive. Polymer

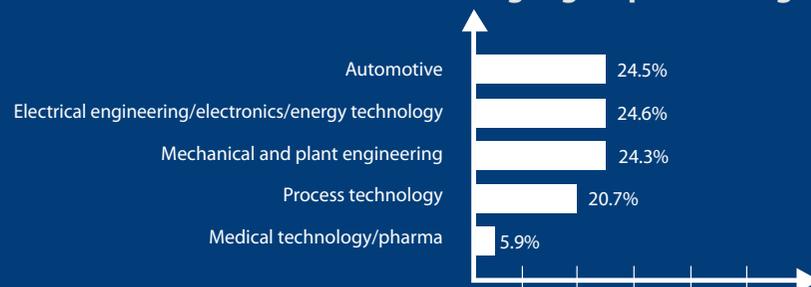


Arrange a video call with us

Target group by function

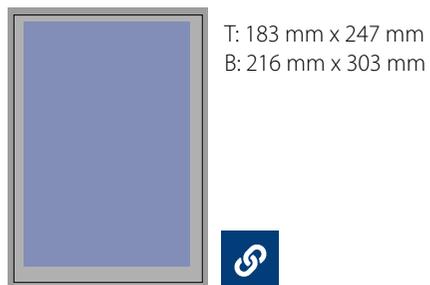


Target group according to sectors

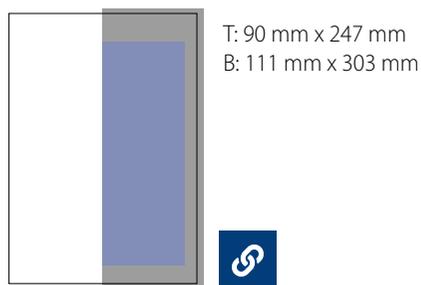




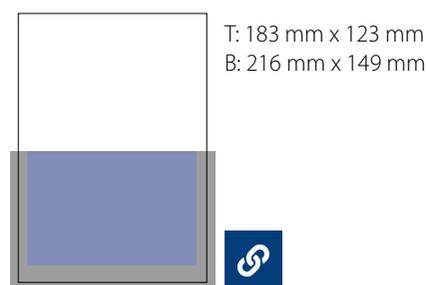
Overview of topics, see p. 4 in the schedule of topics and dates.



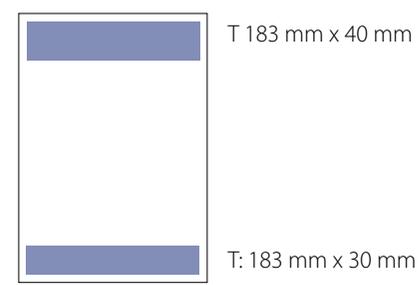
**1/1 page/  
Cover**



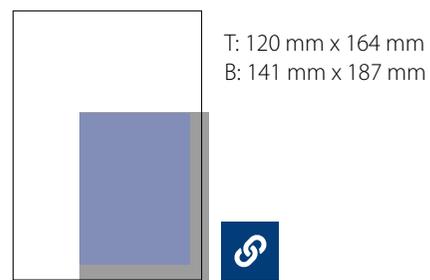
**1/2 page high**



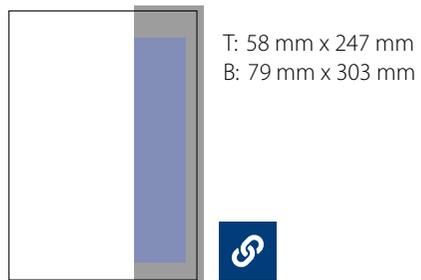
**1/2 page cross**



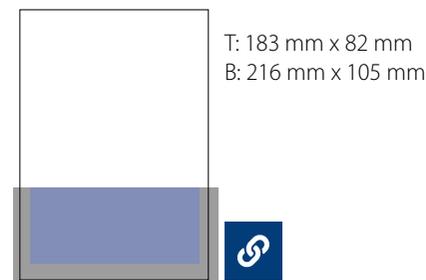
**1/6 page cross/  
1/9 page cross**



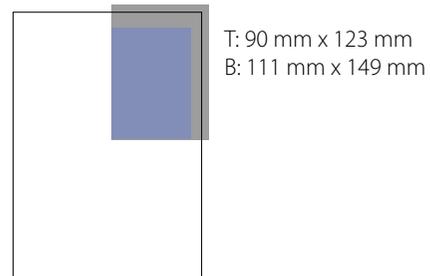
**Juniorpage**



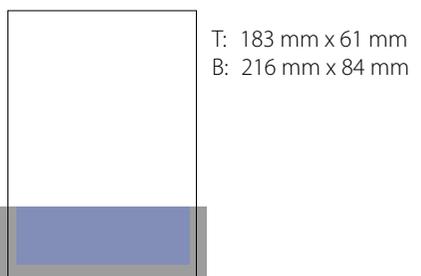
**1/3 page high**



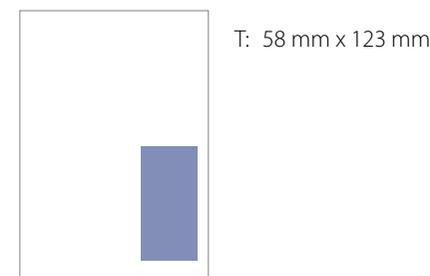
**1/3 page cross**



**1/4 page high**



**1/4 page cross**



**1/6 page high**



**Lösungspartner** receive a notification about their entry in advertisements. For more information, see p. 8.

### Frequency discount

- 5% when booking 2 ads
- 10% when booking 3 ads
- 15% when booking 4 advertisements
- Valid for simultaneous bookings within one year

### Placement surcharge

For right-side placement or placement in specific subject area (plus 10% of ad price).

■ Type area high and cross formats ■ Bleed formats incl. 3 mm bleed all around  
T = Type area; B = Bleed formats incl. 3 mm bleed all around, safety margin text to page margin 5 mm



For an overview of topics, see p. 4 in the schedule of topics and dates.

## Prices format ads

Ad format 4c	Price <sup>1</sup> type area	Price <sup>1</sup> in bleed (+10%)	Extralink <sup>2</sup> in DICHT!digital
1/1 page	4,200.00 €	4,200.00 €	incl.
Cover page	4,200.00 €	4,200.00 €	incl.
Junior Page	3,150.00 €	3,465.00 €	incl.
1/2 page	2,720.00 €	2,992.00 €	incl.
1/3 page	2,300.00 €	2,530.00 €	incl.
1/4 page	1,790.00 €	1,969.00 €	240.00 €
1/6 page	1,370.00 €	–	240.00 €
1/9 page	1,220.00 €	–	240.00 €



<sup>1</sup> All prices are exclusive of the applicable VAT.

<sup>2</sup> our advertisement will be linked to the internet address stated therein. If you want a second link this is the so-called extra link.

## Data delivery

### Exchange formats:

- PDF (according to PDF/X standard), with embedded fonts and images
- TIFF/JPEG (min. compression/max. quality)

### Image resolutions:

- Halftone images at least 300 dpi
- Line drawings at least 600 dpi

### Colours:

- CMYK (ISOcoated, www.eci.org) or greyscales (tone value increase 15%).
- Special colours are not taken into account.

### Bleed:

For advertisements in the bleed, please allow at least 3 mm bleed and a safety margin of 5 mm to the page margin on all sides. Otherwise no liability can be accepted for the correctness of the ad.

All content by e-mail to: [clautenschlaeger@isgatec.com](mailto:clautenschlaeger@isgatec.com)

Our General Terms and Conditions (GTC) can be found at: [www.isgatec.com](http://www.isgatec.com)

## Sources of supply „Lösungen finden“

### Annual prices for 4 issues

Source of supply entry	Size Width x Height	Price <sup>1</sup>
1st entry	90 mm x 38 mm	830,00 €
2nd + 3rd entry	90 mm x 38 mm	each 730,00 €
from 4th entry	90 mm x 38 mm	each 670,00 €

### Dichten

Logo

Sample Company

Tel.: +49 123 45678 | Sample location  
[www.samplecompany.de](http://www.samplecompany.de) | [info@samplecompany.de](mailto:info@samplecompany.de)  
[Dichtheitsprüfung](#) | [Lohnfertigung](#) | [Beratung](#)  
[Statische Dichtungen](#)

**Zum Lösungspartner**

Example display

## Rubriken

- Sealing
- Adhesive
- Polymer
- Trend topics



Click here for the form.

# DICHT! – Special publication Game-Changer

Overview of topics, see p. 4 in the schedule of topics and dates.



Perfectly compatible with ISGATEC-Connect.  
**Contact us for more information.**



Would you like to present **your game changer earlier?** No problem, we would be pleased to publish it in advance on our **online channels.**

Game changers are innovations with significant added value compared to normal developments. We give them exactly the space they deserve at DICHT! 4.2026 in a special section of four to six pages, we have reserved a maximum of 14 places for your game-changer. Are you included?

### Your game-changer will attract attention here:

- Advertorial in DICHT! and DICHT!digital issue 4.2026
- ISGATEC announcement (on your own behalf) on the website with a link to your website in DICHT!digital
- ISGATEC message in the [i] ISGATEC Impulse Newsletter 12.2026
- Post in the ISGATEC LinkedIn news channel in December 2026 (regardless of the existence of a solution partner entry) with link to your own LinkedIn channel and company profile

> **25,800**  
DICHT!-Readers  
(print & digital) per  
issue



> **9,500**  
active Newsletter  
Recipients



> **9,600**  
Visitors  
Website (month)



> **4,600**  
Follower  
LinkedIn



**Σ 49,500**  
Reach DICHT!  
cross-media

Overview of topics, see p. 4 in the schedule of topics and dates.

## Prices format ads

Format	Size and data formats <sup>1</sup>	Price <sup>2</sup>
<b>1/4 page</b>	<ul style="list-style-type: none"> <li>• Picture of person (min. 300 dpi resolution; format: png, jpg)</li> <li>• Text scope: 1,200 letters</li> <li>• Quotation: 130 letters</li> <li>• Logo (min. 300 dpi resolution; format: png, jpg)</li> <li>• Lösungspartner link (if entry booked)</li> <li>• Bleed format: 111 mm x 149 mm</li> </ul>	1,969.00 €
<b>1/2 page</b>	<ul style="list-style-type: none"> <li>• Picture of person (min. 300 dpi resolution; format: png, jpg)</li> <li>• Product image: 111 mm x 149 mm</li> <li>• Text scope: 1,200 letters</li> <li>• Quotation: 130 letters</li> <li>• Logo (min. 300 dpi resolution; format: png, jpg)</li> <li>• Lösungspartner link (if entry booked)</li> <li>• Call-to-action</li> <li>• Caption with image reference</li> <li>• Bleed format: 216 mm x 149 mm</li> </ul>	2,992.00 €
<b>1/1 page</b>	<ul style="list-style-type: none"> <li>• Picture of person (min. 300 dpi resolution; format: png, jpg)</li> <li>• Product image: 216 mm x 149 mm landscape or 111 mm x 303 mm</li> <li>• Text length: 2,400 letters</li> <li>• Quotation: 130 letters</li> <li>• Logo (min. 300 dpi resolution; format: png, jpg)</li> <li>• Lösungspartner link (if entry booked)</li> <li>• Call-to-action</li> <li>• Caption with image reference</li> <li>• Bleed format: 216 mm x 303 mm</li> </ul>	4,200.00 €

<sup>1</sup> ISGATEC GmbH takes care of the design

<sup>2</sup> All prices plus statutory VAT. When booking an additional advertisement in DICHT! 4.2025 there is a 10% combination discount on the advertorial.

## Data delivery

### Exchange formats:

- PDF (according to PDF/X standard), with embedded fonts and images
- TIFF/JPEG (min. compression/max. quality)

### Image resolutions:

- Halftone images at least 300 dpi
- Line drawings at least 600 dpi

### Colours:

- CMYK (ISOcoated, www.eci.org) or greyscales (tone value increase 15%).
- Special colours are not taken into account.

### Bleed:

For advertisements in the bleed, please allow at least 3 mm bleed and a safety margin of 5 mm to the page margin on all sides. Otherwise no liability can be accepted for the correctness of the ad.

All content by e-mail to: [clautenschlaeger@isgatec.com](mailto:clautenschlaeger@isgatec.com)

Our General Terms and Conditions (GTC) can be found at: [www.isgatec.com](http://www.isgatec.com)



**Print data submission for advertorials:**

15.10.2026

Space for your expertise across all industries



The **JAHRBUCH 2027 Dichten. Kleben. Polymer.** is freely available! (digital version)

Published since 2004, the Jahrbuch Dichten. Kleben. Polymer. (Sealing. Adhesive. Polymer.) is the space for in-depth knowledge within the ISGATEC competence and knowledge network. It offers valuable insights and background information for decision-makers from a wide range of industries. Expert reports on new developments, application-related solutions and research results provide a well-founded overview of the current status and an outlook on upcoming developments. Authors from science and practice share their knowledge in a practical and comprehensive manner. In the interactive version, readers can contact the authors directly and explore individual questions in greater depth.

## Technical information

- Format: DIN A5, Softcover
- Number of pages: approx. 500 pages
- ISBN Print: 978-3-946260-16-5
- ISBN Digital: 978-3-946260-17-2
- Editors: Sandra Kiefer, Karl-Friedrich Berger
- Publisher: ISGATEC GmbH
- Date of publication: 31.10.2026

**> 2,400**  
Jahrbuch readers  
(print & digital)

**1,200**  
Circulation (print)

**1,000**  
Calls (digital)

**Ø 2.7**  
Readership rate (print)

# JAHRBUCH – Ad formats and prices

Overview of topics, see p. 7 in the schedule of topics and dates.



An entry in the **supplier directory** „Lösungen finden in the JAHRBUCH“ is also possible. More information on page 15.

## Prices

4c Ad format	Price <sup>1</sup> type area	Price <sup>1</sup> in the bleed (+10%)
<b>Cover page</b>	–	4,320.00 €
<b>1/1 page</b>	2,840.00 €	3,124.00 €
<b>1/2 page cross</b>	1,790.00 €	1,969.00 €
<b>Main chapter page</b> (e.g.: Sealing. Adhesive. Polymer.)	–	1,400.00 €
<b>Sub chapter page</b> (e.g.: static seals)	–	1,190.00 €
<b>Inner insert</b>	–	1,875.00 €
<b>Bookmark</b> (including subchapter page in the respective section)	–	4,970.00 €

<sup>1</sup>All prices are exclusive of the applicable VAT. Surcharge placement: For placement on the right-hand side or placement in a specific subject area (plus 10% of the advertisement price).

## Data delivery

### Exchange formats:

- PDF (according to PDF/X standard), with embedded fonts & images
- TIFF/JPEG (min. compression/max. quality)

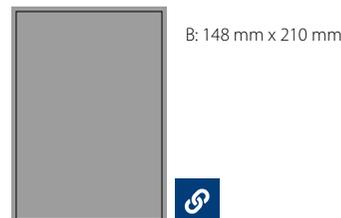
### Image resolutions:

- Halftone images at least 300 dpi
- Line drawings at least 600 dpi

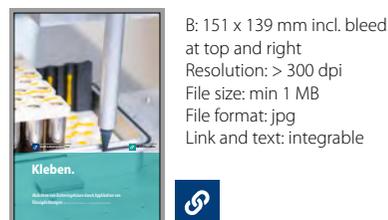
### Colours:

- CMYK (ISOcoated, www.eci.org) or greyscales (tone value increase 15%).
- Special colours are not taken into account.

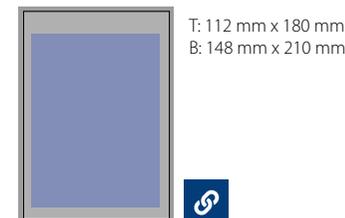
All content by e-mail to: [clautenschlaeger@isgatec.com](mailto:clautenschlaeger@isgatec.com)



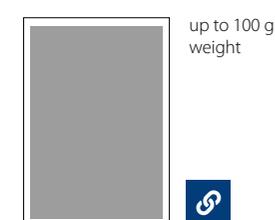
**Cover Page**



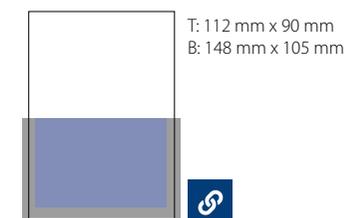
**Main chapter page/  
Sub chapter page**



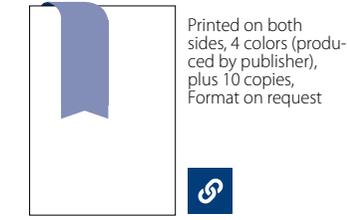
**1/1 page**



**Inner insert**



**1/2 page cross**



**Bookmark**

■ Type area high and cross formats ■ Bleed formats incl. 3 mm bleed all around  
T = Type area; B = Bleed formats plus 3 mm bleed all around



**5% early bird discount for bookings made by 31.03.2026**

**22**

Issues (since 2004)

**> 1,100**

Specialist articles

**> 10,000**

Pages of competence

The space for your solutions and answers

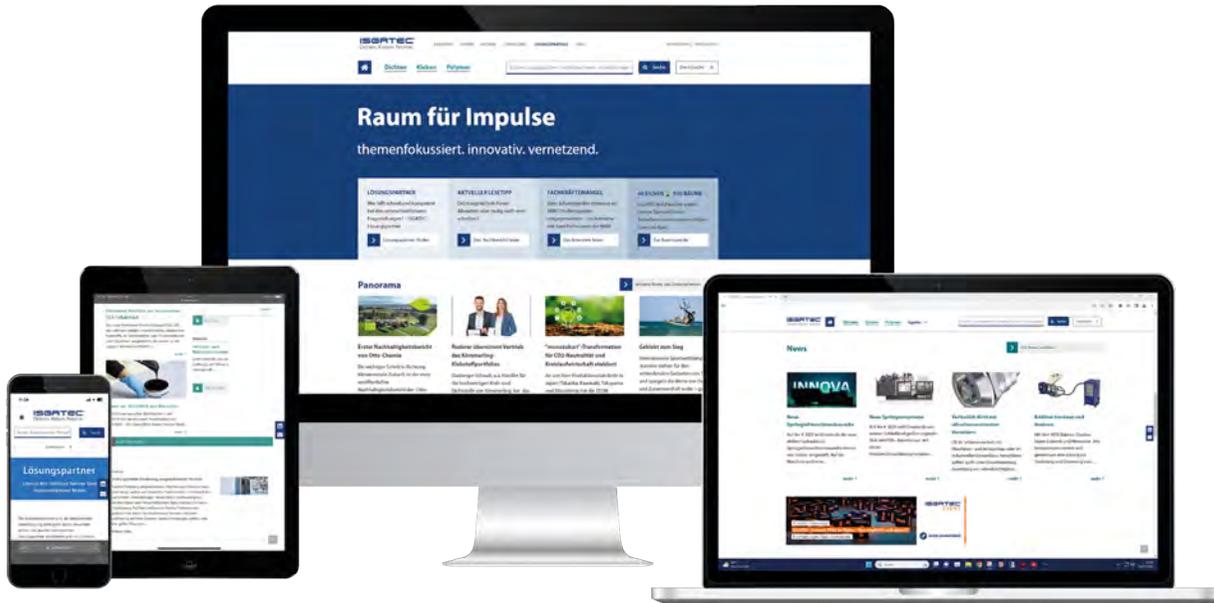


Fig.: Nick auf Pixabay



Increase the **visibility** of your business with **banner or image text ads**. With us you will learn how to achieve your marketing goals in a targeted way.

The online portal of the ISGATEC competence and knowledge network is the place for your answers when decision-makers are looking for solutions to current issues. Daily news about companies, new products and services, applications in practice and comprehensive service sections support the daily work of decision makers as required. These include, for example, checklists for sealant and adhesive procurement, sections on materials, damage analyses, comments on current developments and survey results. The assistance systems guide users directly to relevant solution partners via their questions. From a marketing perspective, www.isgatec.com is the space for visibility when decision-makers are looking for solutions to current issues

> **9,600**  
Website visitors  
(month)

> **29,800**  
Page views per  
month

Ø **28 min. 14 sec.**  
Length of stay  
Website

Ø **6.3**  
Actions  
per visitor

Status: Matomo August 2025

## Prices

Format	Duration <sup>2</sup>	Size	Price <sup>1</sup>
<b>Small banner</b>	4 weeks	600 x 160 pixels (width x height), file size > 300 KB	640.00 €
<b>Large banner</b>	4 weeks	1,200 x 160 pixels (width x height), file size > 300 KB	850.00 €
<b>Image text display</b>	4 weeks	Total format: 1,200 x 160 pixels Head: 60 characters, text: 300 characters Image (product photo or logo): 400 x 160 pixels (width x height) File size > 300 KB, links: max. 2	850.00 €
<b>Combined marketing service</b>	4 weeks	Large banner or image/text advertisement on www.isgatec.com, duration one month (starting on the 1st of the month) + Banner or image/text advertisement in the corresponding [i] ISGATEC Impulse newsletter	1,350.00 €

## Data delivery

Delivery of data: Up to 5 working days before the start of the campaign/publication of the entry/banner/image-text advertisements by email to: [clautenschlaeger@isgatec.com](mailto:clautenschlaeger@isgatec.com) with reference to:

- Publication period
- Landing page (desired URL)
- Motif title

### Exchange formats:

- PNG, JPEG or GIF
- Image and graphic files (including banners) always in RGB colour scheme

Start possible any day. Invoicing before online activation, payable strictly net (without discount).

Ad documents by email to: [clautenschlaeger@isgatec.com](mailto:clautenschlaeger@isgatec.com)

Our General Terms and Conditions (GTC) can be found at: [www.isgatec.com](http://www.isgatec.com)

<sup>1</sup> All prices are subject to statutory value added tax. Invoicing prior to online publication, payable strictly net (without discount). For multiple publications, see the scale of charges on p. 14

<sup>2</sup> Start possible every day.



Small banner



Large banner



Image text display



**Perfectly combinable** with an ad in the [i] Impulse newsletter

## The space for impulse and news

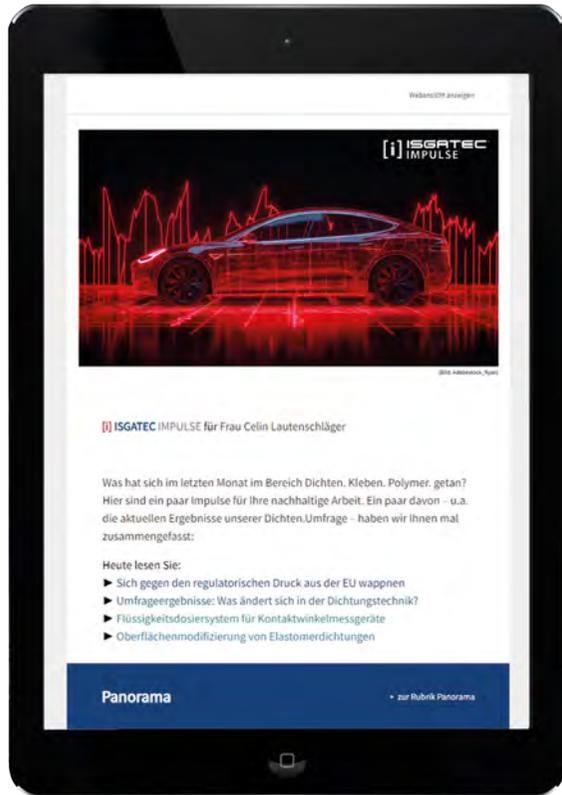


Fig.: Nick auf Pixabay



To reach all digital users, we like to combine this channel with **text ads** on [www.isgatec.com](http://www.isgatec.com). We show you how you can use ISGATEC Impulse for **campaigns** or content-based **market research**.

The newsletter [i] ISGATEC Impulse is the impulse channel of the ISGATEC competence and knowledge network. It provides monthly editorially selected impulses from the ISGATEC network. From a marketing point of view, [i] ISGATEC Impulse is recommended for marketing campaigns on products, for company positioning on current issues in the market or for supporting content marketing campaigns

> **9,500**  
active newsletter  
recipients

Ø **32.8%**  
Opening rate

Ø **20%**  
Clicks

**12**  
Issues (per year)

Status: Brevo time period 12 months, Matomo August 2025

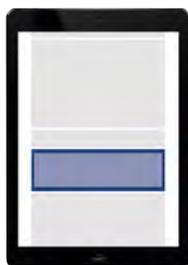
Overview of topics, see p. 4 in the schedule of topics and dates.

## Price

Format	Size and data formats	Price <sup>1</sup>
<b>Image text ad</b>	Head: 60 characters Text: 300 characters Image: Delivery size: 524 x 524 pixels Max. display size: 262 x 262 pixels Link: max. two can be integrated (width x height, product photo or logo, exchange format jpeg or PNG, file size > 300 KB, design: ISGATEC)	710.00 €
<b>Banner</b>	Format: Delivery size: 1,008 x 270 pixels Max. display size: 504 x 135 pixels (width x height, exchange format JPEG or PNG, file size > 300 KB)	710.00 €
<b>Combined marketing service</b>	Large banner or image/text advertisement on www.isgatec.com, duration one month (starting on the 1st of the month) + Banner or image/text advertisement in the corresponding [i] ISGATEC Impulse newsletter	1,350.00 €



Image text ad



Banner

## Target groups

- Design and development
- Purchasing
- Quality management
- Production | Maintenance
- Company management



Perfectly combinable with an ad on the ISGATEC website!



Arrange a video call with us.

<sup>1</sup> One-time placement. All prices are subject to statutory VAT. For multiple placements, see the scale of charges on p. 4. Please note that a processing fee of €50.00 net will be charged for postponing/cancelling image/text advertisements/banners (in the newsletter, on the website). This is possible up to two weeks before the publication date, after which the full order value will be invoiced.

Ad documents by email to: [clautenschlaeger@isgatec.com](mailto:clautenschlaeger@isgatec.com)

Our **General Terms and Conditions (GTC)** can be found at [www.isgatec.com](http://www.isgatec.com).

## Target industries

- Automotive
- Electrical engineering/electronics
- Energy technology
- Mechanical and plant engineering
- Process technology (chemical, food, pharmaceutical)
- Medical technology
- Sealing. Adhesive. Polymer.

## B2B podcasts – More than just hype



Note in DICHT!



Newsletter display



Website www.isgateg.com



LinkedIn post display



Podcasts have established themselves in B2B marketing. They offer companies the opportunity to convey complex content in a comprehensible, personal and authentic way – without requiring much effort on the part of the target group. Especially in specialised industries such as sealing, bonding and polymers, they open up new avenues of communication: approachable, practical and professional.

Whether on the road, in the office or on the way to the next trade fair, podcasts reach experts where traditional formats often reach their limits.

> 25,800  
DICHT! readers  
(print & digital)

+

> 9,500  
active newsletter  
recipients

+

> 9,600  
Visitors  
Website (month)

+

> 4,600  
Followers  
LinkedIn

=

Σ 49,500  
Podcast reach

## B2B podcasts – More than just hype

### Prices

Format	Price <sup>1</sup>	Scope of services
Alles DICHT?!/ Klebenswert?!	2,950.00 €	<ul style="list-style-type: none"> <li>• Editorial support</li> <li>• Production and editing</li> <li>• Additional scenes and cuts: on request</li> <li>• Marketing</li> </ul>

<sup>1</sup> All prices are subject to statutory VAT.

Our **General Terms and Conditions (GTC)** can be found at [www.isgatec.com](http://www.isgatec.com).



Showcase your expertise – with podcasts that work.



Do you have ideas or topics that belong in our podcast?  
**Let's discuss it!**

### Your voice. Your stage. Your audience.

#### Podcasts as a stage for your brand

- **Strong content. Strong positioning:** Make your expertise heard and strengthen your brand in the professional world.
- **Minimal effort – maximum impact:** You provide the know-how, we do the rest.
- **Multichannel-Boost:** From teasers to LinkedIn posts.
- **Long-term visibility:** Permanently online, permanently effective.
- **Content with personality:** Focus on people and values.
- **Effective target group addressing:** Your topics to the right decision-makers.

#### Overview of services included

##### Before the recording

- Technical briefing
- Editorial preparation
- Professional recording with podcast equipment
- Audio recording – remote or on-site (ISGATEC Studios)

##### After recording

- Editing & audio processing of raw material
- Publication & distribution on popular streaming platforms

#### Your content – optimally marketed:

- Marketing of the article after approval via our print and online channels
- Maximum reach and visibility in your target group
- All scenes and content freely available for your own marketing communications

## Campaign for start-ups

starting at 4,200 €

**Lösungspartner Partner entry (online)** + **Content across all channels (no charge)** + **Ads [i] Impulse Newsletter: 4 per year**

## Small introduction: To increase digital reach in the relevant area without wastage

starting at 1,800 €

**Content across all channels (no charge)** + **Content in the [i] ISGATEC Impulse Newsletter** + **Lösungspartner Partner entry (online)**

# Campaigns – Crossmedia Offering



Can't find the **campaign you're looking for?**  
**Contact us** for further ideas.

**ISGATEC**  
 Sealing. Adhesive. Polymer.

## Brand building: Using content/advertisements to increase cross-media visibility

starting at 4,200 €

**Ads in DICHT!** + **Content across all channels** (no charge) + **[i] ISGATEC Impulse Newsletter** + **Lösungspartner Partner entry (online)** + **ISGATEC Podcasts**

## Breaking new ground: Using image advertising to increase reach

starting at 9,950 €

**DICHT! vor Ort** or **ISGATEC-Connect** or **Your Modern Sales Event** + **Lösungspartner Partner entry (online)** + **ISGATEC Podcasts**

## Your Contact Persons



**Sandra Kiefer**  
Campaigns

 skiefer@isgatec.com

 +49 621 7176888-4

 Follow me on LinkedIn!



**Holger Best**  
Content

 hbest@isgatec.com

 +49 621 7176888-7

 Follow me on LinkedIn!

### Our other services for you:

- Event management
- Consulting (communication & marketing)
- Social media (concepts and implementation)
- Content (concepts and implementation)



**Contact us!**



**Celin Lautenschläger**  
Campaigns

 clautenschlaeger@isgatec.com

 +49 621 7176888-2

 Follow me on LinkedIn!



**Sema Nur Tatlıdede**  
Event & Social-Media

 statlıdede@isgatec.com

 +49 621 7176888-5

 Follow me on LinkedIn!



**Alina Werner**  
Content (dual Student)

 awerner@isgatec.com

 +49 621 7176888-1

 Follow me on LinkedIn!

### Postal address

ISGATEC GmbH  
Am Exerzierplatz 1A  
68167 Mannheim  
Germany

Telefon: +49 (0)621 717 68 88-0  
info@isgatec.com  
www.isgatec.com



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LinkedIn!