

"creative marketing communication"



dsyg

DOGA TRADE PUBLISHING GROUP



we speak your language

DSYG has been active for over 20 years in the publishing of sectoral periodicals, catalogues, corporate magazines and technical books and provides services in B2B communications.

Together with its sister company, Doğa Agency, which operates in the area of communications consultancy, advertising and promotion projects, it carries out work that proves that "B2B marketing communication services" constitute a field of expertise by itself.

As of 2006, the Doğa Trade Publishing Group has been offering its services on the basis of ISO 9001:2008 Quality Management System.

B2B Expertise Fields

- › Structures and Mechanical Installations
- › (HVAC; Heating, Cooling, Ventilation, Air Conditioning)
- › Energy and the Environment,
- › Services directed at Local Governments

Publications and Services

- › B2B periodicals
- › Digital media applications
- › Corporate publications
- › Technical books
- › E-bulletins
- › Webinar
- › PR services
- › International communications
- › Events



OUR PUBLICATIONS





TERMİNERMİNAMİK

Content

Technical articles, translations, sectoral news, interviews, views, research studies, opinion articles and serial articles on theories, approaches and implementations in the fields of mechanical installations and sanitary installations, heating, cooling, ventilation, air conditioning, heat and energy

Target audience

Engineers specializing in mechanical installation designing, consultancy and contracting companies, managers of technical maintenance and management at public and private sector industrial organizations and service buildings, technical managers and general managers of buildings of intensive public usage, such as hospitals, touristic establishments, administrative office buildings and shopping centers, mechanical engineers at construction and contracting companies, professional organizations and companies from the HVAC sector.

Publication's Start Date

September 1992

Period

Monthly (12 issues a year)

Circulation

6,000

MAGAZINE - WEBSITE - FLIPBOOK ARCHIVE - E-BULLETINE



www.termodinamik.info





tesisat market

Content

Market and product information in the fields of mechanical installations and sanitary installations, heating, cooling, ventilation, air conditioning, heat and energy, applications, interviews on sectoral companies' marketing visions and innovations.

Target audience

Technical managers of companies that are decision-makers in the purchase of mechanical installations, appliances and systems, purchasing officers, distributors, wholesalers, implementation companies providing sales and engineering services, contracting and service companies, companies from the HVAC sector.

Publication's Start Date

March 1996

Period

Bimonthly (12 issues a year)

Circulation

7.000

MAGAZINE - WEBSITE - FLIPBOOK ARCHIVE - E-BULLETINE



www.tesisatmarket.com





Content

Technical articles, interviews, product promotions, news on the implementation, assembly, operation, maintenance and servicing of appliances and systems available in the market in the fields of mechanical installations and sanitary installations, heating, cooling, air conditioning, heat and energy.

Target audience

Engineers, implementation companies, technicians, technical operators responsible for the implementation, assembly, operation, maintenance and servicing of appliances and systems available in the market in the fields of mechanical installations and sanitary installations, heating, cooling, air conditioning, heat and energy, service managers of HVAC companies, teachers of vocational academies and high schools.

Publication's Start Date

February 2007

Period

Bimonthly (6 issues a year)

Circulation

5.000

MAGAZINE - WEBSITE - FLIPBOOK ARCHIVE - E-BULLETINE



www.iskteknik.com.tr





yenienerji

Content

Introductory articles, technical articles, interview and news on technology and systems, legislation, investments, domestic and international activities, innovations in the field of renewable energies, product groups such as solar collectors and batteries, wind turbines and equipment, geothermal energy systems, hydroelectric power plants, heat pumps and hybrid systems.

Target audience

Industrial companies, construction and contracting groups, real estate investment trusts, organized industrial zones, power plant investors and operators, companies producing and selling electricity, local governments, companies related to energy financing and logistics that can make use of renewable energy technologies, the relevant ministries and department heads, research companies, producers, representatives, consultants, sales and implementation companies interested in renewable energy technologies,

Publication's Start Date

December 2007

Period

Bimonthly (6 issues a year)

Circulation

4.000

MAGAZINE - WEBSITE - FLIPBOOK ARCHIVE - E-BULLETINE



www.yenienerji.com





Belediye

Content

News, research articles and interviews concerning services offered and received by municipalities in the fields of public works, health, transportation, information systems, environment and waste management, traffic, hygiene, security, education, etc., introductory articles to appliances, systems and Technologies.

Target audience

Municipalities, managers of departments related to public works, health, transportation, information systems, environment and waste management, traffic, hygiene, security, education, etc. at municipal associations and Municipal Economic Enterprises (BİT), purchasing departments, mayors, commercial companies operating in B2Gs.

Publication's Start Date

January 2006

Period

Bimonthly (6 issues a year)

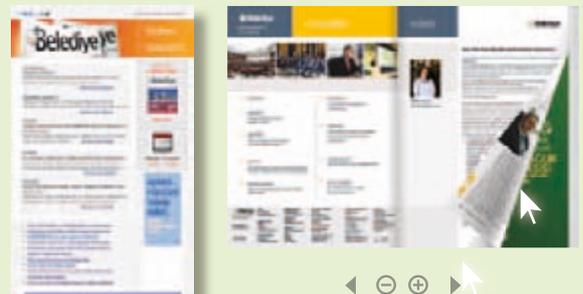
Circulation

4.000

MAGAZINE - WEBSITE - FLIPBOOK ARCHIVE - E-BULLETINE



www.ebelediye.info





hvac & r Turkey Турция

Content

Sectoral inventory, research studies, news and interviews aiming to promote Turkey's heating, cooling, ventilation and air conditioning sector (HVAC) abroad.

Target audience

Foreign buyers of HVAC products and services; mechanical project officers at investment, construction and contracting companies, design, consultancy, sales and implementation companies.

Publication's Start Date

March 2003

Period

Yearly (One issue a year)

Circulation

4.000

MAGAZINE - WEBSITE - FLIPBOOK ARCHIVE - E-BULLETINE



www.hvac-turkey.com





www.iskrehberi.com
www.hvacrguide.com



ISK REHBERİ | HVACR GUIDE

OnLine Guide for Turkey's HVAC Sector

The most comprehensive online guide listing HVAC companies operating in Turkey on the basis of search criteria such as company name, product group and product brand.

The website contains also information on professional organizations and utility companies operating in Turkey's HVAC sector.





E-Bulletins

News bulletins

Three separate online news bulletins aiming to bring together and present a most comprehensive overview of sectoral news;

- › HVAC News: Heating, cooling, ventilation, air conditioning, mechanical installations
- › New Energy News: Renewable energies
- › E-Municipality News: product and service providing groups oriented at local governments and local government services

Product bulletins

Three separate online product bulletins that showcase product and technology innovations in sectors where services are provided;

- › HVAC Showcase
- › New Energy Showcase
- › E-Municipality Showcase.

Special purpose bulletins

The e-bulletins in this category are specially prepared to present clients' announcements or promotional messages.



E-Commerce

www.dsygkitabevi.com

www.dsygkitapevi.com, the e-commerce website where books and periodicals published by DSYG or other publishing houses and software relevant to the sectors where services are provided are sold online, announces new publications, products and special offers via e-bulletins.

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KITABEVI





OUR SERVICES





E-Mail Marketing

The use of e-mails as marketing instruments is possible through a project that guarantees its efficient service to a marketing strategy through its initial measurability. In other words, the delivery of "any page" to "anybody" via e-mail is not e-mail marketing.

Important Headlines for a Successful E-Mail Marketing Project;

- › Correct timing, correct target selection,
- › Content and form prepared taking into consideration the marketing aim and the characteristics of the medium,
- › Measurability of all details and professional reporting,
- › Suitability to permitted marketing rules.

Our E-Mail Marketing Services:

- › Delivery to our E-mail Database in line with "E-mail Marketing" rules and aims and reporting
- › Delivery to E-mail addresses selected in line with the target audience from the DSYG Database and reporting,
- › Production of professional content,
- › E-mail / E-Bulletin design.

Digital Media and Digital Advertising Services

Each medium creates its own design code, viewing habits and expectations. Advertisements too have been recreated for the digital world. A design created for the printed medium does not become a digital advertisement when it is "copied" into a digital medium. Digital advertisements are created via a digital advertising vision.

DSYG + Doğa Agency are equipped with the necessary creative and technical team to achieve successful communications via digital advertising and they are experts in digital and conventional communications strategies.

Our Digital Advertising Services

- › Digital periodical and catalogue ads
- › Pop-up and banner ads
- › Video and animation applications
- › PodCast
- › Web site and e-commerce website applications
- › Social media applications
- › Mobile applications
- › E-Bulletins





Webinars - Web Seminars

Web Seminars and Web Conferences are web-based activities that are organized online and which can include interactive participation. Webinars may be used for a product launch, an educational seminar, or a forum on a particular subject.

Advantages

- › A virtual seminar hall minimizes conventional meeting expenses.
- › It facilitates participation thanks to its independence from any particular venue and therefore increases the number of participants.
- › The list of participants at the seminar constitutes a database for future seminars.
- › The seminar can be recorded and can later be viewed online as a "Podcast".
- › Webinars can be organized simultaneously to seminars and other activities taking place in a particular venue, to increase participation.
- › During presentations questions by participants can be seen on the speaker's screen and the presentation can continue in an interactive way that provides answers to those questions. The benefit to be expected from the activity will thus be maximized.

Our Webinar Services

- › Hiring of a virtual hall and technical support
- › Use of the DSYG database and of digital media to announce the seminar
- › Use of the client's database to announce the seminar
- › Reporting on registrations/participation
- › PodCast recording of the seminar
- › Podcast hosting or publication via the DSYG digital video portal





Corporate Publications

The preparation, production and publication of periodical, non-periodical, printed or online corporate publications for companies or non-profit professional organizations, non-governmental organizations and institutions is carried out by DSYG's expert team.

Our services for Corporate Publications:

- › Corporate publication concept development
- › Corporate publication design and preparation
- › Content production
- › Offset printing of printed corporate publications
- › Online management of digital corporate publications
- › Delivery to a company's and/or to the DSYG data base

Technical books

Our company takes on the preparation, production and publishing of books prepared by companies or non-profit professional organizations, non-governmental organizations and institutions.

Our Preparation and Publishing Services for Technical Books:

- › Preparation for design and publication
- › Editing and editorial services
- › Offset printing of printed technical books
- › Online management of digital technical books
- › Delivery to a company's and/or to the DSYG data base



Content Production and Presentation

Continuity is a factor that strengthens communications. The leading factors that create brand value include the continuity of corporate messages and their correct design. To achieve this, the content of corporate publications, e-bulletins, press bulletins, websites and social media pages needs to be prepared by communications professionals who have deep knowledge of the product's or service's target audience.

Your strongest marketing communication team consists of DSYG's communication experts and editor.

Our Content Production and Presentation Services

- › Production and delivery of press bulletins
- › Preparation and delivery of E-Bulletins
- › Content production for websites
- › Content production for social media pages
- › Preparation of text for leaflets promoting companies and products
- › Presentation preparation
- › Content production for promotional videos
- › Preparation for corporate publications



Client Satisfaction and its Measurement, Survey Implementations

Marketing measures, assesses and develops all criteria that may affect success. It needs to obtain objective data for the analyzes that need to be carried out. Surveys constitute one of the ways to obtain this data. Surveys that consist of questions that are in line with the objective, are clear and correctly arranged are applied to the correct target audience by independent organizations and reported on.

Our Services for Client Satisfaction and its Measurement and Survey Implementations

- › E-survey applications on a database provided by a client and/or to selected persons from the DSYG database
- › Preparation of questions that suit the purpose
- › Participation via PC, Smartphone, tablet PCs
- › Detailed and professional reporting

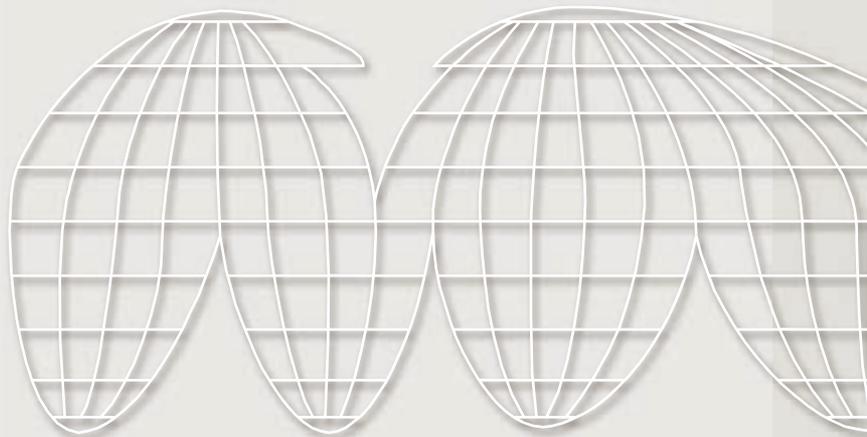


International Communications

Direct export is closely connected to recognition in international markets and the ability to create brand value. To achieve these, it is necessary to select foreign media effectively, to prepare a media plan and top prepare and present content that is in line with the aim and in the language that is most suitable. DSYG has deep knowledge of and follows-up the international media and communications organs in the sectors it is active.

Our International Communication Services

- › Design of messages that are suitable to foreign markets
- › Choice of foreign media
- › Translation into the necessary languages
- › Delivery of the message to foreign media
- › Follow-up and reporting





Events

The planning and implementation of activities that are appropriate in terms of a company's marketing objectives achieves successful results if organized by communication experts that follow-up closely the sector's structure, expectations and agenda. In the sectors where it provides services, DSYG researches, recommends and implements themes and formats that are in line with the objective of the event.

Our Event Services

- › Concept development for events
- › Process management for events
- › Design and preparation of announcements
- › Delivery and feedback reporting
- › Satisfaction measurement following events



Effective Promotional Projects and Distribution

The planning, implementation and distribution of gifts and promotional activities that are in line with a company's marketing objectives and client profiles should be carried out by teams who have knowledge about your target audience. DSYG follows up work conducted in this area, its perceptual projection and innovations in the field and presents you with solutions that suit your objectives.

Our Efficient Promotional Service

- › Development of promotional concepts
- › Design and preparation of promotional products
- › Selection of the target audience from the DSYG database and delivery of the promotional product
- › Delivery of the promotional product via DSYG periodicals







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