

# ADVERTISING WITH A VISION **FOUNDRY**

**PRINT | ONLINE | EVENTS**

WHERE IT'S ALL ABOUT CASTING



MEDIA KIT  
**2026**



# 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



ca. 21,505

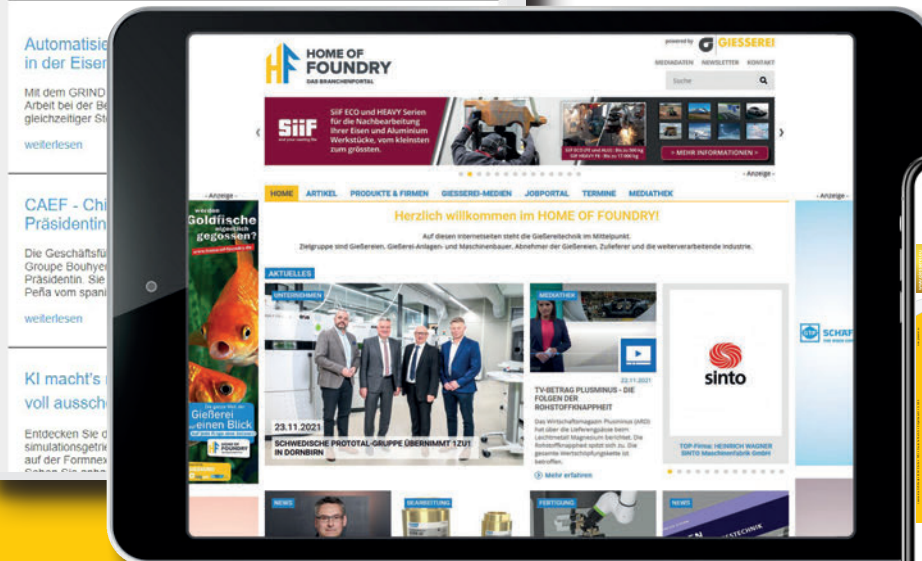
User/Month\*\*

1,383

Subscribers\*\*

71,98%

Opening Rate\*\*



# THE CHOICE OF DECISION-MAKERS: THE MARKET LEADERS

Expertise, Know-How and Vision for Effective Advertising



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| CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T) |    |
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Advertising rates: All prices are in EURO and do not include the currently valid VAT rate.

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

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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:** 113th 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



WISSEN, WAS ZÄHLT  
Geprüfte Auflage  
Klare Basis für den Werbemarkt

- 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](http://www.dvs-media.eu)  
✉ [media@dvs-media.info](mailto:media@dvs-media.info)
- 11 **Publisher:** German Foundry Association (BDG)
- 12 **Advertising:** Markus Winterhalter  
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# Profile

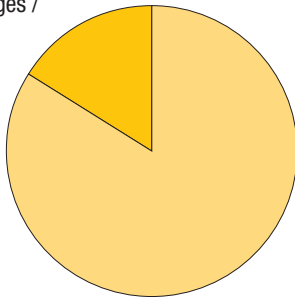
Scope Analysis



14 **Scope Analysis:** 2024 = 12 Issues  
**Total Volume:** 1,146 Pages = 100%

## Advertisements

174 Pages /  
15.2 %

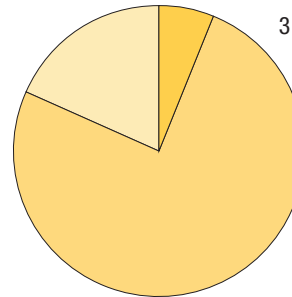


## Editorial Part

972 Pages /  
84.8 %

## Publisher's Advertisements

55 Pages / 31.6 %



## Job and Classified Advertisements

3 Pages / 1.7 %

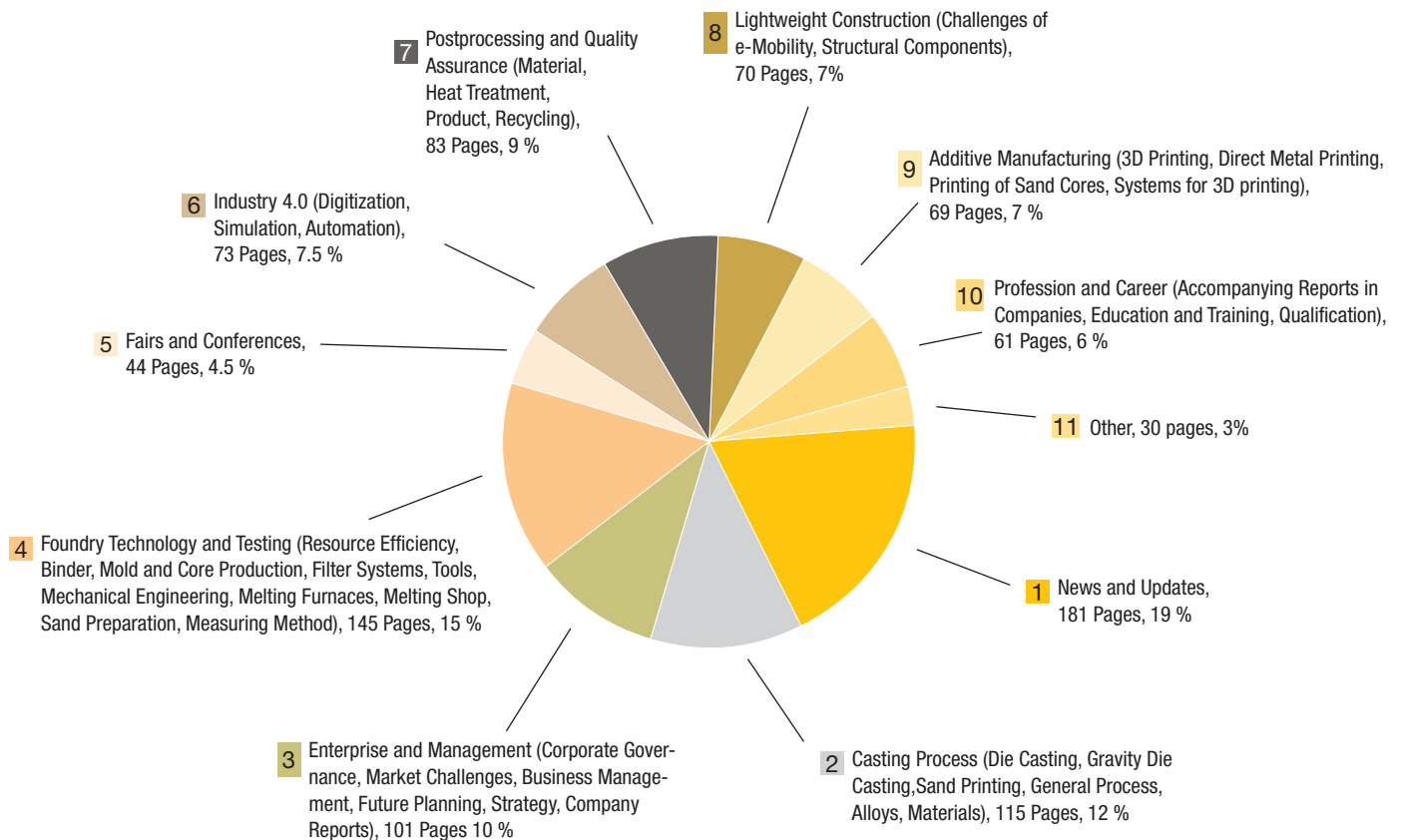
## Advertisements

116 Pages / 66.7 %



# Profile

## Scope Analysis



# Dates & Editorial Programme

| Issues     | Dates                                                                                        | Topics                                                                                                   | Trade Fairs   Conferences   Events                                                                                                                                                                                                                                                                    |
|------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b>   | Ad Closing Date: 05.12.2025<br>Printing Material: 12.12.2025<br>Publication Date: 06.01.2026 | Fair Issue EUROGUSS 2026<br>Die Casting and Die Casting Systems<br>Aluminium & Light Metal               |  <b>EUROGUSS</b><br>EUROGUSS - Internationale Fachmesse für Druckguss: Technik, Prozesse, Produkte, (incl. Druckgusstag), Nuremberg/Germany<br>NORTEC, Hamburg/Germany<br>13.01. - 15.01.2026<br>03.02. - 05.02.2026 |
| <b>2</b>   | Ad Closing Date: 19.01.2026<br>Printing Material: 23.01.2026<br>Publication Date: 03.02.2026 | Report EUROGUSS<br>Mold and Core Production<br>Sand Preparation and Regeneration                         |  <b>EUROGUSS</b>                                                                                                                                                                                                     |
| <b>3</b>   | Ad Closing Date: 09.02.2026<br>Printing Material: 13.02.2026<br>Publication Date: 03.03.2026 | Additive Manufacturing<br>Logistics & Process Management<br>Recycling Technologies & Raw Material Supply | AM Forum, Berlin/Germany<br>HANNOVER MESSE, Hanover/Germany<br>10.03. - 11.03.2026<br>20.04. - 24.04.2026                                                                                                                                                                                             |
| <b>4</b>   | Ad Closing Date: 16.03.2026<br>Printing Material: 20.03.2026<br>Publication Date: 07.04.2026 | Surface Treatment, Blasting & Cleaning<br>Melting                                                        | Intertool Austria, Wels/Austria<br>68. Österreichische Gießereitagung, Gurten/Austria<br>SurfaceTechnology, Stuttgart/Germany<br>21.04. - 24.04.2026<br>23.04. - 24.04.2026<br>05.05. - 07.05.2026                                                                                                    |
| <b>5</b>   | Ad Closing Date: 13.04.2026<br>Printing Material: 17.04.2026<br>Publication Date: 05.05.2026 | Measurement and Testing Technology<br>Materials Testing/Quality Assurance                                | Deutscher Gießereitag, Göttingen/Germany<br>21.05. - 22.05.2026                                                                                                                                                                                                                                       |
| <b>6</b>   | Ad Closing Date: 11.05.2026<br>Printing Material: 15.05.2026<br>Publication Date: 02.06.2026 | CastForge<br>Cast Iron<br>IT, Software, Simulation                                                       |  <b>CastForge</b><br>CastForge - Internationale Fachmesse für Guss- und Schmiedeteile mit Bearbeitung, Stuttgart/Germany<br>09.06. - 11.06.2026                                                                      |
| <b>7/8</b> | Ad Closing Date: 29.06.2026<br>Printing Material: 03.07.2026<br>Publication Date: 21.07.2026 | <b>Special: STATISTICS - The Industry in Figures</b><br>Automation & Robotics<br>Research & Innovation   | AMB - Internationale Ausstellung für Metallbearbeitung, Stuttgart/Germany<br>15.09. - 19.09.2026                                                                                                                                                                                                      |

# Dates & Editorial Programme

| Issues      | Dates                                                                                        | Topics                                                                                                                                                                                                                                                                              | Trade Fairs   Conferences   Events                                                                                                                                                                                                                                                                                                     |
|-------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>9</b>    | Ad Closing Date: 17.08.2026<br>Printing Material: 21.08.2026<br>Publication Date: 01.09.2026 | Aluminium & Light Metal<br><br>  | 66. IFC Portoroz, Portoroz/ Slovenia<br>METAL, Kielce/Poland<br>ALUMINIUM - Weltmesse & Kongress, Düsseldorf/<br>Germany<br>FOND-EX, Brno/Czech Republic<br>PROFINTECH - Internationale Fachmesse für Ober-<br>flächentechnik, Brno/Czech Republic<br>ANKIROS / ANNOFER / TURKCAST, Istanbul/ Türkiye<br>GIFA Mexico, Monterrey/Mexico |
| <b>10</b>   | Ad Closing Date: 21.09.2026<br>Printing Material: 25.09.2026<br>Publication Date: 06.10.2026 | Melting<br>Energy Efficiency<br>Alloy Development                                                                                                                                                                                                                                   | 76. Centenary World Foundry Congress, Istanbul/<br>Türkei                                                                                                                                                                                                                                                                              |
| <b>11</b>   | Ad Closing Date: 19.10.2026<br>Printing Material: 23.10.2026<br>Publication Date: 03.11.2026 | Additive Manufacturing<br>Investment Casting<br>                                                                                                                                                   | Formnext - International exhibition and convention on<br>the next generation of manufacturing technologies,<br>Frankfurt am Main/Germany                                                                                                                                                                                               |
| <b>12</b>   | Ad Closing Date: 16.11.2026<br>Printing Material: 20.11.2026<br>Publication Date: 01.12.2026 | Foundry Plants and Facilities<br>Casting in Art and Everyday Life                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                        |
| <b>2027</b> |                                                                                              |                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                        |
| <b>1</b>    | Ad Closing Date: 15.12.2026<br>Printing Material: 19.12.2026<br>Publication Date: 05.01.2027 | Die Casting and Die Casting Systems                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                        |

**including YEARLY  
CALENDAR 2027**

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

# Rate Card No. 50

valid since January 1, 2025



| Format                                                                        | Type Area<br>wide x high in mm | Bleed<br>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<br>beginning of a SPECIAL or<br>main topic, 1/1 Page | <b>NEW</b>                     | 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<br>(incl. Company Logo)                                               | <b>NEW</b>                     | 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



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

# 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<br>Print only (b/w)) | Job offer<br>Print (b/w) + Internet | Job offer Internet only,<br>Duration 1 month |
|-----------|------------------------------------------------------|--------------------------------|-------------------------------------|----------------------------------------------|
| 1/1 Page  | 174 x 260                                            | 1,754                          | 2,054                               | 567                                          |
| 3/4 Page  | 130 x 260<br>174 x 195                               | 1,329                          | 1,629                               | 567                                          |
| 2/3 Page  | 174 x 172 horizontal<br>114 x 260 vertical           | 1,181                          | 1,481                               | 567                                          |
| 1/2 Page  | 174 x 128 horizontal<br>85 x 260 vertical            | 893                            | 1,193                               | 567                                          |
| 1/3 Page  | 174 x 85 horizontal<br>54 x 260 vertical             | 599                            | 899                                 | 567                                          |
| 1/4 Page  | 85 x 128<br>174 x 62 horizontal<br>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<br>174 x 62 horizontal | 181              | inclusive              | not possible  |

# Circulation and Distribution Analysis

1. Audited by:



2. Distribution:

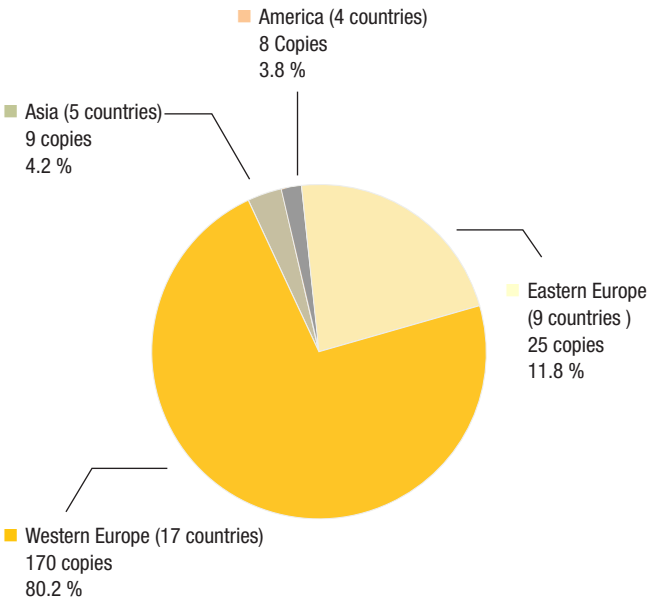
Copies per issue, annual average  
(July 1, 2024 to June 30, 2025)

|                                       |       |                             |
|---------------------------------------|-------|-----------------------------|
| 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](http://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](http://www.giesserei.eu)

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

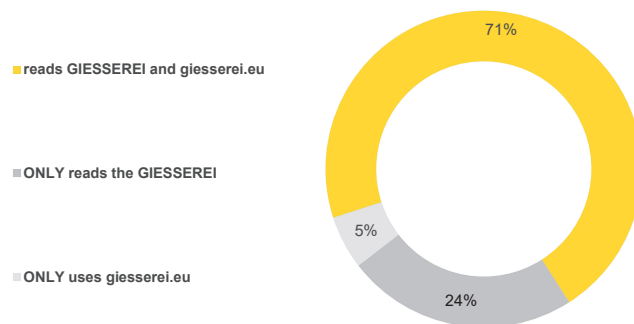
**Study period:** April 29, 2021 - July 15, 2021

### Execution:

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

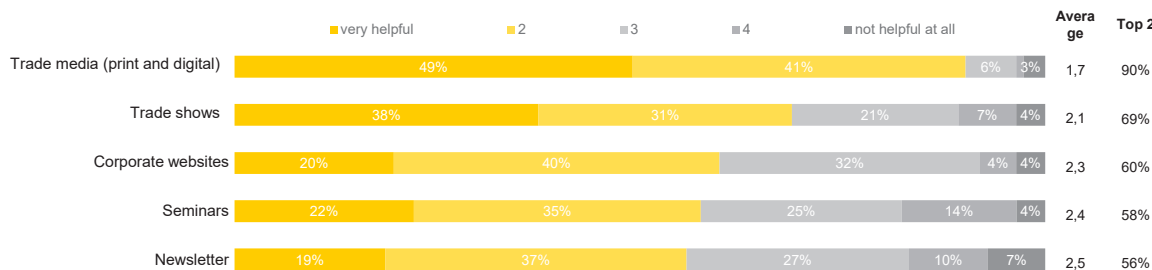
## Reading behavior

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.

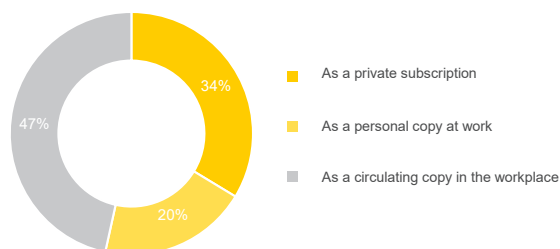
### With GIESSEREI magazine, I am ...



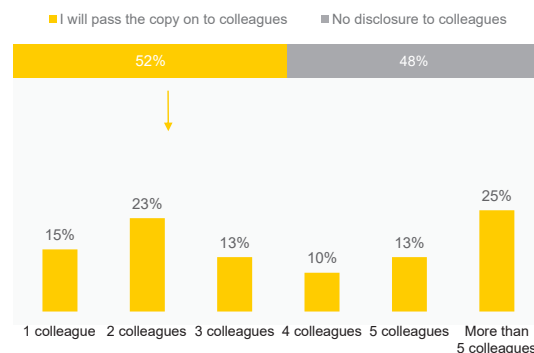
## Receipt / circulation of the magazine

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

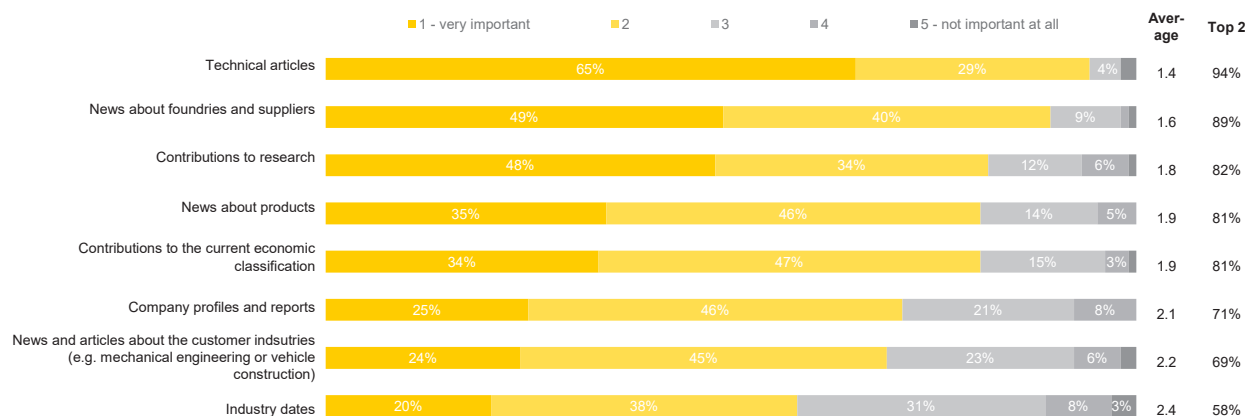


### Passing on to colleagues

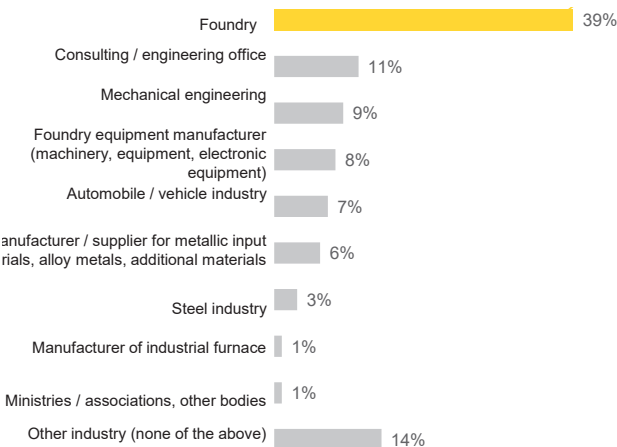


## Importance of subject areas

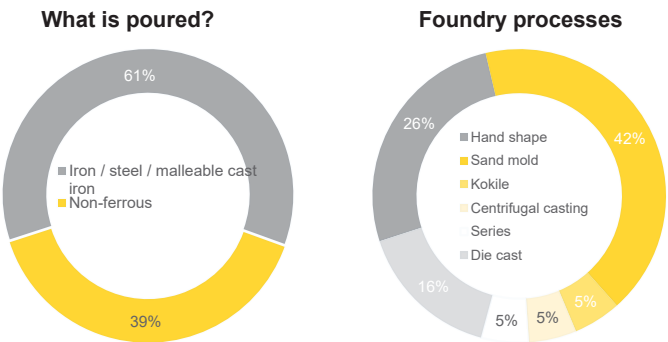
Technical articles are indispensable for GIESSEREI readers. News about foundries and suppliers as well as articles on research topics are also very relevant.



## Industry affiliation



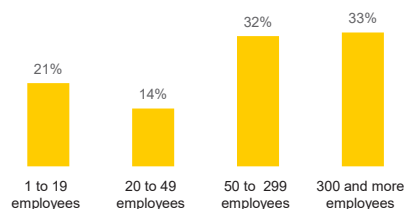
## Foundry process of the respondents



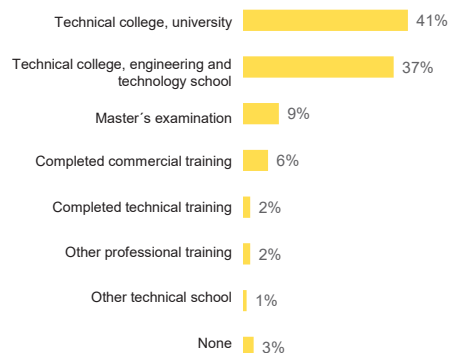
# Readership Analysis

## Number of employees and qualifications

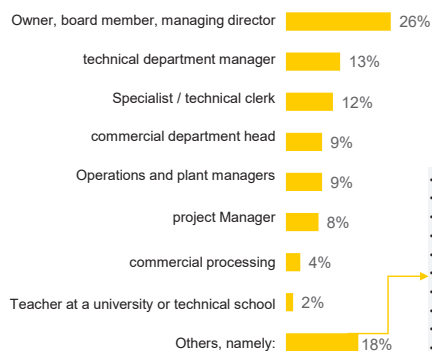
Number of employees in the company



Vocational training

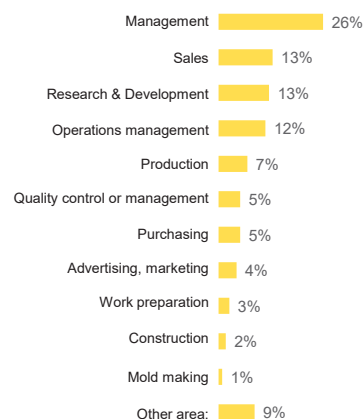


## Position in the company

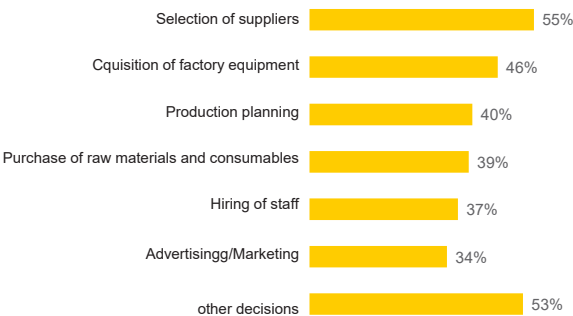


- Sales manager for the hand-molded range
- Technologist
- Technical Consultant
- techn. Outside sales
- Strategy & internationalization
- Deputy Head of Department
- Senior Business Development Manager
- Pensioner
- Product manager
- Master and construction
- Supplier Development
- Foundry mechanic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

## Responsibility in the company

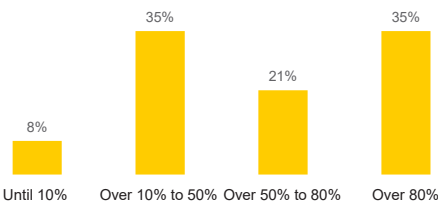


## Decision-making authority of the GIESSEREI readers

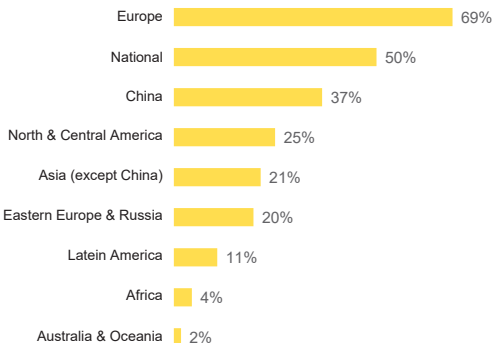


## Sales national / future markets

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><b>1 Title:</b> CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T)</p> <p><b>2 Brief Description:</b> CP+T International is the leading English language technical journal for the foundry industry with a worldwide distribution.</p> <p><b>3 Target Group:</b> Top and middle management in the international foundry industry, and ministries, authorities.</p> <p><b>4 Frequency:</b> 4 issues per year</p> <p><b>5 Format:</b> DIN A4</p> <p><b>6 Volume</b> 42nd Volume</p> <p><b>7 Circulation</b> Print Run 4,170 copies<br/>Sold Circulation: 4,020 copies</p> <p><b>8 Organ:</b> German Foundry Association (BDG)</p> <p><b>9 Membership / Participation</b> Verband Deutscher Zeitschriftenverleger e.V.</p> | <p><b>10 Publishing House:</b> DVS Media GmbH<br/>Postfach 10 19 65, 40010 Düsseldorf, Germany<br/>Aachener Straße 172, 40223 Düsseldorf, Germany<br/>☎ +49 211 1591-0<br/>📠 +49 211 1591-150<br/>🌐 <a href="http://www.dvs-media.eu">www.dvs-media.eu</a><br/>✉ <a href="mailto:media@dvs-media.info">media@dvs-media.info</a></p> <p><b>11 Publisher</b> German Foundry Association (BDG)</p> <p><b>12 Advertising:</b> Markus Winterhalter<br/>☎ +49 211 1591-142<br/>✉ <a href="mailto:markus.winterhalter@dvs-media.info">markus.winterhalter@dvs-media.info</a></p> <p><b>13 Editor</b> Martin Vogt, Chief Editor<br/>☎ +49 211 6871 - 107<br/>✉ <a href="mailto:martin.vogt@bdguss.de">martin.vogt@bdguss.de</a></p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



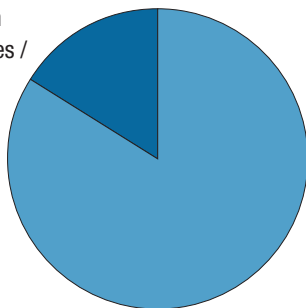
# Profile

Scope analysis

**14 Scope analysis:** 2024 = 3 Issues  
**Total Scope:** 204 Pages = 100 %

## Advertising section

36 Pages /  
18 %

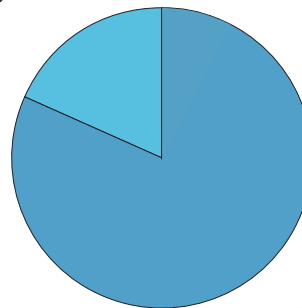


## Editorial section

168 Pages /  
82 %

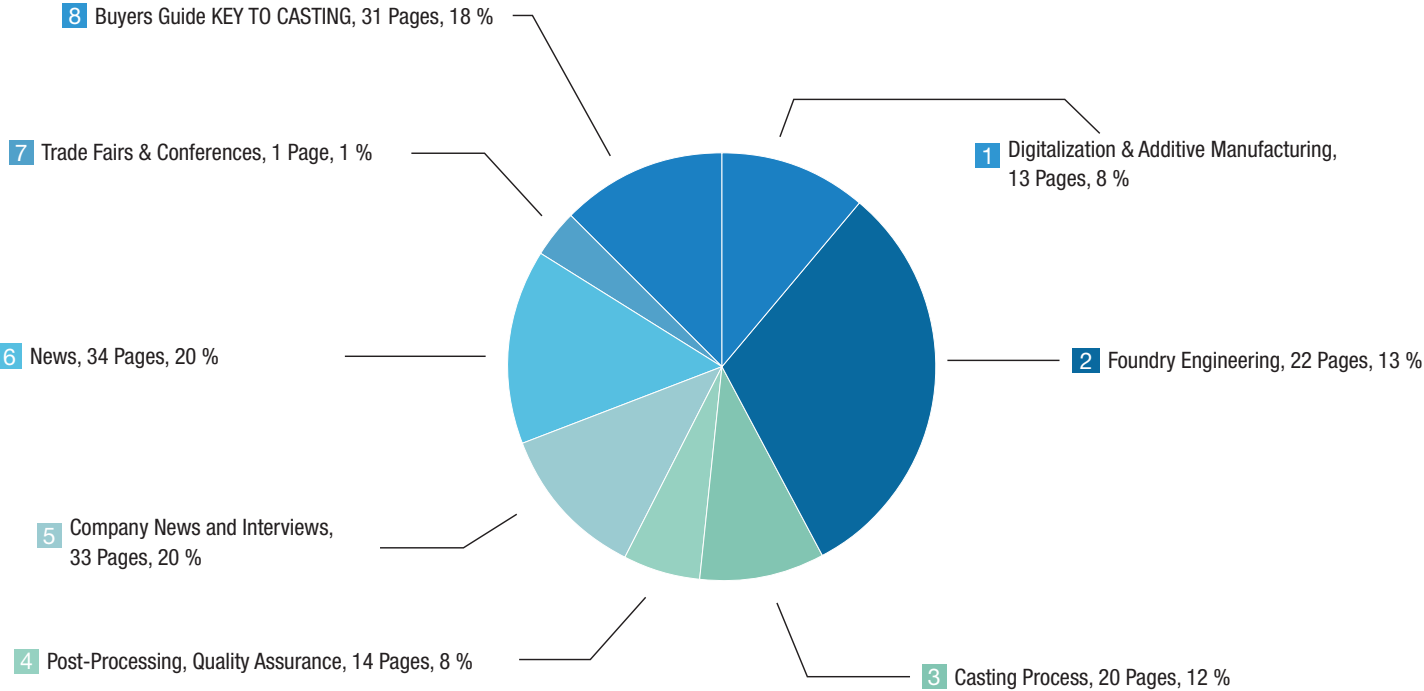
## Publisher's Advertisements

12 Pages / 33 %



**Advertisements**  
24 Pages / 67 %





# Cast for gold instead of fish

[www.home-of-foundry.de](http://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**

**bdguss** **DVS** MEDIA

# Dates & Editorial Programme

| Issues      | Dates                                                                                        | Topics                                                                                                                                                                             | Trade Fairs   Conferences   Events                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b>    | Ad Closing Date: 20.02.2026<br>Printing Material: 23.02.2026<br>Publication Date: 10.03.2026 | Review EUROGUSS 2026<br>Die Casting and Die Casting Systems<br>Mold and Core Production<br>Sand Processing and Regeneration<br>Automation & Industry 4.0<br>Additive Manufacturing | <div>EUROGUSS</div> <div>CastExpo &amp; Metalcasting Congress, Grand Rapids/USA</div> <div>Middle East Coatings Show Dubai, UAE</div> <div>HANNOVER MESSE 2026, Hanover/Germany</div> <div>MACH, Birmingham/UK</div> <div>DMI - DIE &amp; MOULD INDIA INTERNATIONAL EXHIBITION, Mumbai/India</div> <div>American Coatings SHOW + American Coatings CONFERENCE, Indianapolis/USA</div> <div>SurfaceTechnology GERMANY, Stuttgart/Germany</div> <div>METAL CHINA &amp; DIECASTING CHINA - China Diecasting Exhibition, Shanghai/PR China</div> <div>METAL SHOW &amp; TIB, Bukarest/Romania</div> <div>EXPOQUIMIA, Barcelona/Spain</div> <div>SUBCON, Birmingham/UK</div> <div>SURFEX, Coventry/UK</div> <div>CastForge, Stuttgart/Germany</div> <div>14.04. - 16.04.2026</div> <div>14.04. - 16.04.2026</div> <div>20.04. - 24.04.2026</div> <div>20.04. - 24.04.2026</div> <div>21.04. - 24.04.2026</div> <div>05.05. - 07.05.2026</div> <div>05.05. - 07.05.2026</div> <div>06.05. - 09.05.2026</div> <div>12.05. - 15.05.2026</div> <div>02.06. - 05.06.2026</div> <div>03.06. - 04.06.2026</div> <div>09.06. - 10.06.2026</div> <div>09.06. - 11.06.2026</div> |
| <b>2</b>    | Ad Closing Date: 08.05.2026<br>Printing Material: 12.05.2026<br>Publication Date: 16.06.2026 | Melting<br>Austrian Foundry Conference<br>IT, Software, Simulation<br>Cast iron                                                                                                    | <div>GIFA</div> <div>Paintistanbul &amp; Turkcoat, Istanbul/Türkiye</div> <div>Intermold Thailand, Bangkok/Thailand</div> <div>DMC - DIE &amp; MOULD CHINA, Shanghai/PR China</div> <div>Lightweight Asia, Shanghai/PR China</div> <div>ALUMINIUM CHINA, Shanghai/PR China</div> <div>Taipei Int. Mold &amp; Die Industry Fair, Taipei/Taiwan</div> <div>THERMOTEC, Tokio/Japan</div> <div>GIFA INDONESIA, Jakarta/Indonesia</div> <div>Inter Foundry, Coimbatore/Indien</div> <div>AMB, Stuttgart/Germany</div> <div>66. IFC, Portoroz/Slovenia</div> <div>17.06. - 19.06.2026</div> <div>17.06. - 20.06.2026</div> <div>01.07. - 04.07.2026</div> <div>08.07. - 10.07.2026</div> <div>08.07. - 10.07.2026</div> <div>19.08. - 22.08.2026</div> <div>09.09. - 11.09.2026</div> <div>09.09. - 12.09.2026</div> <div>10.09. - 12.09.2026</div> <div>15.09. - 19.09.2026</div> <div>16.09. - 18.09.2026</div>                                                                                                                                                                                                                                                      |
| <b>3</b>    | Ad Closing Date: 14.08.2026<br>Printing Material: 18.08.2026<br>Publication Date: 08.09.2026 | Blasting and Cleaning<br>Surface Treatment<br>Research & Innovation<br>Light Metal<br>Aluminum                                                                                     | <div>ALUMINIUM</div> <div>METAL, Kielce/Poland</div> <div>ALUMINIUM, Düsseldorf/Germany</div> <div>FOND-EX, Brno/Czech Republic</div> <div>PROFINTECH, Brno/Czech Republic</div> <div>BI-MU, Milan/Italy</div> <div>76th Centenary World Foundry Congress, Istanbul/Türkiye</div> <div>ANKIROS / ANNOFER / TURKCAST, Istanbul/Türkiye</div> <div>UK Metals Expo, Birmingham/UK</div> <div>Formnext, Frankfurt am Main/Germany</div> <div>22.09. - 24.09.2026</div> <div>06.10. - 08.10.2026</div> <div>06.10. - 08.10.2026</div> <div>06.10. - 09.10.2026</div> <div>13.10. - 16.10.2026</div> <div>18.10. - 24.10.2026</div> <div>22.10. - 24.10.2026</div> <div>04.11. - 05.11.2026</div> <div>17.11. - 20.11.2026</div>                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>4</b>    | Ad Closing Date: 20.11.2026<br>Printing Material: 24.11.2026<br>Publication Date: 08.12.2026 | Melting<br>Alloy Development<br>Additive Manufacturing<br>Investment Casting<br>Foundry Equipment                                                                                  | <div>SF CHINA - China International Exhibition for Surface Finishing &amp; Coating Products, PR China</div> <div>MANUFACTURING INDONESIA, Jakarta/Indonesia</div> <div>CHINACOAT, PR China</div> <div>December 2026</div> <div>December 2026</div> <div>December 2026</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>2027</b> |                                                                                              |                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>1</b>    | Ad Closing Date: 20.02.2027<br>Printing Material: 24.02.2027<br>Publication Date: 10.03.2027 |                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

including YEARLY  
CALENDAR 2027

# Rate Card No. 32

Valid since January 1, 2025

| Format                                                                        | Type Area<br>wide x high in mm | Bleed<br>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<br>beginning of a SPECIAL or<br>main topic, 1/1 Page | - <b>NEW</b>                   | 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                   | 2,022       | 2,919     |
| 2/3 Page, vertical                                                            | 114 x 260                      | 130 x 297                   |             |           |
| Juniorpage                                                                    | 128 x 174                      | 145 x 210                   | 1,685       | 2,582     |
| 1/2 Page, horizontal                                                          | 174 x 128                      | 210 x 145                   | 1,685       | 2,582     |
| 1/2 Page, vertical                                                            | 85 x 260                       | 102 x 297                   |             |           |
| 1/3 Page, horizontal                                                          | 174 x 85                       | 210 x 100                   | 1,045       | 1,942     |
| 1/3 Page, vertical                                                            | 54 x 260                       | 72 x 297                    |             |           |
| 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<br>(incl. Company Logo)                                               | - <b>NEW</b>                   | 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

|                        |                                                                                                                                                                    |                                                                                                                                                                                                                  |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2 Surcharge</b>     | Each standard colour + Red like HKS 13                                                                                                                             |                                                                                                                                                                                                                  |
|                        | <b>Colours:</b> 4-colour advertisement (European scale)                                                                                                            | 299 €                                                                                                                                                                                                            |
|                        | Each special colour                                                                                                                                                | 897 €                                                                                                                                                                                                            |
|                        | Metal and fluorescent colours on request                                                                                                                           | 735 €                                                                                                                                                                                                            |
|                        | <b>Colour surcharges will not be discounted.</b>                                                                                                                   |                                                                                                                                                                                                                  |
|                        | <b>Format:</b>                                                                                                                                                     | There is no trimming surcharge for advertisements larger.                                                                                                                                                        |
| <b>3 Surcharge</b>     | 10 % surcharge for other binding placements with the                                                                                                               |                                                                                                                                                                                                                  |
|                        | <b>Position:</b> corresponding b/w-format price <b>(not discountable)</b> .                                                                                        |                                                                                                                                                                                                                  |
|                        | <b>Discounts:</b>                                                                                                                                                  | 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.                                                                                               |
| <b>4 Sections:</b>     | Job offers and job applications, see page 29                                                                                                                       |                                                                                                                                                                                                                  |
| <b>5 Special Forms</b> | Bound-in inserts                                                                                                                                                   |                                                                                                                                                                                                                  |
|                        | <b>of Advertise</b>                                                                                                                                                | Discountable, 1 Bound-in Insert = 1/1 page ad                                                                                                                                                                    |
|                        | <b>ment:</b>                                                                                                                                                       | 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 €                                                                                                                                                                                       |
|                        | <b>Loose Inserts</b>                                                                                                                                               | Not bound in, max. size 205 x 295 mm.                                                                                                                                                                            |
|                        |                                                                                                                                                                    | Weight up to 25 g 3,229 €                                                                                                                                                                                        |
|                        | <b>Stick-on:</b>                                                                                                                                                   | on request                                                                                                                                                                                                       |
| <b>6 Advertorial:</b>  | The optimal supplement to your classic advertising with an editorial-like background. You provide text/picture material, we layout adapted to the magazine design: |                                                                                                                                                                                                                  |
|                        | <b>2/1 Pages, 4c</b>                                                                                                                                               |                                                                                                                                                                                                                  |
|                        | (10,000 characters including spaces)                                                                                                                               | 6,559 €                                                                                                                                                                                                          |
|                        | <b>1/1 Page, 4c</b>                                                                                                                                                |                                                                                                                                                                                                                  |
|                        | (5,000 characters including spaces)                                                                                                                                | 3,835 €                                                                                                                                                                                                          |
|                        | <b>1/2 Page, horizontal, 4c</b>                                                                                                                                    |                                                                                                                                                                                                                  |
|                        | (2,000 characters including spaces)                                                                                                                                | 2,582 €                                                                                                                                                                                                          |
| <b>7 Terms of</b>      | 2 % discount on payments within 14 days and net price for                                                                                                          |                                                                                                                                                                                                                  |
| <b>Payment:</b>        | 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<br>wide x high in mm                       | Job Offer<br>Print only<br>(b/w) | Job Offer Print (b/w) +<br>Internet | Job Offer Internet only,<br>Duration 1 month |
|------------|------------------------------------------------------|----------------------------------|-------------------------------------|----------------------------------------------|
| 1/1 Page   | 174 x 260                                            | 1,754                            | 2,054                               | 567                                          |
| 3/4 Page   | 130 x 260<br>174 x 195                               | 1,329                            | 1,629                               | 567                                          |
| 2/3 Page   | 174 x 172 horizontal<br>114 x 260 vertical           | 1,181                            | 1,481                               | 567                                          |
| 1/2 Page   | 174 x 128 horizontal<br>85 x 260 vertical            | 893                              | 1,193                               | 567                                          |
| 1/3 Page   | 174 x 85 horizontal<br>54 x 260 vertical             | 599                              | 899                                 | 567                                          |
| 1/4 Page   | 85 x 128<br>174 x 62 horizontal<br>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<br>174 x 62 horizontal | 181              | inclusive              | not possible  |

# Circulation and Distribution Analysis

## 2 Distribution: Copies per Issue, Annual Average

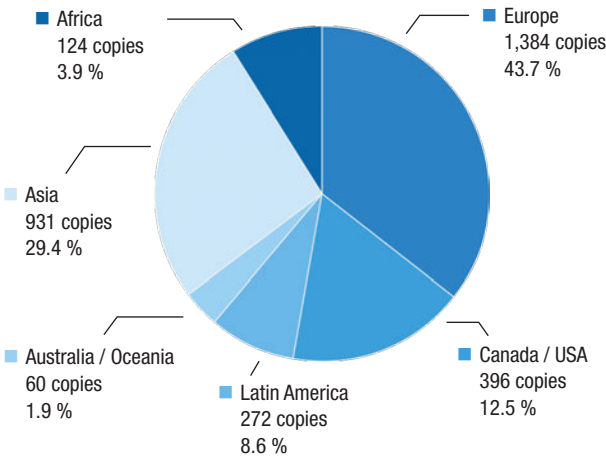
|                                              |       |                               |
|----------------------------------------------|-------|-------------------------------|
| <b>Print run:</b>                            | 4,170 |                               |
| <b>Actual Circulation:</b>                   | 4,020 | thereof outside Germany 3,167 |
| <b>Sold Circulation:</b>                     | 24    | thereof outside Germany 14    |
| Subscribed Circulation:                      | 24    | thereof to Members –          |
| Single Sold Copies:                          | –     |                               |
| Other Paid Circulation:                      | –     |                               |
| <b>Free Copies</b>                           | 3,996 |                               |
| <b>Remaining, Voucher and Archive Copies</b> | 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 |                                                                      | Percentage of actual distribution |        |
|----------------------|----------------------------------------------------------------------|-----------------------------------|--------|
|                      |                                                                      | %                                 | 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                |



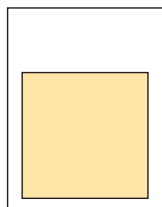
# Formats and Technical Details

- 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](mailto: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](http://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



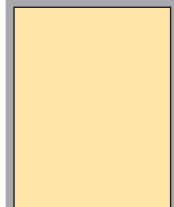
■ 186 x 186 mm

Inside cover page



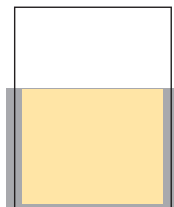
■ 210 x 164 mm \*

1/1 Page



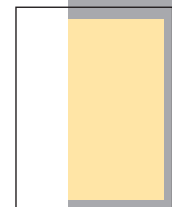
■ 174 x 260 mm  
 ■ 210 x 297 mm \*

2/3 Page, horizontal



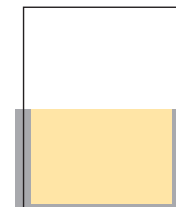
■ 174 x 172 mm  
 ■ 210 x 194 mm \*

2/3 Page, vertical



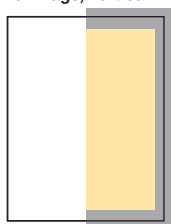
■ 114 x 260 mm  
 ■ 130 x 297 mm \*

1/2 Page, horizontal



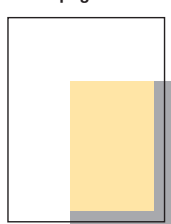
■ 174 x 128 mm  
 ■ 210 x 145 mm \*

1/2 Page, vertical



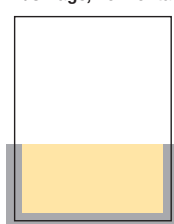
■ 85 x 260 mm  
 ■ 102 x 297 mm \*

Juniorpage



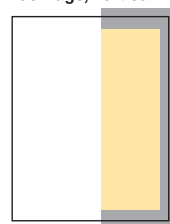
■ 128 x 174 mm  
 ■ 145 x 210 mm \*

1/3 Page, horizontal



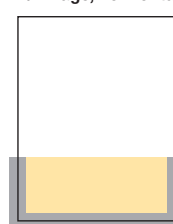
■ 174 x 85 mm  
 ■ 210 x 100 mm \*

1/3 Page, vertical



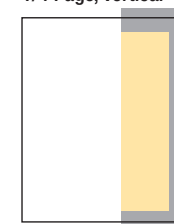
■ 54 x 260 mm  
 ■ 72 x 297 mm \*

1/4 Page, horizontal



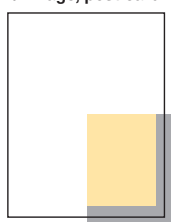
■ 174 x 62 mm  
 ■ 210 x 80 mm \*

1/4 Page, vertical



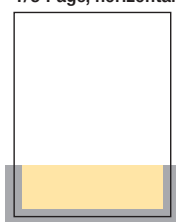
■ 40 x 260 mm  
 ■ 57 x 297 mm \*

1/4 Page, post card



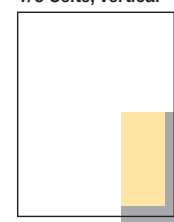
■ 85 x 128 mm  
 ■ 102 x 145 mm

1/6 Page, horizontal



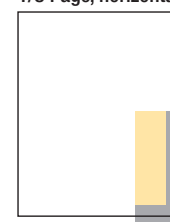
■ 174 x 42 mm  
 ■ 210 x 62 mm \*

1/6 Seite, vertical



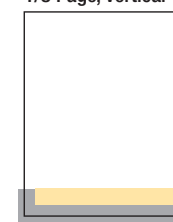
■ 56 x 128 mm  
 ■ 71 x 145 mm \*

1/8 Page, horizontal



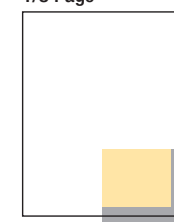
■ 40 x 128 mm  
 ■ 55 x 145 mm \*

1/8 Page, vertical



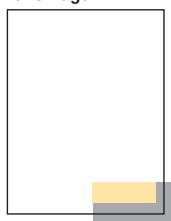
■ 174 x 30 mm  
 ■ 210 x 50 mm \*

1/8 Page



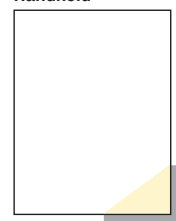
■ 85 x 62 mm  
 ■ 102 x 80 mm \*

1/16 Page



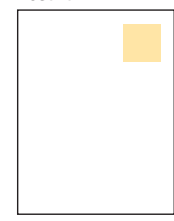
■ 85 x 30 mm  
 ■ 102 x 45 mm \*

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:

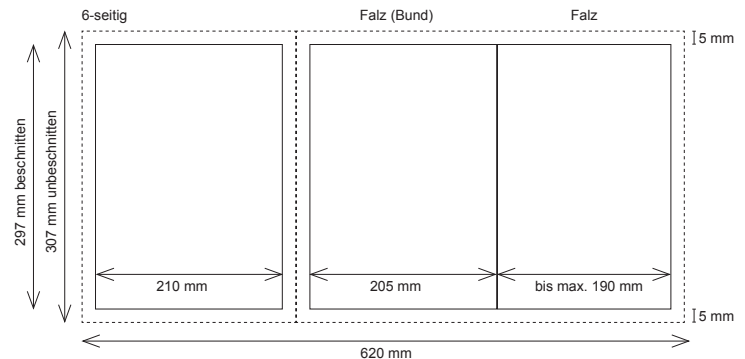
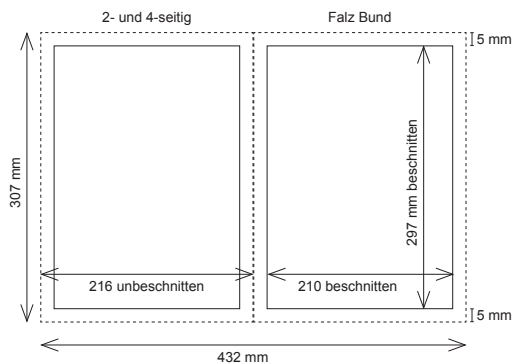
on request

### 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 2027

**Print Run:** 9,000 Copies

**Distribution:** As an insert in the magazines  
GISSEREI and CASTING PLANT AND  
TECHNOLOGY INTERNATIONAL  
in the December 2026 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:** November 6, 2026

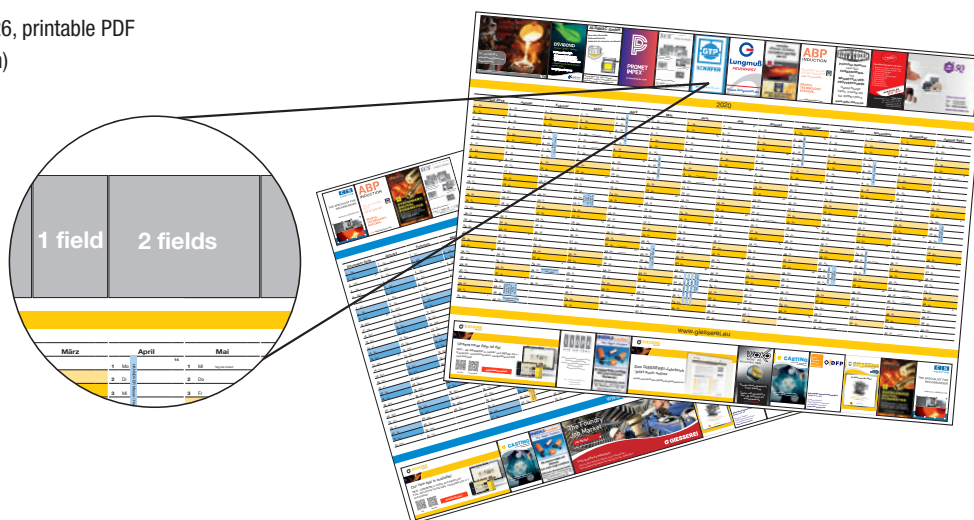
**Printing Material:** November 11, 2026, printable PDF  
(300 dpi resolution)

## 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 2027

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 2027 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 12, 2026

**Advertising Closing Date:** October 22, 2026

**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)

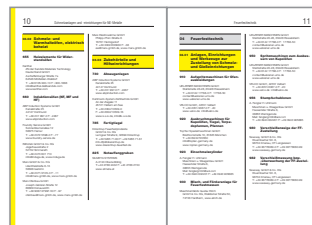
Logo requirements: four colours, max. width 52 mm, max. height 20 mm

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 2027

The Foundry Industry in a Nutshell

| Format               | Formate<br>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 2027!

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 2027

**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

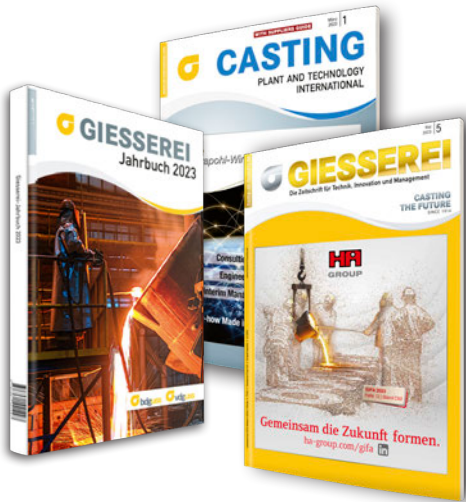
For integration on your website or for sending by e-mail

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](mailto:martina.reintjens@dvs-media.info)  
🌐 [www.dvs-media.eu](http://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!



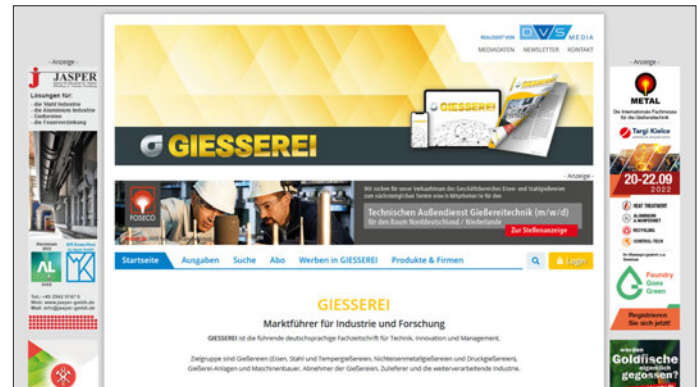
## THE website of the industry journal: GIESSEREI

### 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)

Banner Top XS – Banner (468x150)

### Prices:

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

# Cast for gold instead of fish

[www.home-of-foundry.de](http://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 2026

# WELCOME TO HOME OF FOUNDRY

The world of the foundry industry has found a virtual home: **HOME OF FOUNDRY**

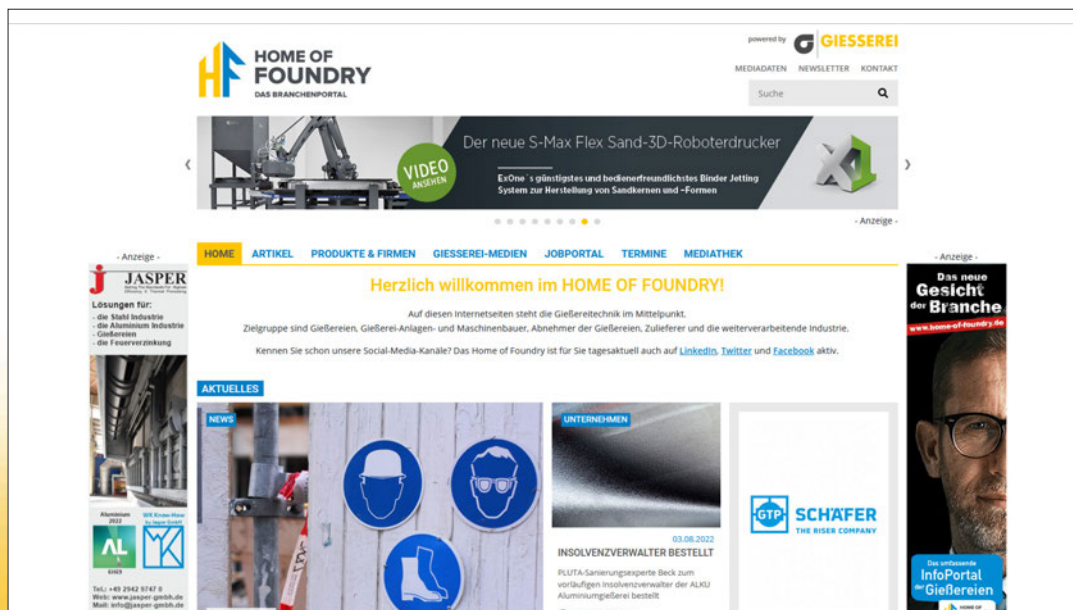
The focus of this contemporary content-based B2B information service is versatile reporting on current trends in the sector, in industry and trade. We focus in particular on practical topics in our editorial work. HOME OF FOUNDRY serves as a competent source for all those who are professionally involved in production, application and processing as well as research and innovations in the field of casting.

The entire process chain from plant engineering, melting, refractory technology, mould and core production, raw materials, preparation technology, surface treatment, automation technology, measuring

and testing systems, consulting and service offers to the diverse range of cast products is shown on HOME OF FOUNDRY.

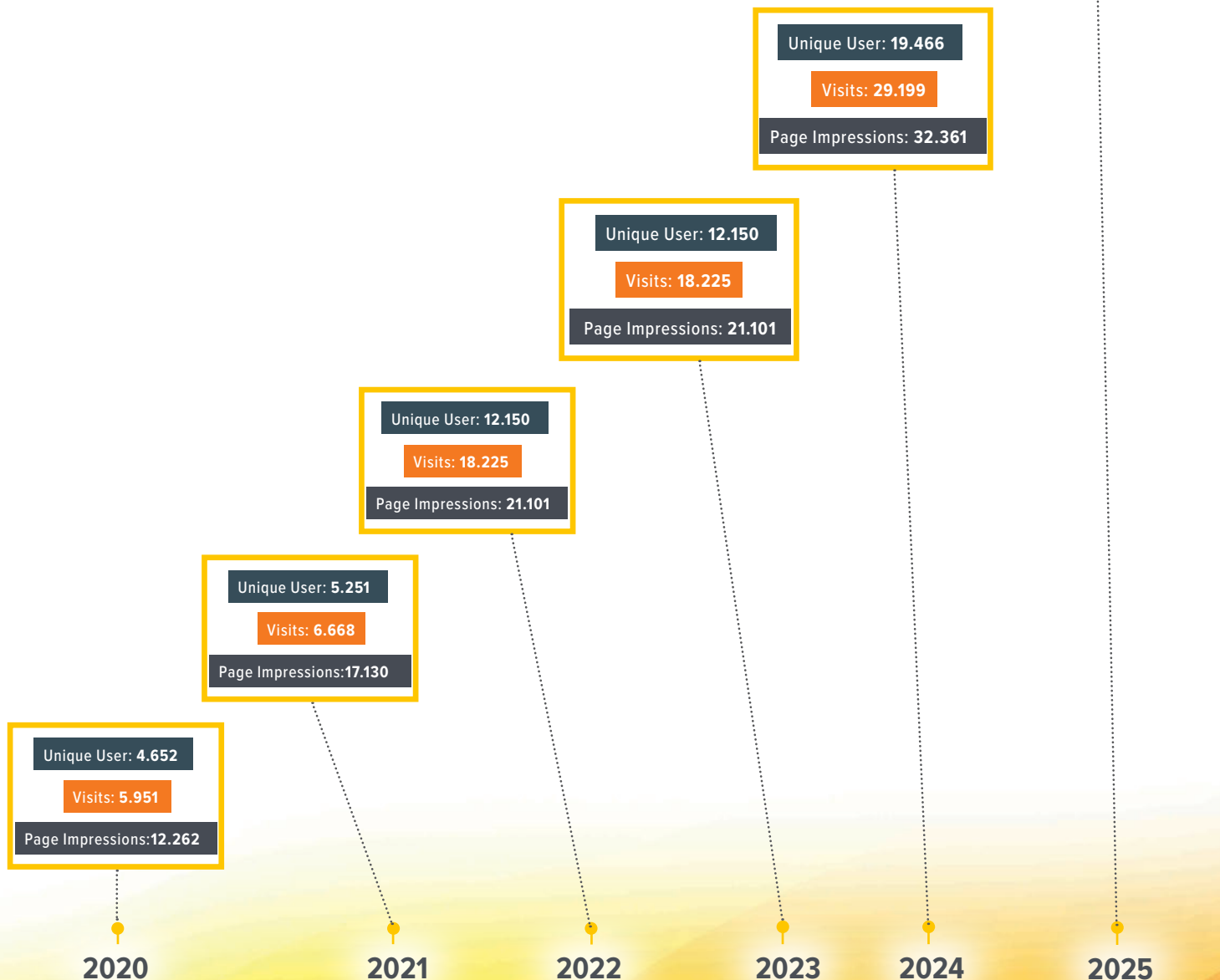
Both users and decision-makers from purchasing, sales and marketing benefit from this unique range of reporting, the expert opinions and the background reports.

Everything for foundrymen  
[www.home-of-foundry.de](http://www.home-of-foundry.de)



# SCOPE PER MONTH

Data collection with Google Analytics for **www.giesserei.eu** (till October 31, 2021) + **www.home-of-foundry.de** from November 01, 2021



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.

# ONLINE AND DIGITAL ADVERTISING OPPORTUNITIES.

## Banner advertising

Banner advertising is one of the most popular advertising options on the Internet because good banner advertising is perceived and clicked. In the HOME OF FOUNDRY you can use various standard formats for your advertising goals.

## Advertorials

Advertisements in editorial guise are becoming increasingly popular. With this advertising opportunity you benefit from our high quality editorial content in the HOME OF FOUNDRY.

## Product and company directory

An industry directory for the foundry industry with well-known manufacturers and the associated products completes the usefulness of this

industry portal. Quick and easy search options enables a swift connection to new suppliers.

## Newsletter advertising

In our regularly newsletter you can choose between different ad formats such including native ads which guarantees the highest possible level of awareness.

## JobPortal

Are you looking for specialists and managers who are familiar with foundry technology? Reach your target group precisely with our crossmedial JobPortal.

We have put together four attractive packages for your optimal presence in the **HOME OF FOUNDRY**. The heart of these service packages is the company and product database.

Learn more on the following pages and choose between: **Basic Plus, Bronze, Silver or Gold.**

# BASIC PLUS

Listing of max. 5 product categories in the directory, further listings on request

+ Full address

+ Linked to your web page

75 € monthly/duration: 12 month\*

## PRESENTATION OF YOUR COMPANY

[HOME](#) [ARTIKEL](#) [PRODUKTE & FIRMEN](#) [GIESSEREI-MEDIEN](#) [JOBPORTAL](#) [TERMINE](#) [MEDIATHEK](#)

[Home](#) > [Produkte & Firmen](#) > [Rubriken](#)

[Gießereianlagen und -einrichtungen](#)

[Gießereianlagen und -einrichtungen, allgemein](#)

**GOLD**



**Maschinenfabrik Gustav Eirich GmbH & Co KG**  
Walldürner Straße 50  
74736 Hardheim  
Deutschland

[Firmendetails](#)  
[Produktkategorien](#) ▾



**HEINRICH WAGNER SINTO Maschinenfabrik GmbH**  
Bahnhofstraße 101  
57334 Bad Laasphe  
Deutschland

[Firmendetails](#)  
[Produktkategorien](#) ▾

**BASIC**

\* Minimum term: 12 months, annual invoice plus VAT.

# BRONZE

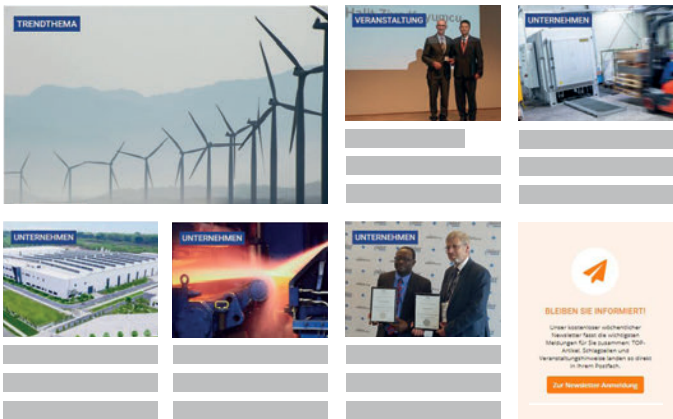
Listing of max. 5 product categories in the directory, further listings on request  
Full address and link to web page

- + Own micro site | + Contacts | + Additional text |
- + Company logo | + Cover picture
- + 1 Banner (Skyscraper or Super Banner)

400 € monthly/duration: 12 months\*

## PRESENTATION OF YOUR BANNER AD

Skyscraper  
160 x 600 px



Skyscraper  
160 x 600 px

Super Banner  
1126 x 150 px



## PRESENTATION OF YOUR MICRO SITE

Cover picture: 1.200 px x 480 px

Logo: 800 px x 800 px



Company name  
Subtitle (70 characters)

Company name  
Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, 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.

Additional text: 800 charactersannual invoice plus VAT.

Musterfirma GmbH

Musterstraße 12  
12345 Musterort

Telefon:  
[01234 456789](tel:01234456789)

E-Mail:  
[muster@muster.de](mailto:muster@muster.de)

Internet:  
[www.muster.de](http://www.muster.de)

\* Minimum term: 12 months, annual invoice plus VAT.

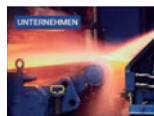
# SILVER

Listing in dirctory  
Own micro site  
Full address and link to web page  
Contacts  
Additional text  
Company logo  
Cover picture  
**+ TOP BANNER**

492 € monthly/duration: 12 months\*

## PRESENTATION OF YOUR BANNER AD

**Top-Banner**  
1126 x 150 px



## PRESENTATION OF YOUR MICRO SITE

Cover picture: 1.200 px x 480 px

Company logo: 800 px x 800 px



Company name  
Subtitle (70 characters)

Company name  
Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, 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.

Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12  
12345 Musterort

Telefon:  
[01234 456789](tel:01234456789)

E-Mail:  
[muster@muster.de](mailto:muster@muster.de)

Internet:  
[www.muster.de](http://www.muster.de)

\* Minimum term: 12 months, annual invoice plus VAT.

# GOLD

Listing in directory  
Own micro site  
Full address and link to web page  
Contacts  
Additional text  
Company logo  
Cover picture

TOP BANNER **plus** Super Banner

(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)

**+ Listed under TOP COMPANY (TOP-FIRMA) |**

**+ Videos | + Whitepaper | + Advertorial (1 per month)**

800 € monthly/duration: 12 months\*

## PRESENTATION AS TOP COMPANY



**Internationale Fachmesse für Druckguss  
Technik, Prozesse, Produkte**

HOME ARTIKEL **PRODUKTE & FIRMAN** GIESSEREI-MEDIEN **BRANCHENPORTAL** TERMINE MEDIAT

Home > Produkte & Firmen

**Produkte & Firmen: Wo gibt es was und wer stellt es her?**

Sie suchen ein Produkt aus der Gießereitechnik? Einen Hersteller, einen Dienstleister oder Informationen über Ihre Wettbewerber? Unser Firmen- und Produktverzeichnis ist das Who-is-who und What-is-What für die Gießereibranche. Oder anders gesagt: „In“ ist, wer drin ist.

**Fehlt Ihr Unternehmen in unserem Verzeichnis?**  
**Oder möchten Sie ihren Unternehmensbeitrag in unserem Verzeichnis ergänzen?**

Sprechen Sie uns dazu gerne an.

In unseren **Mediadaten** können Sie sich darüber hinaus ausführlich über die verschiedenen Eintragsvarianten für das Verzeichnis informieren.

**TOP-FIRMEN**

powered by **GIESSEREI**

MEDIADATEN NEWSLETTER KONTAKT

Top Company

**TOP-FIRMEN**

|                                                                                                                                           |                                                                                                                            |                                                                                                                 |                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DVS MEDIA GMBH</b><br>Fachmedien für die Schweißtechnik<br><a href="#">Mehr erfahren</a>                                               | <b>MAGMA GIESSEREITECHNOLOGIE GMBH</b><br>Committed to Casting Excellence<br><a href="#">Mehr erfahren</a>                 | <b>ABP INDUCTION SYSTEMS GMBH</b><br>Ein Unternehmen – weltweiter Service<br><a href="#">Mehr erfahren</a>      | <b>ACTOS GESELLSCHAFT FÜR TECHNISCHE OBERFLÄCHENSYSTEME MBH</b><br>Erhalten Sie den Wert Ihrer Strahlanlagen<br><a href="#">Mehr erfahren</a> |
| <b>JASPER GESELLSCHAFT FÜR ENERGIEWIRTSCHAFT UND KYBERNETIK MBH</b><br>Feuer und Flamme für Innovationen<br><a href="#">Mehr erfahren</a> | <b>VESUVIUS GMBH - FOSECO</b><br>weltweit führendes Unternehmen in der Metallflusstechnik<br><a href="#">Mehr erfahren</a> | <b>GIFA 2023</b><br>15. Internationale GIESSEREI-Fachmesse mit Technical Forum<br><a href="#">Mehr erfahren</a> | <b>RGU GMBH</b><br>Wir lieben Gießerei...<br><a href="#">Mehr erfahren</a>                                                                    |

In Ihrem Fachbuch

Zur Newsletter-Anmeldung

# PRESENTATION OF YOUR MICRO SITE

Cover picture: 1.200 px x 480 px

Company logo: 800 px x 800 px

Company name  
Subtitle (70 characters)

## Company name Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A t vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergr 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 magna aliquyam erat, sed diam voluptua. A t vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergr 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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Additional text:  
3,000 characters + images

### Musterfirma GmbH

Musterstraße 12  
12345 Musterort

Telefon:  
[01234 456789](tel:01234456789)

E-Mail:  
[muster@muster.de](mailto:muster@muster.de)

Internet:  
[www.muster.de](http://www.muster.de)



\* Minimum term: 12 months, annual invoice plus VAT.

# ADVERTISING IN TIME WITH **OUR INDIVIDUAL SERVICES**

Basic Plus, bronze, silver and gold advertising packages do not match what you are looking for?

On the following pages you find the individual services in detail.

## THIS IS WHAT YOU CAN EXPECT FROM US

### **Banner ads**

- › Skyscraper
- › Super Banner

### **Newsletter ads**

- › Banner / Text / Native ad
- › Stand Alone Newsletter

### **Job-Portal**

- › online
- › print + online

### **Advertorial & Whitepaper**

# SHOW PRESENCE WITH YOUR BANNER AD

Choose between the portrait format Skyscraper and the landscape format Super Banner.

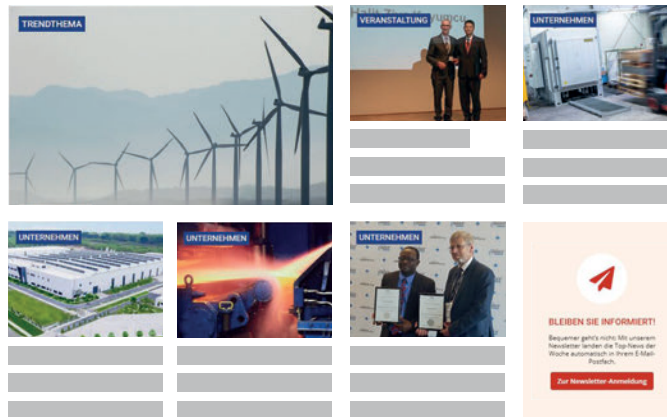
## Ad rate

> Homepage + sub pages\*: 850 €/month

\*except JobPortal

## PRESENTATION OF YOUR BANNER AD

Skyscraper  
160 x 600 px



Skyscraper  
160 x 600 px

Super Banner  
1126 x 150 px



# 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<br>in mm                              | Job Offer<br>print (b/w) only | Job Offer<br>print (b/w) + Internet | Job Offer<br>print (4c) + Internet | Job Offer Internet only<br>Duration 1 month |
|------------|------------------------------------------------------|-------------------------------|-------------------------------------|------------------------------------|---------------------------------------------|
| 1/1 page   | 174 x 260                                            | 1,754                         | 2,054                               | 2,951                              | 567                                         |
| 3/4 page   | 130 x 260<br>174 x 195                               | 1,329                         | 1,629                               | 2,526                              | 567                                         |
| 2/3 page   | 174 x 172 horizontal<br>114 x 260 vertical           | 1,181                         | 1,481                               | 2,378                              | 567                                         |
| 1/2 page   | 174 x 128 horizontal<br>85 x 260 vertical            | 893                           | 1,193                               | 2,090                              | 567                                         |
| 1/3 page   | 174 x 85 horizontal<br>54 x 260 vertical             | 599                           | 899                                 | 1,796                              | 567                                         |
| 1/4 page   | 85 x 128<br>174 x 62 horizontal<br>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                                         |

# ADVERTORIAL OR WHITEPAPER: YOUR PUBLICITY IN EDITORIAL PACKAGING

Advertorial and Whitepaper are a popular means of presenting advertising in editorial packaging. HOME OF FOUNDRY also offers you this opportunity.

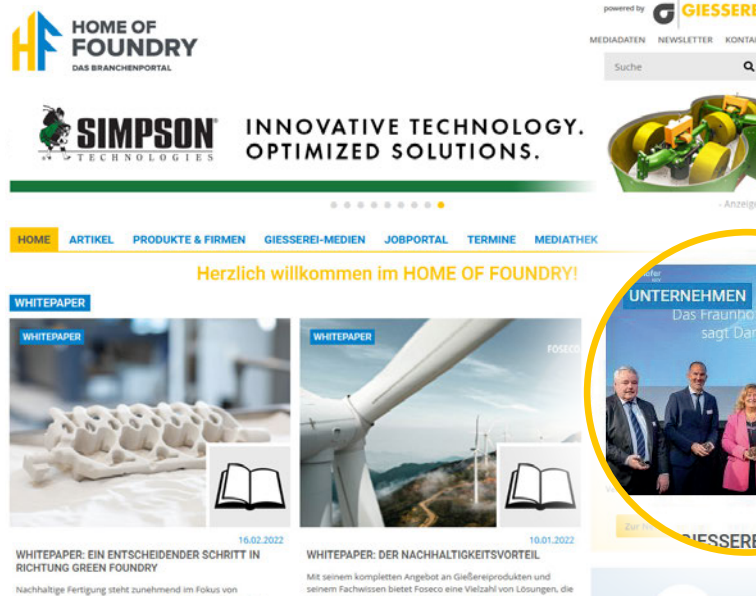
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

Later, your article will be listed in our chronological article overview for a certain period of time.

## Advertorial or Whitepaper:

|                     |         |
|---------------------|---------|
| > 3 months period   | 990 €   |
| > 6 months period:  | 1,690 € |
| > 12 months period: | 2,590 € |

## PLACEMENT OF ADVERTORIALS & WHITEPAPERS



# THE NEWSLETTER, YOUR DIRECT LINE TO THE INDUSTRY **FAST, DIRECT, COST-EFFICIENT!**

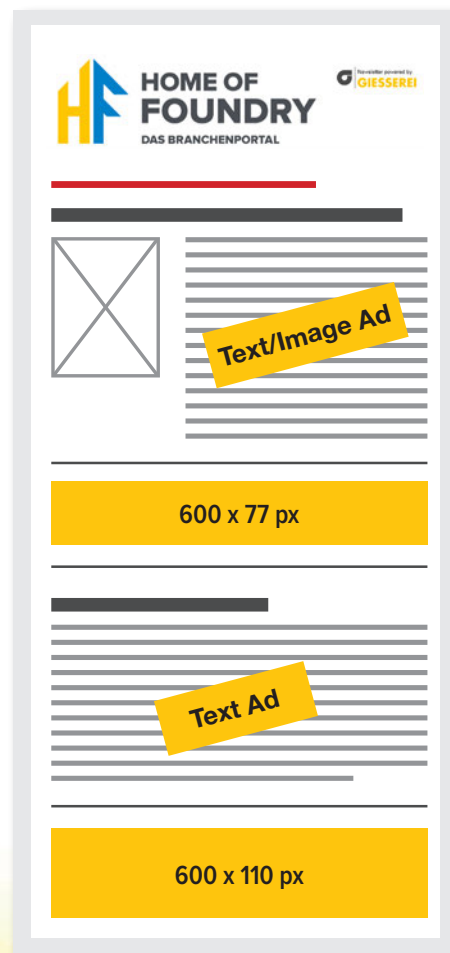
The bi-lingual HOME OF FOUNDRY Newsletter is regularly published and provides the latest news in a nutshell from the industry for the industry. Ensure that your advertising is in the right context.

## Choose between these options:

|                       |                                  |       |
|-----------------------|----------------------------------|-------|
| <b>Fullbanner</b>     | 600 x 77 px                      | 313 € |
| <b>Text Ad</b>        | 400 characters max.              | 325 € |
| <b>Text/Image Ad</b>  | 300 characters max.<br>+ 1 image | 325 € |
| <b>Special Banner</b> | 600 x 110 px                     | 441 € |

### Booking and ad required:

10 days prior to mailing date



# THE NEWSLETTER, DATES 2026/27



## DATES 2026/27

| ISSUE       | TRANSMISSION DATE | DELIVERY DATE | EVENT                                                                                                                                |
|-------------|-------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------|
| January 1   | 08.01.2026        | 30.12.2025    | EUROGUSS, Nuremberg/Germany  <b>EUROGUSS</b>      |
| January 2   | 09.01.2026        | 02.01.2026    | EUROGUSS, Nuremberg/Germany  <b>EUROGUSS</b>      |
| January 3   | 12.01.2026        | 05.01.2026    | EUROGUSS, Nuremberg/Germany  <b>EUROGUSS</b>      |
| January 4   | 13.01.2026        | 06.01.2026    | EUROGUSS, Nuremberg/Germany  <b>EUROGUSS</b>      |
| January 5   | 22.01.2026        | 15.01.2026    |                                                                                                                                      |
| February 1  | 05.02.2026        | 29.01.2026    |                                                                                                                                      |
| February 2  | 19.02.2026        | 12.02.2026    |                                                                                                                                      |
| March 1     | 05.03.2026        | 26.02.2026    | AM Forum, Berlin                                                                                                                     |
| March 2     | 19.03.2026        | 12.03.2026    |                                                                                                                                      |
| April 1     | 02.04.2026        | 26.03.2026    | HANNOVER MESSE, Hanover/Germany                                                                                                      |
| April 2     | 16.04.2026        | 10.04.2026    | 68. Österreichische Gießereitagung, Gurten/Austria                                                                                   |
| April 3     | 30.04.2026        | 23.04.2026    | SurfaceTechnology, Stuttgart/Germany                                                                                                 |
| May 1       | 13.05.2026        | 06.05.2026    | Deutscher Gießereitag, Göttingen/Germany                                                                                             |
| May 2       | 28.05.2026        | 21.05.2026    | CastForge, Stuttgart/Germany                      |
| June 1      | 11.06.2026        | 28.05.2026    | Lightweight Asia - Asia's Lightweight Automotive Trade Fair, Shanghai/PRC China                                                      |
| June 2      | 25.06.2026        | 18.06.2026    | ALUMINIUM CHINA, Shanghai/PRC China                                                                                                  |
| July 1      | 09.07.2026        | 02.07.2026    |                                                                                                                                      |
| July 2      | 23.07.2026        | 16.07.2026    |                                                                                                                                      |
| August 1    | 06.08.2026        | 30.07.2026    | Taipei Int. Mold & Die Industry Fair, Taipei/Taiwan                                                                                  |
| August 2    | 20.08.2026        | 13.08.2026    | GIFA INDONESIA, Jakarta/Indonesia               |
| September 1 | 03.09.2026        | 27.08.2026    | AMB, Stuttgart/Germany                                                                                                               |
| September 2 | 17.09.2026        | 10.09.2026    | ANKIROS / ANNOFER / TURKCAST, Istanbul/Türkiye  |
| October 1   | 01.10.2026        | 24.09.2026    | ALUMINIUM, Düsseldorf/Germany                   |
| October 2   | 15.10.2026        | 08.10.2026    | GIFA Mexico, Monterrey/Mexico                   |
| October 3   | 29.10.2026        | 22.10.2026    |                                                                                                                                      |
| November 1  | 12.11.2026        | 05.11.2026    | Formnext, Frankfurt/Germany                     |
| November 2  | 26.11.2026        | 19.11.2026    |                                                                                                                                      |
| December 1  | 10.12.2026        | 03.12.2026    |                                                                                                                                      |
| December 2  | 23.12.2026        | 16.12.2026    |                                                                                                                                      |
| <b>2027</b> |                   |               |                                                                                                                                      |
| January 1   | 14.01.2027        | 07.01.2027    |                                                                                                                                      |
| January 2   | 28.01.2027        | 21.01.2027    |                                                                                                                                      |

# SCOPE

Besuchen Sie hier die [Webversion](#).



## HOME OF FOUNDRY

DAS BRANCHENPORTAL

Newsletter powered by **GIESSEREI**

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Abo](#) | [Aktuelles GIESSEREI Heft](#)

Newsletter 15/2024 - 22. August 2024



### Warum der Austausch mit der Politik entscheidend bleibt

Liebe Leserinnen und Leser,

in den vergangenen zwei Wochen hatte ich die Gelegenheit, die **FWH Stahlguss GmbH**, **Otto Junker** und die **Schmiedeberger Gießerei GmbH** zu besuchen. Dabei sind interessante Gespräche entstanden, die Sie bald im HOME OF FOUNDRY nachlesen können. Der Blick hinter die Kulissen zeigt, dass alle Unternehmen bemüht sind, den Dialog mit politischen Mandatsträgern zu suchen – sei es persönlich oder über Verbände. Es bleibt entscheidend, im Kontakt zu bleiben, nachzuhaken und die technischen Aspekte der Branche immer wieder zu verdeutlichen. Nutzen Sie die Gelegenheit, vor Ort mit Ihren Abgeordneten zu sprechen und bleiben Sie dran.

Auch im vorliegenden Newsletter haben wir wieder interessante Inhalte für Sie zusammengestellt. Viel Spaß bei der heutigen Lektüre und bleiben Sie kommunikativ!

Christian Thieme  
HOME OF FOUNDRY-Redaktion

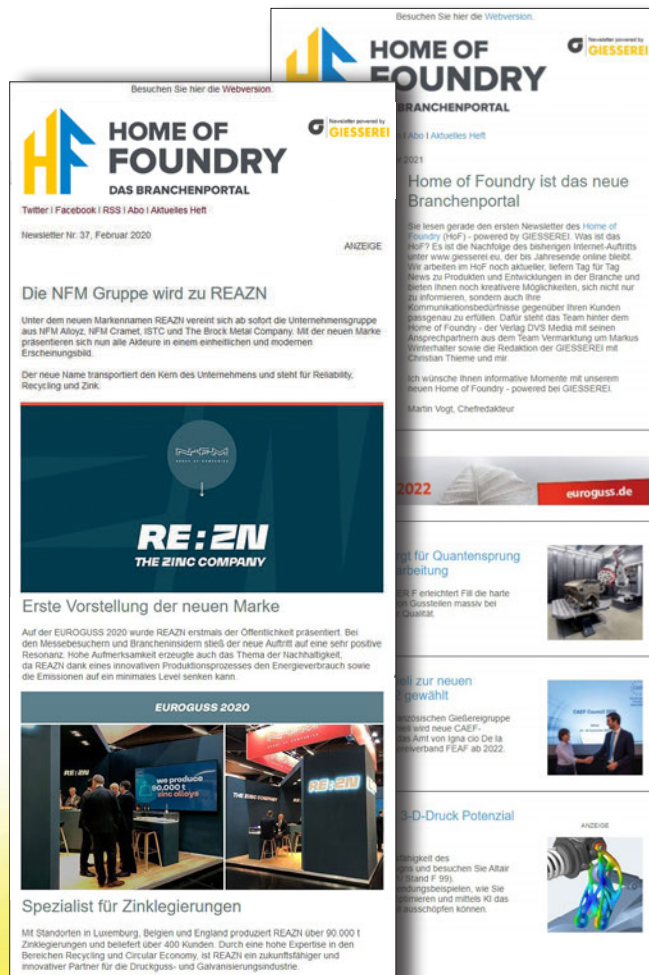
Subscribers: 1,383

Opening rate: 71.98%

# FOR ALL WHO HAVE MORE TO SAY: STAND ALONE NEWSLETTER

Your marketing messages to the industry need more space than an advertising banner can offer? Take advantage of our subscriber pool for a **stand alone newsletter**. The design corresponds to the common HOME OF FOUNDRY newsletter.

The crucial difference, however, lies in the content, which is composed exclusively of your messages. The stand alone newsletter can be sent at any time, with the exception of Thursday.



- Intro text 1,500 characters incl. spaces max.)
- 3 Teaser articles consisting of:
- Headline: 75 characters max.
- Teaser text: 540 characters max.
- Image size: 271 x 181 px
- Up to 4 news headlines: 70 characters max.
- Up to 4 company events
- **Ad rate Stand Alone Newsletter: 2,079 €**

# SOCIAL MEDIA POSTING



Leverage the GIESSEREI network and give your press releases a social media boost.

## LinkedIn 2026

1x Posting 325,00 €

3x Postings 900,00 €

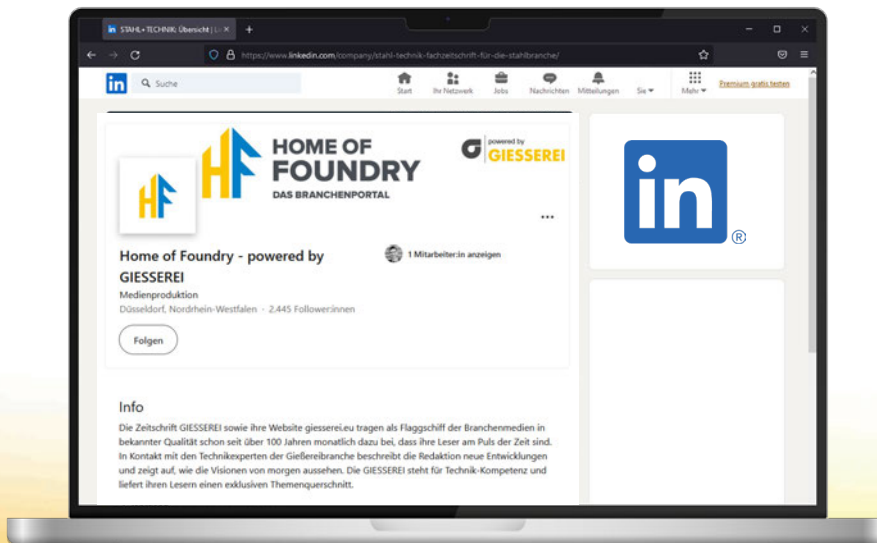
10x Postings 2.500,00 €

Posting enthält:

800 Zeichen inklusive Leerzeichen

5x Hashtags

1 Bild (600 px breit x 600 px hoch)



Follower:  
2,654

2025

Follower:  
2,442

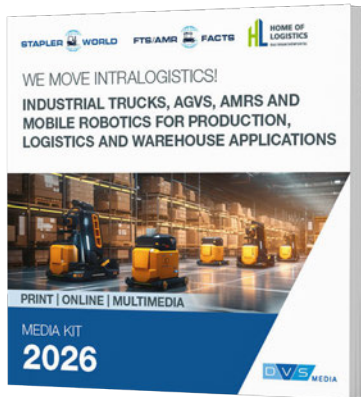
2024

Follower:  
2,308

2023

# THE LEADING MEDIA

Everything about the Steel Industry, Intralogistics and Joining:



**STAHL+  
TECHNIK**

**STEEL+  
TECHNOLOGY**

**STAPLER WORLD**

**FTS/AMR FACTS**

**SCHWEISSEN UND SCHNEIDEN  
WELDING AND CUTTING  
DER PRAKTIKER  
THERMAL SPRAY BULLETIN**

**JOINING PLASTICS  
FÜGEN VON KUNSTSTOFFEN**

We raise visibility. Trade media provides innovations and ideas and places them on the stage they deserve. They offer platforms for professional dialogue. This enables companies to focus on their positioning and profile in their markets.



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**DVS MEDIA**

# WHEN IT COMES TO WELDING — WE CONNECT PEOPLE AND KNOW-HOW

## Our Events: Turning Expertise into Experience

Knowledge that makes an impact – live and in person. Our industry conferences are far more than just information platforms: they are premium networking events combining technical expertise, personal interaction, and exclusive market access.

Each event unites a carefully curated technical program – developed by DVS committees and experienced program boards – with an accompanying industry exhibition and targeted networking opportunities.

Presentations, discussions, and panels take place at the highest professional level, led by leading figures from industry, research, and practice.

This creates the ideal environment for decision-makers, executives, and opinion leaders across the sector.

Your advantage: Meet your target audience face-to-face, strengthen your brand presence in the right context, and position your company as a relevant partner in the market.

We have developed attractive and flexible exhibitor and sponsorship packages for you – effective, versatile, and designed to deliver real value.

And the best part: As a specialist publisher, we also offer you additional visibility at selected events through our renowned trade journals – including special features and editorial coverage.

Take a look at our event highlights – both national and international – and secure your presence at the industry's most important knowledge-sharing platforms!



**24.02.–25.02.2026**  
EBL, Fellbach



**18.03.–20.03.2026**  
ITSC, Bangkok



**14.09.–15.09.2026**  
DVS Congress, Erlangen



**12.11.2026**  
HÜTTENTAG, Essen



Elektronische Baugruppen und Leiterplatten

Your stage for visibility, networking, and market success. **EBL** has established itself as one of the leading platforms for professional exchange in the electronics industry.

It brings together experts from industry, research, and development and provides a high-level forum for discussing technological trends, practical solutions, and strategic challenges.

Key topics in 2026:

- Building resilient and independent European value chains
- Advances in printed circuit board and assembly technologies
- Applications in power electronics, high-frequency technology, photonics, and embedded systems

Participation as an exhibitor or sponsor offers companies the opportunity to engage directly with an innovation-driven audience, build lasting business relationships, and expand their professional network.

To the offers:



More information:



**Are you interested in participating?**

**For questions about sponsorship and exhibition opportunities, please contact:**

#### Event Manager

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# ITSC2026

INTERNATIONAL THERMAL SPRAY  
CONFERENCE AND EXPOSITION

The International **Thermal Spray Conference (ITSC)** is the world's leading conference for thermal spray technology. It brings together experts from industry, research, and application — serving as a central forum for innovation, knowledge exchange, and professional networking in the field of surface engineering.

As an ITSC sponsor, you'll position your company at the heart of the international expert community, reach key decision-makers, and strengthen your brand in a highly specialized and future-oriented environment.

More information:



The **Aluminium Brazing** Conference will once again be held jointly with the event Aluminium Heat Exchanger Technologies for Automotive and HVAC&R. This internationally renowned conference for aluminum producers and processors will bring the community together again in 2027 — including the traditional Boat Trip, a favorite networking event for all participants.

Full details will be available online from **May 2026!**



## ALUMINIUM BRAZING



— International Congress and Exhibition

# LÖT2028

Held every three years, the **LÖT** Conference combines a technical program with an industry and poster exhibition. Its international scope provides the perfect platform to connect not only with national experts but also with professionals from around the world. A highly diverse program will cover the full range of soldering methods, technologies, and applications.

Further information will be available online in **2027** — make sure to save the date!



The **DVS CONGRESS** continues to evolve, keeping pace with current developments in welding and joining technology. As an exhibitor and/or sponsor, you will have the opportunity to present your company to an expert audience — including short pitch sessions for maximum visibility. We are happy to provide individual advice and tailor-made offers to help you make the most of your participation.

More information will be available online starting in **October 2025**:



## **DVS CONGRESS**

## **UNTERWASSERTECHNIK**

The **Underwater Technology Conference** takes place every two years. After 2025, the community will reunite in November 2027 in Hamburg — at the Empire Riverside Hotel, located directly at the harbor. A special highlight will once again be the evening event held aboard the historic museum ship Rickmer Rickmers.

More information will be available online from **November 2026**.



## **HÜTTENTAG** BRANCHENTREFF DER STAHLINDUSTRIE

For the 8th consecutive year, the **HÜTTENTAG** brings together key players from the steel industry — from manufacturers and suppliers to processors. The accompanying HÜTTENABEND networking evening provides an excellent opportunity for deeper exchanges and new connections. Attractive exhibition spaces and sponsorship options will be available for you. Save the date and be part of this established industry highlight!

Further details will be published online in early **2026**.





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