

Δp Media planner 2012

- ▲ Publisher, Editorial Staff
- ▲ Circulation, Readership
- ▲ Advertising Rates No. 18
- ▲ Editorial Calendar
- ▲ Global Yearbook
- ▲ www.pumps-directory.com



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Prozess-
Membranpumpen
mit PTFE-Membran

Leistungsstärker und
platz- und gewichtsvorteiliger

www.pumps-dir.com
www.pumps-directory.com

1. Mission statement

Δp concentrates exclusively on pumps technology, techniques for transportation and dosing of liquids, fluids and gases, as well as their applications.

Δp is full of information for users and researchers that deal with liquids in all branches of industry. The editorial provides you with features, new products and industry and business news.

Δp is a specialized magazine that allows readers to easily contact companies that provide goods or services.

2. Publisher Rüdiger Nagel

3. Issues

Δp 5 issues per year
 Δp Global Yearbook
 1 issue per year

4. Company

ingenieur verlag nagel

5. Address

Postbox 11 64
 D-72627 Aichtal
 Germany

6. Phone

+49 (0)7127/5 66 09

7. Fax

+49 (0)7127/5 66 49

8. E-Mail

info@pumps-directory.com

9. Annual subscription

free for planners and pump users
 (for pump manufactures only)
 Germany € 36,-
 Europe/World € 48,-
 Copy rate € 15,-
 incl. Postage

Monitored Circulation

Printed

Total Circulation

Distribution

Germany monitored by IVW

9,222 copies

8,900 copies

Germany, German speaking countries and Europe



WZ 2008	Industry	Copies	%
20, 12, 22	chemical industry, pharmacy, synthetics	2,691	30.2
10, 11	beverage-, food- and luxury food industry	1,650	18.6
19	petrochemistry	238	2.7
13, 17	cellulose-, paper-, textile industry	584	6.6
25, 28, 30	metal working-, machine building industry and vehicle construction	752	8.5
71, 72	engineering and consulting companies, research and development	342	3.8
35, 36, 37	energy- and water supply	1,087	12.2
08, 42	nonmetallic mineral processing, mining industry	560	6.3
	other industries	608	7.1
	trade fairs, conventions, deposit copies	388	4
	total	8,900	100

Position in the company	%
management	40.2
board of directors / advisory board	0
head of branch office, works management, general management	4.6
head of department	29.8
assistance / secretary	0.1
project management	0.4
expert	18.7
department (not personalized)	0,3
without key memory	1.4
others	4.5
total	100

Mechanical requirements and Dimensions

Trim Size DIN A4,
width = 210mm, depth = 297mm

Copy Requirements All file types accepted
pdf-files preferred

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Swift-BIC ESSL DE 66
VAT-ID DE 160321398

Loose inserts**Postage inclusive**

up to 25 g € 3,085

up to 50 g € 4,445

Only total circulation, no discount,
max. paper size: width 200 mm, depth 290 mm

Inserted flyers

	90 to 135 g/m ²	136 to 180 g/m ²
2 pages	€ 3,675	€ 3,875
4 pages	€ 5,355	€ 5,775

Advertising Rates & Bleed Sizes

Unit	width x depth mm	Rates € = EURO
Full page	190 x 270	€ 3,550
2/3 page	190 x 178 125 x 270	€ 2,370
1/2 page	190 x 133 94 x 270	€ 1,775
Island	133 x 190	€ 1,950
1/3 page	190 x 88 63 x 270	€ 1,180
1/4 page	190 x 65 94 x 133 46 x 270	€ 890

Special Positions

Inside front cover, 4 colour	€ 4,650
Outside back cover, 4 colours	€ 5,000

Colour Rates*

Standard 2nd colour

for full page	€	410
< full page	€	360

4 colours

for full page	€	920
< full page	€	820

Special colour € 750

Metallic colours on demand

*= All extra rates will be added to the basic price.
Discounts are not available.

Discounts

For adverts more than once a year:

2x	3x	4x	5x	6x
3%	5%	10%	15%	20%

or

2 pages	4 pages	6 pages
10%	15%	20%

Agency commission 15%

<i>Issue</i>	<i>Closing Date</i>	<i>Publication Date</i>	<i>Trade Fairs</i>
Δp 1 / 2012 February – March	24.02.2012	Week 12	Anuga FoodTec, Cologne, 27.–30.03. Analytica, Munich, 17.–20.04. IFH/Intherm, Nürnberg, 18.–21.04. Hannover Messe, 23.–27.04.
Δp 2 / 2012 April – May	03.04.2012	Week 18	IFAT/Entsorga Munich, 07.–11.05. trade show issue
Δp Global Yearbook 2012	04.05.2012	Week 22	ACHEMA Frankfurt, 18.–22.06. International trade show issue with global distribution

<i>Issue</i>	<i>Closing Date</i>	<i>Publication Date</i>	<i>Trade Fairs</i>
Δp 3 / 2012 June – July	16.05.2012	Week 24	ACHEMA Frankfurt, 18.–22.06. trade show issue
Δp 4 / 2012 September – October	24.08.2012	Week 38	VDMA Pump Users International Forum Nürnberg, 27.–28.09. Chillventa , Nürnberg, 09.–11.10. Maintain , München, 16.–18.10.
Δp 5 / 2012 November – December	12.10.2012	Week 45	BRAU , Nürnberg, 14.–16.11. SPS/IPC/DRIVERS , Nürnberg, 27.–29.11.

The European Pump Industries will be presented in **Δp Global Yearbook**. This is the pump magazine to get in touch with the most important pump users worldwide.

Δp Global Yearbook: the global mouthpiece of pump and system manufacturers in 116 countries around the world. This yearbook is the ideal place to present new and ongoing developments at your company or interesting uses for your products.

In 2012 the **Δp Global Yearbook** will be present at the trade fairs **ACHEMA** in Nürnberg for all of the international visitors.

Please note the following important deadlines:

Closing date for registration: 20 January 2012

Book your free article. Please note: in view of the great demand for these articles, we will once again be operating on a “first come, first serve” basis.

**Deadline for manuscripts/submissions:
16 March 2012**

We need to have your text and image files by this date at the very latest.

Closing date for advertisements: 4 May 2012

Circulation **6.000 copies**

Distributed globally outside German-speaking countries.

Advertisement prices **Page 4 / 5**

Company logo **€ 400,-**

A striking “signature” for your article!

One column (44 mm wide x max. 60 mm high, 4c)

www.pumps-directory.com is the only independent internet pump search machine worldwide. An average **14,000 engineers** use this special pump search machine every month.

This brilliant data base of users is unique and builds the basis of Δp Global Yearbook readership.