

A close-up photograph of water splashing, with droplets and ripples visible. The water is a clear, light blue color. The background is a soft, out-of-focus white. A thick, dark red curved line runs across the bottom of the image, partially overlapping the water splash.

# MEDIA KIT 2025

INFORM. SELECT. BUY.  
[www.impeller.net](http://www.impeller.net)

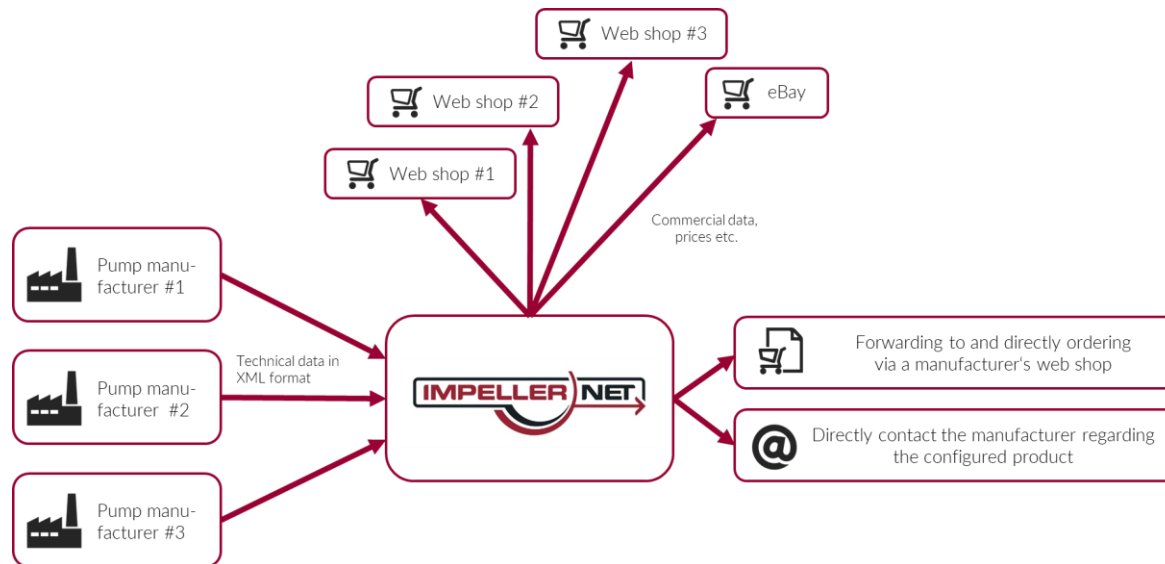
## SHORT PORTRAIT

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](mailto:advertising@impeller.net). We are looking forward to your inquiries.

All prices are valid from January 1<sup>st</sup>, 2025.

## AFFILIATE PROGRAM – PUMPSELECTOR ENTRY

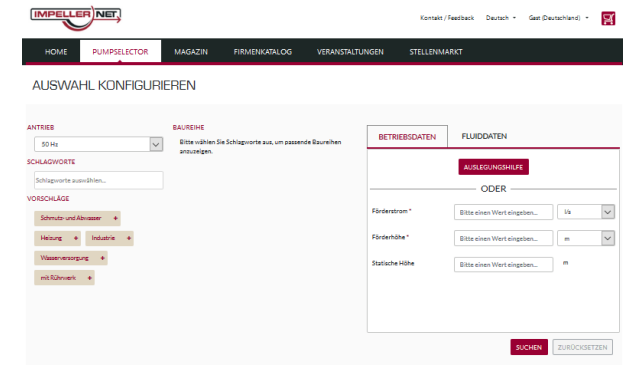
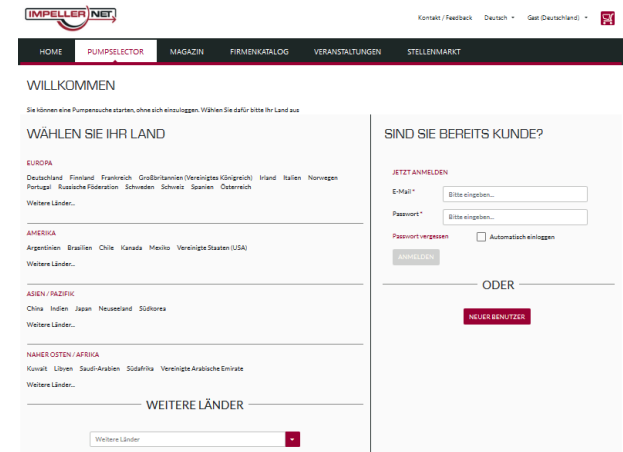
### Availability of your pump data in the PumpSelector

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 **155 EUR/month**  
without contract for 6 months,  
+ setup costs



## AFFILIATE PROGRAM – PUMPSELECTOR ENTRY

### Availability of your web shop in the PumpSelector

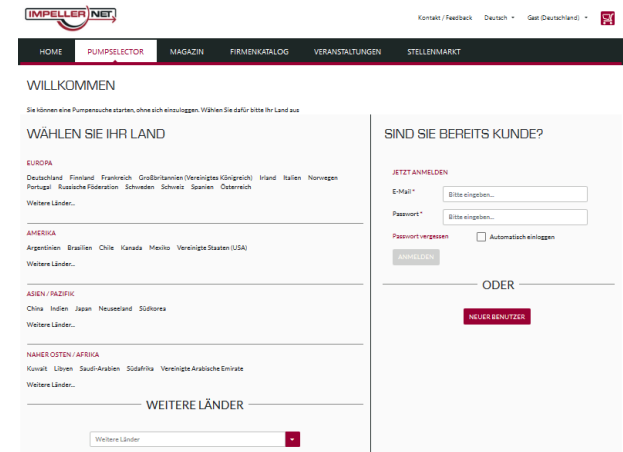
Integrate a link to your web shop in the impeller.net PumpSelector and generate more purchases.

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

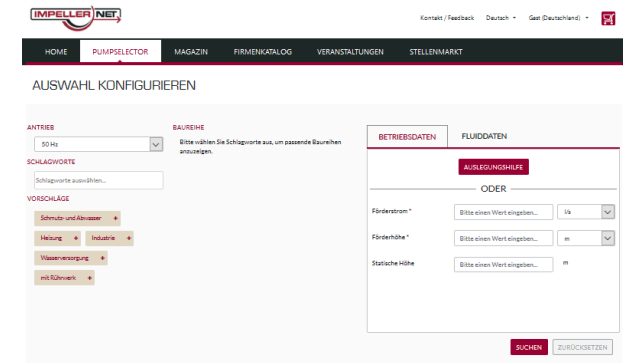
860 EUR

Costs per click/ forwarding

0.30 EUR



The screenshot shows the 'WILLKOMMEN' (Welcome) page of the PumpSelector website. The page is divided into two main sections. On the left, under the heading 'WÄHLEN SIE IHR LAND' (Choose your country), there are lists for 'EUROPA' (Europe), 'AMERIKA' (America), 'ASien/Pazifik' (Asia/Pacific), and 'NAHE OSTEN / AFRIKA' (Middle East / Africa). Each list includes several countries and a 'Weitere Länder...' (More countries...) link. At the bottom of this section is a 'WEITERE LÄNDER' (More countries...) search box. On the right, under the heading 'SIND SIE BEREITS KUNDE?' (Are you already a customer?), there is a 'JETZT ANMELDEN' (Log in now) section with fields for 'E-Mail\*' and 'Passwort\*' (password), and a 'Passwort vergessen' (Forgot password) link. Below this is an 'ANMELDEN' (Log in) button. There is also an 'ODER' (Or) section with a 'NEUER BENUTZER' (New user) button.



The screenshot shows the 'AUSWAHL KONFIGURIEREN' (Selection configuration) page of the PumpSelector website. The page is divided into several sections. On the left, there is an 'ANTREIB' (Drive) section with a dropdown menu set to '50 Hz'. Below it is a 'SCHLAGWÖRTE' (Keywords) section with a text input field and a 'Schlagwörter vorschlagen...' (Suggest keywords...) button. At the bottom left is a 'VORSCHLÄGE' (Suggestions) section with several buttons: 'Schwimmbad-Abwasser', 'Heizung', 'Wasserversorgung', and 'mit Schwimmbad'. On the right, there is a 'BETRIESDATEN' (Operating data) section with a 'FLUIDDATEN' (Fluid data) sub-section. The 'FLUIDDATEN' section has a 'AUSLESEINGABE' (Output input) section with an 'ODER' (Or) section. Below this are three input fields: 'Förderstrom\*' (Flow rate), 'Förderhöhe\*' (Head), and 'Statische Höhe' (Static head). At the bottom right are 'SUCHEN' (Search) and 'ZURÜCKGEHEN' (Go back) buttons.

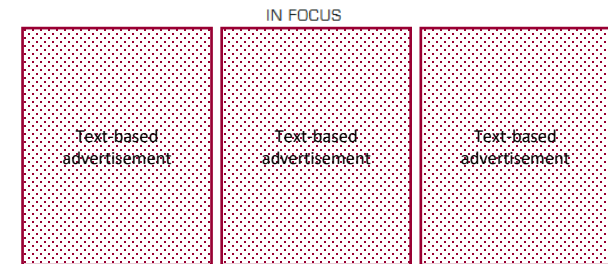
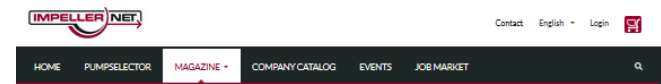
## ADVERTISING OPPORTUNITIES – TEXT-BASED AD

### 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



### LATEST NEWS



**Maintenance**  
KEEPING THE WATER WHERE YOU WANT IT IN TUNNEL CONSTRUCTION  
22.01.2020 - Pablo Garcia, Global Business Development Manager at Sulzer, looks at the range of pumps needed throughout a tunneling project and the support structure needed to keep them operational. [Read more](#)



**Compressors - Case Studies**  
COMPRESSED AIR AND VACUUM SYSTEM MAKEOVER GENERATES MASSIVE ENERGY SAVINGS AND DOWNTIME REDUCTION FOR BRICK MAKER  
22.01.2020 - Atlas Copco's compressed air and vacuum systems upgrade for Manchester-based brick maker Wieringer Ltd is resulting in significant savings in energy costs, estimated to be around €30k per annum, along with reduced CO2 emissions and production downtime, plus the added benefit of a short-term payback. [Read more](#)



**Pumps - Technical News**  
ALLWEILER TO INTRODUCE NEW DOSING PUMP AND A PRACTICAL MAINTENANCE SOLUTION  
22.01.2020 - Allweiler, a business unit of CIRCOR, will exhibit at the Pumps & Valves trade fair in Dortmund, Germany February 12th and 13th 2020. Highlights of their exhibit will be the new AEB-DE dosing pump with an...

Directly to the product selection  
**PUMPELECTOR**

### MOST VIEWED

- 14.04.2019  
Water Provider Updates Supply Network Using Process Control Technology from Siemens
- 15.01.2020  
Precision Repairs from Sulzer's Service Center in Buenos Aires
- 18.07.2002  
Exhibitor Highlights at PSA 2002
- 12.04.2019  
New MonoDrive Utility Provides Easy-To-Install 3-Wire Constant Pressure Solution
- 14.04.2019  
Armstrong's Pump Manager Detects and Reports Cavitation





## 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 (730x90px) is placed on all overview pages between the individual news; price per language; runtime 4 weeks



## ADVERTISING OPPORTUNITIES – NEWSLETTER

### Spread your advertising message in the weekly newsletter.

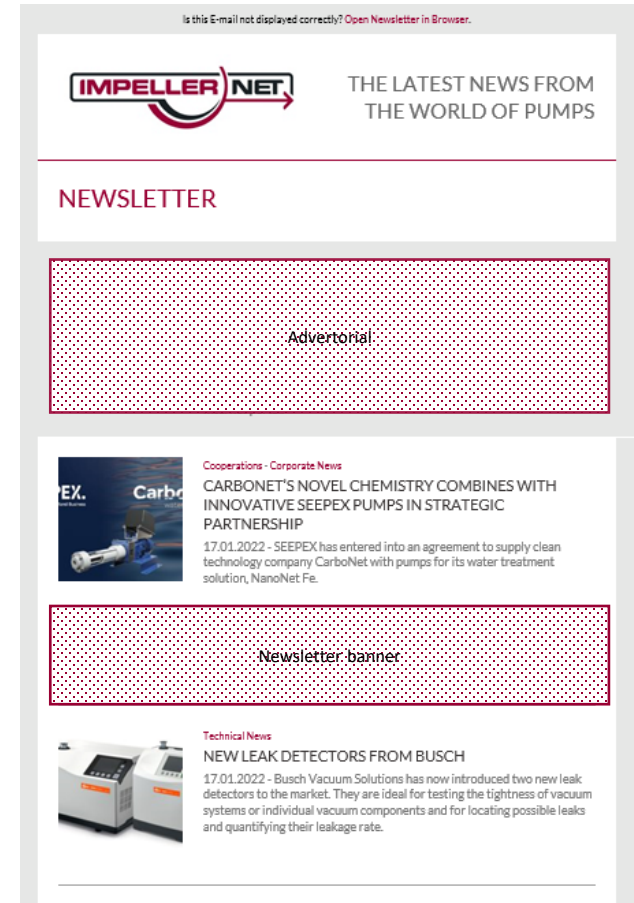
There are two possibilities to place advertisements in the impeller.net newsletter.

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.**

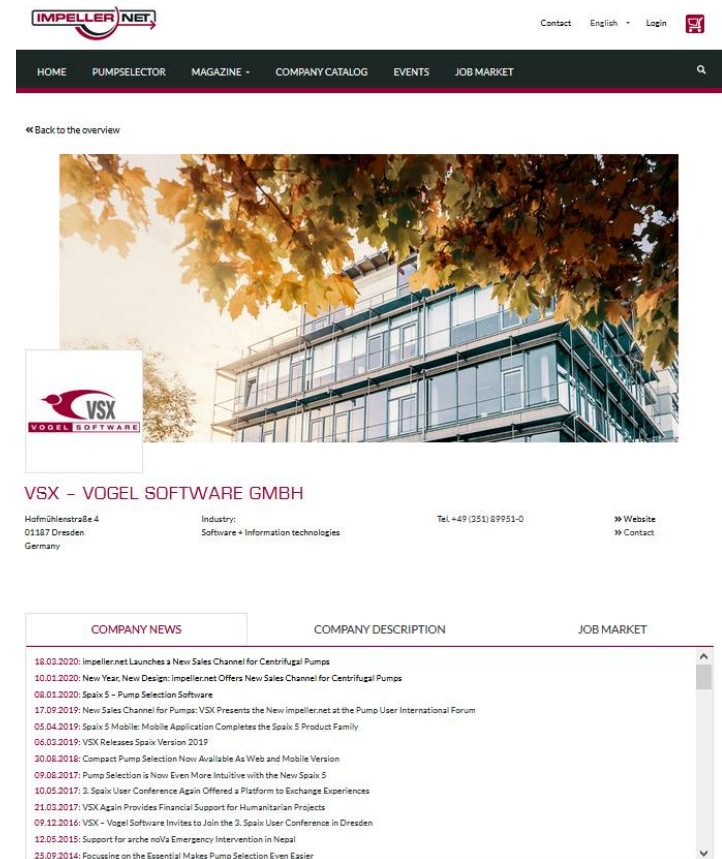
Company entries have a term of one year. The entry will be renewed for one year at the valid list price, if not cancelled in writing with a notice period of one month to the end of the contract.

**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.

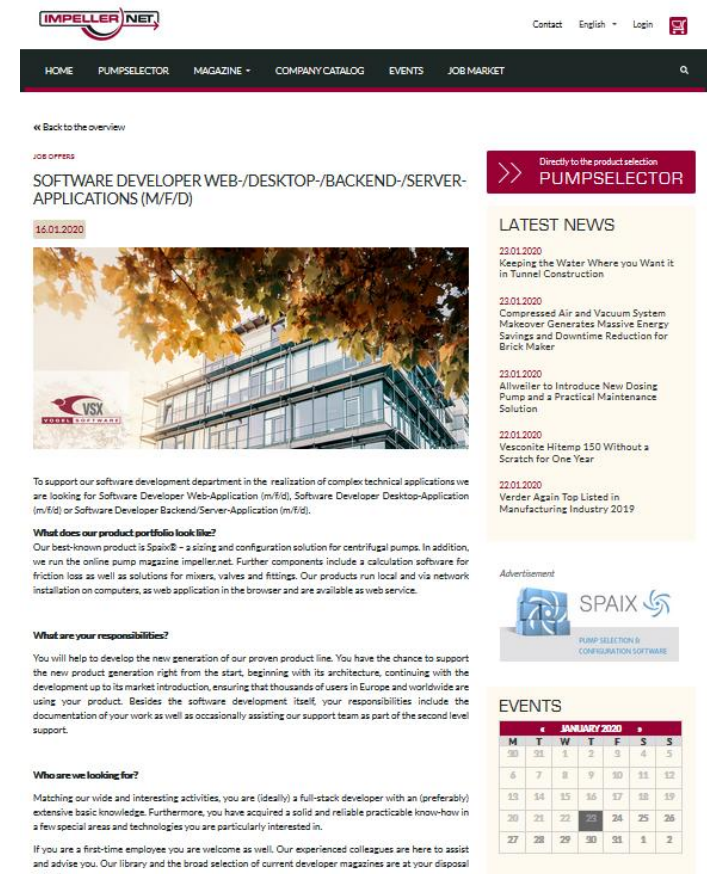
The job market offers an excellent opportunity to address potential employees from the pump industry.

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 Impeller Net website interface. At the top, there is a navigation bar with links for HOME, PUMPSELECTOR, MAGAZINE, COMPANY CATALOG, EVENTS, and JOB MARKET. A search icon is also present. Below the navigation bar, there is a section for "JOB OFFERS" with a sub-heading "SOFTWARE DEVELOPER WEB-/DESKTOP-/BACKEND-/SERVER-APPLICATIONS (M/F/D)". The date "16.01.2020" is displayed. A large image of a modern building is featured. To the right, there is a "LATEST NEWS" section with several news items dated 22.01.2020. At the bottom, there is an "EVENTS" section with a calendar for January 2020.

## ADVERTISING OPPORTUNITIES – EVENT CALENDAR

### **Highlight your event and increase its awareness.**

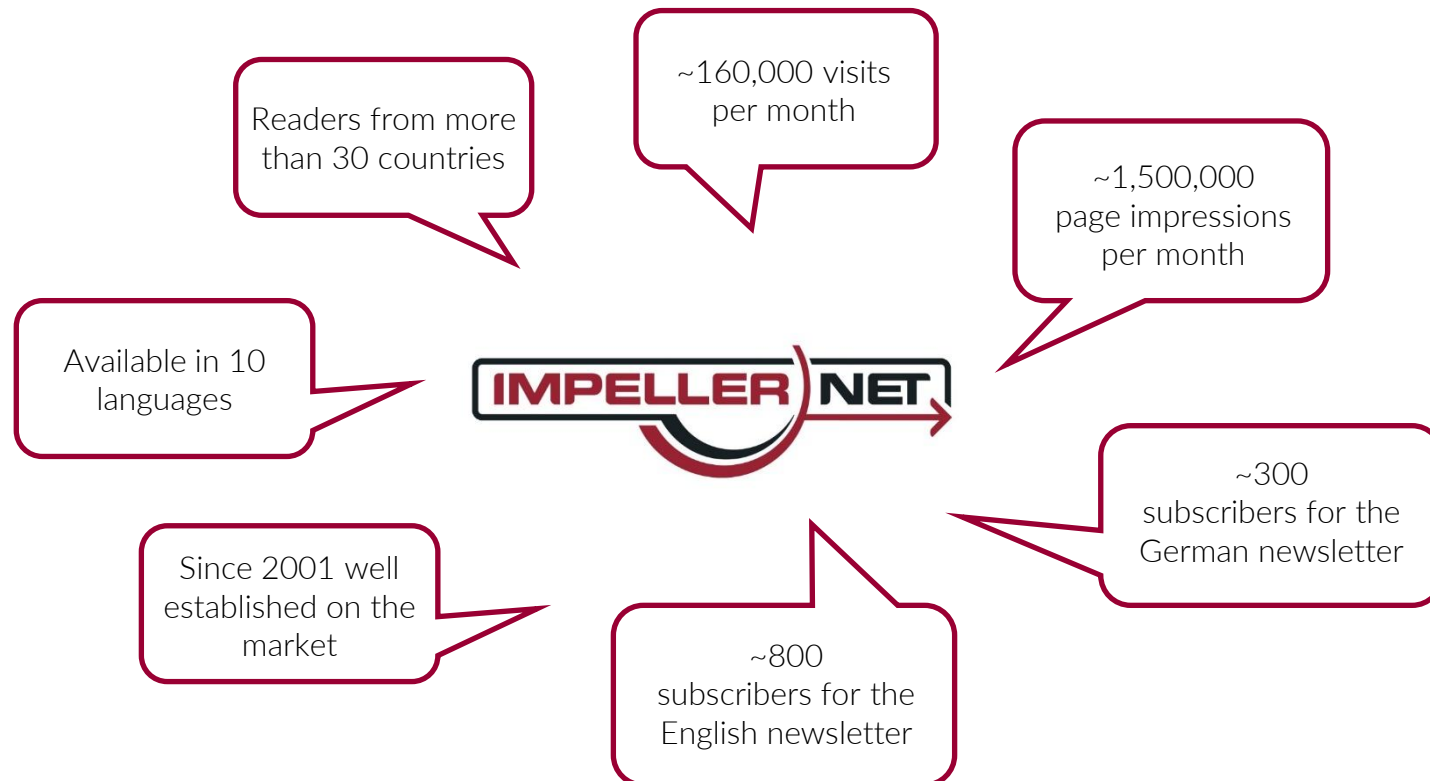
The event calendar offers an excellent opportunity to place and advertise trade fairs, a company event or an in-house exhibition in line with the target group.

Basic entry

free of charge

Includes event name, dates, the organizer and a link to the [impeller.net](http://impeller.net) company profile of the organizer

## KEY FACTS





## CONTACT

### Editorial Department:

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