

# Space for your Marketing Communication

Print. Online. Event.

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



## ISGATEC GmbH

2 Company Portrait

You can find our GTC at [www.isgatec.com](http://www.isgatec.com)

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[www.isgatec.com](http://www.isgatec.com)

## 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.**



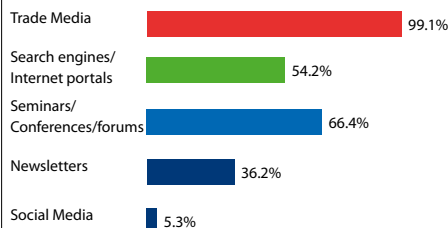
Photo: Fotalia\_ASDF

## 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 2021 „Main concerns of experts in sealing, adhesive and polymer technology“ shows which channels are currently preferred.

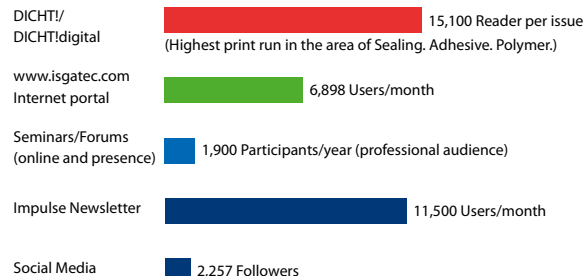
### Channels in the information and purchase decision process

(Source: ISGATEC Study 2021 multiple answer)



### Our reach

(Source: ISGATEC access analysis and statistics, status: August 30, 2021)

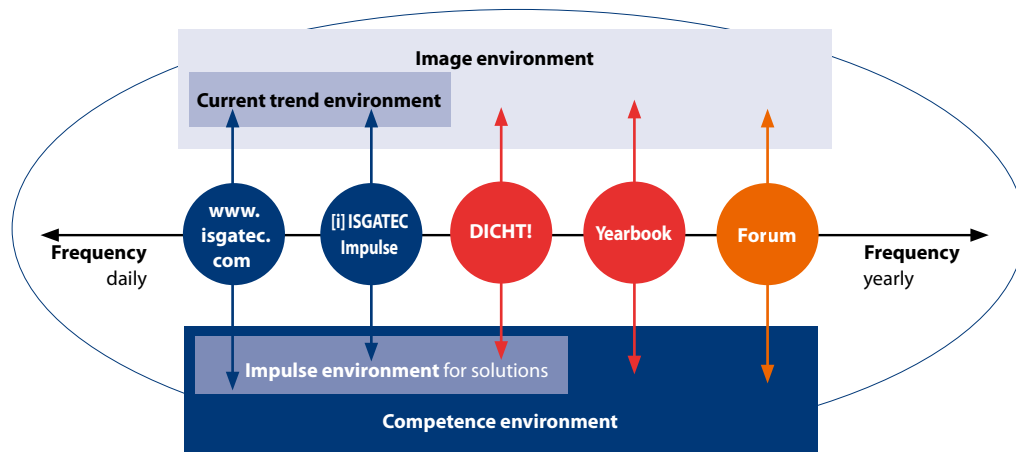


## The ISGATEC-world – marketing offers made to measure without coverage waste

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!

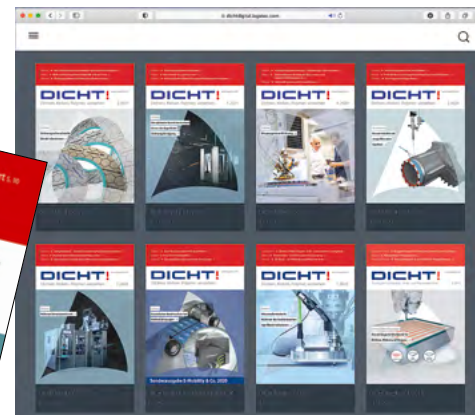


## Magazine DICHT!

### 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:**

16/2022

**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:**

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

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**10 Ads:**

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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:**

2020 = 4 issues

	Pages	Percent
<b>Total scope</b>	216.00	100.00
<b>Editorial part</b>	145.09	67.17
<b>Advertisement section</b>	70.91	32.83
<b>Of which publisher's own ads</b>	11.93	5.52
<b>Inserts</b>	9 pieces	

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

2020 = 145.09 pages

Editorial type	Pages	Percent
<b>Technical contributions</b>	83.58	57.61
<b>Survey/Trendbarometer/ Commentary/Price Index</b>	45.9	31.64
<b>Other</b>	9.25	6.37
<b>News</b>	6.36	4.38
	145.09	100.00



**BÄRBEL SCHÄFER**

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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. 2023
Publication date Print	25.03.2022	20.06.2022	12.09.2022	28.11.2022	28.10.2022
Publication date Digital	21.03.2022	15.06.2022	08.09.2022	24.11.2022	21.10.2022
Closing date printing documents****	23.02.2022	18.05.2022	17.08.2022	02.11.2022	02.09.2022
Advertising deadline	21.02.2022	16.05.2022	15.08.2022	28.10.2022	31.08.2022
Copy deadline	07.02.2022	02.05.2022	01.08.2022	14.10.2022	31.05.2022
Industry focus	Chemistry, Oil and Gas, H <sub>2</sub> -Processes	Food Technology, Pharmaceuticals, Medicine	Automotive, E-Mobility, Electronics	Mechanical and Plant Engineering, Renewable Energy Systems	• <b>Sealing</b> Static seals/Profiles/Molded parts Dynamic sealing systems Formed in place gaskets Machinery and equipment Measuring and testing Services
	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				
Latest news	Survey results: Market developments and trends Sealing. Adhesive. Polymer.	Survey results: Market developments and trends in seals	Survey results: Market developments and trends in adhesive bonding	Survey results: Market developments and trends in materials	• <b>Adhesive</b> Adhesives Concepts Machinery and equipment Measuring and testing Services
Sealing	<b>In Focus: E-Mobility &amp; Co.</b> (trends, concepts, sealing solutions)	<b>Correct design of sealing points</b> (trends, concepts, sealing solutions)	<b>Dynamic sealing systems</b> (trends, concepts, sealing solutions)	<b>In focus:</b> Trends in formed-in-place gaskets and potting (preparation, dosing, quality assurance)	
	<b>Simulation and prototyping</b> (concepts, processes, 3D printing etc.)	<b>Static seals</b> (trends, concepts, sealing solutions)	<b>Services</b> (contract manufacturing/MRO/coating)	<b>Assembly</b> (trends, concepts, installation aids)	
Adhesive	<b>Automated Bonding</b> (concepts, projects, solutions)	<b>In focus:</b> Trends in adhesive solutions (materials, consulting, standards)	<b>Adhesive tapes</b> (concepts, projects, solutions)	<b>Adhesives</b> (selection, projects, solutions)	• <b>Polymer</b> Raw materials/Compounds Machinery and equipment Measuring and testing Services
	<b>Quality of bondings</b> (methods, procedures, systems)	<b>Surface pretreatment</b> (processes, systems, solutions)	<b>Standardized bonding</b> (putting standards into practice)	<b>Services</b> (contract gluing/consulting/services)	
Polymer	<b>Material combinations</b> (2K and 3K components, multilayer etc.)	<b>Compounds</b> (quality, procurement, storage)	<b>In focus:</b> Material trends	<b>Processing, 3D printing</b> (for prototyping and series)	
	<b>Silicone</b> (developments, applications)	<b>FKM/FFKM/PEEK</b> (developments, applications)	<b>EPDM/PTFE</b> (developments, applications)	<b>TPE/TPU</b> (developments, applications)	
Events	Achema, Hannover Messe	ISGATEC Forum Construct sealing points**	K, Bondexpo, Fakuma	ISGATEC Forum Adhesive technology and tapes**	

## More than 15,100 copies in distribution - printed and digital

### 1 Circulation:

#### Print run according to IVW:

III-2020:	9,200 copies
IV-2020:	9,200 copies
I-2021:	9,200 copies
II-2021:	9,200 copies

IVW average III-2020 until II-2021: 9.200 copies

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

III-2020:	8,852 copies
IV-2020:	8,835 copies
I-2021:	9,010 copies
II-2021:	9,260 copies

IVW average III-2020 until II-2021: 8,989 copies

### Digital readers: > 5,500

(Source: Press Matrix Tool (August 2021);  
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 for three years, unchanged repetitions are therefore generally possible. However, a data guarantee is not assumed.

#### Delivery address for printing materials:

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

#### 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

#### 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>3/4</sup>
<b>1/1 Page</b>	183 x 247   216 x 303 <sup>1/3/4</sup>	–	<b>3,690.00 €</b>
<b>Cover Page</b>	216 x 303 <sup>1</sup>	–	<b>3,690.00 €</b>
<b>Junior Page</b>	120 x 164   141 x 187 <sup>1/3/4</sup>	–	<b>2,690.00 €</b>
<b>1/2 Page</b>	90 x 247   111 x 303 <sup>1/3/4</sup>	183 x 123   216 x 149 <sup>1/3/4</sup>	<b>2,390.00 €</b>
<b>1/3 Page</b>	58 x 247   79 x 303 <sup>1/3/4</sup>	183 x 82   216 x 105 <sup>1/3/4</sup>	<b>1,890.00 €</b>
<b>1/4 Page</b>	90 x 123   111 x 149 <sup>1/3/4</sup>	183 x 61   216 x 84 <sup>1/3/4</sup>	<b>1,420.00 €</b>
<b>1/6 Page</b>	58 x 123   –	183 x 40   –	<b>1,060.00 €</b>
<b>1/9 Page</b>	–	183 x 30   –	<b>960.00 €</b>

## 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

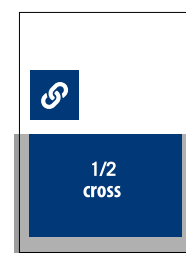
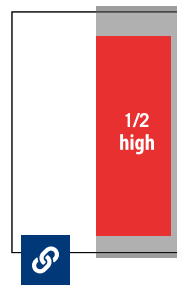
## 13 Delivery address for item 12:


on request

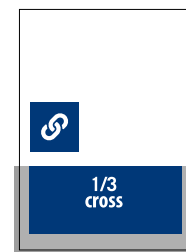
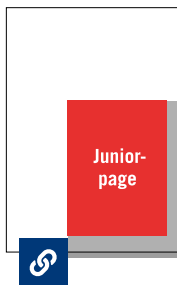
■ Type area upright format

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

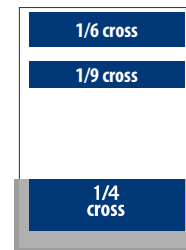
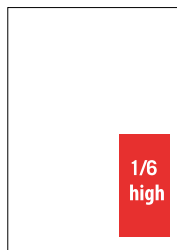
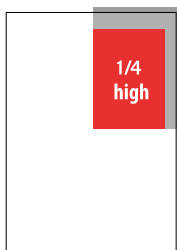
■ Type area landscape format



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



Other formats optional (e.g. Panorama ads)



**BÄRBEL SCHÄFER**

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E-mail: bschaefer@isgatec.com



**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.

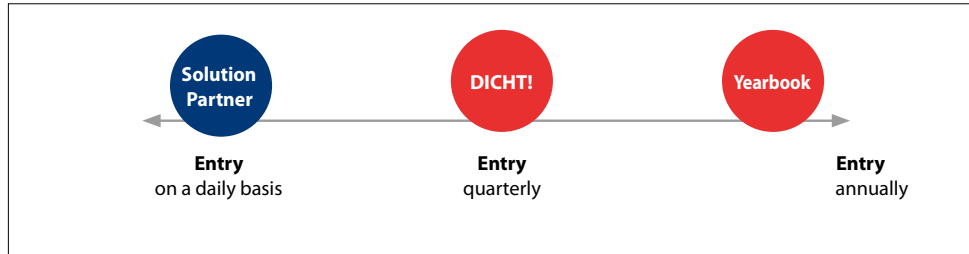
<sup>2</sup>Prices do not include VAT.

## FORMATS. SIZES. PRICES.

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

Supply source entry	Size width x height (mm)	Price <sup>2</sup>
1st entry	89 x 35	€ 710.00
2nd+3rd entry	89 x 35	€ 610.00 each
4th+5th entry	89 x 35	€ 550.00 each

## 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 Solution 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  
01.07.2020-30.06.2021

#### Print run according to IVW:

III-2020: 9,200 copies

IV-2020: 9,200 copies

I-2021: 9,200 copies

II-2001: 9,200 copies

IVW average III-2020 to II-2021: 9,200 copies

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

III-2020: 8,852 copies

IV-2020: 8,835 copies

I-2021: 9,010 copies

II-2021: 9,260 copies

IVW average III-2020 to II-2021: 8,989 copies

#### Free copies:

8,989

#### Circulation and distribution analysis 01.07.2020-30.06.2021

#### Distributed circulation:

8,989

Geographical distribution analysis	Percentage	Actual circulation
Germany	94.65	8,508
Abroad	5.35	481
<b>Total</b>	<b>100</b>	<b>8,989</b>

Industry	Percentage	Actual circulation
Automotive	25.1	2,256
Electrical engineering/electronics/energy	21.4	1,924
Machinery and equipment	27.8	2,499
Process technology (chemistry, food industry, pharmaceuticals)	20.6	1,852
Medical technology	5.1	458
<b>Total</b>	<b>100.0</b>	<b>8,989</b>

Areas of responsibility	Percentage	Actual circulation
Construction	56.7	5,097
Purchasing	18.2	1,636
Quality management	14.9	1,339
Maintenance	6.0	539
Management	4.2	378
<b>Total</b>	<b>100.0</b>	<b>8,989</b>

Position	Percentage	Actual circulation
Management	4.2	378
Head of department	63.3	5,690
Skilled worker	30.4	2,733
Other	2.1	189
<b>Total</b>	<b>100.0</b>	<b>8,989</b>

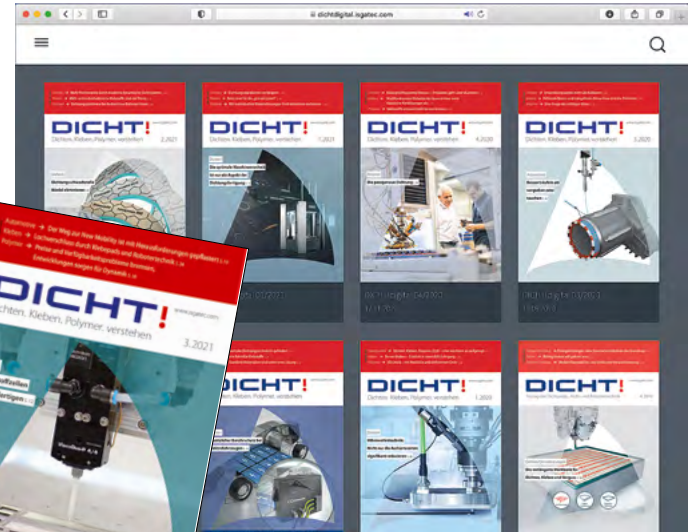
## Who uses ISGATEC-Media?

(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. Polymer.“, 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 event tips with references to 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 5,500 readers.
- Attention via our social media activities: We regularly market interesting impulses and thus create another platform for your messages and impulses.

# JAHRBUCH Dichten. Kleben. Polymer. 2022

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 Main Chapter page

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>	€ 3,690.00
Main Chapter page (e.g. Dichten., Kleben. or Polymer.)	–					€ 1,190.00	
Sub Chapter page (e.g. Statische Dichtungen)	–					€ 1,010.00	
Inner insert up to 100 g weight	€ 1,590.00						
Bookmarks printed on both sides, 4 c (produced by the publisher) plus 10 copies	€ 4,220.00						
Code card (back) 105 x 143 <sup>2</sup> , printed on both sides, 4 colors (produced by the publisher)	€ 1,190.00						
List of supply sources LÖSUNGEN FINDEN <sup>1</sup>							
1st entry	112	x	35		–		€ 710.00
2nd+3rd entry	112	x	35		–		€ 610.00 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.

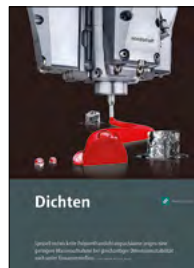
<sup>2</sup>Bleed format: +3 mm all-round bleed allowance

<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 Print:** 1.800 copies

**Circulation Digital:** 500 copies

**Number of pages:** approx. 500 pages

**Cover:** Softcover

**Format:** DIN A5

**Retail price:** 59,00 €

**ISBN:** 978-3-946260-08-0

**ISBN-Online:** 978-3-946260-09-7

**Editor:** Sandra Kiefer

**Publisher:** ISGATEC GmbH

Am Exerzierplatz 1A

68167 Mannheim

Germany

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

E-mail: info@isgatec.com

www.isgatec.com

### Important dates:

**Date of publication:** 28.10.2022

**Artwork deadline:** 02.09.2022

**Advertising deadline:** 31.08.2022

**Submission of technical paper:** 31.05.2022

**Registration technical contribution:** 31.03.2022

### Advertisements:

**Bärbel Schäfer**

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

E-mail: bschaefer@isgatec.com

### Content Management:

**Holger Best**

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

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:

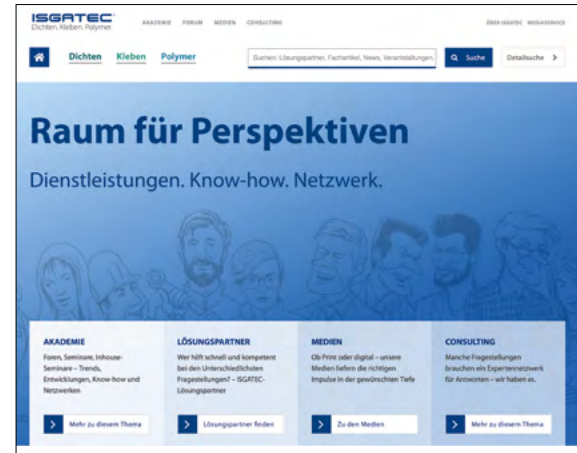
- current industry news, new products and services
- services that make your daily work easier, checklists for seal and adhesive procurement, material compass, price index, damage analysis, practical examples on the state of the art and much more
- direct access to solution partners for specific problems 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):

<b>Trade visitors</b>	6,898
<b>Page views</b>	20,147
<b>Visitor actions</b>	4.5
<b>Length of visit</b>	5 Min. 37 Sec.

\*Source matomo (Last update: 31.08.2021)



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

As a search or research result at www.isgatec.com with approx. 6,900 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 DICT! and DICT!digital with use by more than 30,000\* readers/per issue as well as in our newsletter [i] ISGATEC Impulses with about 11,500 recipients per month.

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

\*Circulation 9,200 copies - DICT! is shared approx. 3-4 times within the company according to our reader survey, plus approx. > 5,500 readers of DICT!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), exchange format: JPEG or PNG, file size > 300 KB	510.00 €
Wide Skyscraper Big	4 weeks	1.200 x 160 Pixel (width x height), exchange format: JPEG or PNG, file size > 300 KB	710.00 €
Image text ad on home page	4 weeks	Head: 60 characters Text: 300 characters Picture: 400 x 160 pixel (product picture or logo; exchange format: JPEG or PNG, file size > 300 KB Links: max. 2 links	710.00 €

<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

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) or [bschaefer@isgatec.com](mailto:bschaefer@isgatec.com)

The screenshot displays the ISGATEC website interface. At the top, there's a navigation bar with 'ISGATEC' logo and links for 'Dichten', 'Kleben', and 'Polymer'. Below this, a search bar contains the text 'Suchen: Lösungspartner, Fachartikel, News, Veranstaltung...'. The main content area features the profile of 'ViscoTec Pumpen- u. Dosiertechnik GmbH'. The profile includes contact information: 'Amperstraße 13, 86313 Töging a. Inn, Deutschland', phone '+49 (0) 8631 9274-0', email 'E-Mail schreiben', and website 'http://www.viscotec.de'. It also lists 'Gründungs/jahr: 1997', 'Produktionsstätten: 1', and 'Mitarbeiterzahl: 155 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>	Scope of Services
<b>Basic</b> Space for site – Presence is everything (at least at first)	710.00 €	<ul style="list-style-type: none"> <li>• Master data</li> <li>• <b>10 crosses</b> in basic data (<b>part A</b>) and an assistance system (<b>part B</b>)</li> </ul>
<b>Business</b> Space for business contacts – for optimal use of the network	1,550.00 €	<ul style="list-style-type: none"> <li>• Master data</li> <li>• <b>Unlimited crosses</b> in basic data (<b>part A</b>) and all assistance systems (<b>part B</b>)</li> <li>• <b>Additional service:</b> 10 links (e.g. to videos, whitepapers,...), placement of three events at <a href="http://www.isgatec.com">www.isgatec.com</a></li> </ul>

<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.

## Structure solution partner

**Master data** solution partner

**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

Hit display  
in the assistance system



## 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

### Beschichtungsanlagen auf Dichtheit prüfen – Lecksucher richtig einsetzen

Nach der Installation einer neuen Anlage oder der Wartung weist Ihre Anlage eine Leckage auf – möglicherweise durch eine fehlerhafte Verbindung oder defekte Dichtung? Um diese Leckagen zu finden und die Anlage auf Dichtheit zu prüfen, eignen sich Helium-Lecksuchgeräte von Pfeiffer Vacuum. Erfahren Sie, wie Sie durch die richtige Handhabung zuverlässige Messergebnisse erzielen.



Bild: Pfeiffer Vacuum

[► Weitere Informationen](#)

Example newsletter advertisement Pfeiffer Vacuum

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

**Recipients:** 11,500 qualified recipients  
**Frequency:** monthly  
**Open rates:** 25% to 30%  
**Click rate per article or text ad:** 19% to 24%

Source: Reports Newsletter2go (average August 2020 to August 2021)

## FORMATS. SCOPE. PRICES.

Format	Scope	Prices <sup>1</sup>
Newsletter advertisement <sup>1</sup>	Head: 60 characters Text: 300 characters Picture: Delivery Size: 524 x 524 Pixel Max. Display Size: 262 x 262 Pixel (width x height; product photo or logo, exchange format: JPEG or PNG, file size > 300 KB)	580.00 €
Banner	Format: Delivery Size: 1,008 x 270 Pixel Max. Display Size: 504 x 135 Pixel (width x height, exchange format: JPEG or PNG, file size > 300 KB)	580,00 €

<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. We will be happy to advise you. Distribution dates see page 21.



**BÄRBEL SCHÄFER**  
Media Consultation.

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

## Topics and schedule Newsletter [i] ISGATEC Impulse

Issue	1.2022	2.2022	3.2022	4.2022	5.2022	6.2022	7.2022	8.2022	9.2022	10.2022	11.2022	12.2022
Publication dates	11.01.2022	08.02.2022	08.03.2022	05.04.2022	05.05.2022	08.06.2022	05.07.2022	09.08.2022	06.09.2022	05.10.2022	08.11.2022	06.12.2022
Content submission dates	21.12.2021	26.01.2022	23.02.2022	23.03.2022	22.04.2022	25.05.2022	22.06.2022	29.07.2022	24.08.2022	22.09.2022	25.10.2022	23.11.2022
Special topic			E-Mobility							E-Mobility		
Basic topics	Sealing. Adhesive. Polymer.											

## 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 Image: 400 x 160 Pixel (at Website), 524 x 524 Pixel (= Delivery Size for Newsletter); max. Display Size: 262 x 262 Pixel; product photo or logo, exchange format: JPEG or PNG, file size > 300 KB; max 2 text links and 1 image link	910.00 €

<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.

# Event partners position themselves as top players

Bild: AdobeStock\_Tonis Pan

As an event partner of our online forums you have **up to 70,000 contact opportunities<sup>1,2</sup> in your field of expertise**

Before the online forum

#### Marketing presence on all channels

(print, web, newsletter, social media incl. linking to your website or social media channels)

- Your logo on all marketing and event documents, LinkedIn posts and in the event area on [www.isgatec.com](http://www.isgatec.com)
- Your banner on [www.isgatec.com](http://www.isgatec.com)
- We'll provide information via LinkedIn post, what you will show

During the online forum

#### Top presence and exclusive discussion rooms for your company

- Your „networking sessions“ (break-out sessions in a small circle), in which participants will be invited by us
- Your „company film“ will be presented during the forum program

After the online forum

#### Further impulses from your experts and contacts to an extended circle of interested parties

- Your statement in the cross-media follow-up reporting (a.o. DICHT! and DICT!digital)
- Your „company room“ with presentation, videos, links and contact in the closed forum area at [www.isgatec.com](http://www.isgatec.com) also open to participants who want to use the forum offline afterwards.

The amount of event partnerships is limited to three companies per forum. The sooner you decide the more effective your presence<sup>1,2</sup> will be in the respective topic area. **It's worth registering early.**

#### Further advantages for your customer loyalty:

Invite your customers and your customers will receive a 20% discount on the respective participation price.

**Planned topics  
see p. 6 in the  
topic plan  
at events**

### One of three becomes a top player

- ☐ **Event Partnership**  
**3,150.00 €<sup>3</sup>**

Optionally bookable:

- ☐ Your company exclusively in the welcome documents for participants  
**from 3,500.00 €<sup>3</sup>**
- ☐ Registration per additional participant from your company  
**50% discount.**

**Talk to me - I would be pleased to explain the possibilities in detail:**

ISGATEC GmbH  
Sandra Kiefer

Phone: +49 (0) 621-717 68 88-4

E-Mail: [skiefer@isgatec.com](mailto:skiefer@isgatec.com)

[www.isgatec.com](http://www.isgatec.com)

<sup>1</sup> As part of cross-media marketing, your company will be played out to an average of 70,000.

<sup>2</sup> The duration of impact depends on the time of booking.

<sup>3</sup> All prices are subject to VAT.

# ISGATEC®

Sealing. Adhesive. Polymer.

ISGATEC GMBH | AM EXERZIERPLATZ 1A | 68167 | PHONE: +49 (0) 621-717 68 88-0 | INFO@ISGATEC.COM | WWW.ISGATEC.COM

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



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**HOLGER BEST**  
Content Management

Phone: +49 (0) 621-717 68 88-7  
E-mail: hbest@isgatec.com

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