

# Hidrolik&Pnömatik

Platforms Media Kit 2022

The Marketing Platform of the Fluid Power Industry

[www.hidrolikpnomatik.com](http://www.hidrolikpnomatik.com)

## Fluid Power and Motion Technologies Magazine Hidrolik&Pnömatik Dergisi

Akışkan Gücü ve Hareket Teknolojileri Dergisi ISSN 1303-6386



[www.hidrolikpnomatik.com](http://www.hidrolikpnomatik.com)



Yeni Syntflex Optimum  
Termoplastik Hidrolik  
Hortumlar ve Rakorlar



Elektrikli Araçlara Faydalı  
Verimli Akışkan Gücü  
Sistemleri



Akıllı Hidrolik Sistem İçin  
Hareket Kontrolü



Hidrolik&Pnömatik Sektörünün İlk Dergisi



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[www.hidrolikpnomatik.com](http://www.hidrolikpnomatik.com)

# Reach New Customers in 2022 with Hydraulic&Pneumatic Platforms

Hydraulic & Pneumatic Magazine Platforms are at your service, bringing together the Firms in the Fluid Power Sector with their Target Audiences since 2002.

If the manufacturers, users and suppliers in the Metal and Machinery sector are your customers, MetalMakina Platforms offer reputable and effective marketing communication channels through which you can regularly deliver your company's products and services.

## Hydraulic&Pneumatic Platforms:

- ▶ WEBSITE ▶ SOCIAL MEDIA PAGES ▶ MAILING
- ▶ E-MAGAZINE ▶ FAIRS ▶ SYMPOSIUMS ▶ CONFERENCES
- ▶ PRINTED MAGAZINE



## Website :

- Sharing of your company's news, products, events, articles by giving backlinks,
- Banner Broadcast
- Publishing your company's product videos
- Publishing your logo alternately by giving a link in the sponsors section on the left side of the website.
- Giving a link to your web page by rotating the advertisement page published in the magazine in the banner area at the bottom of the section with the author on the right side of the website.

- Publishing in the sectoral catalogs section of your company's e-Catalogue at <https://edergi.ajansmik.com/> and providing a link to your website through your catalog pages

- website views per year: 425.000 k

- website clicks per year: 58.000 k



## Social media :

- Banner sharing on social media pages specific to your company.
- Content sharing on social media pages specific to your company.
- Sharing your advertisements and articles published in print and e-magazine on our social media pages.
- Sharing the banner of your company in the sectoral groups in the target audience of your company, of which we are a member, on facebook.
- Reaching the target audience with the advertising campaign according to the target audience and region on the social media pages.

## Number of Social Media Followers:

Facebook:	1.633
Twitter:	152
Linkedin:	9.161
Instagram:	1.413

**Total Followers: 12.359**

Number of **Professional Groups** on Facebook: **220**



### Mailing:

- Sending e-magazine to 30,000 domestic, 6,000 international professional mail data
- Bulk e-bulletin sending to 30,000 domestic, 6,000 international professional mail data
- Sending your company's bulk e-bulletins or advertisements to 30,000 domestic, 6,000 international professional mail data
- Number of Mail Data:30,000 domestic, 6,000 international



### E-Magazine:

- Publication of your company's advertisement, news, product, article and interview in e-magazine.
- Providing a link to your website through the Advertisement and content pages published in the e-magazine.
- Reaching your company's e-magazine readers by publishing your e-magazine on **Turkcell magazine holder**, **edergi.ajansmik.com** and **Magzter** digital publishing platforms.
- Sending the e-magazine regularly to 30,000 domestic, 6,000 international e-mail addresses by mass mail every month

- Delivering the advertisements and contents in the e-bulletin and e-magazine to 30,000 domestic, 6,000 international professional e-mail addresses by mass mail on a monthly basis

**Turkcell Magazine**, PDF downloads: **1.238**

**edergi.ajansmik.com** PDF downloads: **3.641**

**Magzter** digital platform PDF downloads: **1.875**

**30.000** mass mail to **e-magazine** clicks: **2.827**



### Print Magazine:

- Publication of your company, advertisement, news, product, article and interview in the magazine.
  - Publishing your advertisement and content pages published in the magazine by giving a backlink on the website.
  - Sharing advertisements and articles published in the magazine with our followers on our social media pages
  - Opportunity to reach with your advertisements and articles published in the magazine that will be distributed to exhibitors and visitors at 25 different sectoral fairs, symposiums and conferences to be held in Turkey in 2022.
  - Opportunity to reach magazine subscribers
- Annual Activity and Number of **Subscriber** Distribution: **18.000**

### TAG

**Concessionaire:** Ahmet Pelit - ahmet@ajansmik.com

**Responsible Editor-in-Chief:** Selver Pelit

selver@ajansmik.com

**Editor:** Başak Pelit - basak@ajansmik.com

**Advertising Manager:** Can Çeçen - can@ajansmik.com

### Contact:

**Tel:**+90 212 222 93 71 **Whatsapp:**+90 554 498 18 78

**www.hidrolikpnomatik.com** - info@hidrolikpnomatik.com

**Address:** Maslak Mahallesi Meydan sokak Veko Giz Plaza Giriş Kat D:85 Maslak P.K.34485 Sarıyer İstanbul Turkey

## Publication Calendar for 2022

Months/Issue	Contents	Advertising and Article Sending Date	Publishin Date
<b>January/February 117</b>	Hydraulic, Pneumatic Applications in Machine Manufacturing	14 January	24 January
<b>March/April 118</b>	Hydraulic, Pneumatic Applications in Mining Industry	11 March	21 March
<b>May/June 119</b>	Industry 4.0 Applications in Mobile Hydraulics	13 May	23 May
<b>July/August 120</b>	Hydraulic, Pneumatic Applications in Agriculture and Construction Machinery	08 July	18 July
<b>September/October 121</b>	Hydraulic Pneumatic Applications in Energy Sector	09 September	19 September
<b>November/December 122</b>	Pneumatic Applications in Automotive, White Goods, Industry	11 November	21 November

### SECTORAL FAIR Special Issue

- WIN EURASIA 2022 FAIR Special Issue
- MAKTEK EURASIA 2022 FAIR Special Issue
- ANKIROS-ANNOFER-TURCAS 2022 FAIR Special Issue
- BURSA MACHINE 2022 FAIR Special Issue

### ABOUT US

Hidrolik&Pnömatik Magazine, which started its publication life in 2002, is prepared and published with a content that includes translations, technical articles, articles, news, product promotions and interviews in Fluid Power Technologies.

Due to the increase in raw material and cargo prices, MetalMakina Magazine will be printed on 80 gr 2nd pulp paper in 2022 and each issue will be distributed to the visitors in the industrial zones to be determined and at the fairs we attend.

Targeted Printed Magazine Circulation: 3,000 copies

e-magazine, 30,000 domestic, 6,000 international mail data is sent.

### READER PROFILE

25% Sector Companies

22% Industrial Facilities, Organized Industrial Zones

22% Dealers and Services

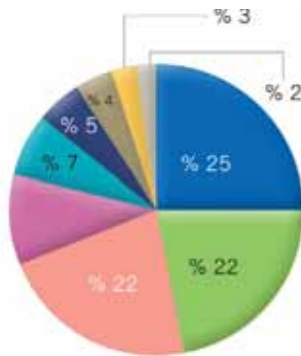
10% Project and Contracting Companies

7% Official Institutions and Municipal Workshops

5% Educational Institutions and Academics

4% Subscribers

3% Professional Organizations 2% Other



### Fair Websites We Will Attend in 2022

1. <https://win-eurasia.com/tr>
2. <https://www.maktekfuari.com/>
3. <https://www.metalexpo.com.tr/>
4. <https://ankiros.com/>
5. <https://aluexpo.com/>
6. <https://www.kalitefuari.com/>
7. <http://www.paintexpo Eurasia.com/>
8. <http://www.surtecheurasia.com/>
9. <https://www.sahaexpo.com/>
10. <https://bursamakinefuari.com>
11. <http://hpkon.net/>
12. <https://ihtisasfuari.com.tr>
13. <https://packagingfair.com/>
14. <https://madenturkiyefuari.com/>
15. <https://komatek2020.com/>
16. <https://konyatarimfuari.com/>
17. <https://www.foodtecheurasia.com/>
18. <http://woodtechistanbul.com>
19. <https://automechanika-istanbul.tr.messefrankfurt.com/istanbul/tr.html>



Developments in the Fluid Power Industry

# Hidrolik&Pnömatik

e-Magazine Follow

[www.hidrolikpnomatik.com](http://www.hidrolikpnomatik.com)



## E-Magazine Advertisement Price List



Page	1 issue	3 issue	6 issue	Page Size
Full Page	750 €+VAT	650 €+VAT	500 €+VAT	18,5*26,5 cm
1/2 Horizontal	500 €+VAT	400 €+VAT	300 €+VAT	17,5*12 cm
1/2 Vertical	500 €+VAT	400 €+VAT	300 €+VAT	9,5*27,5 cm
Double Page	1.300 €+VAT	1.100 €+VAT	900 €+VAT	37*26,5 cm
Top 10 Right	900 €+VAT	800 €+VAT	700 €+VAT	18,5*26,5 cm
Top 10 Left	800 €+VAT	700 €+VAT	600 €+VAT	18,5*26,5 cm
Front cover	4.000 €+VAT	3.000 €+VAT	2.000 €+VAT	19,5*14,5cm
Inside Front Cover	1.500 €+VAT	1.000 €+VAT	850 €+VAT	21*29,7 cm
Back cover	3.000 €+VAT	2.500 €+VAT	2.000 €+VAT	21*29,7 cm
Inside Back Cover	1.250 €+VAT	1.000 €+VAT	750 €+VAT	21*29,7 cm



Communication Platform of the Fluid Power Industry

# Hidrolik&Pnömatik

Magazine

[www.hidrolikpnomatik.com](http://www.hidrolikpnomatik.com)

## Printed Magazine Advertisement Price List

Page	1 issue	3 issue	6 issue	Page Size
Full Page	1.000 €+VAT	850 €+VAT	650 €+VAT	18,5*26,5 cm
1/2 Horizontal	750 €+VAT	650 €+VAT	550 €+VAT	17,5*12 cm
1/2 Vertical	750 €+VAT	650 €+VAT	550 €+VAT	9,5*27,5 cm
Double Page	1.800 €+VAT	1.700 €+VAT	1.600 €+VAT	37*26,5 cm
Top 10 Right	1.300 €+VAT	1.200 €+VAT	1.100 €+VAT	18,5*26,5 cm
Top 10 Left	1.200 €+VAT	1.100 €+VAT	1.000 €+VAT	18,5*26,5 cm
Front cover	5.000 €+VAT	4.000 €+VAT	3.000 €+VAT	19,5*14,5cm
Inside Front Cover	2.000 €+VAT	1.500 €+VAT	1.000 €+VAT	21*29,7 cm
Back cover	3.000 €+VAT	2.500 €+VAT	2.000 €+VAT	21*29,7 cm
Inside Back Cover	1.500 €+VAT	1.250 €+VAT	1.000 €+VAT	21*29,7 cm





### www.hidrolikpnomatik.com Site Banner Sizes and Prices

Banner Area	Size	Price 1 month	Price 3 months	Price 6 months
Fixed Banner Above Logo	1270*200	1.250 Euro x1+18%VAT	1.000 Euro x3+18%VAT	750 Euro x6+18%VAT
Logo Six Fixed Banner	600*100	750 Euro x1+18%VAT	650 Euro x3+18%VAT	500 Euro x6+18%VAT
Vertical Fixed Banner (left of page)	190*500	1.000 Euro x1+18%VAT	750 Euro x3+18%VAT	500 Euro x6+18%VAT
Vertical Rotation Banner (left of page)	190*500	750 Euro x1+18%VAT	500 Euro x3+18%VAT	250 Euro x6+18%VAT
Square Fixed Banner (right of page)	300*250	750 Euro x1+18%VAT	500 Euro x3+18%VAT	250 Euro x6+18%VAT
Square Rotation Banner (right of page)	300*250	650 Euro x1+18%VAT	450 Euro x3+18%VAT	200 Euro x6+18%VAT
Ribbon Fixed Banner (On Main and Category Pages)	728*100	550 Euro x1+18%VAT	400 Euro x3+18%VAT	250 Euro x6+18%VAT
Ribbon Rotation banner (On Main and Category Pages)	728*100	450 Euro x1+18%VAT	350 Euro x3+18%VAT	200 Euro x6+18%VAT

### Social Media Banner Sharing Prices

Time	Sharing	Page	Page	Page	Page	Price
1 month	1 time per month	facebook	Linkedin	instagram	Twitter	600 Euro x1+18%VAT
3 months	2 time per month	Facebook	Linkedin	Instagran	Twitter	500 Euro x3+18%VAT
6 months	3 time per month	Facebook	Linkedin	Instagran	Twitter	300 Euro x6+18%VAT
12 months	4 time per month	Facebook	Linkedin	Instagran	Twitter	200 Euro x12+18%VAT

### E-Magazine Mass Mail Banner Sizes and Prices Sent to 30.000 Mail Data

Duration	Shipment	Size	Price
1 month	e-magazine	850*135 px	700 Euro x1+18%VAT
3 months	e-magazine	850*135 px	600 Euro x3+18%VAT
6 months	e-magazine	850*135 px	500 Euro x6+18%VAT
12 months	e-magazine	850*135 px	400 Euro x12+18%VAT

### E-Newsletter Mass Mail Banner Dimensions and Prices Sent to 30.000 Mail Data

Duration	Shipment	Size	Price
1 month	e-Newsletter	850*135 px	700 Euro x1+18%VAT
3 months	e-Newsletter	850*135 px	600 Euro x3+18%VAT
6 months	e-Newsletter	850*135 px	500 Euro x6+18%VAT
12 months	e-Newsletter	850*135 px	400 Euro x12+18%VAT

YÜKSEK PERFORMANSLI FİLTRELER

- EMİŞ FİLTRELERİ
- DÖNÜŞ FİLTRELERİ
- DÖNÜŞ / EMİŞ FİLTRELERİ
- HAT TİPİ FİLTRELERİ
- YÜKSEK BASINÇ FİLTRELERİ

MPALTRI

GERÇEKLEŞTİRMEK İÇİN TUTKU

12 EYLÜL 2021 \$ 8,404 € 9,948 ANA SAYFA HAKKIMIZDA KVKK ABONELİK FORMU İLETİŞİM

Hidrolik & Pnömatik Magazine

**Hidrolik&Pnömatik Dergisi**  
Akademi Güncel ve Teknik Teknoloji Dergisi

GÜNCEL HABERLER FIRMA ÜRÜN MAKALE FIRMA ÜRÜN VİDEOLARI RÖPORTAJ ETKİNLİKLER E-DEĞİRİ

Haberler | GÖRÜLME ADRESİ MADEN TÜRKİYE 2021 | METAL 2022 | Hidrolik & Pnömatik Dergisi

VALFLER VE HIDROLİK BİLEŞENLER

4 Soraklı Korik Makaralı Bulmantar KVS serisi

NSK

Hidrolik&Pnömatik Dergisi

Maden Sektörünün Buluşma Tarihi

9 - 12 Aralık 2021

IT Açık Üretim Platformuna (ZMP) Katılıyor

STÜCKEL 2019 Yılında Pazar Payını Tekrar Artırdı

MADEN SEKTÖRÜNÜN EN DOĞRU ADRESİ MADEN TÜRKİYE 2021

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

3-5 Mart 2022  
Istanbul Fuar Merkezi

alexpo

Tuncyu

Sponsorlar

CEP hydraulic

CKS

dph

GÜNCEL HABERLER

Annual Web Views:  
425.000 K

Annual Website Clicks:  
58.000 K

Monthly E-Newsletter Mailing:  
30.000 K

## e-Newsletter

Hidrolik&Pnömatik Haber Bülteni

EKİM 2021 Bülteni

**Hidrolik&Pnömatik**

Platformlarında Yer alın  
Yeni Müşterilere Ulaşın

Kirlenme İzleme Ürünleri

Hidrolik Motorlar İçin Valfler

IO-Link İşlevine Sahip Yeni Basınç Sensörü

Uçuz Üç Eksenli Titreşim Sensörleri

Master Fluid

## Our Social Media Accounts



Hidrolik&Pnömatik Magazine follows the social media channels of **12.359** professionals.

[www.facebook.com/HidrolikPnomatikDergisi](https://www.facebook.com/HidrolikPnomatikDergisi)  
[www.instagram.com/hidrolikpnomatikdersisi](https://www.instagram.com/hidrolikpnomatikdersisi)  
[www.linkedin.com/in/hidrolikpnomatikdersisi](https://www.linkedin.com/in/hidrolikpnomatikdersisi)  
[www.twitter.com/HidrolikMagazin](https://www.twitter.com/HidrolikMagazin)

## e-magazine Digital Publishing Platforms



Published on digital platforms, Hidrolik&Pnömatik e-magazine reached **142.326** followers as of the end of October 2021.



# Reach New Customers in 2022 with Hydraulic&Pneumatic Platforms



[www.hidrolikpnomatik.com](http://www.hidrolikpnomatik.com)

- Website
- Banner
- Social media
- Magazine



- e-Magazine
- Fairs
- Symposiums
- Conferences

[info@hidrolikpnomatik.com](mailto:info@hidrolikpnomatik.com)

T: +90 212 222 93 71 GSM: +90 554 498 18 78