

ADVERTISING WITH A VISION **FOUNDRY**

PRINT | ONLINE | EVENTS

WHERE IT'S ALL ABOUT CASTING



Your first choice for
**GIFA + NEWCAST
2027**

MEDIA KIT
2027

DVS MEDIA

DECISION MAKERS READ THE MARKET LEADERS

Expertise, know-how and long-term vision
for effective advertising

90%

of readers & users
consider the market
leaders to be helpful
in their careers!



*Source: Reader Survey 2021

**Analysis as of 30 June 2025

44,381

User/Month**

73,09%

Opening Rate**

1,343

Subscribers**

3,090

Follower**



Automatisierung
in der Eiserei

CAEF - Chinesische
Präsidentin

KI macht's
voll ausschlaggebend

Entdecken Sie die
simulationsgetriebene
Formgebung

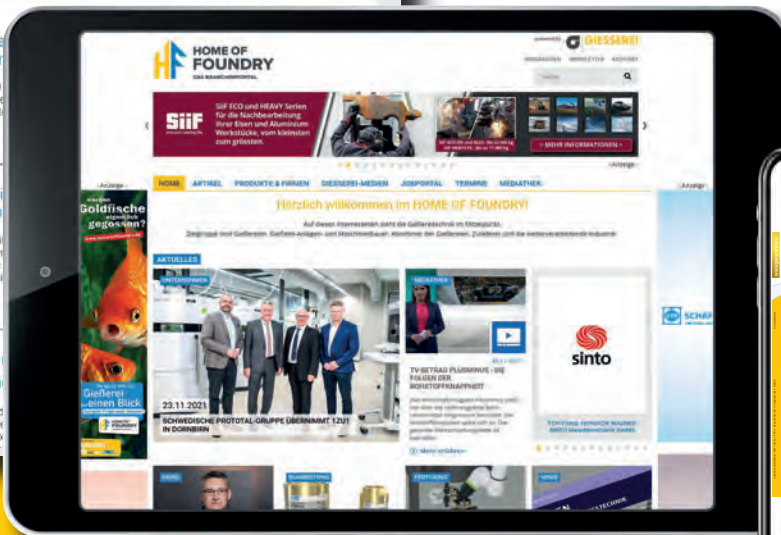


Table of Contents

GIESSEREI	
Contact	5
Profile	6
Dates & Editorial Programme	10
Rate Card	12
Circulation and Distribution Analysis	15
Readership Analysis	16

CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T)	
Profile	21
Dates & Editorial Programme	26
Rate Card	27
Circulation and Distribution Analysis	30
Readership Analysis	31
Suppliers Guide - KEY TO CASTING	34

Others	
Formats and Technical Details	35
Bound-in Inserts	37
Loose Inserts, Stick-on Advertising Material	38
Special Advertising Formats	39
Calendar 2028	41
GIESSEREI YEARBOOK 2028	42
Offprints	44
E-Paper Advertising	46
The Website GIESSEREI	47
Events	62

HOME OF FOUNDRY	
HOME OF FOUNDRY	49
Advertise Opportunities	52
Our Individual Services	53
Advertorial / Whitepaper	55
Our Newsletter	57
JobPortal	60

Advertising rates: All prices are in EURO and do not include the currently valid VAT rate.

Your contacts at the publisher

Advertising Manager

Markus Winterhalter

☎ +49 211 1591-142

☎ +49 211 1591-150

✉ markus.winterhalter@dvs-media.info

Media Assistance

Britta Wingartz

☎ +49 211 1591-155

☎ +49 211 1591-150

✉ britta.wingartz@dvs-media.info

Alexandra Seewald-Sander

☎ +49 211 1591-225

☎ +49 211 1591-150

✉ alexandra.seewald-sander@dvs-media.info

Editor

Martin Vogt

Hansaallee 203

40549 Düsseldorf

☎ +49 211 6871-107

☎ +49 211 6871-365

✉ redaktion@bdguss.de

Publisher

DVS Media GmbH

Aachener Straße 172

40223 Düsseldorf

☎ +49 211 1591-0

☎ +49 211 1591-150

🌐 www.dvs-media.eu

✉ media@dvs-media.info

Bank Details

Commerzbank AG, Düsseldorf

IBAN: DE91 3008 0000 0212 6151 00

SWIFT-Code: DRESDEFF

Deutsche Bank AG, Düsseldorf

IBAN: DE04 3007 0010 0155 7008 00

SWIFT-Code: DEUTDEDD

Terms of Payment:

Payment within 14 days with 2 % discount, net within 30 days after invoicing.

Media Sales & Representations

Media Sales

UK & Irland

Samira El Allaoui

☎ +49 211 1591-306

+49 176 45709126

✉ samira.elallaoui@dvs-media.info

Henning Schneider

☎ +49 211 1591-223

☎ +49 211 1591-150

✉ henning.schneider@dvs-media.info

Thomas Stölzner

☎ +49 211 1591-249

☎ +49 211 1591-150

✉ thomas.stoelzner@dvs-media.info

Claudia Wolff

☎ +49 211 1591-224

☎ +49 211 1591-150

✉ claudia.wolff@dvs-media.info

Representations

Switzerland

Rico Dormann

Media Consultat Marketing

Moosstr. 7

CH-8803 Rüschlikon

☎ +41 44 72 08 550

☎ +41 44 72 11 474

✉ dormann@rdormann.ch

Market Leader for Industry and Research

GIESSEREI is the leading German-language trade journal for technology, innovation and management in the foundry industry.

The target groups are foundries (iron, steel and malleable foundries, non-ferrous metal foundries and die casting foundries), foundry plant and mechanical engineers, foundry customers, suppliers and the processing industry.

Contents:

■ Technology-, Strategy- and Management Trends | ■ Profiles of the Industry Players | ■ Comments | ■ Interviews | ■ In-depth Technical Reports | ■ Scientific Background | ■ Patent Reports | ■ Information from Associations and Politics

The **GIESSEREI SPECIAL** - research and innovation - is published twice a year as a main topic in the **GIESSEREI** magazine. In it, **GIESSEREI** readers and the scientific community are presented with future-oriented research and development topics from the existing research network in foundry technology prominently presented in the media.

98 % of our readers read all editions of **GIESSEREI**.

Our readers attest the traditional magazine **GIESSEREI** a high professional utility value, 70 % of the readers are TOP decision-makers in the industry.



Print run:	1,821
Sold Circulation:	936
(Yearly average July 2024 – June 2025)	
Distributed Circulation:	1,494

- 1 **Title:** GIESSEREI
- 2 **Brief Description:** Leading trade journal for the foundry industry in German-speaking countries. Main topics are technology, innovation and management with a target group-specific business section and patent report.
- 3 **Target Group:** Foundries (iron, steel and malleable foundries, non-ferrous metal foundries, die casting foundries), foundry plant and machine builders, foundry customers, suppliers and the processing industry.
- 4 **Frequency:** monthly
- 5 **Format:** DIN A4
- 6 **Volume:** 114th Volume
- 7 **Print Run:** Print Run 1,821 copies.
Sold Circulation: 936 copies.
- 8 **Organ:** German Foundry Association (BDG)
- 9 **Membership / Participation:** IVW, Verband Deutscher Zeitschriftenverleger e.V.
Media database of the German Trade Press



- 10 **Publishing House:** DVS Media GmbH
Postfach 10 19 65, 40010 Düsseldorf, Germany
Aachener Straße 172, 40223 Düsseldorf, Germany
☎ +49 211 1591-0
☎ +49 211 1591-150
🌐 www.dvs-media.eu
✉ media@dvs-media.info
- 11 **Publisher:** German Foundry Association (BDG)
- 12 **Advertising:** Markus Winterhalter
☎ +49 211 1591-142
✉ markus.winterhalter@dvs-media.info
- 13 **Editor:** Martin Vogt, Chief Editor
☎ +49 211 6871 - 107
✉ martin.vogt@bdguss.de



Profile

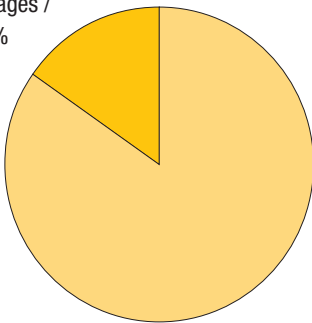
Scope Analysis



14 **Scope Analysis:** 2025 = 12 Issues
Total Volume: 992 Pages = 100%

Advertisements

163 Pages /
16.4 %

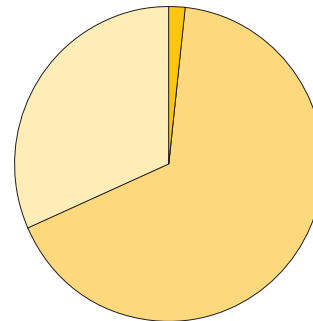


Editorial Part

829 Pages /
84.6 %

Publisher's Advertisements

61 Pages / 37.5 %



Job and Classified Advertisements

3 Pages / 1.8 %

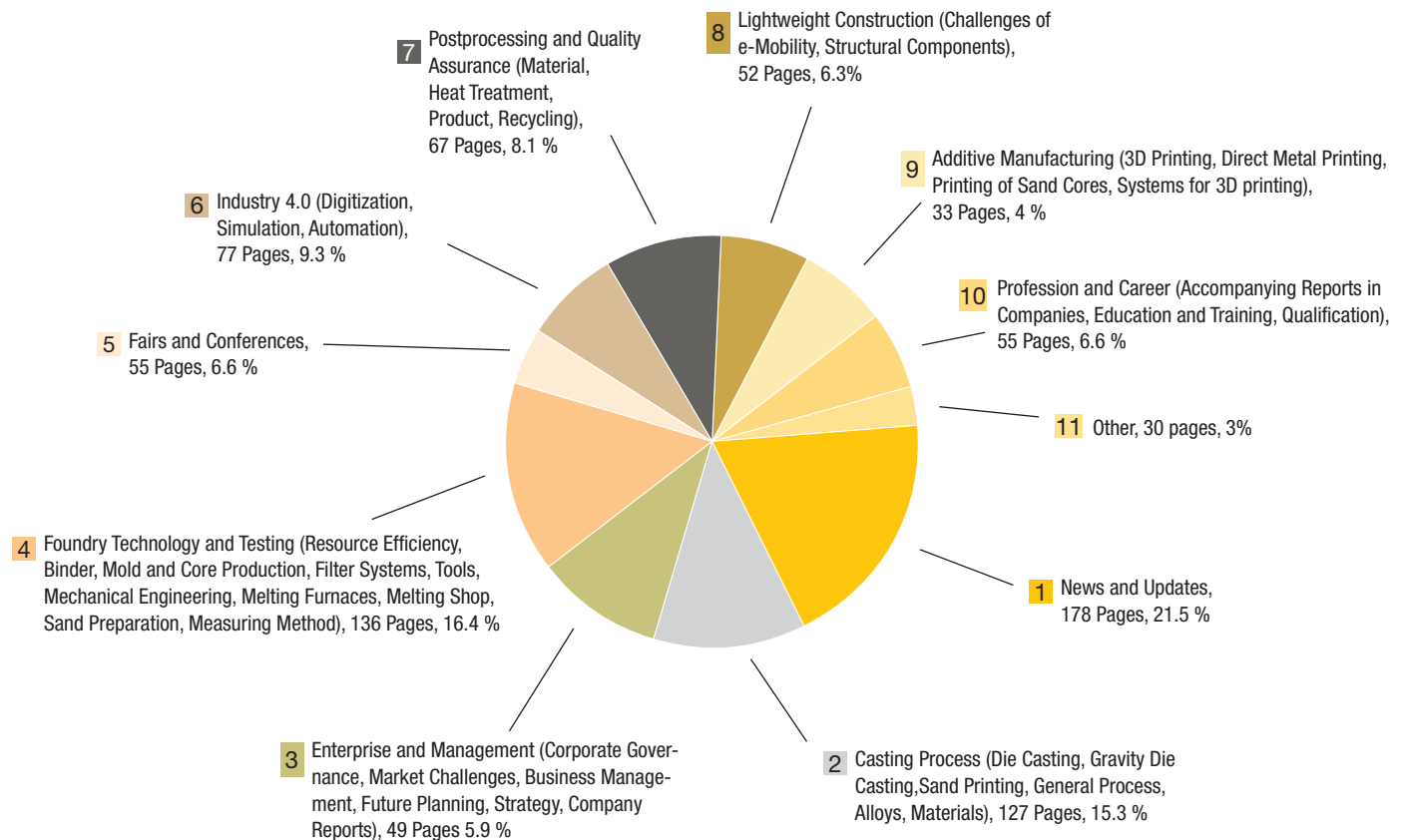
Advertisements

99 Pages / 60.7 %



Profile

Scope Analysis



Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs Conferences Events
1	Ad Closing Date:: 15.12.2026 Printing Material: 19.12.2026 Publication Date: 05.01.2027	Die Casting and Die Casting Systems Aluminium & Light Metal Environmental protection	Industrial Spring, Kielce/Poland Metef, Bologna/Italy 09.02. - 12.02.2027 03.03. - 05.03.2027
2	Ad Closing Date: 18.01.2027 Printing Material: 22.01.2027 Publication Date: 02.02.2027	Mold and Core Making Sand Preparation and Regeneration Blasting and Cleaning Surface Treatment Additive Manufacturing	Formstoff-Forum AM Forum, Berlin/Germany GrindTec, Leipzig/Germany 02.03. - 03.03.2027 02.03. - 05.03.2027
3	Ad Closing Date: 09.02.2027 Printing Material: 12.02.2027 Publication Date: 02.03.2027	GIFA & NEWCAST Preview Automation & Industry 4.0 Digitalization & AI Simulation of Casting Quality	  Hannover Messe, Hanover/Germany Aachener Gießerei-Kolloquium, Aachen/Germany 05.04. - 09.04.2027 07.04. - 08.04.2027
4	Ad Closing Date: 15.03.2027 Printing Material: 19.03.2027 Publication Date: 06.04.2027	GIFA & NEWCAST Preview Melting Technology Die Casting Material Testing/Quality Assurance	  Druckgusstag 2027, Stuttgart/Germany 69. Österreichische Gießereitagung, Leoben, Austria 38. Control, Stuttgart/Germany 20.04. - 21.04.2027 22.04. - 23.04.2027 11.05. - 14.05.2027
5	Ad Closing Date: 12.04.2027 Printing Material: 16.04.2027 Publication Date: 04.05.2027	GIFA & NEWCAST Preview Recycling Technologies & Raw Material Supply Iron, Steel, and Molded Cast Iron	  Moulding Expo, Stuttgart/Germany 11.05. - 12.05.2027
6	Ad Closing Date: 18.05.2027 Printing Material: 22.05.2027 Publication Date: 08.06.2027	GIFA & NEWCAST Fair Issue	  GIFA & NEWCAST, Dusseldorf/Germany Deutscher Gießereitag, Dusseldorf/Germany 09.06. - 11.06.2027
7/8	Ad Closing Date: 28.06.2027 Printing Material: 02.07.2027 Publication Date: 27.07.2027	Special: STATISTICS - The Industry in Figures GIFA & NEWCAST Report	AMB - Internationale Ausstellung für Metallbearbeitung, Stuttgart/Germany 15.09. - 19.09.2027

Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs Conferences Events
9	Ad Closing Date: 23.08.2027 Printing Material: 27.08.2027 Publication Date: 07.09.2027	Aluminum & Light Metals Alloy Development Refractories Measurement Systems/Technology	67. IFC, Portoroz/Slovenia International Colloquium on Refractories (ICR), Aachen/Germany UNITECR, Osaka/Japan 15.09. - 17.09.2027 22.09. - 23.09.2027 07.11. - 10.11.2027
10	Ad Closing Date: 20.09.2027 Printing Material: 24.09.2027 Publication Date: 05.10.2027	Melting Technology Energy Efficiency Additive Manufacturing	formnext Formnext, Frankfurt/Germany 26.10. - 29.10.2027
11	Ad Closing Date: 18.10.2027 Printing Material: 22.10.2027 Publication Date: 02.11.2027	Blasting and Cleaning Material Handling Processing Technology Precision Casting Model and Mold Making Research & Innovation	
12	Ad Closing Date: 22.11.2027 Printing Material: 26.11.2027 Publication Date: 07.12.2027	EUROGUSS Fair Issue Foundry Equipment and Facilities Engineering	 EUROGUSS
2028			
1	Ad Closing Date: 13.12.2027 Printing Material: 17.12.2027 Publication Date: 04.01.2028	EUROGUSS Fair Issue Die Casting & Die Casting Equipment Aluminum & Light Metals	 EUROGUSS

including **YEARLY
CALENDAR 2028**

The editors reserve the right to change topics for reasons of actuality.

Rate Card No. 50

valid since January 1, 2025



Format	Type Area wide x high in mm	Bleed wide x high in mm*	Black/White	4-colours
Front Cover	186 x 186	-	-	4,420
2./3./4. Cover Page	174 x 260	210 x 297	2,898	3,795
Inside cover page at the beginning of a SPECIAL or - main topic, 1/1 Page		210 x 164	-	3,447
2/1 Page	174 x 260	430 x 303	4,468	5,365
1/1 Page	174 x 260	210 x 297	2,237	3,134
3/4 Page, horizontal	174 x 195	210 x 210	1,733	2,630
3/4 Page, vertical	130 x 260	145 x 297		
2/3 Page, horizontal	174 x 172	210 x 191	1,539	2,436
2/3 Page, vertical	114 x 260	130 x 297		
Juniorpage	128 x 174	145 x 210	1,176	2,073
1/2 Page, horizontal	174 x 128	210 x 145	1,176	2,073
1/2 Page, vertical	85 x 260	102 x 297		
1/3 Page, horizontal	174 x 85	210 x 100	798	1,695
1/3 Page, vertical	54 x 260	72 x 297		
1/4 Page, horizontal	174 x 62	210 x 80	615	1,512
1/4 Page, vertical	40 x 260	57 x 297		
1/4 Page, post card	85 x 128	102 x 145		
1/6 Page, horizontal	174 x 42	210 x 62		
1/6 Page, vertical	56 x 128	71 x 145	425	1,322
1/8 Page, horizontal	174 x 30	210 x 50	345	1,242
1/8 Page	85 x 62	102 x 80		
1/8 Page, vertical	40 x 128	55 x 145		
1/16 Page	85 x 30	102 x 45	195	1,092
Handhold		95 x 80		800
Post-it (incl. Company Logo)		58 x 58		800

Colour surcharges will not be discounted:

Each standard colour	299 €
Each special colour	735 €

Placement surcharges on b/w price (not discountable):

1. right side	20 %
other binding placements	10 %

Discounts: For a booking period of one year

<u>Series Discounts</u> 3 – 5 advertisements	5 %
6 – 11 advertisements	10 %
12 – 23 advertisements	15 %
24 and more advertisements	20 %

<u>Quantity Discounts</u>	2 Pages	5 %
	3 – 5 Pages	10 %
	6 – 9 Pages	15 %
	10 – 12 Pages	20 %
	from 13 Pages	25 %

* plus 3 mm bleed difference round

Rate Card No. 50

valid since January 1, 2025



2 Surcharge	each standard colour	299 €	Loose Inserts:	Weight up to 25 g, max size 205 x 295 x 2 mm	
Colours:	4-colour advertisement (European scale)	897 €		in the domestic circulation	2,882 €
	Colour surcharges will not be discounted.			in the total circulation including abroad	Price on request
	Each special colour	735 €		3 samples requested from the publisher	
	Metal and fluorescent colours on request		Stick-on	on request	
Format:	There is no trimming surcharge for advertisements larger than print area.				
3 Surcharge	20% Surcharge for 1st right side, opposite start and end		6 Advertorial:	The optimal supplement to your classic advertising with an editorial-like background.	
Positions:	of text on the b/w basic price (not discountable), 10% Surcharge for other binding placements with the corresponding b/w-format price (not discountable).			You provide text/picture material, we layout adapted to the magazine design:	
Discounts:	No discount on colour surcharges, additional technical effort charged and situations vacant.			2/1 Pages, 4c	
	Combinations: 3 % for simultaneous placement in CP+T and "GIESSEREI" of at least 3 advertisements within one year.			(10,000 characters including spaces)	5,365 €
4 Sections:	Job offers and job applications, see page 16			1/1 Page, 4c	
5 Special Forms of Advertisement:	Bound-in Inserts			(5,000 characters including spaces)	3,134 €
	Discountable, 1 Bound-in Insert = 1/1 page ad			1/2 Page horizontal, 4c	
	Weight up to 11g/sheet.		7 Terms of Payment:	(2,000 characters including spaces)	2,073 €
	Minimum size untrimmed (also folded)			2 % discount on payments within 14 days	
	216 x 307 mm. Allowance for trim: On top and at the bottom of the page 5 mm each, outside and inside 3 mm each for binding.			and net price for payments within 30 days from the date of the invoice.	
	Only whole circulation.				
	1 Blatt = 2 Pagen 2,915 €				
	2 Blatt = 4 Pagen 5,775 €				

Supplement to Advertising Rate Card No. 50

valid since January 1, 2025



JOB MARKET

Advertisement formats and prices for the job market (prices in Euro, surcharges not discountable)

Colour Surcharges
per standard colour: 299 €
colour surcharge 897 €
per special colour: 735 €

Box Number Fee:
Domestic: 7 €
Abroad: 10 €

Format	Width x Height in mm	Job offer Print only (b/w)	Job offer Print (b/w) + Internet	Job offer Internet only, Duration 1 month
1/1 Page	174 x 260	1,754	2,054	567
3/4 Page	130 x 260 174 x 195	1,329	1,629	567
2/3 Page	174 x 172 horizontal 114 x 260 vertical	1,181	1,481	567
1/2 Page	174 x 128 horizontal 85 x 260 vertical	893	1,193	567
1/3 Page	174 x 85 horizontal 54 x 260 vertical	599	899	567
1/4 Page	85 x 128 174 x 62 horizontal 40 x 260 vertical	447	747	567
1/8 Page	85 x 62 horizontal	349	649	567
1/16 Page	85 x 30 horizontal	325	625	567

Job Applications (Minimum Size 1/16 Page b/w) incl. Box Number Fee and Internet				
Format	Width x Height in mm	only Print (b/w)	Print (b/w) + Internet	only Internet
1/16 Page	85 x 30 horizontal	95	inclusive	not possible
1/8 Page	85 x 62 horizontal	136	inclusive	not possible
1/4 Page	40 x 260 vertical 174 x 62 horizontal	181	inclusive	not possible

Circulation and Distribution Analysis

1. Audited by:



2. Distribution:

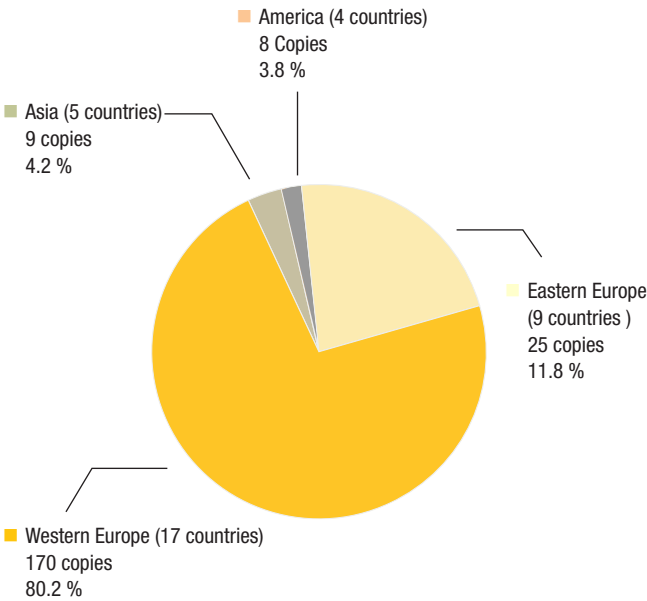
Copies per issue, annual average
(July 1, 2024 to June 30, 2025)

Print run	1,821	
Actual circulation:	1,494	thereof outside Germany 212
Sold circulation:	936	thereof outside Germany 148
Subscribed circulation:	623	
Single copies sold	0	
Other paid circulation	312	thereof outside Germany 26
Free copies	559	thereof outside Germany 64
Remaining, voucher and archive copies	374	

3. Geographical Distribution Analysis:

		Percentage of actual circulation	
Economic region	%	Copies	
Germany	86	1,282	
Outside Germany	14	212	
Actual circulation	100	1,494	

3.1 Breakdown of foreign distribution



Readership Analysis

Reader survey GIESSEREI-MEDIEN

Method:

1. Online survey of GIESSEREI customers by email
2. On-site survey via the website www.giesserei.eu
3. Via the magazine itself (via the printed short URL)

Target group: subscribers and readers of GIESSEREI magazine as well as visitors to www.giesserei.eu

Sample: 34 participants through the website, 39 participants through the magazine, 41 participants / customers contacted by email

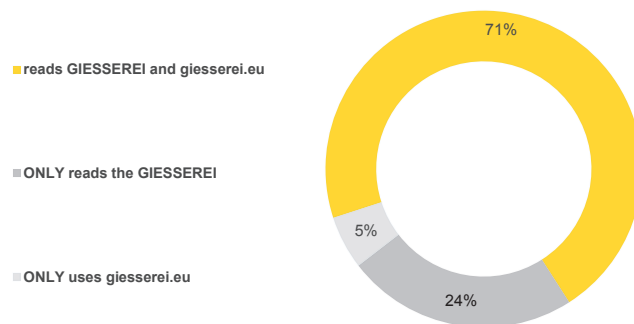
Study period: April 29, 2021 - July 15, 2021

Execution:

SKOPOS Institut für Markt- und Kommunikationsforschung GmbH & Co. KG

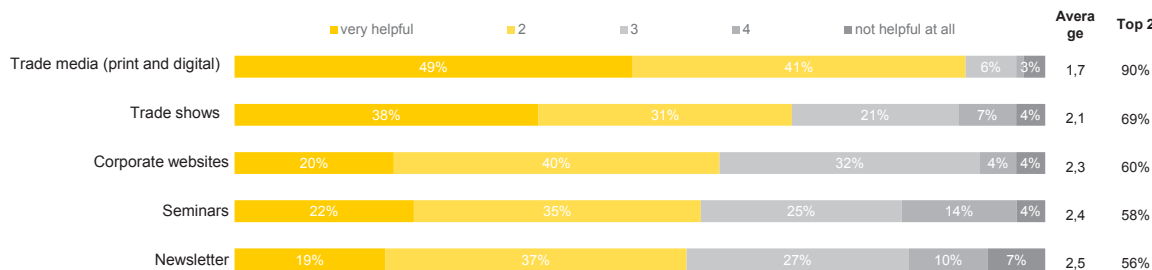
Reading behavior

More than two thirds of those surveyed read both the print and the online edition. Almost a quarter of those surveyed only read the print edition.



Information channels

Specialized media are particularly helpful in everyday professional life. Trade fairs and company websites follow at a distance. Seminars and newsletters are helpful for about half



Overall Satisfaction

The GIESSEREI is rated very positively overall. 85% of the participants are satisfied with the magazine, around a third are even very satisfied. Almost all respondents like the appearance at least well.

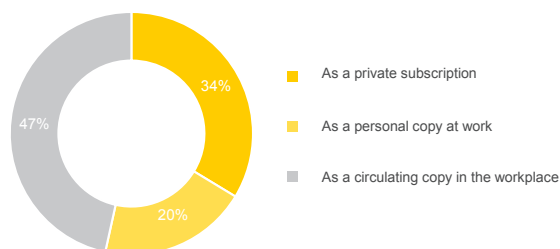
With GIESSEREI magazine, I am ...



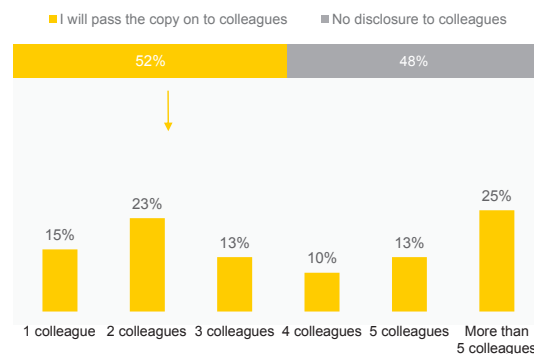
Receipt / circulation of the magazine

A third of the readers receive the GIESSEREI as a private subscription, all others either as a personal copy or a copy in circulation at work. It is passed on to colleagues in approx. 50% of the cases, mostly to several.

Circulating copy vs. personal copy

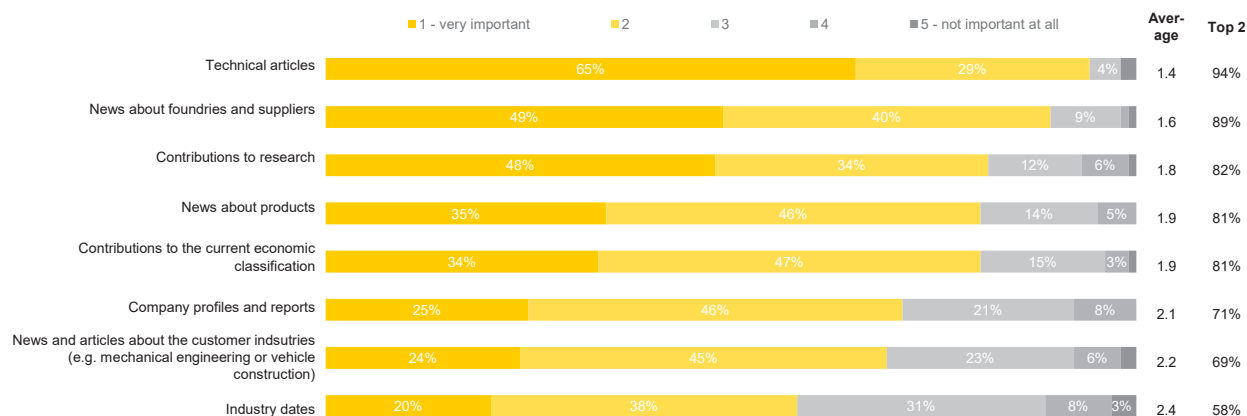


Passing on to colleagues

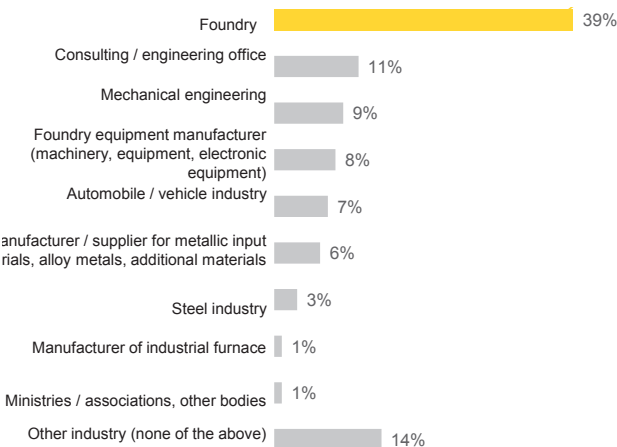


Importance of subject areas

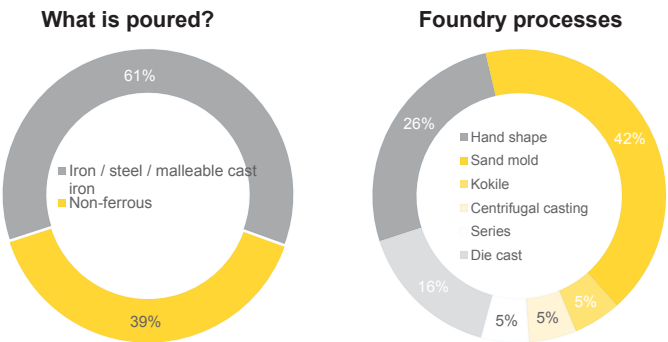
Technical articles are indispensable for GIESSEREI readers. News about foundries and suppliers as well as articles on research topics are also very relevant.



Industry affiliation



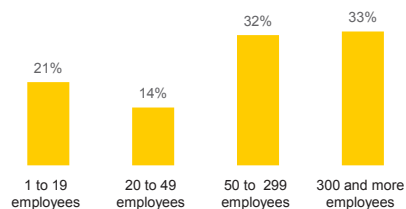
Foundry process of the respondents



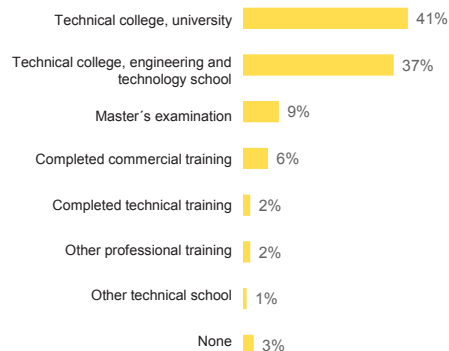
Readership Analysis

Number of employees and qualifications

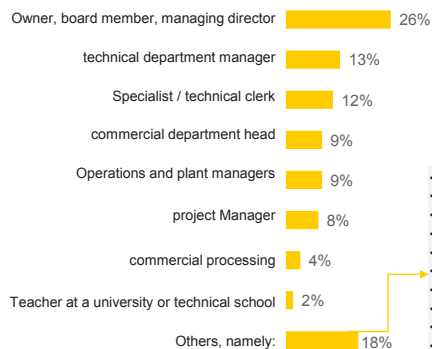
Number of employees in the company



Vocational training

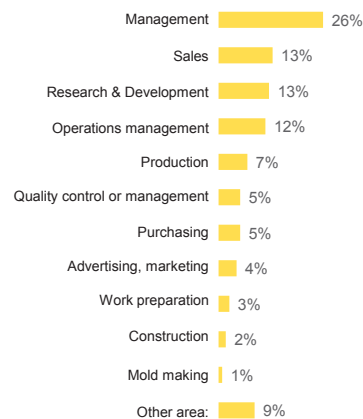


Position in the company

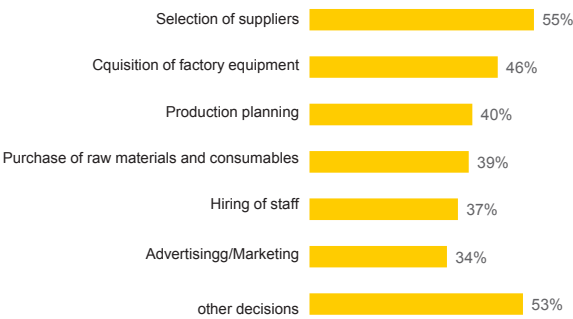


- Sales manager for the hand-molded range
- Technologist
- Technical Consultant
- techn. Outside sales
- Strategy & internationalization
- Deputy Head of Department
- Senior Business Development Manager
- Pensioner
- Product manager
- Master and construction
- Supplier Development
- Foundry mechanic
- Foundry manager
- Skilled foundry workers

Responsibility in the company

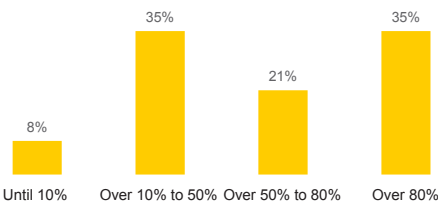


Decision-making authority of the GIESSEREI readers

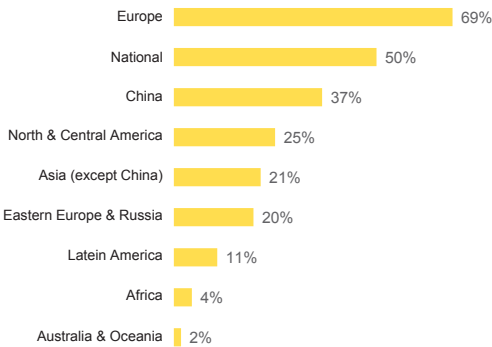


Sales national / future markets

Sales in the national market (in% of total sales)



Interesting markets in the future



Profile

The specialist magazine for the international market

CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T) is the leading English-language trade journal for the foundry industry with worldwide distribution.

It covers the entire foundry technology for iron and steel casting, as well as non-ferrous metal casting including die casting. Raw and auxiliary materials as well as questions of quality monitoring and environmental protection are included. The focus is on technical articles from the practice of plant builders, suppliers and foundries. Short news about new facilities and processes and important events in the foundry industry complete the editorial offer..



Print run:	4,170
Sold Circulation:	4,020



- | | |
|---|---|
| <p>1 Title: CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T)</p> <p>2 Brief Description: CP+T International is the leading English language technical journal for the foundry industry with a worldwide distribution.</p> <p>3 Target Group: Top and middle management in the international foundry industry, and ministries, authorities.</p> <p>4 Frequency: 4 issues per year</p> <p>5 Format: DIN A4</p> <p>6 Volume 43rd Volume</p> <p>7 Circulation Print Run 4,170 copies
Sold Circulation: 4,020 copies</p> <p>8 Organ: German Foundry Association (BDG)</p> <p>9 Membership / Participation Verband Deutscher Zeitschriftenverleger e.V.</p> | <p>10 Publishing House: DVS Media GmbH
Postfach 10 19 65, 40010 Düsseldorf, Germany
Aachener Straße 172, 40223 Düsseldorf, Germany
☎ +49 211 1591-0
📠 +49 211 1591-150
🌐 www.dvs-media.eu
✉ media@dvs-media.info</p> <p>11 Publisher German Foundry Association (BDG)</p> <p>12 Advertising: Markus Winterhalter
☎ +49 211 1591-142
✉ markus.winterhalter@dvs-media.info</p> <p>13 Editor Martin Vogt, Chief Editor
☎ +49 211 6871 - 107
✉ martin.vogt@bdguss.de</p> |
|---|---|



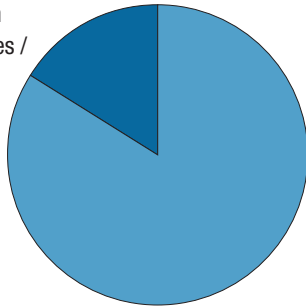
Profile

Scope analysis

14 Scope analysis: 2025 = 3 Issues
Total Scope: 156 Pages = 100 %

Advertising section

25 Pages /
16 %

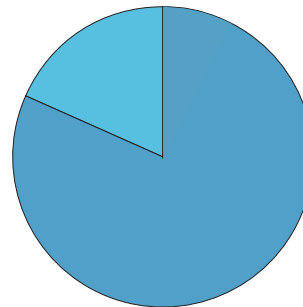


Editorial section

131 Pages /
84 %

Publisher's Advertisements

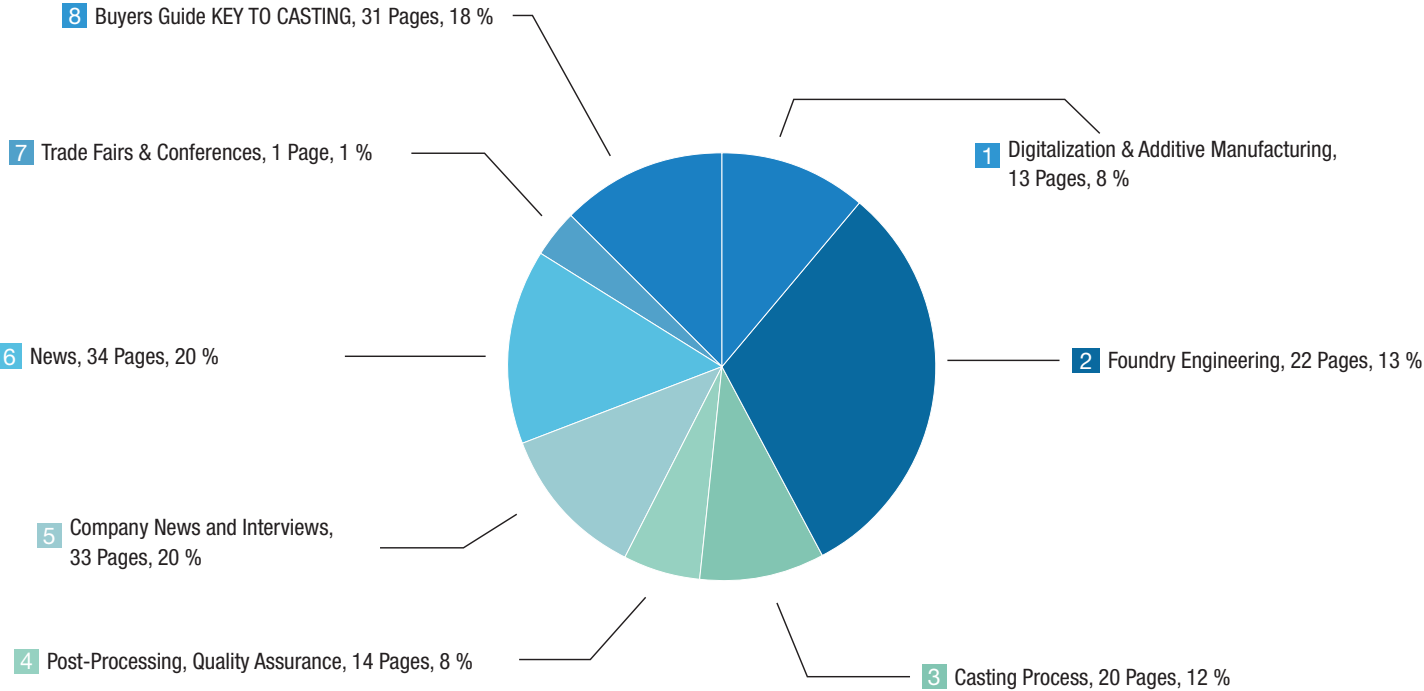
6 Pages / 24 %



Advertisements

19 Pages / 76 %





Platforms for industrial expertise



Contact:

Markus Winterhalter

P +49 211 1591-142 | markus.winterhalter@dvs-media.info

Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs Conferences Events
1	Ad Closing Date: 01.03.2027 Printing Material: 05.03.2027 Publication Date: 16.03.2027	GIFA & NEWCAST Preview Core Production Molding Materials Sand Processing and Regeneration Automation & Industry 4.0 IT, Software, Simulation	 Hannover Messe, Hanover/Germany 69. Österreichische Gießereitagung, Leoben/Austria INTERMOLD/Die and Mold Asia, Tokio/Japan
2	Ad Closing Date: 26.04.2027 Printing Material: 30.04.2027 Publication Date: 01.06.2027	GIFA & NEWCAST Fair Issue Materials Casting Technology Surface Treatment Blasting and Cleaning	GIFA & NEWCAST, Dusseldorf/Germany 67. IFC, Portoroz/ Slovenia
3	Ad Closing Date: 23.08.2027 Printing Material: 27.08.2027 Publication Date: 14.09.2027	GIFA & NEWCAST Report Melting Aluminum & Light Metals Refractories Additive Manufacturing Simulation of Casting Quality	 Formnext, Frankfurt/Germany UNITECR, Osaka/Japan
4	Ad Closing Date: 22.11.2027 Printing Material: 26.11.2027 Publication Date: 14.12.2027	EUROGUSS Fair Issue Die Casting and Die Casting Equipment Precision Casting Iron Casting Material Testing/Quality Assurance	 EUROGUSS, Nuremberg/Germany
2028			
1	Ad Closing Date: 19.02.2028 Printing Material: 23.02.2028 Publication Date: 13.03.2028	Die Casting and Die Casting Systems Mold and Core Production Sand Processing and Regeneration Automation & Industry 4.0 Additive Manufacturing	Hannover Messe, Hanover/Germany 24.04. - 27.04.2028

including YEARLY
CALENDAR 2028

Rate Card No. 32

Valid since January 1, 2025

Format	Type Area wide x high in mm	Bleed wide x high in mm*	Black/White	4 colours
Cover Page	186 x 186	-	-	5,390
2./3.4./ Cover Page	174 x 260	210 x 297	3,522	4,419
Inside cover page at the beginning of a SPECIAL or - main topic, 1/1 Page		210 x 164	-	4,219
1/1 Page	174 x 260	210 x 297	2,938	3,835
2/3 Page, horizontal	174 x 172	210 x 191		
2/3 Page, vertical	114 x 260	130 x 297	2,022	2,919
Juniorpage	128 x 174	145 x 210	1,685	2,582
1/2 Page, horizontal	174 x 128	210 x 145		
1/2 Page, vertical	85 x 260	102 x 297	1,685	2,582
1/3 Page, horizontal	174 x 85	210 x 100		
1/3 Page, vertical	54 x 260	72 x 297	1,045	1,942
1/4 Page, horizontal	174 x 62	210 x 82		
1/4 Page, vertical	40 x 260	57 x 297	804	1,701
1/4 Page, Post card	85 x 128	102 x 145		
Handhold		95 x 80		1,299
Post-it (incl. Company Logo)		58 x 58		1,299

Colour surcharges will not be discounted:

Each standard colour	299 €
Each special colour	735 €

Placement surcharges on b/w price (not discountable):

1. right side	20 %
other binding placements	10 %

Discounts:

For a booking period of one year

<u>Series discount</u>	3 – 5 advertisements	5 %
	6 – 11 advertisements	10 %
	12 – 23 advertisements	15 %
	24 and more advertisements	20 %

<u>Quantity discount</u>	2 pages	5 %
	3 – 5 pages	10 %
	6 – 9 pages	15 %
	10 – 12 pages	20 %
	from 13 pages	25 %



* plus 3 mm bleed difference round

Rate Card No. 32

valid since January 1, 2025

2	Surcharge	Each standard colour + Red like HKS 13	
	Colours:	4-colour advertisement (European scale)	299 €
		Each special colour	897 €
		Metal and fluorescent colours on request	735 €
		Colour surcharges will not be discounted.	
	Format:	There is no trimming surcharge for advertisements larger.	
3	Surcharge	10 % surcharge for other binding placements with the	
	Position:	corresponding b/w-format price (not discountable) .	
	Discounts:	No discount on colour surcharges, additional technical effort charged and situations vacant.	
		Combinations: 3 % for simultaneous placement in CP+T and "GIESSEREI" of at least 3 advertisements within one year.	
4	Sections:	Job offers and job applications, see page 29	
5	Special Forms	Bound-in inserts	
	of Advertise	Discountable, 1 Bound-in Insert = 1/1 page ad	
	ment:	Weight up to 11g/sheet. Minimum size untrimmed (also folded) 216 x 307 mm. Allowance for trim: On top and at the bottom of the page 5 mm each, outside and inside 3 mm each for binding. Only whole circulation.	
		1 Sheet = 2 pages	3,585 €
		2 Sheets = 4 pages	7,100 €
	Loose Inserts	Not bound in, max. size 205 x 295 mm.	
		Weight up to 25 g	3,229 €
	Stick-on:	on request	
6	Advertorial:	The optimal supplement to your classic advertising with an editorial-like background. You provide text/picture material, we layout adapted to the magazine design:	
		2/1 Pages, 4c	
		(10,000 characters including spaces)	6,559 €
		1/1 Page, 4c	
		(5,000 characters including spaces)	3,835 €
		1/2 Page, horizontal, 4c	
		(2,000 characters including spaces)	2,582 €
7	Terms of	2 % discount on payments within 14 days and net price for	
	Payment:	payments within 30 days from the date of the invoice.	

Supplement to Advertising Rate Card No. 32

valid since January 1, 2025

JOB MARKET

Advertisement formats and prices for
the job market (prices in Euro,
surcharges not discountable)

Colour Surcharges:

per standard colour: 299 €

4 colour surcharge: 897 €

per special colour: 735 €

Box Number Fee:

Domestic: 7 €

Abroad: 10 €

Format	Type Area wide x high in mm	Job Offer Print only (b/w)	Job Offer Print (b/w) + Internet	Job Offer Internet only, Duration 1 month
1/1 Page	174 x 260	1,754	2,054	567
3/4 Page	130 x 260 174 x 195	1,329	1,629	567
2/3 Page	174 x 172 horizontal 114 x 260 vertical	1,181	1,481	567
1/2 Page	174 x 128 horizontal 85 x 260 vertical	893	1,193	567
1/3 Page	174 x 85 horizontal 54 x 260 vertical	599	899	567
1/4 Page	85 x 128 174 x 62 horizontal 40 x 260 vertical	447	747	567
1/8 Page	85 x 62 horizontal	349	649	567
1/16 Seite	85 x 30 quer	325	625	567

Job Applications (Minimum Size 1/16 Page b/w) incl. Box Number Fee and Internet

Format	Width x Height in mm	only Print (b/w)	Print (b/w) + Internet	Internet only
1/16 Page	85 x 30 horizontal	95	inclusive	not possible
1/8 Page	85 x 62 horizontal	136	inclusive	not possible
1/4 Page	40 x 260 vertical 174 x 62 horizontal	181	inclusive	not possible

2 Distribution: Copies per Issue, Annual Average

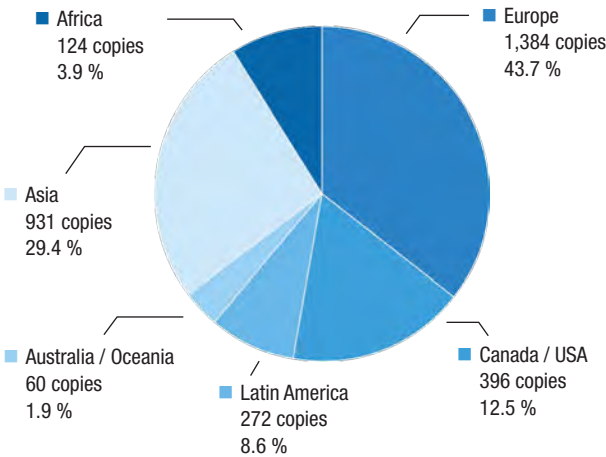
Print run:	4,170	
Actual Circulation:	4,020	thereof outside Germany 3,167
Sold Circulation:	24	thereof outside Germany 14
Subscribed Circulation:	24	thereof to Members –
Single Sold Copies:	–	
Other Paid Circulation:	–	
Free Copies	3,996	
Remaining, Voucher and Archive Copies	150	

3 Geographical Distribution Analysis:

Percentage of Actual Circulation			
Economic Region	%	Copies	
Germany	21	853	
Outside Germany	79	3,167	
Actual Circulation	100	4,020	

3.1 Geographical Breakdown

Total 3,167 copies



1.1 Sectors / economic sectors / company types

Position in the works	Groups of recipients (according to classification of economic sectors)	Percentage of actual distribution	
		%	copies
B 01	Iron, steel and malleable foundries	35	1,469
B 02	Non ferrous metal foundries (heavy and light metals)	8.7	365
B 03	Die casting foundries	2.7	113
B 04	Investment casting foundries	2.7	113
B 05	Manufacturer/suppliers of metallic charge materials, alloying metals and additives of iron, steel and malleable foundries	1.4	59
B 06	Manufacturer/suppliers of metallic charge materials, alloying metals and additives for non-ferrous foundries	0.5	21
B 07	Manufacturer of foundry equipment (plant and machinery, electrical equipment)	1.4	59
B 08	Industrial furnaces	0.3	13
B 09	Suppliers of ancillary materials and operating equipment (e.g, moulding material binders, refractory products ancillary foundry materials, hydraulic computers, measurement and control equipment etc.)	0.9	38
B 10	Pattern and permanent mould makers	0.2	8
B 11	Ministries and other authorities engaged with industrialization in Third world countries	5.8	244
B 12	Universities and technical colleges, research and advisory institutes	1.1	46
B 13	Engineering companies and consultancies engaged in the foundry industry as well as importers and exporters of foundry plant and equipment, subsidiaries or agencies in third countries without own production facilities	4.2	176
B 14	Trade, technical and scientific organizations, chambers of commerce, banks	0.6	25
B 15	Others	2.4	101
	No statement	32.1	1,348
Actual circulation		100	4,198

1.2 Size of business unit:

Details were not requested because the value of this journal is not depended on this.

2.1 Occupational features

2.1.1 Field of responsibility

Groups of recipients		Percentage of actual distribution	
		%	copies
F 01	Executive function in a ministry or other authority	4.0	168
F 02	Company management, plant management	39.3	1,650
F 03	Assistant to company or plant management	2.7	113
F 04	Research, development, pilot plant	1.6	67
F 05	Production planning, production control operations scheduling	1.2	50
F 06	Pattern and permanent mould manufacture	1.0	42
F 07	Moulding and core making	0.3	13
F 08	Melting and casting	6.4	269
F 09	Continuous casting	0.4	17
F 10	Cleaning, fettling, finishing	0.1	4
F 11	Quality control	1.1	46
F 12	Project planning, plant planning, design	1.5	63
F 13	Maintenance, workshops, ancillary facilities	0.3	13
F 14	Environmental protection, Ergonomics	0.1	4
F 15	Energy and heat management	0.1	4
F 16	Transport, stores, traffic management	0.1	4
F 17	Purchasing, materials management	0.4	17
F 18	Marketing and other commercial functions 1.1 46	1.1	46
F 19	Others (also technical libraries)	1.5	63
F 20	Function not known	4.1	172
	No indication	32.7	1,373
Actual circulation 100.0		100	4,198

} Production

2.1.2 Position in the company

Groups of recipients		%	copies
P 01	Executive function in a ministry or other authority	4.0	168
P 02	Owner, company management	38.3	1,608
P 03	Assistant to company management	3.2	134
P 04	Chief Engineer, chief designer or chief metallurgist	3.4	143
P 05	Works or departmental manager	2.7	113
P 06	Works engineer, design engineer, works assistant	4.0	168
P 07	Moulding or melting shop foreman	1.6	67
P 08	Consulting engineers	0.2	9
P 09	Consulting engineers	1.7	71
P 10	Teachers at universities, technical colleges, technical high schools	0.6	25
P 11	All others	3.5	147
P 12	Position unknown	4.1	172
	No indication	32.7	1,373
Actual circulation		100	4,198

Summary of the surveying method

1. Method: Analysis of recipient structure by data evaluation - total survey
2. Population:

actual circulation	4,198 = 100%
Not considered in the survey	711 = 17.0 %

3. Sample: total survey
4. Target persons of the survey: personal recipients in the institutions contained in the data pool
5. Period of the survey: July 1, 2018 – June 30, 2019

Maximum Visibility of your company: Print & Online

In the international trade journal **CASTING PLANT AND TECHNOLOGY INTERNATIONAL** and **www.keytocasting.com**.

Finding the right business partners quickly and reliably, being found yourself or gaining an overview of the market - this is ensured by the international source of supply directory in every issue of **CASTING PLANT AND TECHNOLOGY INTERNATIONAL** and online at **www.keytocasting.com**.

Thanks to the clear structure in technical areas, your company will be found quickly and precisely as a suitable manufacturer, supplier and service provider in the international foundry business.

Prices

The price of your entry depends on the number of keywords.
All prices are in EURO and do not include the currently valid VAT rate.

Number of Keywords	Cost per Year/per Keyword
1 - 2	200
3 - 5	190
6 - 11	180
12 - 15	170
16 - 20	160
21 +	on request



Formats and Technical Details

- 1 Size of Journal:** 210 mm wide, 297 mm high, DIN A4 format untrimmed:
216 mm wide, 303 mm high. 3 mm trimming allowance at all sides

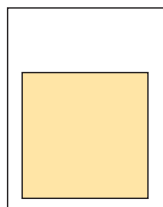
Print Area: 174 mm wide, 260 mm high
- 2 Printing and Binding Method:** Offset, perfect binding
- 3 Transmission of Digital Data:** Britta Wingartz
☎ +49 211 15 91-155
✉ britta.wingartz@dvs-media.info
- 4 File Formats:** We recommend the delivery of PDF data (standard: PDF/X-4:2008). Open data (e.g. InDesign etc.) should be avoided. The file must be printable, i.e. all fonts used must be embedded, halftone images require a resolution of 300 dpi, line images at least 600 dpi.
- 5 Colours:** PSO Coated v3 (ECI)
Colour profiles and more information about ICC profiles at eci.org.

When delivering print files that are sent to us in RGB colour mode, we automatically convert them to CMYK. Please note that the conversion may result in colour changes. The publisher is not liable for colour deviations in print. Special colours are possible on request.
- 6 Archiving of Data:** As the data are archived, it is generally possible to use the data in an unchanged version for reprints. However, we do not assume any responsibility for the provided data.
- 7 Warranty:** We accept no responsibility for the printing result, if the data (for texts, colours, artwork) provided are incomplete or deviate from the proof. Wrong exposures due to incomplete or faulty files, wrong settings or incomplete instructions will be charged extra. Also additional typesetting or copying effort and the production of faulty proofs will be extra charged.
- 8 Additional Technical Costs:** Layout of the advertisement including 2 correction phases 85 €



Formats and Technical Details

Front Cover



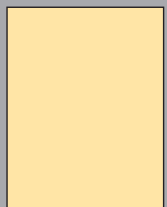
■ 186 x 186 mm

Inside cover page



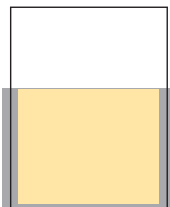
■ 210 x 164 mm *

1/1 Page



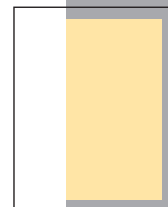
■ 174 x 260 mm
 ■ 210 x 297 mm *

2/3 Page, horizontal



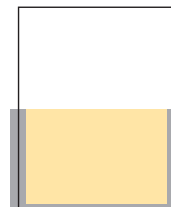
■ 174 x 172 mm
 ■ 210 x 194 mm *

2/3 Page, vertical



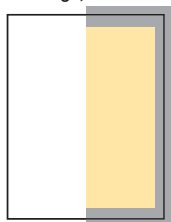
■ 114 x 260 mm
 ■ 130 x 297 mm *

1/2 Page, horizontal



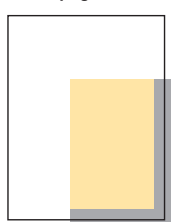
■ 174 x 128 mm
 ■ 210 x 145 mm *

1/2 Page, vertical



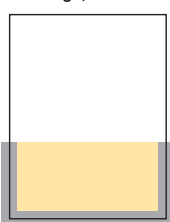
■ 85 x 260 mm
 ■ 102 x 297 mm *

Juniorpage



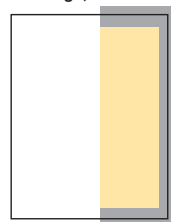
■ 128 x 174 mm
 ■ 145 x 210 mm *

1/3 Page, horizontal



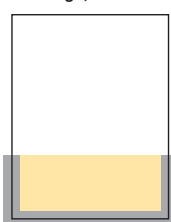
■ 174 x 85 mm
 ■ 210 x 100 mm *

1/3 Page, vertical



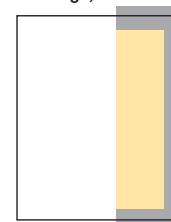
■ 54 x 260 mm
 ■ 72 x 297 mm *

1/4 Page, horizontal



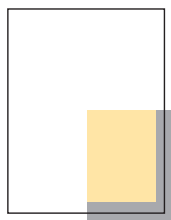
■ 174 x 62 mm
 ■ 210 x 80 mm *

1/4 Page, vertical



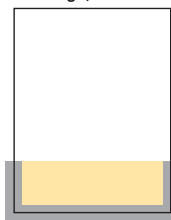
■ 40 x 260 mm
 ■ 57 x 297 mm *

1/4 Page, post card



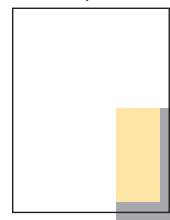
■ 85 x 128 mm
 ■ 102 x 145 mm

1/6 Page, horizontal



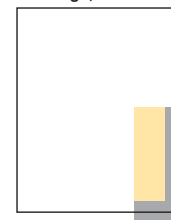
■ 174 x 42 mm
 ■ 210 x 62 mm *

1/6 Seite, vertical



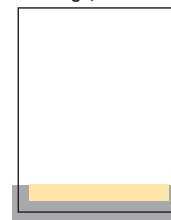
■ 56 x 128 mm
 ■ 71 x 145 mm *

1/8 Page, horizontal



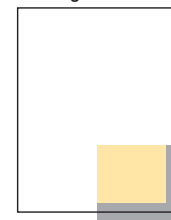
■ 40 x 128 mm
 ■ 55 x 145 mm *

1/8 Page, vertical



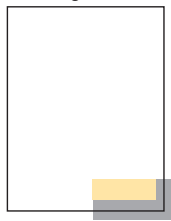
■ 174 x 30 mm
 ■ 210 x 50 mm *

1/8 Page



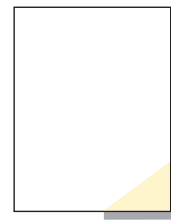
■ 85 x 62 mm
 ■ 102 x 80 mm *

1/16 Page



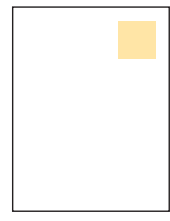
■ 85 x 30 mm
 ■ 102 x 45 mm *

Handhold



■ 95 x 80 mm *

Post-it



■ 58 x 58 mm

■ Type Area
 Width x Height

■ Trimmed size*
 Width x Height

* plus 3 mm bleed
 difference round

Bound-in Inserts

Formats and Technical Details

Bound-in Inserts::

Before accepting and confirming the order, a binding sample, if necessary a blind sample with details of size and weight, must be submitted. Supplements must be designed in such a way that they are recognizable as advertising, cannot be confused with the editorial section, and may only advertise the sales program of an advertiser. The placement of supplements depends on the technical possibilities. Supplements that are printed on a material other than paper can only be accepted with the prior approval of the post office.

Formats:

untrimmed in mm Width x Height
1 Sheet (= 2 Pages) 216 x 307
2 Sheet (= 4 Pages) 432 x 307
3 Sheet (= 6 Pages) 620 x 307
4 Sheet (= 8 Pages) = 2 x 2 Sheets

Required Quantity:

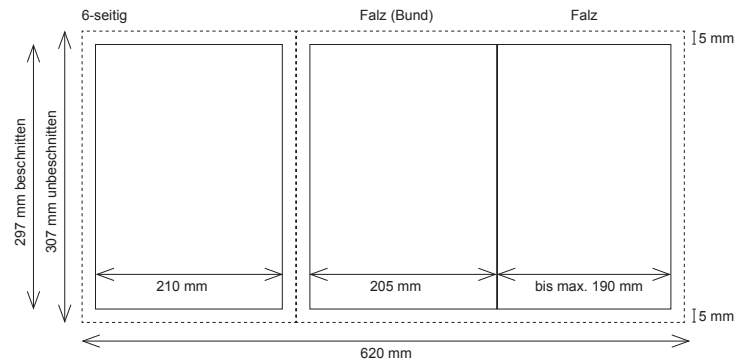
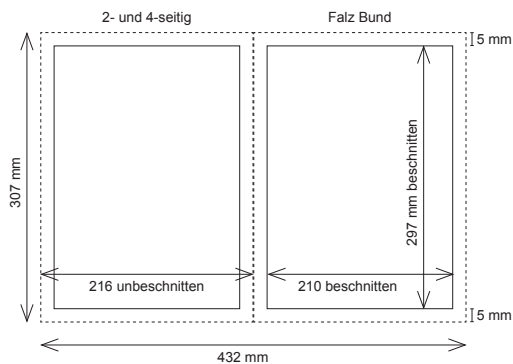
on request

Technical Information:

Bound-in inserts are to be delivered untrimmed. Multi-page bound-in inserts must be delivered folded accordingly. The front of the insert must be marked. The type and design of the Bound-in inserts must be trimmed in such a way that additional preparation and processing is not necessary. Difficulties and additional folding and gluing work will be invoiced separately. In the case of multi-leaf Boundin inserts, the Bound-in inserts must be closed towards the bundle, i.e. in the direction of insertion. In all other cases, a hardship surcharge must be calculated.

Shipping Address:

Free delivery to:
D+L Printpartner
Schlavenhorst 10
46395 Bocholt / Germany
Delivery note: For magazine „GIESSEREI“,
issue (No.)



Loose Inserts, Stick-on Advertising Material

Formats and Technical Details

Loose Inserts:

The condition for the order acceptance and confirmation by the publisher is the submission of a binding sample, if necessary a blind sample with details of size and weight. Inserts may only advertise an advertiser's sales program. They must be designed so that they are not confused with the text part of the magazine. The placement according to the technical possibilities.

Insert Note:

An insert note will be included in the ad section free of charge

Required Quantity:

on demand

Delivery Date:

At the respective advertising deadline (see schedule and topic plan, pages 12 & 13 and 26)

Format:

Maximum 205 x 295 mm

Shipping Address::

Free delivery to:
D+L Printpartner
Schlavenhorst 10
46395 Bocholt / Germany
Delivery note: For magazine „GIESSEREI“,
issue (No.)

Technical Information:

Loose inserts are inserted loosely. They must consist of one piece and be made in such a way that no additional processing is necessary. Difficulties in processing and additional work (e.g. folding) will be invoiced separately. Inserts that are printed on a material other than paper can only be accepted after submission of a binding sample to check the possibilities of processing and shipping. If the insert consists of several sheets, it must be closed to the bundle, i.e. in the direction of insertion. Postcards stuck on inserts or advertisements, as well as other advertising material on request.

Special Advertising Formats

More attention for your print advertising!

Our special formats of advertising are a special form of print advertising, they appear pleasant and at the same time surprising to readers and are particularly well perceived and remembered. So your advertising stays present.

Special advertising formats...

- ...offer you a particularly prominent advertising placement
- ...show our readers - your target group - your innovative strength
- ...are attention and / or topic-oriented
- ...increase the response effect

Let your creativity run free, draw from the wide range of our innovative special forms of advertising or challenge us with your own ideas.

More than ever - Print is successful - We would be happy to advise you!



Special Advertising Formats

Bound-in Insert



Tip-on Post-its on Carrier Ad



Booklets



Loose Insert



Bellyband



Loose Insert



1/6 Page, 1-column Island Ad



2x 1/3 Page, Tunnel Ad



1x 1/3 Page vertical, Middle Column



2x 2/3 Page, Over Gutter



3x 1/3 Page, Over Gutter



2x 1/3 Page, Tunnel Ad



Calendar 2028

Print Run: 12,000 Copies

Distribution: As an insert in the magazines
GISSEREI and CASTING PLANT AND
TECHNOLOGY INTERNATIONAL
in the December 2027 issues

Format: 80 x 58 cm (slightly smaller than DIN A 1),
folded

Paper: 135 g/qm, matte, picture printing

Advertisements

Ad Rate: 882 € plus VAT for 1 field
1,382 € plus VAT for 2 fields
(German or English side)
Motif change possible

Ad Size: 55 mm x 90 mm (Width x Height)

Advertising Deadline: October 1, 2027

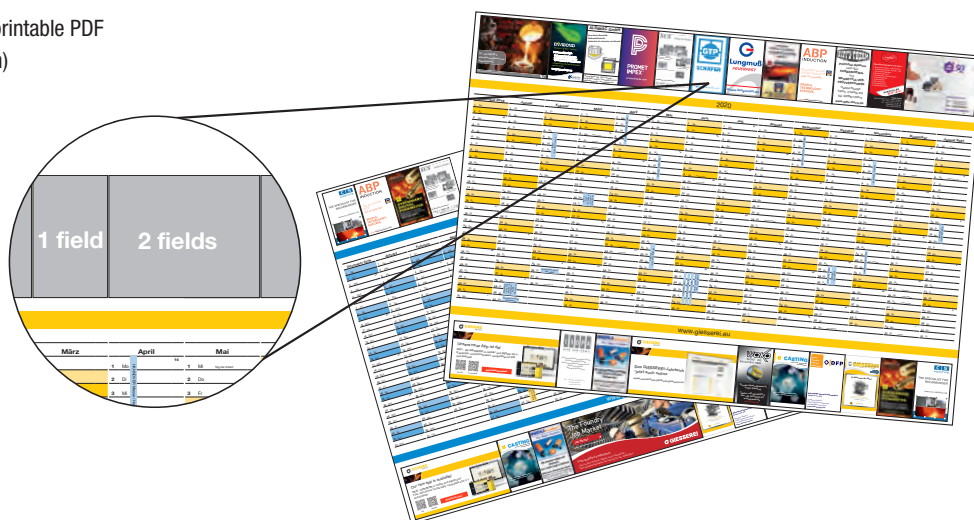
Printing Material: October 8, 2027, printable PDF
(300 dpi resolution)

8 Good Reasons for Your Advertising Success

- High circulation with industry-specific target group
- Supplement in the leading media of the foundry industry
- Present in offices and production for 1 year (trade fair and holiday planner)
- Most important industry trade fairs for the target group in view
- Cost Effective
- Exclusivity
- Brand booster
- Long-term advertising with a long-term effect

Your advantage

Inexpensive way to provide decision-makers with long-term effects without wastage to reach!



GIESSEREI YEARBOOK 2028

The Foundry Industry in a Nutshell

The entire foundry industry in one volume - that is what it has stood for since 1999 FOUNDRY yearbook. In the 2028 edition, too, the yearbook provides comprehensive information on the industry, from C for contact persons to D for directory of supply sources and F for further training opportunities to S for specialist articles.

Publisher:

German Foundry Association (BDG)
Verein Deutscher Giessereifachleute (VDG)

Publication Date: December 10, 2027

Advertising Closing Date: October 22, 2027

Distribution in Print and Online: 5,000 Copies

The Content

The **GIESSEREI Yearbook** contains current engineering reports on various key issues in the foundry industry and deals with diverse further topics related to the industry, such as training and further education, research, industry organization, industry figures, standardization activities and much more.



The integrated company directory (print & online) helps with alphabetical list of companies and key words, as well as a detailed list of the suppliers guide, in the search for suitable business partners, products and services for all areas of foundry production.

Alphabetical Company Directory (print & online)

<https://verzeichnis-jahrbuch.giesserei.eu/> - Accessible online for 12 months!

Registration fee: 119 € (including logo)

Logo requirements: four colours, max. width 52 mm, max. height 20 mm

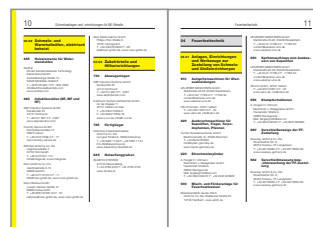
Please send the logo in high resolution as an image file (JPEG or EPS) to:

britta.wingartz@dvs-media.info



List of Products and Services (minimum entry 2 lines)

Two lines: 40 €*
Each additional line 9 €* } per keyword number



* All prices are in EURO and do not include the currently valid VAT rate.

GIESSEREI Yearbook 2028

The Foundry Industry in a Nutshell

Format	Formate wide x high in mm	Black/White	2-coloured	3-coloured	4-coloured
2./3./4. Cover Page	148 x 210 (with 3 mm bleed surcharge)	1,225 €	1,441 €	1,657 €	1,873 €
1/1 Page	120 x 170	1,019 €	1,235 €	1,451 €	1,667 €
1/2 Page, horizontal	120 x 85	515 €	731 €	947 €	1,163 €
1/2 Page, vertical	60 x 170				
Footer*	120 x 20	247 €	247 €	463 €	679 €
2/1 Bound-in Insert	154 x 216 (with 3 mm bleed surcharge)	upon delivery to the printer			1,180 €
Loose Insert	142 x 205	upon delivery to the printer			1,528 €
Bookmark		on delivery complete with ribbon to the printer			°/oo 357 €

Colour Surcharge / Discount / Technical Details

Colour Surcharge

For each standard colour red, blue, yellow
according to the Euroscale as well as HKS 13 and HKS 57 **216 €**
For each special colour **433 €**

*For the footer there is no colour surcharge for each of the primary colours
red / blue / yellow on the Euroscale.

Discount

2 ads 5% / 3 and more ads 10%

Book Format

148 mm wide x 210 mm high

Printing and binding processes: Offset printing, perfect binding, digital data with
proof (request our information sheet "Digital printing documents"). On request,
your ad will be created or digitized by the publisher at cost.

Prices for company entries in the suppliers guide can be found on the at:

<https://verzeichnis-jahrbuch.giesserei.eu>



NEW! BE A TOP PARTNER - PACKAGE

Become a TOP PARTNER of the GIESSEREI Yearbook 2028!

Advertise **prominently** with these **exklusive** media services:

- Company Logo on the Front Cover
- Company Logo on Special Page 5 (tbc)
- 1/1 Page 4c advertisement within Editorial Section
- 2/1 Pages 4c Advertorial
- 10 free Copies GIESSEREI Yearbook 2028

Limited number of TOP PARTNERS.

Partnership Rate: 5,145 € ex. VAT.

How to ignite the advertising turbo with your technical papers...

With your published article in one of our trade journals you have set a visible sign of **your professional competence**. Use this effect to boost your marketing - with an **offprint in print or digital!**

With printed special editions of your specialist article, you literally "put your expertise in the hands" of your customers or partners. And at events the printed special editions successfully complement your marketing measures.

In digital form, you can integrate the offprints into your web presence or conveniently send them by e-mail.

Whether print or digital: Offprints protect you from copyright infringement. All publications and illustrations in our media are protected. With our special print versions you can publish your contribution without any legal concerns. We would be pleased to provide you with an individual offer.

1

The Classic – printed in 4-colours

- In printed form
- Includes permission to distribute your prints
- Printing: 4-colour Euroscale, Paper: 135 g/m² Picture printing matt, white
- Format: DIN A4 (front and back printed)
- On request practical ring eye stapling for filing (extra charge 20 €)

Print Run/Copies*									
Pages	Processing	100	200	300	400	500	600	800	1000
1	plano	206 €	256 €	296 €	304 €	310 €	316 €	328 €	340 €
2	plano	256 €	310 €	350 €	362 €	368 €	374 €	386 €	398 €
4	Folded	394 €	532 €	584 €	608 €	620 €	632 €	656 €	680 €
6	Folded	524 €	678 €	798 €	828 €	850 €	872 €	916 €	960 €
8	Back Wire	632 €	816 €	864 €	892 €	936 €	974 €	1,054 €	1,130 €
12	Back Wire	1,064 €	1,200 €	1,264 €	1,320 €	1,366 €	1,416 €	1,516 €	1,616 €
16	Back Wire	1,416 €	1,472 €	1,536 €	1,594 €	1,658 €	1,718 €	1,838 €	1,958 €

All prices plus VAT and postage and packing costs.
*We will be happy to make you an individual offer for a different number of copies.

2 As print PDF – digital

High-resolution print file in PDF format

For forwarding to your own printers

Unlimited print run

Unlimited reprint right

Includes the right to distribute your prints

300 dpi printable	1 Page	2 Pages	3 Pages	4 Pages	5 and more Pages
	500 €	600 €	700 €	800 €	900 €

All prices plus VAT and postage and packing costs.

3 As Internet PDF – digital

Web-ready file format

For integration on your website or for sending by e-mail

Includes the right to publish on the Internet and for distribution

Ideal in combination with print or print PDF

200 dpi Internet PDF	1 Page	2 Pages	3 Pages	4 Pages	5 and more Pages
	120 €	160 €	200 €	240 €	280 €

All prices plus VAT and postage and packing costs.



Assistance + Booking:

DVS Media GmbH
Postfach 10 19 65, 40010 Düsseldorf
Aachener Straße 172, D-40223 Düsseldorf

Martina Reintjens
☎ +49 211 1591-156
✉ martina.reintjens@dvs-media.info
🌐 www.dvs-media.eu

Your advertisement in the **DIRECT FOCUS** of over **1,400 E-Paper Readers**: Advertising in E-Paper + Print = Increase your advertising reach!

DIGITALER ADDITIONAL VALUE for your booked print ad in the trade journal **GIESSEREI**
via linking of multimedia content:

We offer you these direct link options: Video | Website / Product Page | Email | Google Maps | Sound
Talk to us, we will advise you!



THE website of the industry journal: GIESSEREI

Formats:



Sky-
scraper

160 × 600 Pixel



The 24-hour headquarters for all subscribers and those interested in high-quality specialist articles and background information. Rounded off with access to the current issue up to 2016 with an integrated full-text search.

Super Banner

1126 × 150 Pixel

It should be noted here that this is “responsive” and must also be supplied by the customer in the following formats:

Large banner responsive formats:

Banner Top L – Banner (946x150)

Banner Top M– Banner (706x150)

Banner Top S – Banner (526x150)

Prices:

Format/Month	Super Banner	Skyscraper
Start page and subpages: Issues / Subscription / Search	850	850
Combo price with HOME OF FOUNDRY	595	595

Cast for gold instead of fish

www.home-of-foundry.de

The whole World of the
**foundry at
a glance**

Has an answer to every question!



- Daily news
- Practical tips
- Interviews with industry giants
- Industry-specific job portal

**Up-to-date, knowledge-
able and compelling**

powered by:

GIESSEREI



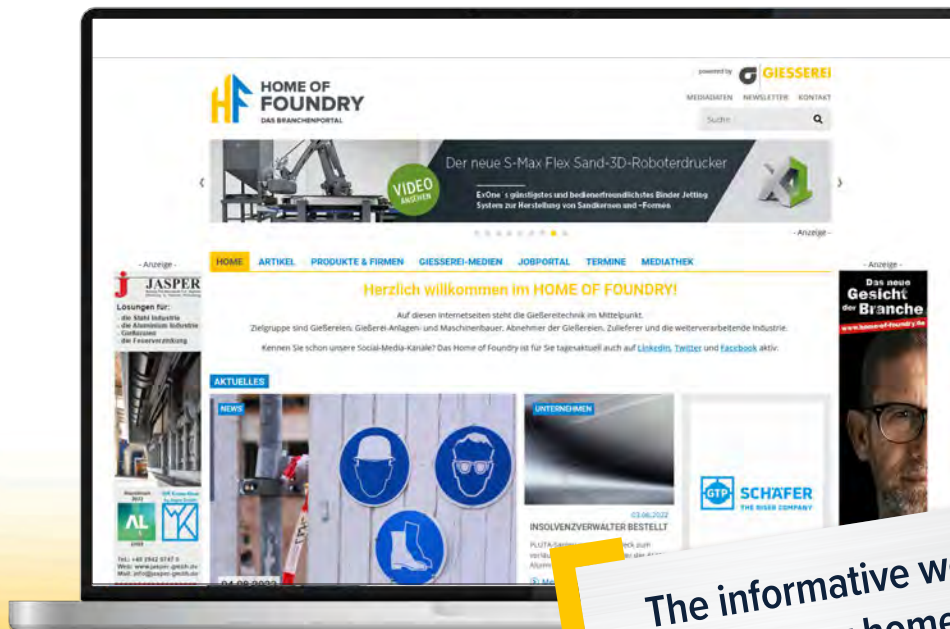


HOME OF FOUNDRY

DAS BRANCHENPORTAL

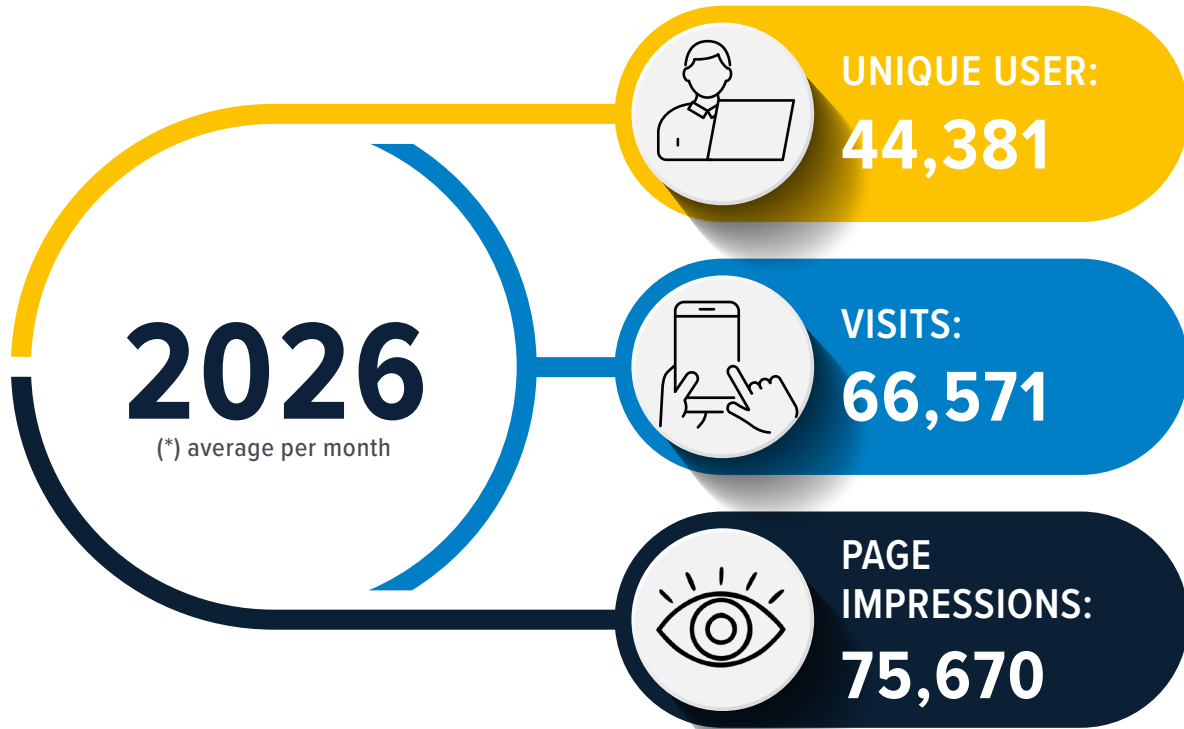
MEDIA KIT 2027

FOUNDRY NEEDS CONTEXT



The informative website about
casting: www.home-of-foundry.de

USAGE, THAT IS GROWING



With the introduction of the cookie consent banner on 1 December 2021, usage data will be collected in an even more transparent manner and in compliance with the GDPR. As a result, reach figures may differ from previous years

ADVERTISE TO THE POINT

SERVICES	BRONZE LONG-LASTING VISIBILITY	SILVER HIGH-REACH	GOLD MAXIMUM PRESENCE & REACH
HOME OF FOUNDRY Website			
Banner format on the homepage	Super-Banner or Skyscraper	Top-Banner	Top-Banner + Super-Banner
Company logo (rectangle) on the homepage		✓	✓
Advertorial/Whitepaper			4
Dedicated microsite featuring:	✓	✓	✓
Company description	800 characters	800 characters	3,000 characters
Images	✓	✓	✓
Videos			✓
Company logo & cover image	✓	✓	✓
Link to the company website	✓	✓	✓
Contact person	✓	✓	✓
Contact details	✓	✓	✓
HOME OF FOUNDRY Newsletter			
Fullbanner	2	4	6
Featured in KOMPETENZ IM FOKUS	1	2	4
Minimum Booked Period	12 Months	12 Months	12 Months
Price per month	400 €	492 €	800 €

Billing is based on an annual rate and is subject to the applicable statutory VAT.

Overview of individual services

- > Skyscraper
- > Super-Banner

850,00 €

850,00 €

SINGLE BOOKING & BANNER PLACEMENT



REQUIRED FORMATS (IF INCLUDED IN THE PACKAGE):

Top-Banner /
Super-Banner:

1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px

Skyscraper:

160 x 600 px

Rectangle

400 x 568 px

Newsletter:
Fullbanner:

600 x 77 px

File formats:

jpg, gif

Please also provide the required destination link.

DEDICATED MICROSITE

Cover image: 1200 x 480 px

Logo: 800 x 800 px



DVS Media GmbH
Fachmedien für die Schweißtechnik

Company name
Company subtitle
(70 characters)

Company name

Company subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquam erat sed diam voluptus. A t vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergn, en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod, tempor invidunt ut labore et dolore magna aliquam erat, sed diam voluptus. A t vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergn, en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

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Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de

Additional text + images depending on the booked package

* Duration of the Services in HOME OF FOUNDRY is 12 months.
We calculate our services as part of an annual invoice plus VAT

REQUIRED FORMATS (IF INCLUDED IN THE PACKAGE):

Cover image:	1200 x 480 px
Company logo:	800 x 800 px
File formats:	jpg, gif

54

ADVERTORIAL / WHITEPAPER: YOUR ADVERTISEMENT IN EDITORIAL PACKAGING

Advertorial / Whitepaper:

- > Duration 3 Months: 990 €
- > Duration 6 Months: 1,690 €
- > Duration 12 Months: 2,590 €

7 days on the homepage of HOME OF FOUNDRY,
followed by placement in the Advertorials section.

Editorial mention of your advertorial in the news-
letter:

- 1x > 3 months period
- 3x > 6 months period
- 6x > 12 months period

Schnellautfore für erhöhte Sicherheit an Airports

Dubal National Air Travel Agency setzt an Flughäfen Produkte des Spezialisten EFAPLEX für Sicherheit und schnelle Abfertigung ein.

Wie in den meisten Bereichen haben sich auch in der Flughafenbranche in den vergangenen Jahren die Herausforderungen verändert und werden ständig anspruchsvoller. Da die Erwartungen der Verbraucher steigen, sind die Anforderungen an Sicherheit und Abfertigungsgeschwindigkeit an Flughäfen so hoch wie nie zuvor. Die vielen Airports weltweit sind daher in den hochsensiblen Sicherheitsbereichen für Gepäck und Passagiere als auch in den Catering-zonen Schnellautfore von EFAPLEX im Einsatz. Auch DNATA, kurz für Dubal National Air Travel Agency, verlässt sich auf die Sicherheit und Sicherheit der Tora des Weltmarktführers.

DNATA ist einer der weltweit größten Flug- und Reiseanbieter und beschäftigt mehr als 46.000 Mitarbeiter. Das Unternehmen bietet Bodenabfertigung, Fracht- und Flugversorgungsleistungen an 86 Flughäfen auf fünf Kontinenten an. Neben inhaftierten in Großbritanien werden durch DNATA pro Jahr etwa 17.500 Passagiere abgefertigt, die an diesen Standorten und Ausflüssen, Störungen oder Verspätungen jeglicher Art. Außerdem kuppeln und können erhebliche finanzielle Auswirkungen haben. Damit alles reibungslos abläuft, werden Fracht- und Gepäckabfertigung bis ins Detail geplant. Im Nordwesten Großbritanien wurde ein neues Logistikzentrum für die Luftfracht gebaut. Bei dieser modernen Anlage, die für Fluggesellschaften wie Emirates und Cathay Pacific konzipiert wurde, entscheiden sich die Flieger von DNATA erneut für schnelllaufende Tora von EFAPLEX.

Dabei stand nicht nur die Zuverlässigkeit der Tora im Vordergrund, sondern auch das hochwertigste Design und der perfekte Aufbau.

Im Vereinigten Königreich ist DNATA ein langjähriger Kunde von EFAPLEX und setzt



die Produkte seit mehr als 15 Jahren an Flughafenstandorten wie Manchester, Birmingham und Heathrow ein. Hier kann man sich darauf verlassen, dass die Tora eine verlässliche Logistik gewährleistet und Ausfälle minimiert.

Die Kapital ist in diesem Fall auf die Schnelllauf-Turbine EFA-STB, die sich mit einer Geschwindigkeit von bis zu 3 Metern pro Sekunde öffnet. Transparente Leitungen im Torbau bieten eine bessere Sicht und damit mehr Benutzerfreundlichkeit. Zudem schafft das Tor dadurch eine angenehme Arbeitsumgebung, weil so störendes Licht in die Arbeitsbereiche fällt.

Auch wenn die Gestaltung der Flughäfen von Standort zu Standort und von Land zu Land unterschiedlich ist, gehen überall ähnliche Anforderungen. EFAPLEX präsentiert mit seinem Sortiment an schnelllaufenden Hochleistungsprodukten maßgeschneiderte Lösungen für jeden Bedarf. Bei DNATA waren vor allem Geschwindigkeit, Langlebigkeit und Zuverlässigkeit der Tora entscheidend. Nur so kann das hohe Sicherheitsniveau, die Abfertigungsgeschwindigkeit und die notwendigen logistischen Prozesse gesichert werden. Zudem ergänzen die eingebauten Tora das sichere Funktionieren der neuen Gebäude hervorzuheben.

An anderen Standorten erweitert sich das Schnelllauf-System EFA-STB auf den gesamten Bereich für die Gepäckabfertigung und den Check-In. Das Turbokopter EFA-STB TK-100 hingegen stellt für Catering-Einrichtungen oder Kabinentrennen das Produkt der Wahl dar.

Speziell für DNATA UK führt EFAPLEX im Rahmen des unternehmerischen Servicekonzepts regelmäßige, maßgeschneiderte Wartungsarbeiten aus, um sicherzustellen, dass die Tora voll funktionsfähig bleiben. Bei Bedarf werden dann auch Reparaturen

und in zeitlichen Abständen Upgrades durchgeführt.

Unternehmensinformation EFAPLEX

EFAPLEX produziert Schnellautfore für industrielle Anwendungen. Das VERA gegen-über Unternehmen ist unter anderem für Auftragnehmer aus der Industrie, dem Handwerk, der Lebensmittelherstellung sowie aus der Chemie- und Pharmaindustrie einsetzbar. Als einziger Hersteller im Bereich der schnelllaufenden Industriemaschinen ist EFAPLEX im Markt-machführer-Index eingetragenen und gehört damit zu den 401 Spitzenunternehmen Deutschlands, Österreichs und der Schweiz. Das Familienunternehmen beschäftigt mehr als 1.400 Mitarbeiter weltweit. Mit Stammsitz in Regensburg (EFAPLEX) ist größter Arbeitgeber in der Region fest verankert. Darüber hinaus erweitert das Unternehmen mit zehn Tochtergesellschaften auf fünf Kontinenten die internationalen Märkte. Über 60 Prozent des Umsatzes erwirtschaftet EFAPLEX im Ausland.

EFAPLEX
Schnelllaufende Tora

Webseite Informationen

EFAPLEX Tor- und Sicherheitssysteme GmbH & Co. KG | 84079 Bruckberg | Tel.: 0 87 55 42 0 | www.efaplex.com

Advertorial / Whitepaper:
7,000 characters, incl. spaces, 3-4 images,
company logo in a prominent position.
Optional: QR code for further material
(videos, technical data sheets, etc.).

RANGE NEWSLETTER





SUBSCRIBER:
1,343

2026
(*) on average



OPENING RATE:
73.09%

OUR NEWSLETTER

YOUR ADVERTISING POSSIBILITIES

The HOME OF FOUNDRY newsletter regularly compiles key content from the platform.

The placement options:

- Banner in the Newsletter
- Presence in an editorial environment
- Integration between content blocks

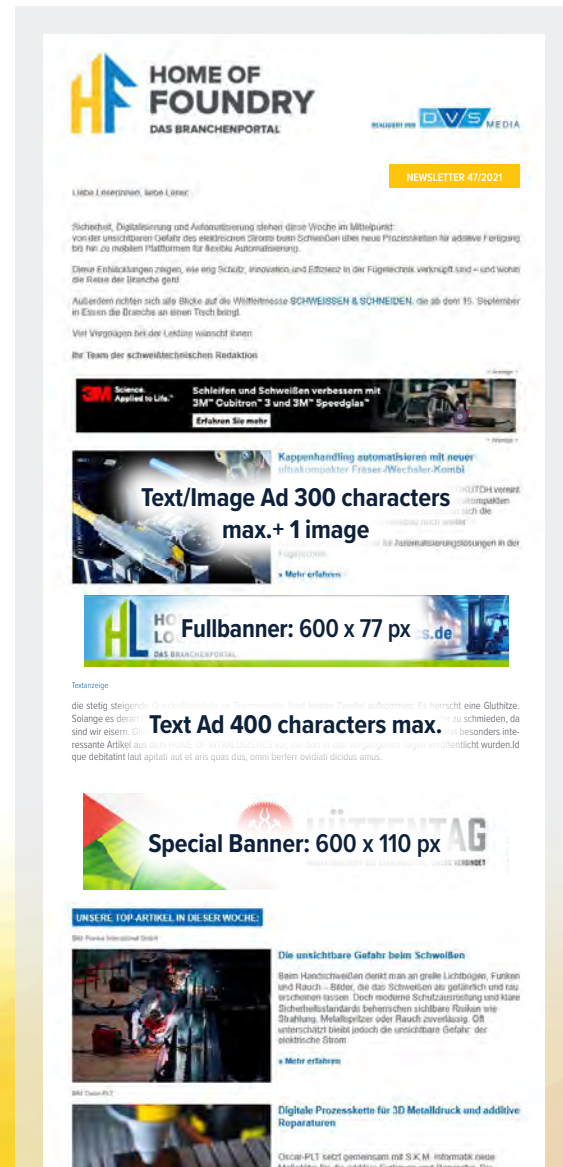
The placement options and prices:

Banner prices:

➤ Fullbanner	600 x 77 px	313 €
➤ Text Ad	max. 400 characters	325 €
➤ Text/Image	max. 300 characters + 1 Image	325 €
➤ Special Banner	600 x 110 px	441 €

Banner data and booking:

- each 10 days in advance



NEWSLETTER DATES 2027/2028

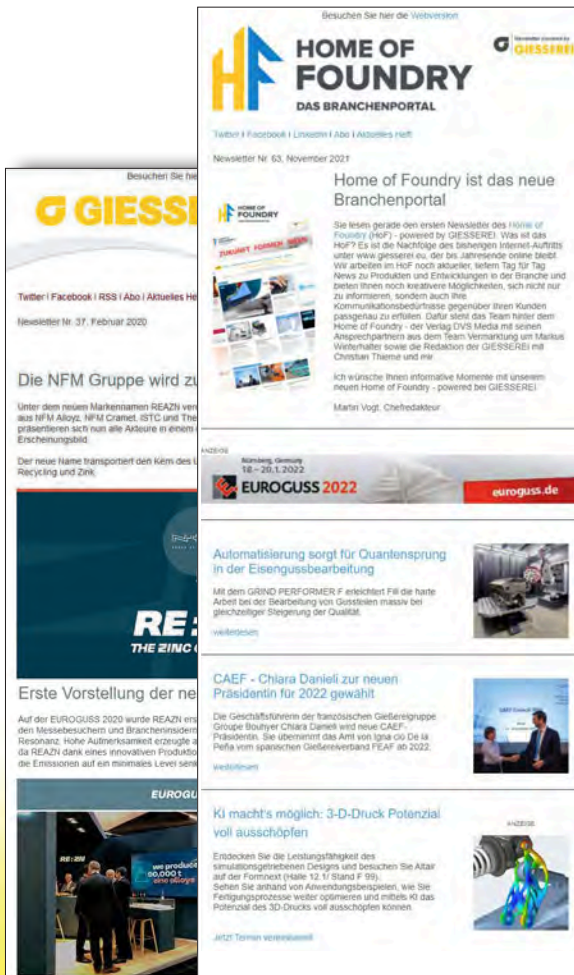
ISSUE	TRANSMISSION	DATA DELIVERY	EVENT
January 01	14.01.2027	04.01.2027	
January 02	28.01.2027	08.01.2027	
February 01	04.02.2027	25.01.2027	Industrial Spring, Kielce/Poland, 09.-12.02.2027
February 02	18.02.2027	08.02.2027	Metef, Bologna/Italy, 03.-05.03.2027, GrindTec, Leipzig/Germany, 02.-05.03.2027, AM Forum, Berlin/GeRmany, 02.-03.03.2027
March 01	04.03.2027	22.02.2027	
March 02	18.03.2027	08.03.2027	Hannover Messe, Hanover/Germany, 05.-09.04.2027
April 01	01.04.2027	22.03.2027	Druckgusstag 2027, Stuttgart/Germany, 20.-21.04.2027
April 02	15.04.2027	05.04.2027	69. Österreichische Gießereitagung, Leoben/Austria, 22.-23.04.2027
April 03	29.04.2027	19.04.2027	Moulding Expo, Stuttgart/Germany, 11.-12.05.2027, 38. Control, Stuttgart/Germany, 11.-14.05.2027
May 01	13.05.2027	03.05.2027	
May 02	26.05.2027	16.05.2027	
June 01	10.06.2027	31.05.2027	GIFA & NEWCAST, Dusseldorf/Germany, 21.-25.06.2027
June 02	17.06.2027	07.06.2027	GIFA & NEWCAST, Dusseldorf/Germany, 21.-25.06.2027
June 03	21.06.2027	11.06.2027	GIFA & NEWCAST, Dusseldorf/Germany, 21.-25.06.2027
June 04	22.06.2027	12.06.2027	GIFA & NEWCAST, Dusseldorf/Germany, 21.-25.06.2027
June 05	23.06.2027	13.06.2027	GIFA & NEWCAST, Dusseldorf/Germany, 21.-25.06.2027
June 06	24.06.2027	14.06.2027	GIFA & NEWCAST, Dusseldorf/Germany, 21.-25.06.2027
June 07	25.06.2027	15.06.2027	
July 01	08.07.2027	28.06.2027	
July 02	22.07.2027	12.07.2027	
August 01	05.08.2027	26.07.2027	
August 02	19.08.2027	09.08.2027	
September 01	02.09.2027	23.08.2027	International Colloquium on Refractories (ICR), Aachen/Germany, 22.-23.09.2027
September 02	16.09.2027	06.09.2027	67. IFC, Portoroz/Slovenia, 15.09.-17.09.2027
October 01	07.10.2027	27.09.2027	Formnext, Frankfurt/Germany, 26.-29.10.2027
October 02	21.10.2027	11.10.2027	UNITECR, Osaka/Japan, 07.-10.11.2027
November 01	11.11.2027	01.11.2027	
November 02	25.11.2027	15.11.2027	
December 01	09.12.2027	29.11.2027	EUROGUSS, Nuremberg/Germany, 18.-20.01.2028
December 02	22.12.2027	12.12.2027	EUROGUSS, Nuremberg/Germany, 18.-20.01.2028
2028			
January 01	13.01.2028	03.01.2028	EUROGUSS, Nuremberg/ Germany, 18.-20.01.2028
January 02	17.01.2028	07.01.2028	EUROGUSS, Nürnberg, 18.-20.01.2028

A FORMAT FOR CONTENT THAT NEEDS ITS OWN SPACE. STAND-ALONE-NEWSLETTER

The newsletter consists entirely of your content.
No editorial context.

KEYFACTS:

- > high brand relevance ohe Markenrelevanz
 - > high level of trust within the community
 - > exclusive one-off distribution
 - > bookable at any time
- = standalone communication within the subscriber base



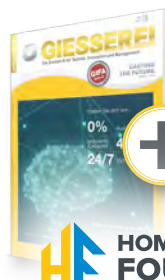
- > Introtext (max. 1,500 characters including spaces)
- > Three teaser articles
- > Headline: max. 75 characters
- > Teasertext: max. 540 characters
- > Image size: 271 x 181 px
- > Three to four headlines: max. 70 characters each
- > Three to four dates for your events
- > **Stand-alone-Newsletter: 2,079 €**

JOBPORTAL

in Cooperation with:  StepStone

Colour surcharge:

- › each Standard Colour 299 €
- › Full Colour 897 €
- › each Special Colour 735 €



**HOME OF
FOUNDRY**
DAS BRANCHENPORTAL



**HOME OF
FOUNDRY**
DAS BRANCHENPORTAL

Forma	Width x Height in mm	Job Offer print (b/w) only	Job Offer print (b/w) + Internet	Job Offer print (4c) + Internet	Job Offer Internet only Duration 1 month
1/1 page	174 x 260	1,754	2,054	2,951	567
3/4 page	130 x 260 174 x 195	1,329	1,629	2,526	567
2/3 page	174 x 172 horizontal 114 x 260 vertical	1,181	1,481	2,378	567
1/2 page	174 x 128 horizontal 85 x 260 vertical	893	1,193	2,090	567
1/3 page	174 x 85 horizontal 54 x 260 vertical	599	899	1,796	567
1/4 page	85 x 128 174 x 62 horizontal 40 x 260 vertical	447	747	1,644	567
1/8 page	85 x 62 horizontal	349	649	1,556	567
1/16 Seite	85 x 30 horizontal	310	570	1,522	567

SOCIAL MEDIA POSTING



Take advantage of the GIESSEREI network and give your press releases a social media boost.

LinkedIn

1x Posting	325 €
3x Postings	900 €
10x Postings	2,500 €

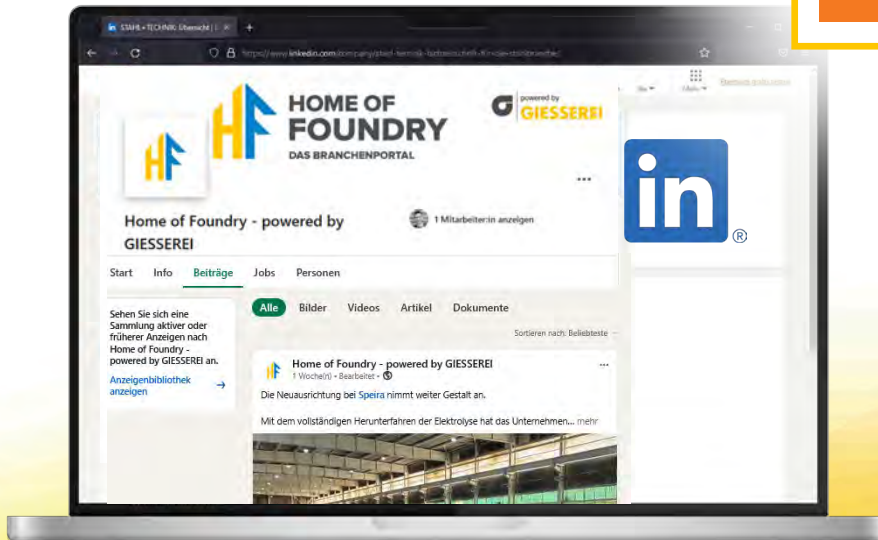
Posting includes:

800 characters including spaces

5x Hashtags

1 image (600 px wide x 600 px high)

Follower:
3,090



Knowledge connects. The industry meets.

Specialist events and trade media from a single source.

Our events create a platform for professional exchange, personal dialogue, and knowledge transfer within the industry. Experts from industry, research, and practice share their know-how, discuss current developments, and present solutions for the challenges of tomorrow.

Depending on the event, we offer companies various opportunities to showcase themselves—ranging from accompanying industry exhibitions and sponsorship to other tailored presentation options. In doing so, we combine our events with the reach and expertise of our specialist media.

Take advantage of our event highlights to reach your target audience in a relevant professional setting and build valuable industry contacts.

Are you interested? For inquiries regarding sponsorship and exhibition opportunities, please contact:

DVS Events

P +49 211 1591-141

events@dvs-media.info

A selection of planned events, all current dates are available at www.dvs-events.com



Tagung & Fachausstellung

16.02. – 17.02.2027

Hanover/Germany



13.09. – 14.09.2027

DVS CONGRESS, Hamburg/Germany



INNOVATIONSTREFF DER STAHLINDUSTRIE. DIALOG VERBINDET

18.11.2027

HÜTTENTAG, Essen/Germany



INTERNATIONAL THERMAL SPRAY
CONFERENCE AND EXPOSITION

12.05. – 15.05.2027

World Trade Center, Rotterdam/Netherlands



November

UWT – Tagung Unterwassertechnik, Hamburg/Germany



— International Congress and Exhibition

28.6. Workshop | 29.06.2027 – 30.06.2027

Tagung Dusseldorf/Germany



DVS Media GmbH

Aachener Str. 172
40223 Düsseldorf

P +49 211 1591-0
F +49 211 1591-150

anzeigen@dvs-media.info
www.home-of-foundry.de