

# ADVERTISING PORTFOLIO

Media Kit 2025



**ISPE**®

Germany | Austria |  
Switzerland Affiliate

# ABOUT ISPE DACH

ISPE DACH is the official Affiliate of the International Society for Pharmaceutical Engineering in Germany, Austria and Switzerland. We bring together professionals, companies, and decision-makers in the pharmaceutical industry to drive innovation, compliance, and quality in pharmaceutical engineering.

## MISSION

We promote knowledge sharing, regulatory alignment, and best practices in pharmaceutical engineering.

## REACH

Our network spans professionals from production, quality, validation, and engineering across the D/A/CH region.

## TARGET AUDIENCE

We address experts and leaders from pharma companies, suppliers, and authorities in GMP-regulated environments.

# NEWSLETTER INSIGHTS

The ISPE DACH newsletter is a monthly mailing that informs our community about current industry trends, upcoming events, and key activities in pharmaceutical engineering. Our newsletter is a direct channel to professionals and decision-makers in the pharmaceutical sector.

METRIC	VALUE
Frequency	Monthly (12 issues per year)
Subscribers	~8,600 professionals in the D/A/CH region
Average Open Rate	Approx. 35%
Click-through rate (CTR)	~82% (when including actionable links)

## BASIC PLACEMENT

Short Text incl. image and link, appears in mid to low section

**EUR 600-900\***

\*(depends on content type & placement size)

## PREMIUM PLACEMENT

Text incl. image and link, appears in the top section

**EUR 1'200 - 1'800\***

\*(depends on content type & placement size)

## BUNDLE DEAL

Book Newsletter, LinkedIn, Website Combo Package

Custom offer





Online-Version anzeigen



**ISPE**

Germany | Austria | Switzerland Affiliate

**Liebe ISPE Mitglieder,**

in den kommenden Monaten erwarten uns zahlreiche spannende Events im D/A/CH Bereich, die von unseren Communities of Practice (CoPs) organisiert wurden. Diese Veranstaltungen bieten hervorragende Gelegenheiten zum Netzwerken und zum Austausch von Fachwissen. Ob Workshops, Seminare oder Networking-Events – es ist für jeden etwas dabei.

Ein besonderes Highlight ist die ISPE Europe Annual Konferenz in London. Auch dieses Jahr sind wieder aktive ISPE D/A/CH Mitglieder im Programmkomitee vertreten und tragen zur Gestaltung eines spannenden und informativen Programms bei. Wir freuen uns darauf, viele von Ihnen dort zu sehen und gemeinsam interessante Diskussionen zu führen. Nutzen Sie diese Gelegenheit, um sich mit Kollegen aus ganz Europa zu vernetzen und neue Einblicke in die neuesten Entwicklungen unserer Branche zu gewinnen.

Wir freuen uns auch, Ihnen mitteilen zu können, dass wir einen neuen Mitgliederrekord in der D/A/CH Affiliate erreicht haben – mit insgesamt 1631 Mitgliedern! Dies ist ein großartiger Meilenstein und zeigt das wachsende Interesse und Engagement in unserer Gemeinschaft.



**Gunter Baumgartner**  
Vorstand ISPE D/A/CH  
SVP, Head Global Engineering  
Takeda Pharmaceuticals International AG



# LINKEDIN INSIGHTS

ISPE DACH uses LinkedIn to reach and engage professionals in pharmaceutical engineering across the DACH Region. Through consistent, topic-driven content, we offer advertisers targeted visibility within a niche, relevant pharmaceutical engineering community.

METRIC	VALUE
Followers	4'438 total (+7.6% last 30d)
Engagement	598 reactions   37 comments   20 shares   ER: ~2.2% (30d)
Impressions	29'691 (30d)
Posting Frequency	approx. 3-5 posts per week

## SINGLE SPONSORED POST

Branded post with visual + link

**EUR 700 - 1000\***

\*(depends on content type)

## POST SERIES (3X)

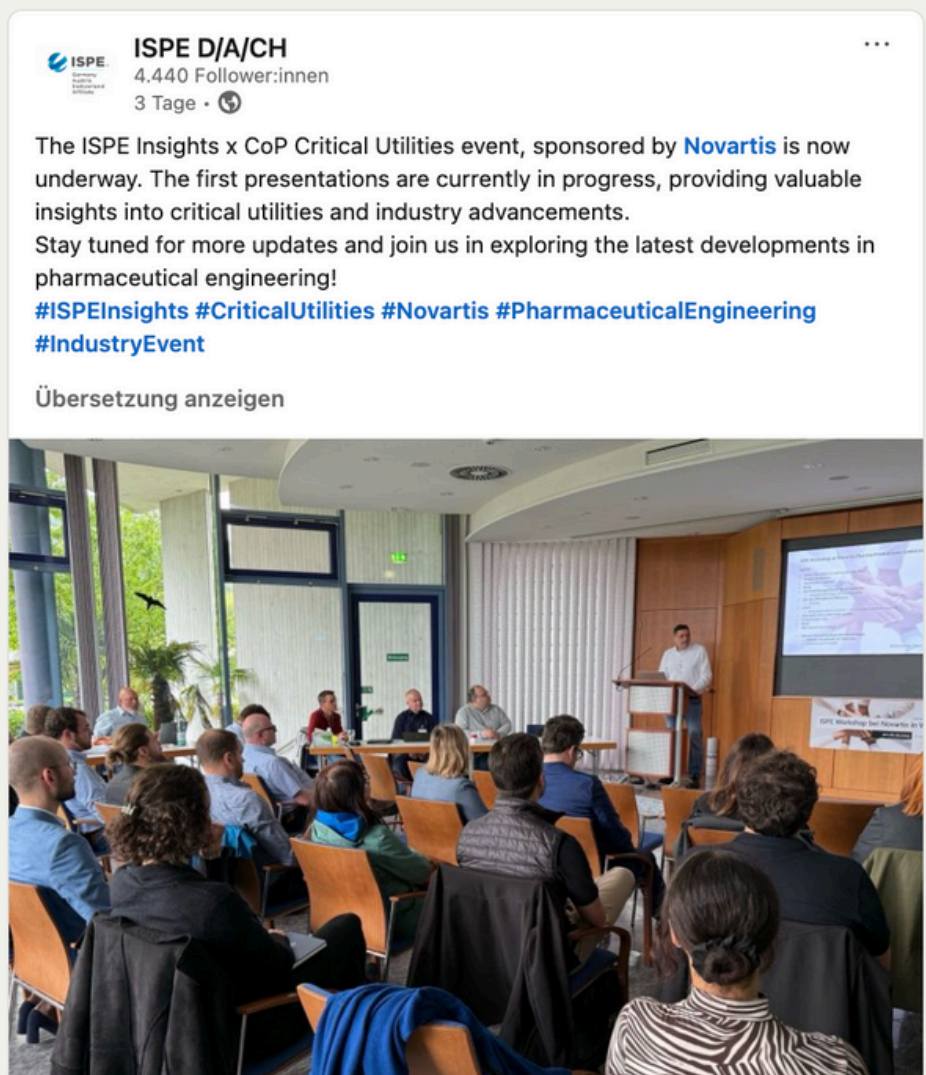
Branded post with visual + link and visibility across 3 weeks



**EUR 1'800 - 2'700\***

\*(depends on content type & placement size)


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Custom offer



 **ISPE D/A/CH**  
4,440 Follower:innen  
1 Woche • 

The **ISPE D/A/CH** Advisory Board held its first meeting of 2025, laying important groundwork for an exciting and successful year. We are proud to announce a record number of members and new initiatives aimed at further membership growth, high-quality workshops, and support for the European Competitiveness initiative. Stay tuned for more details and upcoming events!

 Learn more: <https://lnkd.in/dFW3b-2g>

[Übersetzung anzeigen](#)

Advisory Board 2025

## RECORD MEMBERSHIP ACHIEVED!

A STRONG SIGN OF OUR GROWING COMMUNITY'S IMPACT AND IMPORTANCE.

# WEBSITE INSIGHTS

The ISPE DACH website provides information about our events, expert groups, and ongoing initiatives. It serves as a central touchpoint for our members and industry professionals, and offers visibility opportunities for selected partners.

METRIC	VALUE
Monthly users	929 total   829 new users (30d)
average engagement time	1m 27s per user (30d)
Top countries	DE (273), CH (147), Austria (22) (30d)
Traffic sources	Direct (588), Paid Search (374), Organic Search (361) (30d)
Top pages (by views)	Homepage ISPE DACH (222), Event Pages (+300) (30d)

## WEBSITE BANNER

Static image/banner on Homepage

**EUR 500 - 700\***

\*(depends on content type)

## EVENT PAGE FEATURE

Static image/banner on a specific event page

**EUR 300 - 500\***

\*(depends on content type & placement size)

## BUNDLE DEAL

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Custom offer



# LET'S COLLABORATE!

Interested in Advertising with ISPE DACH? Let's connect!

**Linda Bärtschiger**

Corporate Communication Manager

**ISPE DACH Affiliate**

[partner@ispe-dach.org](mailto:partner@ispe-dach.org)

[www.ispe-dach.org](http://www.ispe-dach.org)



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