

IAD Industriearmaturen
& Dichtungstechnik

Media Information

2024

Print/Online & Crossmedia

VALID FROM 01.01.2024

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Portrait

Title:

IAD - Industriearmaturen&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 and 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 " Sealing technology " <i>Market review "Control valves"</i>	IFAT , 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 " Sealing Technology " <i>Market Review "ACHEMA Product Preview: Valves, Actuators and Seals - Exhibition Highlights"</i>	ACHEMA , 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 " Sealing technology " <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 " sealing technology " Valve Stars Award 2023 application profile Free Valve World Expo Forum organized by IAD <i>Market review "Shut-off valves"</i>	Valve World Expo , 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	International Issue in English Valves, Actuators, Sealing Technology Product Guide: Control Valves, Actuators	Industrial Valve Summit , 15.-16.05, Bergamo/Italy IFAT , 13.-17.05., Munich ACHEMA , 10.-14.06., Frankfurt/Main Valve World Expo , 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



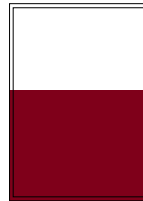
Data transfers:

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

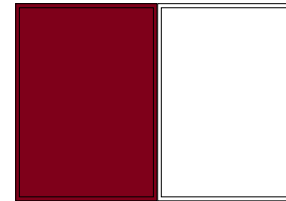
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Vulkan Verlag GmbH
 Frau Melanie Zöller
 Friedrich-Ebert-Straße 55
 45127 Essen



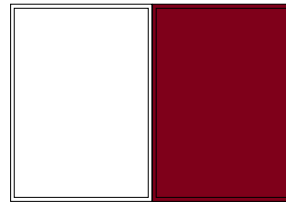
Title page

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



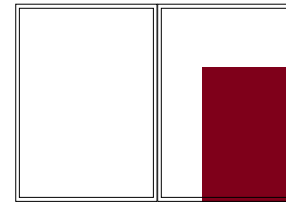
2. or 4. Cover page

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



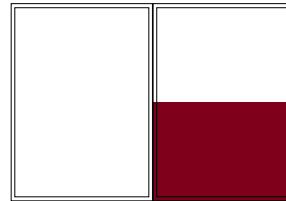
1/1 Page

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



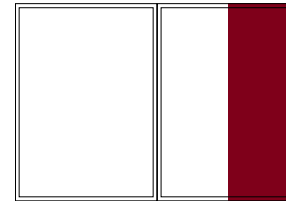
Juniorpage

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



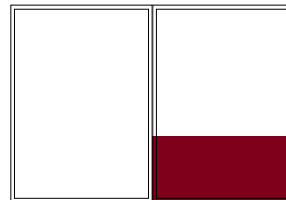
1/2 Page horizontal

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



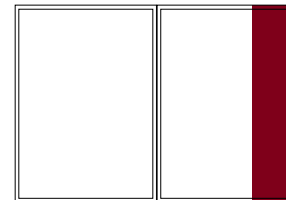
1/2 Page vertical

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:

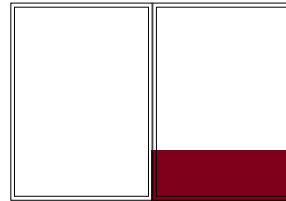
The condition for order acceptance and confirmation by the publisher is the submission of a binding sample. Supplements may only advertise the sales programme of an advertiser. They must be designed in such a way that they cannot be confused with the editorial part of the magazine. Inserts must have 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:

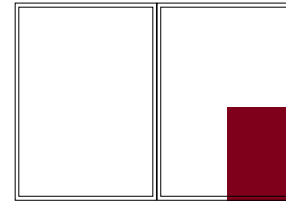
A & O GmbH
Versand Vulkan-Verlag
Andrea Bedel
Elisabeth-Selbert-Straße 5
63110 Rodgau-Dudenhofen



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/m²

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

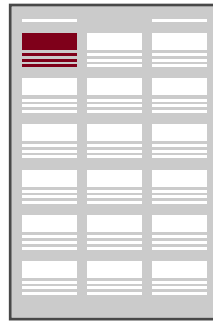
BIC/SWIFT NASSDE55XXX

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 AND/OR industrialvalves.de/company

Contact:

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Telefax: +49 201 82002 40

e-mail: 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



Linked in



XING



Social media formats

Exklusive formats	Price*
<p>LinkedIn Posting (organic) 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>Carousel Posting (organic) 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>Sponsored LinkedIn Posting 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>Sponsored Carousel 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:

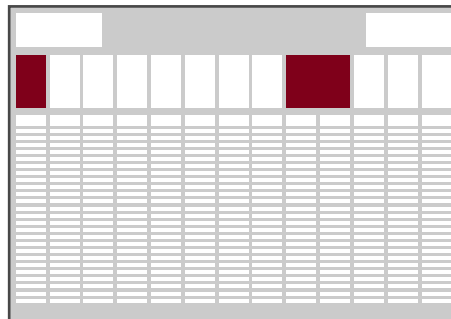
820 mm x 574 mm

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!



Format 1 display field:	57 mm x 100 mm
Price:	€ 670,00
Format 2 display field:	121 mm x 100 mm
Price:	€ 1200,00
Advertising deadline:	29.10.2024
Publication date:	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!

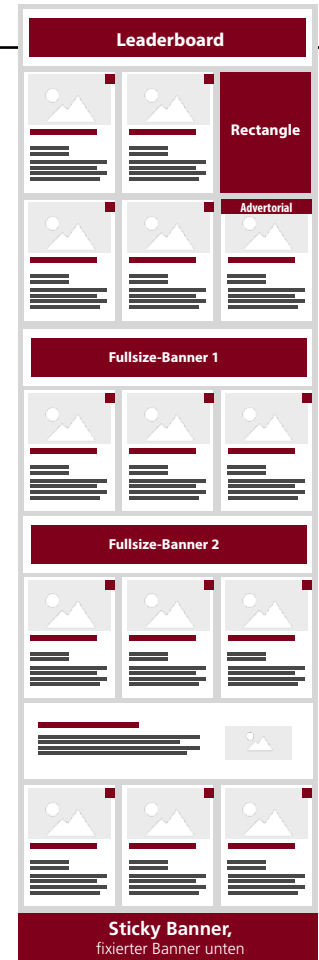
Banner formats and prices:

Format	Placement	File format	Format (B x H)	Data volume	Price in € ¹
Leaderboard ¹	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	525,00
Sticky Banner ¹	Startseite	jpg, png	3170 x 235 px	max. 50 KB	1.200,00
Leaderboard ¹	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 ¹	Homepage	Editorial text	Word MS (max. 3000 types)	–	690,00
Rectangle ¹	Homepage	jpg, gif, png	400 x 560 px	max. 40 KB	350,00

Booking period: 4 weeks (28 days)

¹) 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 € ¹
Advertorial ¹	MS Word + 1 picture or logo	–	550,00
Advertising banner placement 1 ¹	jpg or png	600 x 120 px	420,00
Advertising banner placement 2 ¹	jpg or png	600 x 120 px	410,00
Advertising banner placement 3 ¹	jpg or png	600 x 120 px	400,00
Advertising banner placement 4 ¹	jpg or png	600 x 120 px	390,00
Video ²	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, 4C
Print run: 3.000 pieces
Price: 35,- Euro
Advertising deadline: 11.10.2024
Publication date: 7.11.2024

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.



Editorial team, advertising team



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