

# IAD Industriearmaturen & Dichtungstechnik

## Media Information

**2024**

Print/Online & Crossmedia

VALID FROM 01.01.2024

**Page 03****Portrait****Page 04****Publishing and topics plan****Page 05-06****Technical data and ad formats****Page 07****Discounts and terms of payment****Page 08****Business directory****Page 09****Social media formats****Page 10****Annual wall calendar****Page 11****Website, banner ad****Page 12****Newsletter INSIDE|INDUSTRIEARMATUREN****Page 13****Books****Page 14****Editorial team, advertising team**


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# Portrait

**Title:**

IAD - Industriearmaturen&amp;Dichtungstechnik

**Brief description:**

**Industriearmaturen** is the leading German B2B print medium for suppliers and users of industrial valves and related products. In addition: online platform [www.industriearmaturen.de](http://www.industriearmaturen.de) and [www.industrialvalves.de](http://www.industrialvalves.de) with additional services, news and extensive directories.

**Target groups:**

- Chemistry/Petrochemistry
- Process engineering
- Water management
- Pharmaceutical and food technology
- Energy plants/power plant technology
- Refrigeration/Cryogenics
- Solids handling
- General Industry
- Hydrogen industry

**Publication frequency:**

Quarterly plus one international issue

**Magazine format:**

210 mm wide, 297 mm high, DIN A4

**Volume:** 32th Volume 2024


## Keywords und topics in industriearmaturen:

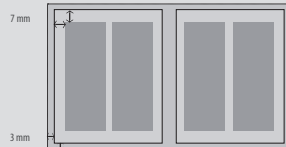
shut-off valves  
 control valves  
 butterfly valves  
 seals  
 safety valves  
 ball valves  
 gate valves  
 solenoid valves  
 diaphragm valves  
 pneumatic actuators  
 positioners  
 electric actuators  
 SIL  
 hydraulic actuators  
 ATEX  
 pinch valves  
 vent valves  
 Venting valves  
 measuring equipment strainers  
 dteam traps  
 backflow preventer  
 valve service  
 valve test stands  
 maintenance  
 knife-gate valve  
 valve gearboxes

Issue	Dates	Main topics	Exhibitions and conferences
01/2024	Publishing date: 11.03.2024 Advertising deadline: 14.02.2024 Print documents deadline: 19.02.2024	Industrial valves, drives in the water industry with " <b>Sealing technology</b> "  <i>Market review "Control valves"</i>	<b>IFAT</b> , 13.-17.05., Munich
02/2024	Publishing date: 27.05.2024 Advertising deadline: 25.04.2024 Print documents deadline: 30.04.2024	Hydrogen, Cryogenics, LNG and Co. with " <b>Sealing Technology</b> "  <i>Market Review "ACHEMA Product Preview: Valves, Actuators and Seals - Exhibition Highlights"</i>	<b>ACHEMA</b> , 10.-14.06., Frankfurt/Main
03/2024	Publishing date: 10.09.2024 Advertising deadline: 15.08.2024 Print documents deadline: 20.08.2024	Monitoring, Automation, Industry 4.0, Digital Special: Social Media in the industry with " <b>Sealing technology</b> "  <i>Market review "Actuators"</i>	
04/2024	Publishing date: 25.11.2024 Advertising deadline: 29.10.2024 Print documents deadline: 04.11.2024	Energy technology, energy efficiency, innovations, drive concepts, Process engineering with " <b>sealing technology</b> " <b>Valve Stars Award 2023 application profile</b> <b>Free Valve World Expo Forum organized by IAD</b>  <i>Market review "Shut-off valves"</i>	<b>Valve World Expo</b> , 3.-5.12., Düsseldorf  Edition contains the annual wall calendar
IV/2024	Publishing date: 02.05.2024 Advertising dead- line:05.04.2024 Print documents deadline: 10.04.2024	<b>International Issue in English</b> Valves, Actuators, Sealing Technology  Product Guide: Control Valves, Actuators	<b>Industrial Valve Summit</b> , 15.-16.05, Bergamo/Italy <b>IFAT</b> , 13.-17.05., Munich <b>ACHEMA</b> , 10.-14.06., Frankfurt/Main  <b>Valve World Expo</b> , 3.-5.12., Düsseldorf

\*Subject to change. Status October 2023

## Data output:

- Printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
- 3 mm at all outer edges for bleed advertisement
- without cut marks
- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



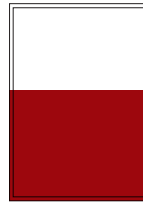
## Data transfers:

Via e-mail (if necessary with download link) to: [anzeigen@vulkan-verlag.de](mailto:anzeigen@vulkan-verlag.de)  
 Create a file with information of magazine-title and issue. File-name as follows: customer\_magazine\_issue\_format.pdf  
 (Please name issue name and issue as abbreviation, if possible do not use more than 16 characters)

## Proofs

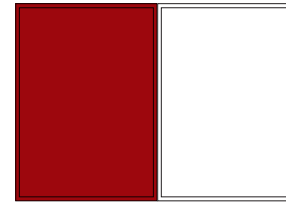
Without proofs supplied by you (according to ISO 12647-1 with Ugra/FOGRA Medi Wedge) we do not assume any warranty for color reproduction. Please send the proof to:

Vulkan Verlag GmbH  
 Frau Melanie Zöller  
 Friedrich-Ebert-Straße 55  
 45127 Essen



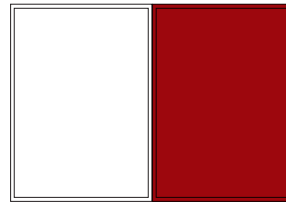
## Title page

Bleed  
 210 x 167 mm + 3 mm bleed  
 colour 5.700,00€



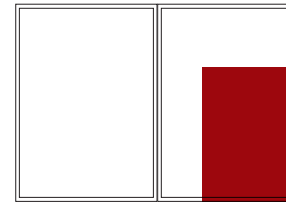
## 2. or 4. Cover page

Bleed  
 210 x 297 mm + 3 mm bleed  
 colour 4.550,00



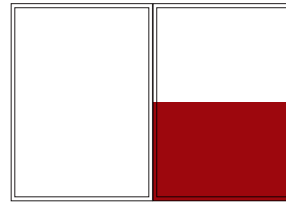
## 1/1 Page

Bleed  
 210 x 297 mm + 3 mm bleed  
 in type area  
 180 x 250 mm  
 colour 4.500,00



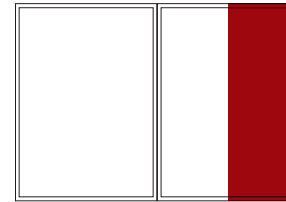
## Juniorpage

Bleed  
 152 x 215 mm + 3 mm bleed  
 in type area  
 140 x 195 mm  
 colour 2.700,00



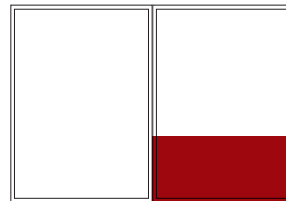
## 1/2 Page horizontal

Bleed  
 210 x 148 mm + 3 mm bleed  
 in type area  
 180 x 125 mm  
 colour 3.150,00



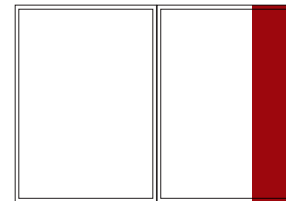
## 1/2 Page vertical

Bleed  
 102 x 297 mm + 3 mm bleed  
 in type area  
 87 x 250 mm  
 colour 3.150,00



## 1/3 Page horizontal

Bleed  
 210 x 99 mm + 3 mm bleed  
 in type area  
 180 x 83 mm  
 colour 2.700,00



## 1/3 Page vertical

Bleed  
 71 x 297 mm + 3 mm bleed  
 in type area  
 56 x 250 mm  
 Placement: table of contents/news section  
 colour 2.700,00

## Bound inserts/supplements:

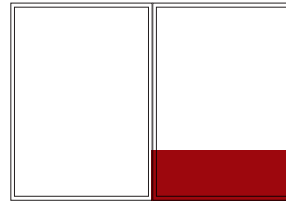
The condition for order acceptance and confirmation by the publisher is the submission of a binding sample. Supplements may only advertise the sales programme of an advertiser. They must be designed in such a way that they cannot be confused with the editorial part of the magazine. Inserts must have a closed edge. This means inserts may only be folded in the wrap fold. The insertion of brochures is also possible, provided they have a closed edge. No postage will be charged for inserts and items up to 2 mm high. Items 3 mm or more in height will incur additional postage charges. Inserts and additional technical costs are not discounted.

## Note:

Inserts and bound-in inserts must be bundled into manageable quantities, properly packaged and machineprocessable and delivered free to the customer's address no later than 3 weeks before the first day of sale. Information on the number of transport units, magazine title and issue number is required. A sample should be visibly attached to each packaging unit.

## Delivery to:

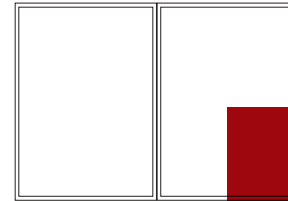
A & O GmbH  
Versand Vulkan-Verlag  
Andrea Bedel  
Elisabeth-Selbert-Straße 5  
63110 Rodgau-Dudenhofen



## 1/4 Page horizontal

Bleed  
210 x 74 mm + 3 mm bleed  
in type area  
180 x 62 mm

colour 2.400,00



## 1/4 Page Corner ad

Bleed  
102 x 148 mm + 3 mm bleed  
in type area  
87 x 125 mm

colour 2.400,00

## Bound inserts

Weight of the bound insert: minimum 135 g/m<sup>2</sup>

Format for 1 sheets: 210 x 297 mm + 3 mm bleed on all edges € 3.200,00

Bound inserts must be delivered untrimmed and unfolded. The front page and the run of the bound-in insert must be marked. Bound inserts must be of such a type and design that additional preparation and processing are not required. Complications and additional folding and gluing work will be charged separately.

## Supplements

2-sided up to format 205 mm wide and 292 mm high up to 25 g, minimum DIN A6), total circulation: Bis 25 gr. per thousand 475,00

## Pasted advertising media:

PPostcards, data carriers, product samples etc. on carrier advertisements on request.

## Discounts and terms of payment

### Discounts

**For acceptance within 12 months  
(Insertion year)**

#### Paint Relay

#### Quantity scale

at	3 ads	3%	at	1 page	5%
at	6 ads	5%	at	3 pages	10%
at	9 ads	7%	at	6 pages	15%

### Payment terms

All invoices are due within 15 days from the invoice date net cash without deduction. For prepayment and direct debit we grant a 3% discount. The invoice amount can be seen in the order confirmation. In case of late payment, interest on arrears will be charged. If older invoices are outstanding, a discount cannot be granted.

### Bank details:

Nassauische Sparkasse Wiesbaden

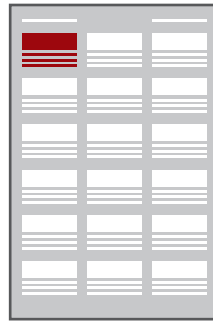
BIC/SWIFT NASSDE55XXX

IBAN DE 38 5105 0015 0107 0926 29

USt-IdNr. (VAT): DE 812 959 878

## The direct line to your target group!

Be present with your company listing 365 days a year and link company news directly with your entry!



print

+



online

### Your premium benefits:

- Linking with social media profiles
- Deposit a contact person
- Link with your company news
- PDF-Downloads

#### Basic entry print + basic entry online

for 1 year (4 issues) per keyword

€ 440

#### Basic entry print + Premium entry online

for 1 year (4 issues) per keyword, only in addition to the basic entry

€ 370

#### for Industrial Valves (english) 2024

per keyword:

€ 110

Each additional line á 40 characters per keyword

€ 60

\* All prices are exclusive of VAT.

**[industriearmaturen.de/firma](http://industriearmaturen.de/firma) AND/OR [industrialvalves.de/company](http://industrialvalves.de/company)**

#### Contact:

Miriam Kaina

Phone: +49 201 82002 41

Telefax: +49 201 82002 40

e-mail: [m.kaina@vulkan-verlag.de](mailto:m.kaina@vulkan-verlag.de)



In addition to our regular advertisement and advertising formats, you can book exclusive formats in the newsletter

**Inside|Industriearmaturen** and on  
[www.industriearmaturen.de](http://www.industriearmaturen.de)



**LinkedIn**



**XING**



## Social media formats

Exklusive formats	Price*
<p><b>LinkedIn Posting (organic)</b> Create a simple LinkedIn Posting based on text+image or text+video Text: max. 1,200 characters Image: 600 px wide x 312 px high Linking to industriearmaturen.de or your homepage</p>	<p>310,- € (text+image) +100,-€ (text+video)</p> <p>725,-€ (Series with up to 3 postings) +100,-€ (text+video)</p>
<p><b>Carousel Posting (organic)</b> Create an organic LinkedIn "Carousel Posting" based on text + PDF with multiple pages. Text: max. 1,200 characters PDF: any format possible, we recommend square format</p>	<p>385 €(text+image)</p> <p>875 € (Series with up to 3 postings)</p>
<p><b>Sponsored LinkedIn Posting</b> Creation of a Sponsored LinkedIn Posting based on text + image or video. - Incl. selection consulting as well as LinkedIn selection in coordination. Text: max. 600 characters incl. spaces</p>	<p>940 € plus agreed LinkedIn media budget (1:1 costs) incl. regular reporting</p>
<p><b>Sponsored Carousel</b> Creation of a LinkedIn "Carousel Ad" based on text + image series with max. 10 motifs Posting text: max. 600 characters incl. spaces Image: square format Captions: max. 50 characters incl. spaces</p>	<p>1.160 €</p> <p>plus agreed LinkedIn media budget (1:1 costs) incl. regular reporting</p>

\*All prices are exclusive of VAT.

## Annual wall calendar

**Book your ad space in time and secure your desired month today!**

Put your advertising on the annual wall calendar of **industriearmaturen** in the field of vision of your customers.

**Calendar format:**

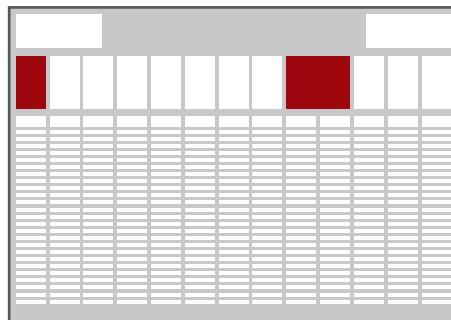
820 mm x 574 mm

**incl. january 2026**

**Distribution:**

As a loose insert. Included with the complete run of issue 4/2024.

Book your ad space in time and secure your desired month quickly!



<b>Format 1 display field:</b>	57 mm x 100 mm
<b>Price:</b>	€ 670,00
<b>Format 2 display field:</b>	121 mm x 100 mm
<b>Price:</b>	€ 1200,00
<b>Advertising deadline:</b>	29.10.2024
<b>Publication date:</b>	25.11.2024

All prices are exclusive of VAT.

The issue 4/2024 of **industriearmaturen** will be accompanied by an annual wall calendar. With the calendar in DIN A1 format on the wall, your customer can keep an eye on all the important dates of 2025. With your advertisement on the calendar you show a whole year presence! Above each month you can present yourself in an advertising field. Several fields can also be combined for your ad.

**The portal offers many possibilities:**

- well-founded research for content and B2B knowledge
- daily news from the industry
- 9,952 page views per month, almost 7,000 users
- relevant trade fairs and dates in the industry
- online marketplace with offering companies and products
- network with the decisive "heads" of the industry
- latest products and processes
- large book and article shop
- and much more

**All pages and functions can also be read and operated optimally on mobile devices - smartphones and tablets. Try it out!**

**Keyword Advertising**

Place your banners and content to the articles of our theme pages. Our topic pages contain at least one of your 10 to 15 most important keywords. We are also happy to advise you on how to search for keywords.

**Request online media data request!**

## Website, banner ad

**www.industriearmaturen.de**  
combines knowledge, market and user!

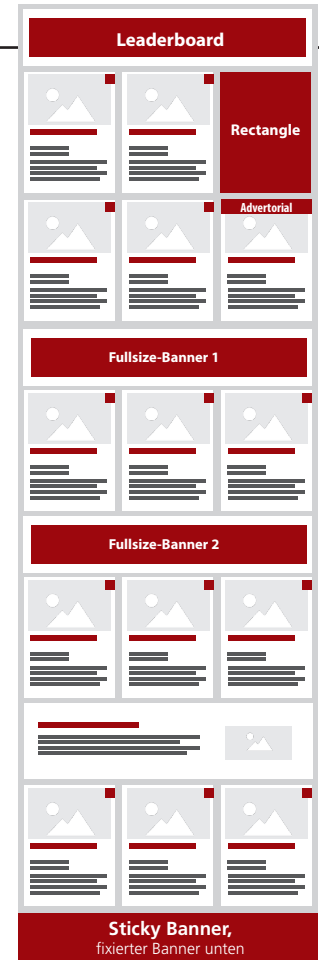
**Banner formats and prices:**

Format	Placement	File format	Format (B x H)	Data volume	Price in € <sup>1</sup>
Leaderboard <sup>1</sup>	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	525,00
Sticky Banner <sup>1</sup>	Startseite	jpg, png	3170 x 235 px	max. 50 KB	1.200,00
Leaderboard <sup>1</sup>	Subpage	jpg, gif, png	1280 x 120 px	max. 40 KB	460,00
Fullsize-Banner 1	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	470,00
Fullsize-Banner 2	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	460,00
Fullsize-Banner 3	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	450,00
Fullsize-Banner 4	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	440,00
Advertorial <sup>1</sup>	Homepage	Editorial text	Word MS (max. 3000 types)	–	690,00
Rectangle <sup>1</sup>	Homepage	jpg, gif, png	400 x 560 px	max. 40 KB	350,00

Booking period: 4 weeks (28 days)

<sup>1</sup>) Premium placement  
\* All prices are exclusive of VAT.

**Theme specific marketing contact us!**



**The newsletter informs every four weeks about:**

- all relevant technical topics for your professional practice in dealing with industrial valves+seals
- all current debates and trends in the industry
- all important answers on the development of markets, companies and products

**NEW: Sponsored Newsletter**

- Your exclusive corporate newsletter:
  - Your content - our design
  - Your target group - our target group
- Interested?  
More information and prices on request.

**approx. 3,200 subscribers!**  
**Opening rate: approx. 23%**

**Request online media data  
request now!**

**Advertising formats and prices:**

Advertising format	Data delivery	Format	Price in € <sup>2</sup>
Advertorial <sup>1</sup>	MS Word + 1 picture or logo	–	550,00
Advertising banner placement 1 <sup>1</sup>	jpg or png	600 x 120 px	420,00
Advertising banner placement 2 <sup>1</sup>	jpg or png	600 x 120 px	410,00
Advertising banner placement 3 <sup>1</sup>	jpg or png	600 x 120 px	400,00
Advertising banner placement 4 <sup>1</sup>	jpg or png	600 x 120 px	390,00
Video <sup>2</sup>	on request	–	520,00

\* All prices are exclusive of VAT.

1) incl. linking to a desired URL

2) incl. linking to your Youtube channel

Dispatch date	Deadline Banner
10.01.2024	08.01.2024
24.01.2024	22.01.2024
07.02.2024	05.02.2024
21.02.2024	19.02.2024
13.03.2024	11.03.2024
27.03.2024	25.03.2024
10.04.2024	08.04.2024
24.04.2024	22.04.2024
08.05.2024	06.05.2024
22.05.2024	20.05.2024
05.06.2024	03.06.2024
19.06.2024	17.06.2024

Dispatch date	Deadline Banner
03.07.2024	01.07.2024
17.07.2024	15.07.2024
31.07.2024	29.07.2024
07.08.2024	05.08.2024
21.08.2024	19.08.2024
11.09.2024	09.09.2024
25.09.2024	23.09.2024
09.10.2024	07.10.2024
23.10.2024	21.10.2024
06.11.2024	04.11.2024
11.12.2024	09.12.2024
18.12.2024	16.12.2024



**Global Guide**  
**Industriearmaturen**  
**Antriebe | Dichtungen 2024**

**Publisher:** Simon Meyer  
**Book format:** 17 cm x 24 cm,

Softcover  
**Volume:** approx. 130 pages, 4 C  
**Print run:** 3.000 pieces  
**Price:** 35,- Euro

**Advertising deadline:** 09.04.2024  
**Publication date:** May 2024

**IVS,** 15.-16.05., Bergamo  
**IFAT,** 13.-17.05., München,  
Halle B2, Stand 300

**ACHEMA,** 10.-14.06., Frankfurt,  
Halle 8.0, Stand K95

**Valve World Expo,** 3.-5.12., Düsseldorf,  
Halle 3, Stand C30

## AD FORMATS AND PRICES:

Format	B x H in mm	Preis in €*
1/1 page	170 x 240	1.170,-
1/2 page upright	80 x 240	910,-
1/2 page transverse	170 x 120	910,-
2. or 4. cover page	170 x 240	1.610,-

\* All prices are exclusive of VAT.

**Company portrait 1/1 page**

€ 1.170

**Company portrait 2/1 page**

€ 1.600

**Company entry**

€ 220

Completely in English and German language.

### Company Portrait:

complete address and telecommunications data, contact person for initial contact  
publication of your logo

Printing of up to three color photos, images, graphics or tables on 1/1 page and up to six on 2/1 page

Presentation text with your desired headline

Text length up to 1,000 characters per language for 1/1 page and up to 2,000 characters for 2/1 page, headline up to 50 characters, caption per image, graphic or table up to 35 characters

Representation of the core competencies by up to 5 keywords

## COMBI PRICE:

When booking an advertisement or a company portrait, the entry in the alphabetical company directory including a colored logo is free of charge.



ARCA Regio GmbH  
Kempner Str. 18  
67676 Neustadt

Tel. +49 2192 1708-0  
Fax. +49 2192 1708-643  
E-Mail: arca@arca.com  
Web: www.arca.com

FIRMENPORTRÄT

**ARCA Ventile – 100 Jahre Innovation**

Als eines der führenden Unternehmen in der Stadtgebietstechnik konzentriert sich die ARCA Regio GmbH seit 100 Jahren auf die Entwicklung, die Herstellung, den Vertrieb und nicht zuletzt auf den Service von pneumatisch antriebenen Regelventilen.

Das Unternehmen ist das Markenzeichen der Innovationslinie ARCA Flow Control der Zweigwerke in Indien, Korea, China, USA, Mexiko und den Niederlanden sowie eines der wichtigsten Lieferanten von hochentwickelten Marken-Regelarmaturen globalen Rufes für Spezialanfertiger, Maschinen- und Anlagenbauer sowie Erbauer, Installateure und Regalshopbetreiber aus Nordamerika bis zum Mittelmeerraum.

Als kompetenter Ansprechpartner für Anlagenbau- und Endverbraucher in allen industriellen Bereichen, von der Luftverkehrstechnik über Raffinerien, Chemieanlagen, Stahlwerke, Abwasserwerke bis hin zu Pflanzenschutz- und Lebensmittelproduktion, bietet ARCA innovative, technologische Lösungen für höchste Qualität und Zuverlässigkeit.

In Bereich Energieerzeugung und Energieerhaltung liefert ARCA alle Regelventile für Dampf- und Kondensatventile für Erwerbswirtschaftler in Energieerzeugungsanlagen, werden ARCA-Armaturen bis 200 bar eingesetzt insbesondere in der zentralen Industrie- und Prozessindustrie für allgemeine Verfahrenstechnik bis hin zum CO<sub>2</sub>-Energieerzeugungsanlagen. Die Ventile sind in verschiedenen Ausführungen und Typen (ISO 5217) verfügbar und sind auch für die Gas- und Lebensmittelindustrie.

ARCA-Armaturen ermöglichen absolute Sicherheit im Hinblick auf die Anlagen- und Lebensdauer. Die Konstruktion und optimale Dimensionierung aller Bauteile, die sorgfältige und hochwertige Darstellung aller Details, die Verwendung von hochwertigen Materialien und die sorgfältige Montage aller Bauteile sind die Grundvoraussetzungen für die hohe Qualität der ARCA-Armaturen.

Service wird bei ARCA groß geschrieben. Für höchste Beratung und schnelle Hilfe steht ein ausgebildetes Servicepersonal in Deutschland und weltweit bereit, einschließlich der Servicezeiten der eigenen Niederlassungen und einer 24-Stunden-Notrufzentrale in der Türkei.

ARCA Regio ist eine der führenden bei der Implementierung und dem Wartung ihrer Regelventil-Produkte und stellt sich den Kunden als Partner dar.

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Seite 23 von 23

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