

## $\Delta p$ online

- Greater transparency
- Greater reach
- Greater cost-effectiveness

thanks to the shift to pure online communication

# Facts that you can only get from an online platform

Crystal-clear figures that give you the average hits per month (January to July 2019) for the  $\Delta p$  online forums

- 14,520 unique visitors
- 60,210 visits
- 350,144 views
- 4.1 visits per unique visitor to our German website, **[www.delta-p-online.de](http://www.delta-p-online.de)**
- 4.9 visits per unique visitor to our international website, **[www.delta-p-online.com](http://www.delta-p-online.com)**
- 0.5 hour dwell time per unique visitor to **[www.delta-p-online.de](http://www.delta-p-online.de)**
- 2 hours dwell time per unique visitor to **[www.delta-p-online.com](http://www.delta-p-online.com)**

# Pull instead of push guarantees high target group quality

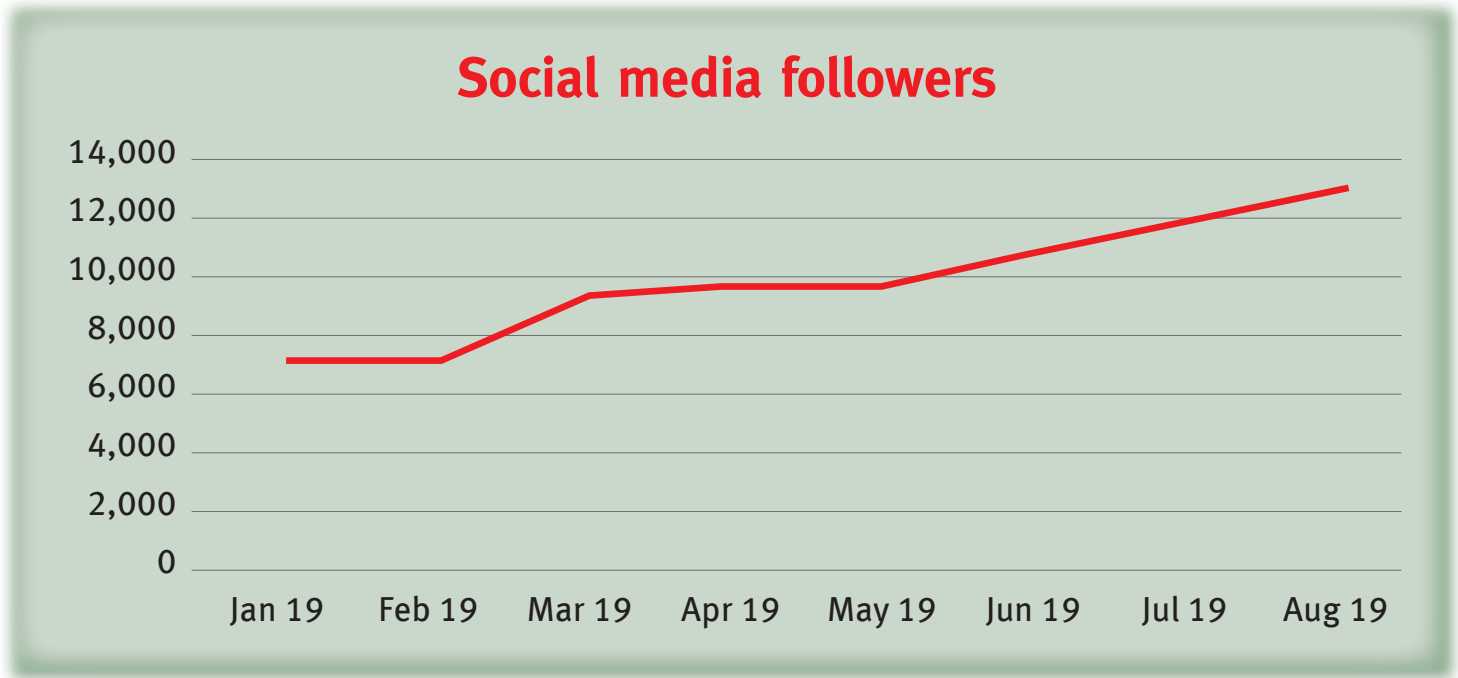
$\Delta p$  has a reputation for being a high-quality pull information channel. “Pull” means that our online readers visit  $\Delta p$  forums of their own volition. We are happy to rise to this challenge: after all, readers will only come back one or more times a month if the information on offer is constantly updated and really interesting and worthwhile.

Visitors visit our German website, [www.delta-p-online.de](http://www.delta-p-online.de), on average four times a month and our international website, [www.delta-p-online.com](http://www.delta-p-online.com), an average five times a month.

The number of followers on social media such as LinkedIn, Twitter, Xing, etc. is an indication of  $\Delta p$ 's target group quality. This number has increased from 6,000 to nearly 13,000 in only six months since the start of 2019 (status: August 2019).

Of course, we meet all General Data Protection Regulation (GDPR) requirements because we do not actually collect any data ourselves.

# Number of followers multiplies in just a few months



Pump users, planners, and pump + system experts from all over the world follow us.

# Harness the benefits of digital communication

All publications on the  $\Delta p$  online portals and their distribution via social networks are, of course, entirely free of charge for one month each.

The longer these online publications stay in the  $\Delta p$  content pool, the greater the likelihood that they will generate more contacts with potential clients in the months that follow.

Thanks to keyword indexing, categorization, and freeform text searches, there are even more great opportunities for making contact via our “News Room”. If you would like to generate real added value in this way, this service is available for a fee: the continuation of an online publication and its permanent inclusion in the  $\Delta p$  content pool costs **€ 950 / year**.

If you would like several publications in the  $\Delta p$  content pool, please ask about our individual annual flat rates.

# Banner ads: as individual as your marketing ambitions

Banner ads are cost-effective and individual. **For example:** you decide when the banner goes up and comes down. You can use several themes in a single campaign, each with a different landing page.

Leaderboard banner, 728 x 90 pixels (in rotation)	€ 750 / month
Super leaderboard banner – exclusively on all pages, 728 x 90 pixels	€ 1,600 / month
Skyscraper banner, 160 x 600 pixels (in rotation)	€ 950 / month
Rectangle banner, 180 x 150 pixels (in rotation)	€ 350 / month

All rates apply per platform.

Every banner ad includes a free mobile banner ad so that your marketing banners work on mobile devices too.

# From print to pump + systems blog

## 1. About us

$\Delta p$  is the online information platform for pump technology, techniques for transporting and metering liquids, fluids, and gases, and their applications in industry and business.

$\Delta p$  is the source of information for users, developers, and professionals in all sectors where fluids are transported, metered, or treated. Specialist articles, articles about applications, up-to-date product information, and news from and for this sector are the backbone of our online platform.

## 2. Organ –

## 3. The $\Delta p$ online platforms

- [www.delta-p-online.de](http://www.delta-p-online.de) – in German
- [www.delta-p-online.com](http://www.delta-p-online.com) – the international blog
- [www.pumps-directory.com](http://www.pumps-directory.com) – the pump search engine

## 4. Publisher Dipl.-Ing. Rüdiger Nagel

## 5. Publishing company

ingenieur verlag nagel

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$\Delta p$  is neutral, independent, and committed,  
which is why we have been an active supporter of the

**Förderverein Deutsches Pumpenmuseum e.V.**