




The Online Pump Magazine
with the Global PumpSelector


www.impeller.net

The Unique Source for Pump Professionals

 provides the world's community of pump professionals with the **latest news** from industry and science. Pump buyers are using this source to be informed about technical trends as well as to select and configure centrifugal pumps.

 is – with more than **100,000 visits a month** – the **world's leading information source for the pump community**. It is the only website combining editorial material and a comprehensive online pump selection with data of leading manufacturers.

Because of the unique pump-related content, you **directly** address your target groups - **without any losses** and you'll win new customers.

 could increase its page impressions by a factor of 4 and its user sessions by a factor of 8 between 2003 and 2006.

Your Advertising Possibilities

EDITORIAL SECTION ADVERTISEMENT

The category *Advertisement* has been especially created for target group-oriented marketing in the pump community. The ad will be placed well apparent within the editorial section of the Online Pump Magazine above the latest news. The ad includes a descriptive text passage, a small preview photo, an additional picture and a link to your website.

Your Benefit:

- listing in the newsletter the same week of the publication
- cross link to your company's recent news in the Pump Magazine
- detailed user statistic
- distribution through leading news channels
- individual placement period starting from just one week

VIRTUAL EXHIBITION

The Virtual Exhibition was especially designed for exhibiting products and introducing companies of the pump industry. A listing in the *Premium Edition* includes a descriptive text passage, your company logo, an additional picture and a link to your website.

Your Benefit:

- listing in the newsletter the same week of the publication
- cross link to your profile of recent news to relevant topics in the Pump Magazine
- detailed user statistic
- front positioning in major search engines
- much higher numbers of monthly visits due to the availability throughout the whole year

PUMPSELECTOR

You provide detailed product information to pump buyers at any time they might need it – every day – around the clock. This helps potential customers with their purchase decision and it promotes the sales of your products.

Your Benefit:

- detailed user statistic
- qualified requests about your products
- special rates for Spaix users

Prices for Advertising

EDITORIAL SECTION ADVERTISEMENT

- | | |
|----------------------|-----------|
| • Single week | 39.00 EUR |
| • 2 successive weeks | 59.00 EUR |
| • 4 successive weeks | 99.00 EUR |

VIRTUAL EXHIBITION

- | | | |
|--|------|--------------|
| • Basic Edition
Short company description
of 150 words | p.a. | 250.00 EUR |
| • Advanced Edition
Company description
of 500 words with logo | p.a. | 650.00 EUR |
| • Premium Edition
Company description of 1,500 words
maximum, 1 graphic or photo as well as your company logo | p.a. | 1,250.00 EUR |

PUMPSELECTOR

- | | | |
|--|------|------------|
| • Basic Fee
(This fee is dropped for clients owning a Spaix Classic CD licence or a Spaix Online Internet server licence.) | p.a. | 850.00 EUR |
| • Data Update
(Of your Spaix compatible files) | each | 280.00 EUR |
| • Data Maintenance
(According to your technical documents) | | on request |

published by



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