



MEDIA KIT 2023

INFORM. SELECT. BUY.
www.impeller.net

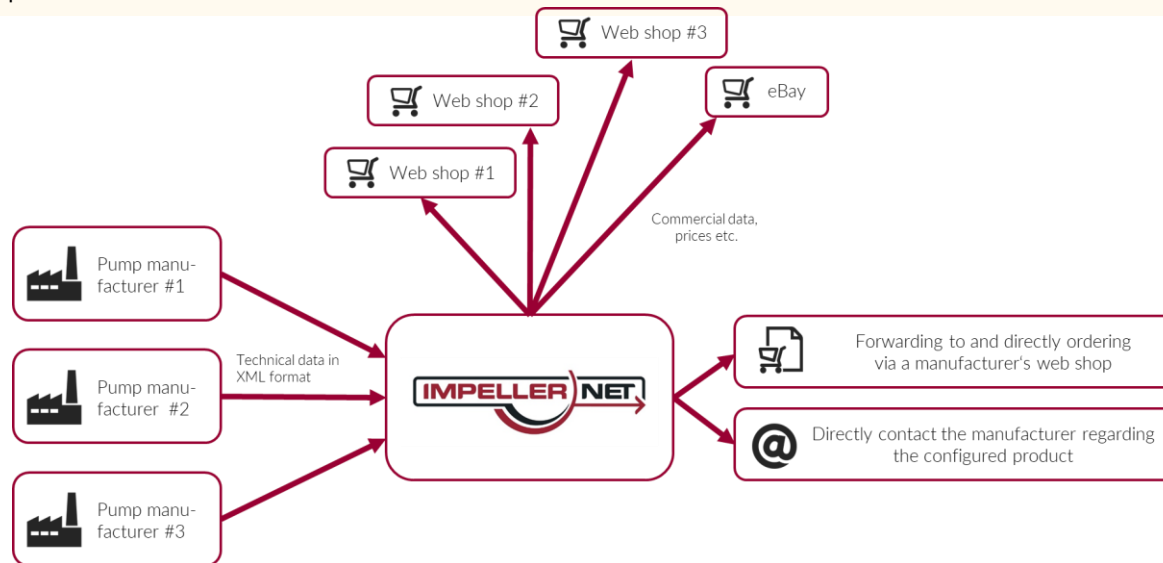
SHORT PORTRAIT

Established on the market since 2001 with its German and English page, the impeller.net Internet portal is one of the world's leading sources of information for the pump industry. The portal is available in German, English, French, Greek, Italian, Polish, Russian, Spanish, Czech and Turkish.

- **PumpSelector with sales platform**
Selecting, configuring and buying a suitable centrifugal pump for individual applications
- **Editorial contents + weekly newsletter**
Latest news and trends from industry and science
- **Company catalog**
- **Event calendar**
- **Job market**
- **Encyclopedia**
Pump terminology explained in a simple way

FROM PUMP SEARCH TO PURCHASE

impeller.net provides a convenient, **cross-manufacturer information system** for centrifugal pumps, which leads the user through a competent product decision to a specific supplier.



Users can select one or more pumps and compare them with one another. They can then either buy the selected pump via a web shop (e.g. eBay, special pump web shops, manufacturer web shops) or send an inquiry directly to the manufacturer.

FROM PUMP SEARCH TO PURCHASE

ADVANTAGES FOR PUMP MANUFACTURERS

- Direct contact with the target group and increase of brand awareness
- Expansion of the customer base and increase in turnover
- You determine which product data is to be used
- Use of existing databases via a web service
- No additional effort for data updates
- Optional integration of your own web shops
- Statistics for search queries, overview of purchases in the shop
- Possibility to link press releases directly with PumpSelector

ADVANTAGES FOR WEB SHOPS

- Publication of offers in self-chosen regions worldwide
- Direct contact with the target group and increase of brand awareness
- Expansion of your customer base and increase in turnover
- Qualified search queries with detailed specifications (pump data)
- Use of manufacturer data without your own data maintenance
- Simple integration via various interfaces
- Statistics for search queries

ADVERTISING OPPORTUNITIES

AFFILIATE PROGRAM (PUMPSELECTOR)

Manufacturer of centrifugal pumps:

- Insertion of technical data
- Connection of the own web shop

Pump web shops:

- Connection of the web shop in the PumpSelector

IN THE EDITORIAL ENVIRONMENT

- Text-based advertisement
- Web banners (Magazine, newsletter)
- Entry in the company catalog
- Job advertisement
- Entry in the event calendar

If you are interested, please contact the impeller.net team via advertising@impeller.net or +49 (351) 89951-15. We are looking forward to your inquiries.

All prices are valid from January 1st, 2023.

AFFILIATE PROGRAM - PUMPSELECTOR ENTRY

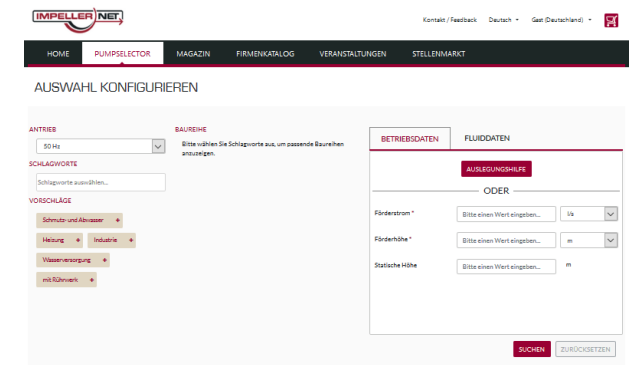
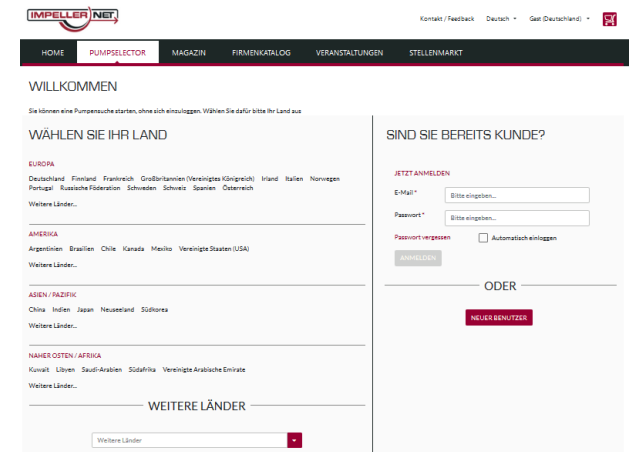
Availability of your pump data in the PumpSelector

Integrate your (centrifugal) pump data in the
impeller.net PumpSelector and complement your
distribution channels.

Setup costs (one-time)	1,530 EUR
Via an available VSX Webservice interface	

Monthly costs 285 EUR
at a minimum contract duration of 3 months

Trial offer for new customers without contract for 6 months, + setup costs	155 EUR/month
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AFFILIATE PROGRAM – PUMPSELECTOR ENTRY

Availability of your web shop in the PumpSelector

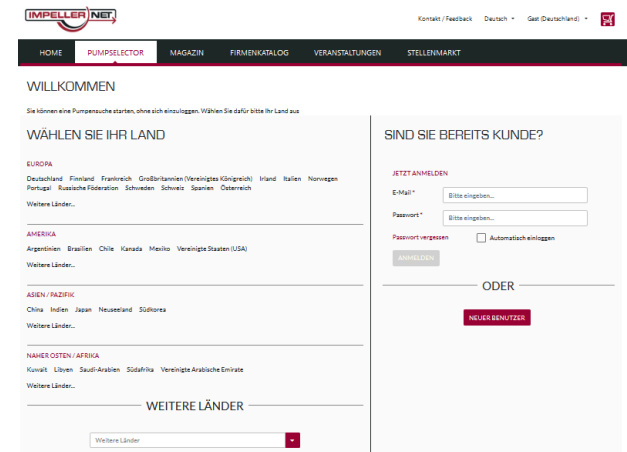
Integrate a link to your web shop in the impeller.net
PumpSelector and generate more purchases.

Setup costs (one-time)
Via a VSX standard interface

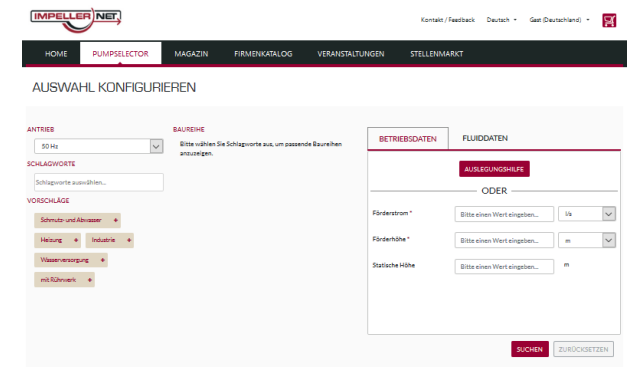
860 EUR

Costs per click/ forwarding

0.30 EUR



The screenshot shows the 'WILLKOMMEN' (Welcome) page of the PumpSelector interface. It features a navigation bar with links to HOME, PUMPSELECTOR, MAGAZIN, FIRMENKATALOG, VERANSTALTUNGEN, and STELLENMARKT. The main content area is divided into two columns. The left column, titled 'WÄHLEN SIE IHR LAND' (Choose your country), lists various countries under categories like EUROPA, AMERIKA, and ASIEN/PACIFIK. The right column, titled 'SIND SIE BEREITS KUNDE?' (Are you already a customer?), contains a login form with fields for E-Mail and Passwort, and a 'JETZT ANMELDEN' (Log in now) button. Below the login form is a 'NEUER BENUTZER' (New user) button.



The screenshot shows the 'AUSWAHL KONFIGURIEREN' (Select and configure) page of the PumpSelector interface. It features a navigation bar with links to HOME, PUMPSELECTOR, MAGAZIN, FIRMENKATALOG, VERANSTALTUNGEN, and STELLENMARKT. The main content area is divided into two columns. The left column, titled 'AUSWAHL KONFIGURIEREN', contains a form with fields for ANTRIEB (Drive) and BAUREIHE (Series). The right column, titled 'BETRIEBSDATEN' (Operating data), contains a form with fields for FLUIDDATEN (Fluid data) and AUSLEGUNGSHÖHE (Design height). The page also includes a 'VORSCHLÄGE' (Suggestions) section with buttons for 'Schwächer und Absenken', 'Höher', 'Induktiv', 'Wasserversorgung', and 'mit Rückventil'.

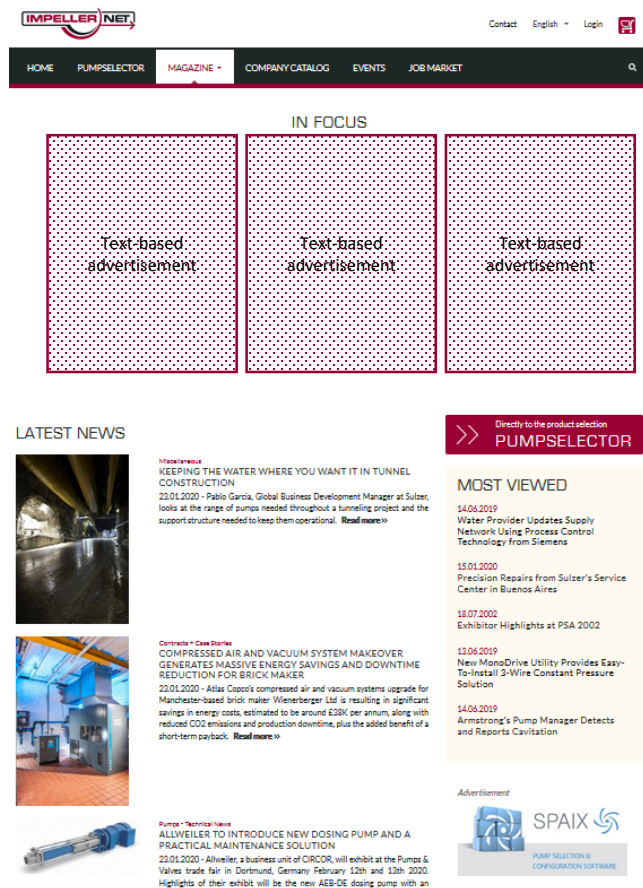
ADVERTISING OPPORTUNITIES – TEXT-BASED AD

Put important news in the spotlight.

The text-based advertisement appears under the category "In Focus" and is displayed prominently in front of all current news on the start screen and in the magazine. In addition, the text-based ad in the weekly newsletter also appears before all other news.

Prices (per language):

- For one week: 255 EUR
- For two weeks: 410 EUR
- For four weeks: 610 EUR



The screenshot shows the Impeller Net website interface. At the top, there is a navigation bar with links for HOME, PUMPELECTOR, MAGAZINE, COMPANY CATALOG, EVENTS, and JOB MARKET. Below the navigation bar, the 'IN FOCUS' section displays three text-based advertisements. To the right of the 'IN FOCUS' section is a 'PUMPELECTOR' button. Below the 'IN FOCUS' section is the 'LATEST NEWS' section, which features several news items with images and text. The news items include: 'KEEPING THE WATER WHERE YOU WANT IT IN TUNNEL CONSTRUCTION', 'COMPRESSED AIR AND VACUUM SYSTEM MAKEOVER GENERATES MASSIVE ENERGY SAVINGS AND DOWNTIME REDUCTION FOR BRICK MAKER', and 'ALLWEILER TO INTRODUCE NEW DOSING PUMP AND A PRACTICAL MAINTENANCE SOLUTION'. At the bottom right, there is an advertisement for SPAIX, a pump selection & configuration software.

ADVERTISING OPPORTUNITIES – WEB BANNERS

Spread your advertising message between pump-relevant content.

There are two possibilities to place web banners in the impeller.net Internet portal.

Rectangle 355 EUR

This banner (300x150px) is placed on the right hand side of all overview pages; price per language; runtime 4 weeks

Image banner 510 EUR

This banner (800x95px) is placed on all overview pages between the individual news, price per language; runtime 4 weeks



The screenshot shows the Impeller Net website interface. At the top is the navigation bar with links: HOME, PUMPELECTOR, MAGAZINE, COMPANY CATALOG, EVENTS, and JOB MARKET. Below the navigation bar is a 'LATEST NEWS' section with several articles, each featuring a small image and a brief description. To the right of the news section is a 'MOST READ' section with a list of popular articles. Below the news section is a large banner area with a red dotted background and the text 'Image banner'. To the right of the banner area is a 'Rectangle' banner with a red dotted background. Below the banner area is an 'EVENTS' section with a calendar for January 2022. At the bottom right is a 'JOB MARKET' section with a list of job openings.

ADVERTISING OPPORTUNITIES – NEWSLETTER

Spread your advertising message in the weekly newsletter.

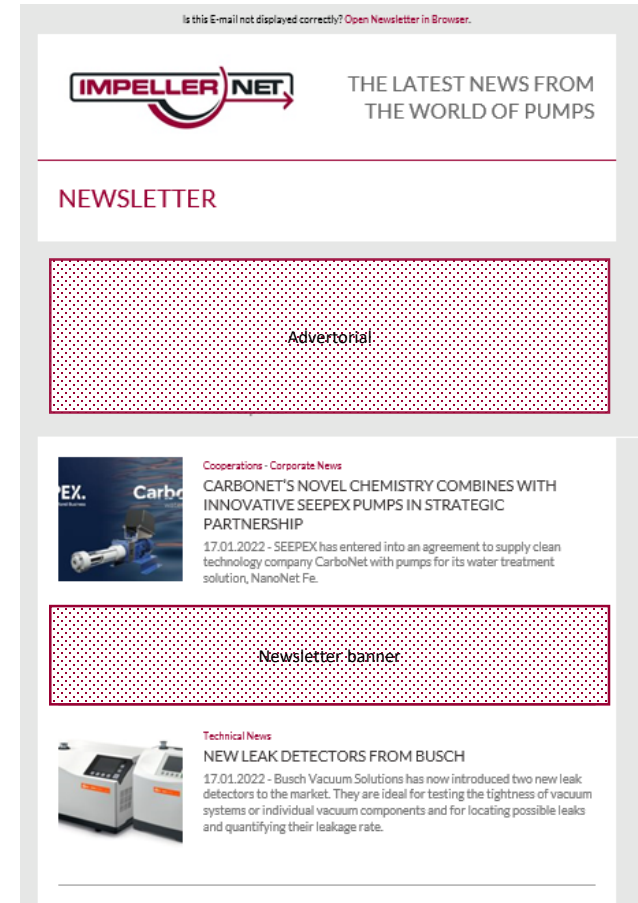
There are two possibilities to place advertisements in the impeller.net newsletter.

Newsletter banner 200 EUR

This banner (650x150px) will be placed on third position in the weekly newsletter; price per language and mailing

Advertorial automatically with booking of a text-based ad

The advertorial appears automatically if a text-based ad has been booked and comes before all other messages; for a price overview, see page 8.



ADVERTISING OPPORTUNITIES – COMPANY PROFILE

Present your company in an environment tailored to your target group.

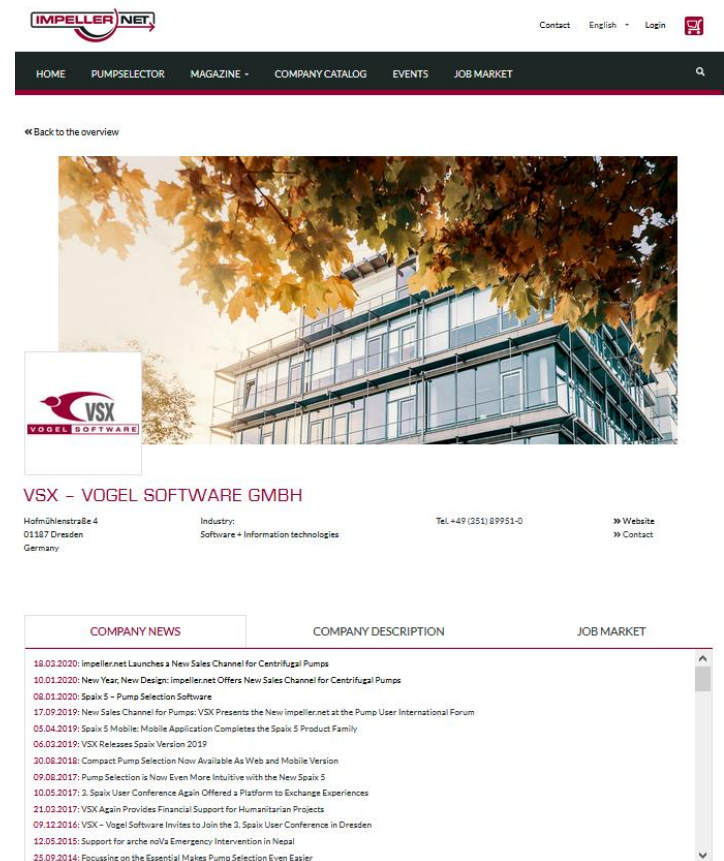
Company entries have a term of one year. The entry will be renewed for one year at the valid list price, if not cancelled in writing with a notice period of one month to the end of the contract.

Basic entry **free of charge**

Includes company name, address, industry (for all languages available)

Premium entry **610 EUR per year**

Additionally, it includes telephone number, e-mail address, link to homepage, logo, profile picture, company description; price per language



ADVERTISING OPPORTUNITIES – JOB MARKET

Search and find new employees in the relevant environment.

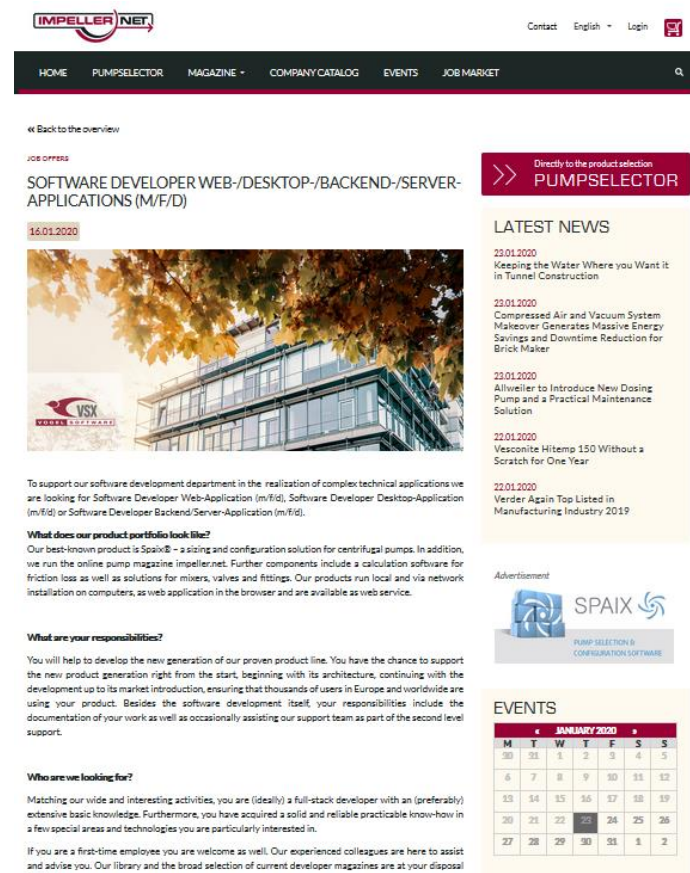
The job market offers an excellent opportunity to address potential employees from the pump industry.

Job advertisement (10 days) **155 EUR**

Link to the impeller.net company profile and to the corporate homepage, profile picture and/or logo, contact data, distribution via the weekly newsletter; price per language

Job advertisement (30 days) **400 EUR**

Link to the impeller.net company profile and to the corporate homepage, profile picture and/or logo, contact data, distribution via the weekly newsletter; price per language



The screenshot shows the 'JOB MARKET' section of the Impeller Net website. At the top, there's a navigation bar with links: HOME, PUMPSELEKTOR, MAGAZINE, COMPANY CATALOG, EVENTS, and JOB MARKET. Below this, a 'JOB OFFERS' section is visible, featuring a job listing for 'SOFTWARE DEVELOPER WEB-/DESKTOP-/BACKEND-/SERVER-APPLICATIONS (M/F/D)' dated 16.01.2020. The listing includes a photo of a modern building and text describing the role and company. To the right, there's a 'PUMPSELEKTOR' button and a 'LATEST NEWS' section with several news items. At the bottom, there's an 'EVENTS' section with a calendar for January 2020.

ADVERTISING OPPORTUNITIES – EVENT CALENDAR

Highlight your event and increase its awareness.

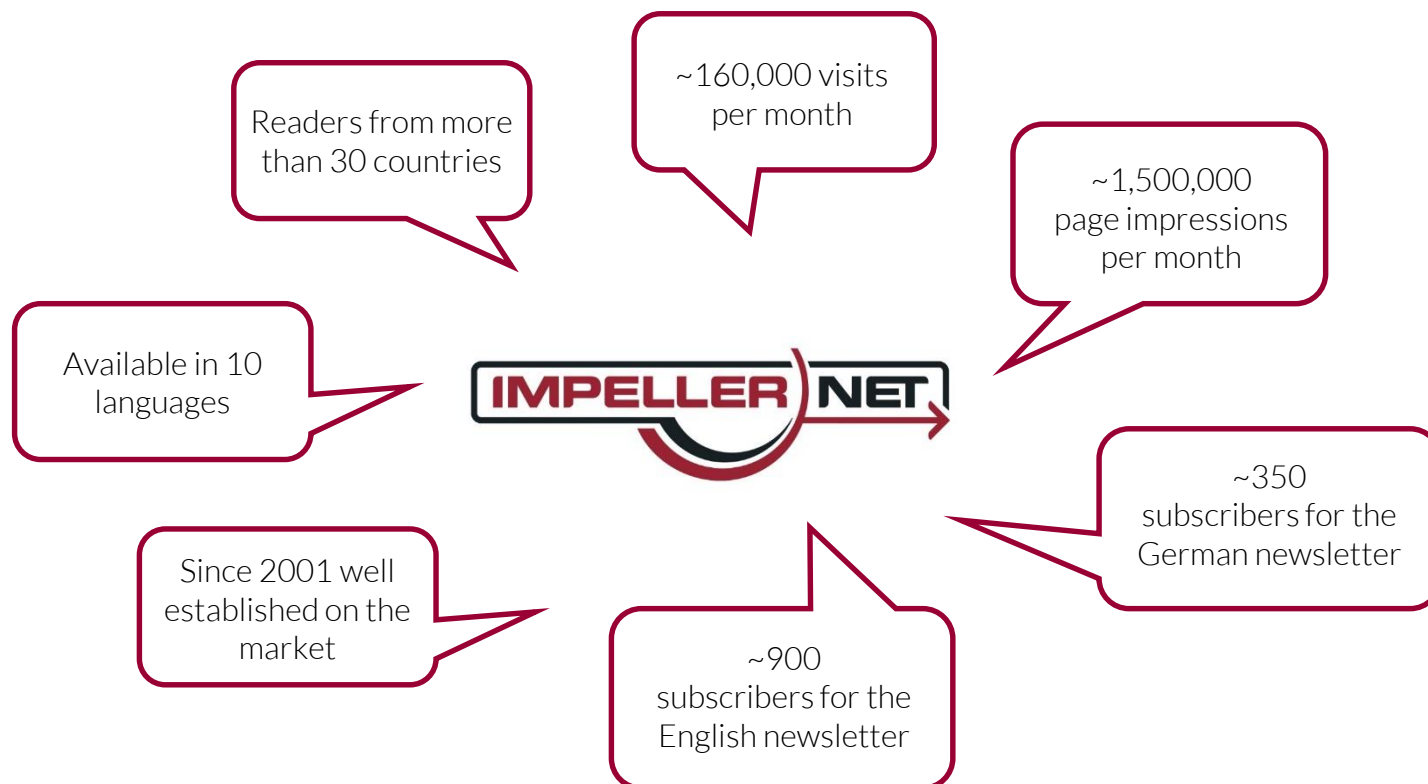
The event calendar offers an excellent opportunity to place and advertise trade fairs, a company event or an in-house exhibition in line with the target group.

Basic entry

free of charge

Includes event name, dates, the organizer and a link to the impeller.net company profile of the organizer

KEY FACTS



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