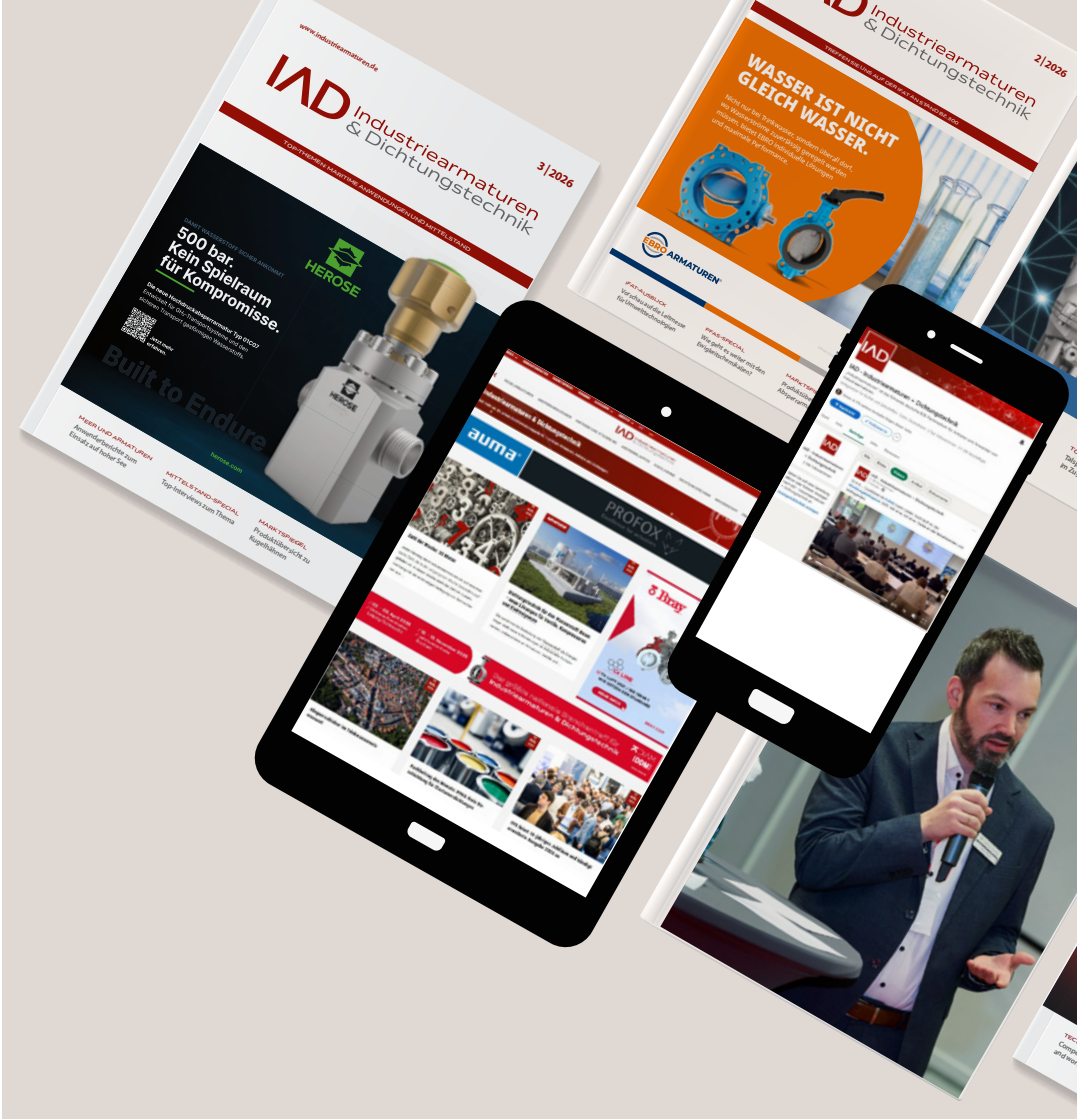
IAD Industriearmaturen & Dichtungstechnik

MEDIA DATA 20 27



VALID FROM 01.01.2027

360° PROFESSIONAL COMMUNICATION

PORTFOLIO IAD Industriearmaturen & Dichtungstechnik

Together with you, we develop customized communication concepts for cross-media communication. Our portfolio offers high-reach communication measures at all relevant touchpoints.

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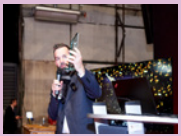

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TITLE PORTRAIT

IAD – Industriearmaturen & Dichtungstechnik is the leading German B2B print medium for suppliers and users of industrial valves, sealing technology and related products. The trade magazine is unique because it brings science and business together, presents exclusive interviews and is therefore a driver for the topics of industrial valves, actuators and seals in Germany.

In the magazine you will find the latest industry news, market reviews of various products or components. Each issue also contains a buyers guide. With the addresses **www.industriearmaturen.de** **www.industrialvalves.de** you will always find important news at the top of Google.

Target group:
- Chemistry / Petrochemistry
- Process engineering
- Water management
- Pharmaceutical and food technology
- Energy systems / Power plant technology
- Refrigeration / Cryogenics
- Solids handling
- General industry
- Hydrogen industry

Frequency of publication:
Quarterly plus two international issues

Magazine format:
210 mm wide, 297 mm high, DIN A4

Volume:
34th volume 2027

PARTNERSHIPS & DISTRIBUTION

Trade fairs / events:

- VALVE WORLD EXPO
- DIAM & DDM
- PUMPS & VALVES
- Industrial Valve Summit - IVS
- Dichtungskolloquium
- MEORGA MSR-Spezialmessen

Associations:

- VDMA Fachverband Armaturen
- Verband für Anlagentechnik und IndustrieService e.V.

Distribution:

Edition:	3,600
In fact distributed editions:	2,911 thereof foreign 38
	152 subscribed copies
	5 other sales
Sold editions:	157
Free pieces:	3,255
Laid out:	400

TOPICS AND EVENTS

Issue	Topics	Exhibitions / Conferences / Events / Courses (partly with increased circulation and additional distribution)
IAD 01/2027 Publishing date: 23.02.2027 Advertising deadline: 27.01.2027 Print documents deadline: 01.02.2027	**Maintenance & Plant Availability** • What role do modern valves and sealing systems play in safety and service life? • What benefits do predictive maintenance, sensor technology, and condition monitoring offer? • Retrofit instead of new construction: How can existing plants be modernized efficiently? **Pumps** • How can pumps and valves work together optimally? • Comprehensive overview: positive displacement pumps, centrifugal pumps, diaphragm pumps, piston pumps, specialty pumps, and many more.	**PUMPS & VALVES,** Dortmund – 25.02.-26.02.2027 **IFAT Saudi Arabia,** Rhiad, Saudi Arabia - 18.01. - 20.01. **Hyvolution Paris**, Paris, France - 27.01. - 29.01. **DIAM&DDM,** Heilbronn - 03.02. - 04.02. **Pumps&Valves, maintenance,** Dortmund - 24.02. - 25.02. **MEORGA MSR-Spezialmesse,** Hamburg-Schnelsen - 03.03. **Hannover Messe,** Hannover - 05.04. - 08.04.
IAD 02/2027 Publishing date: 09.04.2027 Advertising deadline: 12.03.2027 Print documents deadline: 17.03.2027	**Automation & Smart Industry** • How “smart” does a valve need to be today? • What advantages do smart valves, actuators, and sensors offer? • How can operational data serve as the foundation for more efficient processes? • What can AI, digital twins, and predictive maintenance already achieve today? • How can components and systems be securely networked?	**Leuna-Dialog**, Leuna - 29.04. **IFAT Eurasia**, Istanbul, Türkiye - 05.05. - 07.05. **Valves&Pumps Expo**, Warschau, Poland - 11.05. - 13.05. **World Hydrogen Summit**, Rotterdam, Netherlands - 18.05. - 20.05. **MEORGA MSR-Spezialmesse**, Leverkusen - 02.06. **ACHEMA**, Frankfurt am Main - 14.06. - 18.06. **IFAT Brasil**, Sao Paulo, Brasil - 23.06. - 25.06. **IFAT Africa**, 06.07. - 08.07. - Johannesburg, South Africa **Valve World Americas Expo & Conference,** Houston, USA - 14.07. - 15.07.

TOPICS AND EVENTS

Issue	Topics	Exhibitions / Conferences / Events / Courses (partly with increased circulation and additional distribution)
IAD 03/2027 Publishing date: 24.08.2027 Advertising deadline: 29.07.2027 Print documents deadline: 03.08.2027	**Process Engineering & Fluid Handling** • What will tomorrow's process plants need? • What demands do new media, more extreme process conditions, and flexible plants place on valves and seals? • How can leaks, emissions, and unplanned downtime be prevented? • Which materials and technologies make components more durable and efficient? • What innovations are manufacturers bringing to market for the chemical, pharmaceutical, food, and biotech industries?	**EFDC3: 3rd European Fluid Dynamics Conference**, Zurich, Switzerland - 30.08. - 03.09. **21st Euro Fed Lipid Congress and Expo**, Rotterdam, Netherlands - 12.09. - 15.09. **MEORGA MSR-Spezialmesse**, Ludwighafen - 15.09. **Ilmac**, Basel, Switzerland - 21.09. **Oil&nonoil**, Verona, Italy - 01.10. **Pumps&Valves**, Rotterdam, Netherlands - 06.10. - 07.10. **ACHEMA Middle East 2027**, Riyadh, Saudi Arabia - 11.10. - 13.10. **MEORGA MSR-Spezialmesse**, Landshut - 13.10. **17. Aachener Tagung Wassertechnologie**, Aachen - 19.10. - 20.10. **ISK-SODEX**, Istanbul, Türkiye - 20.10. - 23.10.
IAD 04/2027 Publishing date: 29.10.2027 Advertising deadline: 06.10.2027 Print documents deadline: 11.10.2027	**Energy & Decarbonization** • How Can Industry Become Climate-Resilient? • What solutions can help reduce energy consumption and CO_2 emissions in facilities? • Are valves, seals, and materials ready for hydrogen, ammonia, CO_2, and other substances? • What technologies does the industry need for electrification, Power-to-X, and new energy concepts? • How can sustainability, efficiency, and operational safety be combined?	**FMB-Fachmesse für Maschinenbau**, Bad Salzuflen - 01.11. **Internationale Tagung Kunststoffe im Anlagenbau**, Munich - 01.11. **NAMUR Hauptsitzung**, Neuss - November **BrauBeviale 2027**, Nürnberg - 09.11. - 11.11. **Pumps&Valves**, Zurich, Switzerland - 17.11. - 18.11. **MEORGA MSR-Spezialmesse**, Wien, Österreich - 17.11. **DIAM&DDM**, Bochum - 17.11. - 18.11. **AQUA Suisse**, Zurich, Switzerland - 01.12. - 02.12. **Solids Dortmund**, Dortmund - 01.12. - 02.12.

TOPICS AND EVENTS

Issue	Topics	Exhibitions / Conferences / Events / Courses (partly with increased circulation and additional distribution)
IV 01/2027 Publishing date: 07.06.2027 Advertising deadline: 05.05.2027 Print documents deadline: 12.05.2027	**International edition entirely in English** • An overview of global activities in the industrial valves, actuators, and sealing technology sector. • Preview of the most important **international trade fairs** in 2027: Present your trade fair appearance at ACHEMA, IFAT, PUMPS & VALVES AMERICAS, or other industry events. • Hydrogen • Automation	**ACHEMA**, Frankfurt am Main - 14.06. - 18.06. **IFAT Brasil**, Sao Paulo, Brasil - 23.06. - 25.06. **IFAT Africa**, 06.07. - 08.07. - Johannesburg, South Africa **Valve World Americas Expo & Conference,** Huston, USA - 14.07. - 15.07. **Valve World Southeast Asia Expo & Conference**, Bangkok, Thailand - 15.-16.09.2027 **Ilmac**, Basel, Switzerland - 21.09.
IV 02/2027 Publishing date: 01.10.2027 Advertising deadline: 07.09.2027 Print documents deadline: 10.09.2027	**International edition entirely in English** • An overview of global activities in the industrial valves, actuators, and sealing technology sector. • A preview of **VALVE WORLD EXPO 2027** in Düsseldorf.	**Oil&nonoil**, Verona, Italy - 01.10. **Pumps&Valves**, Rotterdam, Netherlands - 06.10. - 07.10. **ACHEMA Middle East 2027**, Riyadh, Saudi Arabia - 11.10. - 13.10. **ISK-SODEX**, Istanbul, Türkiye - 20.10. - 23.10. **Pumps&Valves**, Zurich, Switzerland - 17.11. - 18.11.

PRODUCT GUIDE

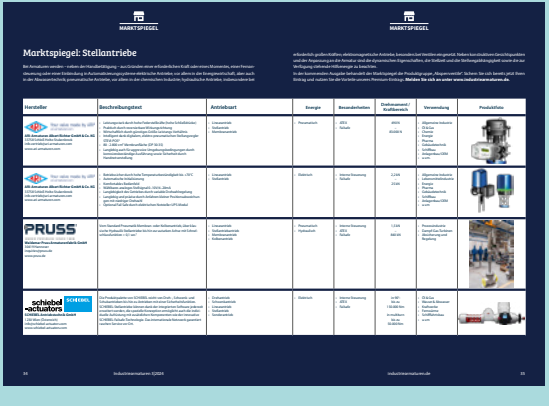
The trade magazine **'IAD - Industriearmaturen & Dichtungstechnik'** has been providing users and plant operators with editorial product guides for a long time. These focus on one product at a time. The editorial team asks the manufacturers for the technical data listed. This enables interested parties to quickly and easily recognise the product that is right for them.

In 2027, each issue of IAD will contain a **product guide** on a specific topic. Here is an overview of the planned product groups:

IAD 01/2027	Product guide safety valves & rupture discs
IAD 02/2027	Product shut-off valves
IAD 03/2027	Product guide ball valves
IAD 04/2027	Product preview VALVE WORLD EXPO

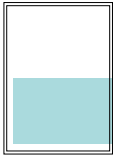
Opt for the premium entry in our product guide, which offers you numerous advantages. For just 160 euros, you are included and can present your product even more attractively.

Contact:
Birgit Mirwald
b.mirwald@vulkan-verlag.de



ADVERT FORMATS

Format width x height in mm



Cover page
Bleed
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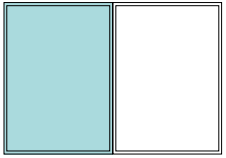
Type area
200 x 175 mm
colored 5,700 €



2. or 4. Cover page
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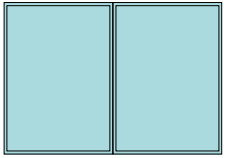

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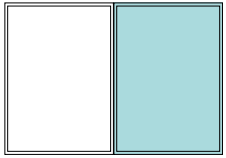

1/1 Page
Bleed
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Type area
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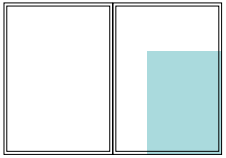
colored 4,500 €



Juniorpage
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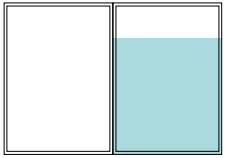
Type area
140 x 195 mm
colored 2,700 €



2/3 Page horizontal
Bleed
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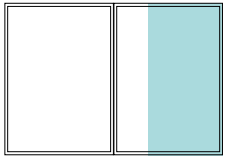
Type area
180 x 167 mm
colored 3,500 €



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Bleed
137 x 297 mm +
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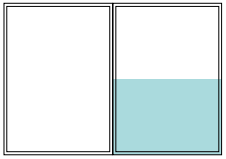
Type area
117 x 250 mm
colored 3,500 €



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Bleed
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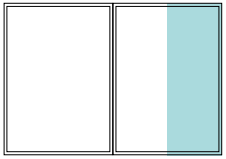
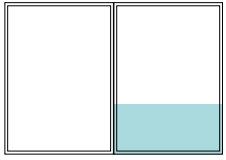
Type area
180 x 125 mm
colored 3,150 €



1/2 Page vertical
Bleed
102 x 297 mm +
3 mm bleed on the right
Type area
87 x 250 mm
colored 3,150 €



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Type area
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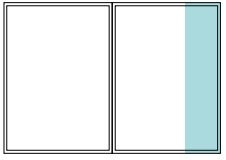
colored 2,700 €



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Type area
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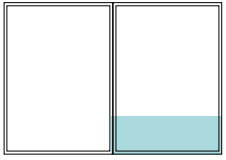
colored 2,700 €



1/4 Page horizontal
Bleed
210 x 74 mm +
3 mm bleed on the right
Type area
180 x 62 mm
colored 2,400 €

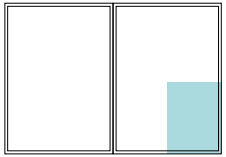
Please add 3 mm bleed to the outside of trimmed adverts.

Please deliver double-page adverts as single pages.

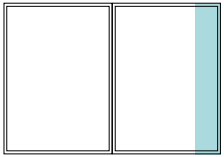
Multi-page, portrait-format adverts in bleed: delivery with 3 mm bleed on all sides.

ADVERT FORMATS

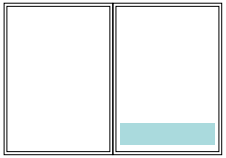
Format width x height in mm



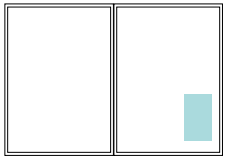
1/4 Page vertical corner
Bleed
102 x 148 mm
+ 3 mm bleed on the right
Type area
87 x 125 mm
colored 2,400 €



1/4 Page vertical
Bleed
55 x 297 mm
+ 3 mm bleed on the right
Type area
45 x 250 mm
colored 2,400 €



1/8 Page horizontal
Bleed
180 x 31 mm
colored 1,500 €



Matchbox Ad
Type area
57mm x 96mm
€ 495 / Advertisement
available for 1 year:
€1,980 / year

All prices are exclusive of VAT.

Payment terms
All invoices are payable net, without deduction within 15 days from date of invoice. A 3% discount is deductible in case of payment in advance. The invoice amount is accepted by order confirmation. Moratory interest will be charged on delay of payment. Direct debit mandate is possible.

Bank details
Nassauische Sparkasse Wiesbaden, BIC/SWIFT NASSDE55XXX, IBAN DE 38 5105 0015 0107 0926 29, USt-IdNr. (VAT): DE 812 959 878

Data output:

Preferred data format is PDF/X-3 (composite PDF).

All fonts used have to be embedded. Unseparated tif and eps files are also possible. Open data (e.g. InDesign, Quark XPress etc.) should be avoided. Color mode CMYK, 300 dpi, line in bitmap mode, min. 1,200 dpi, bleed: at least 3 mm per bleed edge, color profile: PSO coated V3 (coated paper). Color proofs are required for all advertisements. Proof specifications on request.

Data transfers:
Via e-mail (if necessary with download link) to:
anzeigen@vulkan-verlag.de

File Name as follows:
Customer_fs_issue_format.pdf
(Please use abbreviations when naming magazine and issue, use no more than 16 characters if possible)

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

Vulkan Verlag GmbH
Mrs Melanie Zöller
Friedrich-Ebert-Straße 55
45127 Essen, Germany

SPECIAL FORMS OF ADVERTISING

Supplements

Quantity: 2,500
Format 205 mm wide and 292 mm high up to 25 g, (Minimum DIN A6), total circulation: **2,100 €**

Format 205 mm wide and 292 mm high up to 30 g, (Minimum DIN A6), total circulation: **2,900 €**

Bound inserts

Quantity: 2,500
Weight: minimum 135 g/m²
Format for 1 sheet: 210 x 297 mm + 3 mm bleed on all edges: **3,200 €**
Format for 2 sheets: 420 x 297 mm + 3 mm bleed on all edges **4,900 €**

Delivery to:
A & O GmbH
Versand Vulkan-Verlag
Andrea Bedel
Elisabeth-Selbert-Straße 5
63110 Rodgau-Dudenhofen, Germany

Delivery bound inserts to:
AC medienhaus GmbH
Knut Krämer
Ostring 13
65205 Wiesbaden, Germany

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.

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.

BUYERS GUIDE

Find and be found!

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

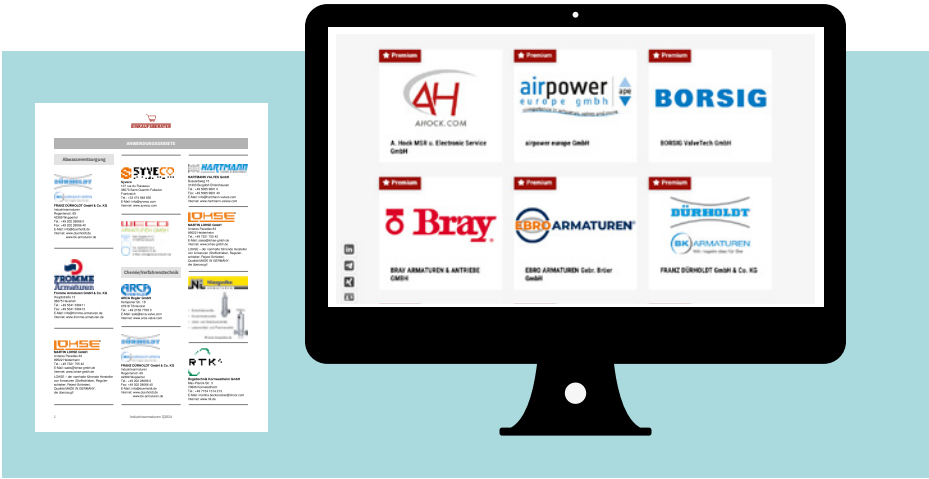
Your premium benefits

– Linking with social media profiles
– Enter a contact person
– Linking with your company news
– PDF downloads

Contact:
Miriam Kaina
m.kaina@vulkan-verlag.de

To the order form:

Be Part of our Buyers Guide!



Basic entry print + basic entry online for 1 year (4 issues) per keyword	**460 €**
Basic entry print + Premium entry online for 1 year (4 issues) per keyword, only in addition to the basic entry	**390 €**
Basic entry print in the English Industrial Valves 01/2027 per keyword	**150 €**
Basic entry print in the English Industrial Valves 02/2027 per keyword	**150 €**
Each **additional line** á 40 characters per keyword	**60 €**

All prices are exclusive of VAT.

ANNUAL WALL CALENDAR

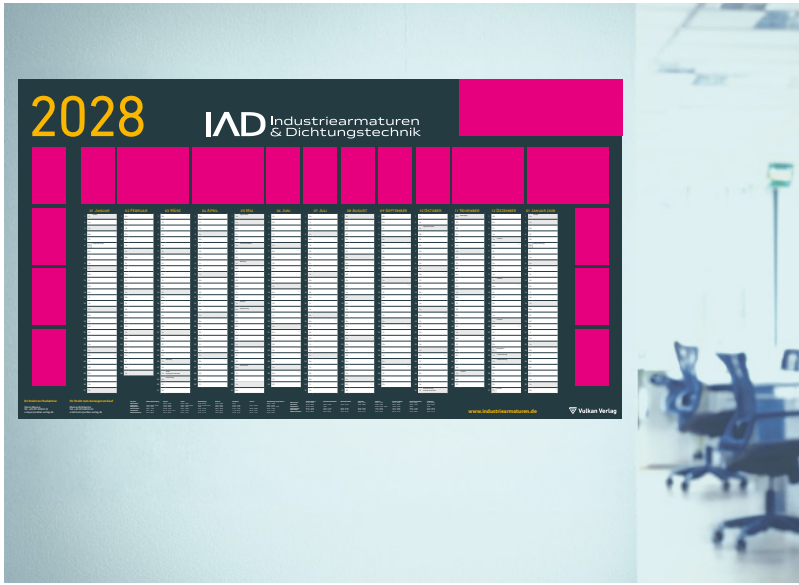
Book your ad space in time and secure your desired month quickly!

Stay in the direct line of sight of your customers 365 days a year!!

Put your advertising on the annual calendar from **IAD - Industriearmaturen & Dichtungstechnik** in focus of your customers and show you a whole year presence.

An annual wall calendar will be enclosed with the 4/2027 issue of **IAD - Industriearmaturen & Dichtungstechnik.** With the calendar in DIN A1 format on the wall, your customer can keep an eye on all the important dates of the year 2028. With your ad on the calendar, you show a whole year's presence! Above each month you can present yourself advertising space above each month. Several fields can also be combined for your advertisement.

* All prices are exclusive of VAT.
No AE commission can be granted as these are pure production costs.



Format 1 display field: Price:	57 mm x 96 mm 679 €
Format 2 display field: Price:	121 mm x 96 mm 1,200 €
Advertising deadline	6th October 2027
Publishing date	29th October 2027

DIAM & DDM 2027
EXHIBITION GUIDE

redblue, Heilbronn, 03.02.-04.02.2027
Jahrhunderthalle, Bochum, 17.11.-18.11.2027

DIAM & DDM is a trade fair specializing in industrial valves and sealing technology. It takes place alternately in Leipzig/Schkeuditz and Bochum.

Lecture forum:
Both at the trade fair in Leipzig/Schkeuditz and at the event in Bochum, there will be a lecture forum with lots of interesting content. Specialists from the industry will report on current trends. In addition, the so-called workshop slots really get down to business. - There will be hammering, welding and banging.

PRIMUS Award:
In 2021, the PRIMUS Award celebrated its premiere at **DIAM & DDM.** The award ceremony for products related to industrial valves and sealing technology attracted a lot of attention at the national industry get-together. Companies were honored in the three categories of valves, actuators and seals. Since then, the award ceremony has established itself and takes place regularly.

Present your company in our exhibition guide!

Heilbronn Ad deadline: December 11, 2026
Bochum Ad deadline for: October 22, 2027

EXHIBITOR GUIDE

The practical trade fair companion

Full page
Type area: 90 x 195 mm
Bleed: 105 x 210 + 3 mm
2nd cover page: 102 x 210 mm + 3 mm
4nd cover page: 105 x 210 mm + 3 mm
Inner flap: (similar 3nd cover page): 93 x 210 mm + 3 mm

Half-sided
Type area: 90 x 98 mm
Bleed: 105 x 105 + 3 mm Trimming

Book your exhibitor entry in the catalog online now: www.industriearmaturen.de/diam

SMART FLUID CONTROL 2027

ACHEMA 2027: Maximum visibility –
even without a booth

1. AT A GLANCE

Titel	SMART FLUID CONTROL 2027
Content	Manufacturer profiles and technical articles on fluid control, valves, pumps, seals, measurement technology, drives, control systems, software, and automation
Occasion	Special publication on ACHEMA 2027 and other international trade shows
Language	English
Copies	3.000 Copies
Format	17 cm x 24 cm
Length	approx. 130 Pages
Distribution	ACHEMA Press Center, publisher‘s booth, partner exhibitor booths, direct mailing to international IAD subscribers
Digital Reach	PDF flipbook, company profile pages that can be shared individually for LinkedIn/social media

Target audience: Process and plant engineers, procurement professionals, and technical managers from the chemical, pharmaceutical, oil & gas, water/wastewater, and food & beverage industries; international ACHEMA visitors from over 90 countries. Visitors in 2024: > 106,000.

SMART FLUID CONTROL 2027

2. ADVERTISING AND PROFILE FORMATS

Company Profile (editorally prepared, labeled as special advertising feature)

Format	Length	Content	Price
Standard Portrait	1 Page	Profile (as continuous text or a table) + 1–3 images + up to 5 keywords	949 €
Premium Portrait	Two-page spread	Same as the Standard package, plus a mini-interview/case study section, larger photo spread, listing in the table of contents	1.850 €

Basic Ads

Format	Price
1/1 Page (inside)	949 €
2. Cover page (inside front)	1.400 €
3. Cover page (inside back)	1.400 €
4. Cover page (back cover)	2.000 €
Ad banner on cover	On request

Additional Ads

Service	Price
Entry in the supplier directory (name, contact information, hall/booth number)	included with portrait
Special formats (wrappers, etc.)	On Request
Additional distribution as a standalone PDF special print for the company's sales department and website	400 €

All prices are exclusive of VAT.of sales tax,

3. DISCOUNTS & BUNDLES

10% discount when booking an ad in a regular IAD issue in the run-up to ACHEMA (March–June)

8% early-bird discount for bookings made by December 31, 2026

SEGMENT SPONSORSHIP:

Companies that sponsor an entire segment chapter (e.g., "Pumps") as a presenting partner will receive logo placement on all segment pages as well as a premium profile—price upon request

4. DATES

Milestone	When
Booking Deadline	April 19, 2027
Editorial/Advertising Materials Deadline	April 19, 2027
Publication / Delivery	Mai 31, 2027

WEBSITE

approx. 38,250 impressions/month

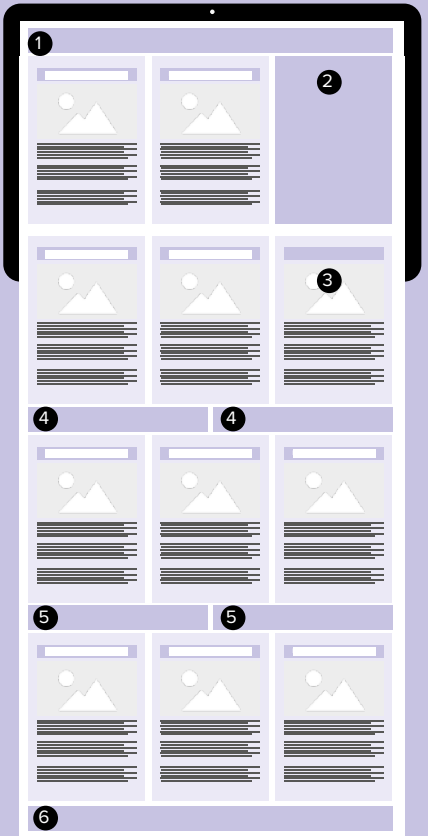
The portal offers many possibilities:

- well-founded research for content and B2B knowledge
- daily news about industrial valves and sealing technology
- relevant trade fairs and dates in the industry
- online marketplace with companies and products on offer
- network with the industry's top minds
- latest products and processes
- large book and article store
- event information
- job advertisements
- and much more

	Format	Placement	Data format	Format (width x height	Data volume	Price in €*
1	Leaderboard[1]	Front page	jpg, gif, png	1280 x 120 px	max. 40 KB	1,200 €
	Leaderboard[1]	Focus page	jpg, gif, png	1280 x 120 px	max. 40 KB	699 €
2	Rectangle[1]	Front page	jpg, gif, png	400 x 560 px	max. 40 KB	590 €
	Rectangle	Focus page	jpg, gif, png	400 x 560 px	max. 40 KB	450 €
3	Advertorial[1]	Front page	Editorial text	Word MS (max. 3,000 characters)	-	1,050 €
	Advertorial[1]	Focus page	Editorial text	Word MS (max. 3,000 characters)	-	590 €
4	Fullsize Banner 1 and 2	Front page	jpg, gif, png	600 x 120 px	max. 40 KB	659 €
5	Fullsize Banner 3 and 4	Front page	jpg, gif, png	600 x 120 px	max. 40 KB	559 €
	Fullsize Banner 1 and 2	Focus page	jpg, gif, png	600 x 120 px	max. 40 KB	429 €
	Fullsize Banner 3 and 4	Focus page	jpg, gif, png	600 x 120 px	max. 40 KB	299 €
6	Sticky Banner[1]	Front page	jpg, png	3170 x 235 px	max. 40 KB	1,549€

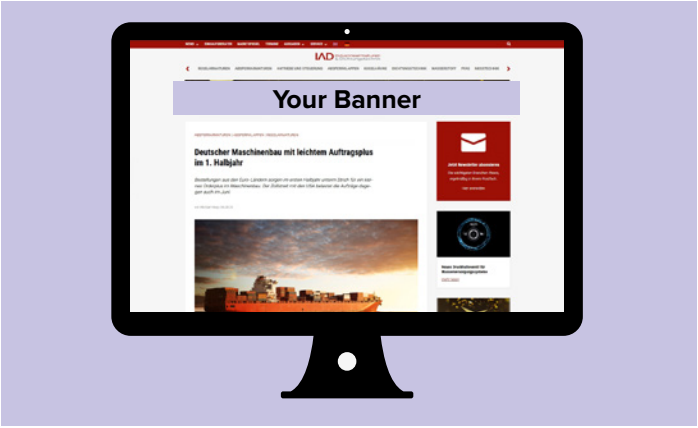
Booking period: minimum 4 weeks (28 days) 1 Premium placement

* All prices are subject to VAT.



WEBSITE SPECIAL FORMS OF ADVERTISING

Context-sensitive advertising **950 €**



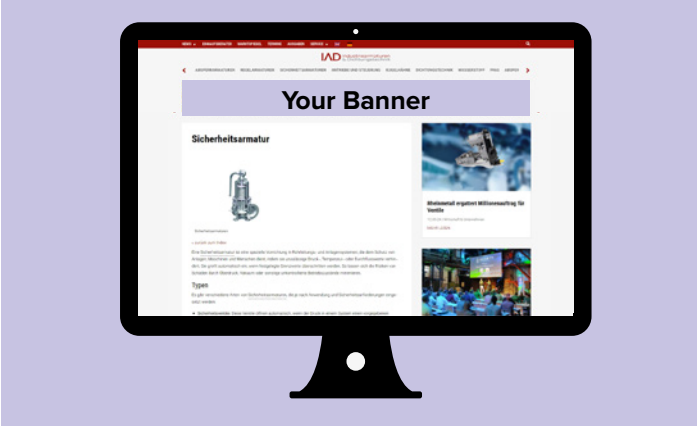
Display your advertising in a **thematically appropriate environment.**

The context-optimized ad is the first page element that consumers notice. It only takes **0.4 seconds** for them to notice the context-sensitive ad.

In addition, the in-context ad generates stronger brand acceptance, which is **5 percent higher** than with non-context-sensitive advertising.

Overall, context-sensitive display ads tend to be rated as **interesting, easy to read, clear and informative.**

Glossary **400 € per term/year**



Use the advertising space above our glossary entries for **keyword-based advertising** and an effective approach to your target group.

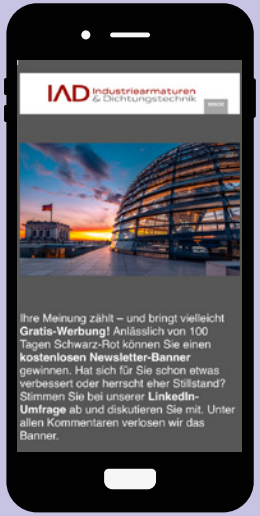
You have the option of placing banners or entire entries to explain your **technology, product or system.**

Thanks to the tooltip function, you have the keyword linked in all texts on the entire website.

Tooltip: The linked keyword is highlighted within a text and a short info is displayed.

* All prices are exclusive of VAT.

NEWSLETTER

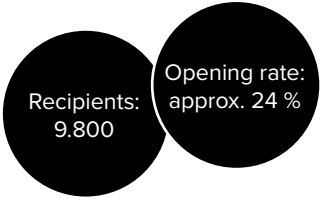


The newsletter provides information every two weeks on:

- all relevant technical topics for your professional practice in the field of industrial valves
- all current debates and trends in the industry
- all important questions regarding the development of markets, companies and products

Advertising form	Data format	Format	Price in €*
Advertorial	MS Word (max. 500 characters) + 1 Figure or Logo (600x300 px.)	–	1,089 €
Ad Banner 1	jpg or png	600 x 120 px	590 €
Ad Banner 2	jpg or png	600 x 120 px	560 €
Ad Banner 3	jpg or png	600 x 120 px	540 €
Ad Banner 4	jpg or png	600 x 120 px	510 €
Video integration	on request	MOV, MP4	750 €

* All prices are subject to VAT.



Publishing date	Banner deadline
13.01.2027	11.01.2027
27.01.2027	25.01.2027
03.02.2027 **DIAM&DDM**	01.02.2027
17.02.2027	15.02.2027
24.02.2027 **PUMPS&VALVES**	22.02.2027
10.03.2027	08.03.2027
24.03.2027	22.03.2027
07.04.2027	05.04.2027

Publishing date	Banner deadline
21.04.2027	19.04.2027
12.05.2027	10.05.2027
26.05.2027	24.05.2027
09.06.2027	07.06.2027
16.06.2027 **ACHEMA**	14.06.2027
30.06.2027	28.06.2027
14.07.2027	12.07.2027
08.09.2027	06.09.2027

Publishing date	Banner deadline
22.09.2027	20.09.2027
06.10.2027 **PUMPS&VALVES**	04.10.2027
20.10.2027	18.10.2027
03.11.2027	02.11.2027
17.11.2027 **DIAM&DDM**	15.11.2027
01.12.2027	29.11.2027
15.12.2027	13.12.2027

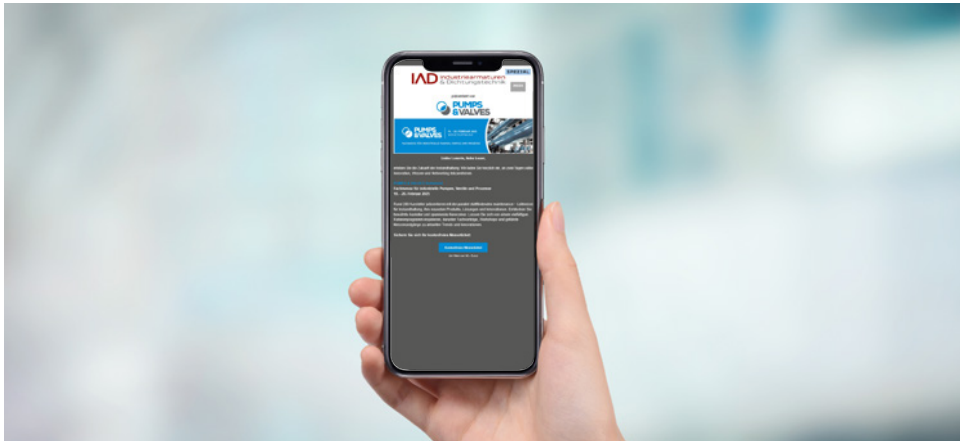
STANDALONE-NEWSLETTER

Standalone Newsletter

- Your exclusive company newsletter: The content you provide is checked and edited by the editorial team.
- We take over the design of your exclusive standalone newsletter and acts as the sender.
- This allows you to reach your customers via our target group.

Price: 2,900 €

* All prices are subject to VAT.



ONLINE ANALYTICS

www.industriearmaturen.de (Reporting via Google Analytics 4)

Per year	Per quarter	Per month
384,000 event parameters	110,000 event parameters	38.250 event parameters
197,000 page views	60,700 page views	22.100 page views
40,300 user	5,800 user	3.800 user

Newsletter subscription figures

Dispatch every 14 days on Wednesdays
approx. 10,000 subscribers
Open rate approx. 15 - 45 %
Click rate approx. 25 - 85 %

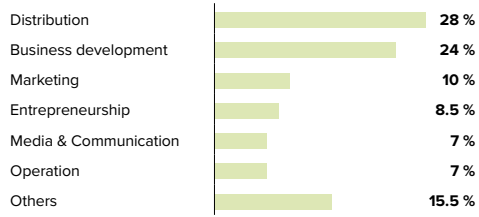
SOCIAL-MEDIA-ANALYTICS

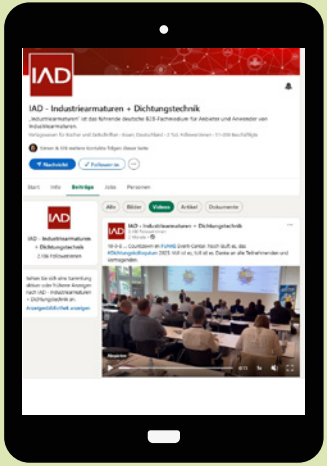
LinkedIn

2026

2,200 followers
Impressions per quarter:
approx. 65,000 (organic discovery)

Distribution of followers:





©AdobeStock/NATHAPHAT

SOCIAL MEDIA

ORGANIC POSTINGS	PRICE*	
LinkedIn Posting Creating a simple LinkedIn post based on text + image or text + video • Text can be supplied or we can create a text proposal • Image/video is provided by the customer • Link to our website or customer website	370 € 480 € 940 € + 170 €	(Text + image) (Text + video) Text: max. 1,200 characters Image: 600 x 312 px. (width x height) (Series with up to 3 postings) (Text + video)
Carousel Posting Create an organic LinkedIn „Carousel Posting“ based on text + PDF with multiple pages • Text can be supplied or we can create a text proposal • Image/video is provided by the customer • Link to our website or customer website	500 € 1,100 €	(Text + image) Text: max. 1.200 characters PDF: any format possible, we recommend a square format (Series with up to 3 postings)

SPONSORED POSTS

Sponsored LinkedIn Posting
Create a sponsored LinkedIn post based on text + image or video
- Text can be supplied or we can create a text proposal
- Link to our website or customer website
- Incl. selection consulting and LinkedIn selection in coordination with the client

PRICE* 1,210 €
plus agreed LinkedIn media budget (1:1 costs)
incl. regular reporting
Text: max. 600 characters incl. spaces

* All prices are subject to VAT.

SOCIAL MEDIA

LEAD-GENERATION

Lead generation via content marketing
content: whitepaper or webinar

You have the content, we market it and provide you with the leads.

Marketing takes place e.g. via:
- Organic post or series of posts on LinkedIn including sharing on other media sites relevant to the topic from our company
- Sponsored Postings LinkedIn
- Stand-Alone-Newsletter
- Newsletter Text ads
- News Releases
- News Releases on XING
- and many other ideas and possibilities...

The link can be to your own website with your own registration forms or we can create a neutral landing page for you on the pages of our media brands.

PRICE*

The number of leads transmitted depends on the budget, content and target group, and on the scope and duration of the campaign.

After a specific briefing, we draw up a project, cost and media plan for the lead generation campaign and a concrete offer for you.

SPONSORED POSTS

Sponsored Carousel Ad
Creation of a LinkedIn „Carousel Ad“ based on text + image series with max. 10 motifs
- Text can be supplied or we can create a text proposal
- Image/video is provided by the customer
- Link to our website or customer website

PRICE* 1,500 €
plus agreed LinkedIn media budget (1:1 costs) incl. regular reporting

Posting text:
max. 600 characters incl. spaces
Image: square format
Captions: max. 50 characters incl. spaces

* All prices are subject to VAT.

FULL-SERVICE-AGENCY

Our Corporate Media Services:

- BROCHURE DESIGN
- EDITORIAL TEXT CREATION
- ADVERTISING AGENCY SERVICES
- APP DEVELOPMENT
- BOOK PRODUCTION
- WEBSITES
- LEAD GENERATION
- WHITEPAPER
- SOCIAL MEDIA MARKETING
- VIDEO MARKETING
- EMPLOYER BRANDING
- EVENTS
- PODCAST

- We tell your story: As a modern specialist publisher and established media company, we develop and realize your B-to-B communication tailored to your company and generate new leads for you.
- Whether digital, classic, below-the-line or strategic-conceptual: our portfolio is as versatile as we are.

CORPORATE EVENTS

Whether individual services or the full-service package. Whether a face-to-face, hybrid or digital event.

Events offer a unique opportunity to meet customers, business partners and potential cooperation partners in person and build relationships.

Let's work together to increase the success of your brand and make a long-term impression on your target group.

You can book the following services individually and put them together in a customized modular system:

- Conception, planning, organization and implementation of the event/project
- Mapping the content of the planned main topics
- Speaker acquisition and briefing
- Moderation
- Invitation and participant management
- Booking of locations, speakers and experts, show acts/artists, catering
- Live streaming
- Video production for and during the event
- Project management before and during the event
- Event follow-up
- Budget control
- Cross-media promotion of your event on our website and LinkedIn channels

Price on request!

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