

# ADVERTISING WITH A VISION **FOUNDRY**

**PRINT | ONLINE | EVENTS**

WHERE IT'S ALL ABOUT CASTING



MEDIA KIT  
**2024**



# DECISION MAKERS READ **THE MARKET LEADERS**

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

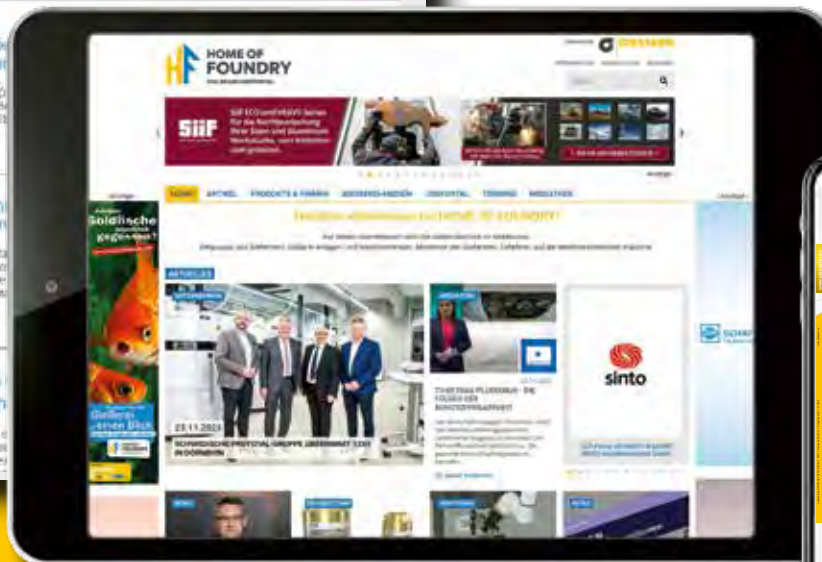
**71%** of our readers  
prefer print\*



\*Source: Reader Survey 2021



> 15.000  
user/month





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

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SWIFT-Code: DEUTDEDD

### Terms of Payment:

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:	1,984
Sold Circulation:	955
(Yearly average April 2022 – March 2023)	
Distributed Circulation:	1,610

- 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:** 111th Volume
- 7 Print Run:** Print Run 1,984 Ex.  
Sold Circulation: 955 Ex.
- 8 Organ:** German Foundry Association (BDG)
- 9 Membership / Participation:** IVW, Verband Deutscher Zeitschriftenverleger e.V.  
Media database of the German Trade Press



- 10 Publishing House:** DVS Media GmbH  
Postfach 10 19 65, 40010 Düsseldorf, Germany  
Aachener Straße 172, 40223 Düsseldorf, Germany  
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# Profile

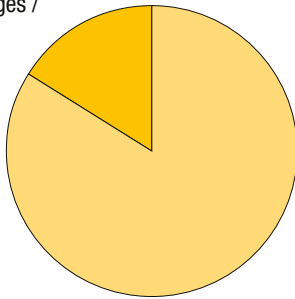
Scope Analysis



14 **Scope Analysis:** 2022 = 12 Issues  
**Total Volume:** 1,262 Pages = 100 %

## Advertisements

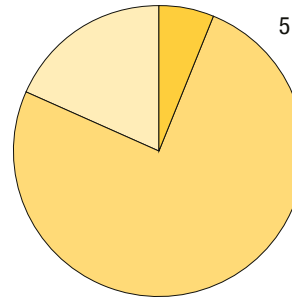
252 Pages /  
20%



**Editorial Part**  
1.010 Pages /  
80%

## Publisher's Advertisements

76 Pages / 30%



## Job and Classified Advertisements

5 Pages / 2%

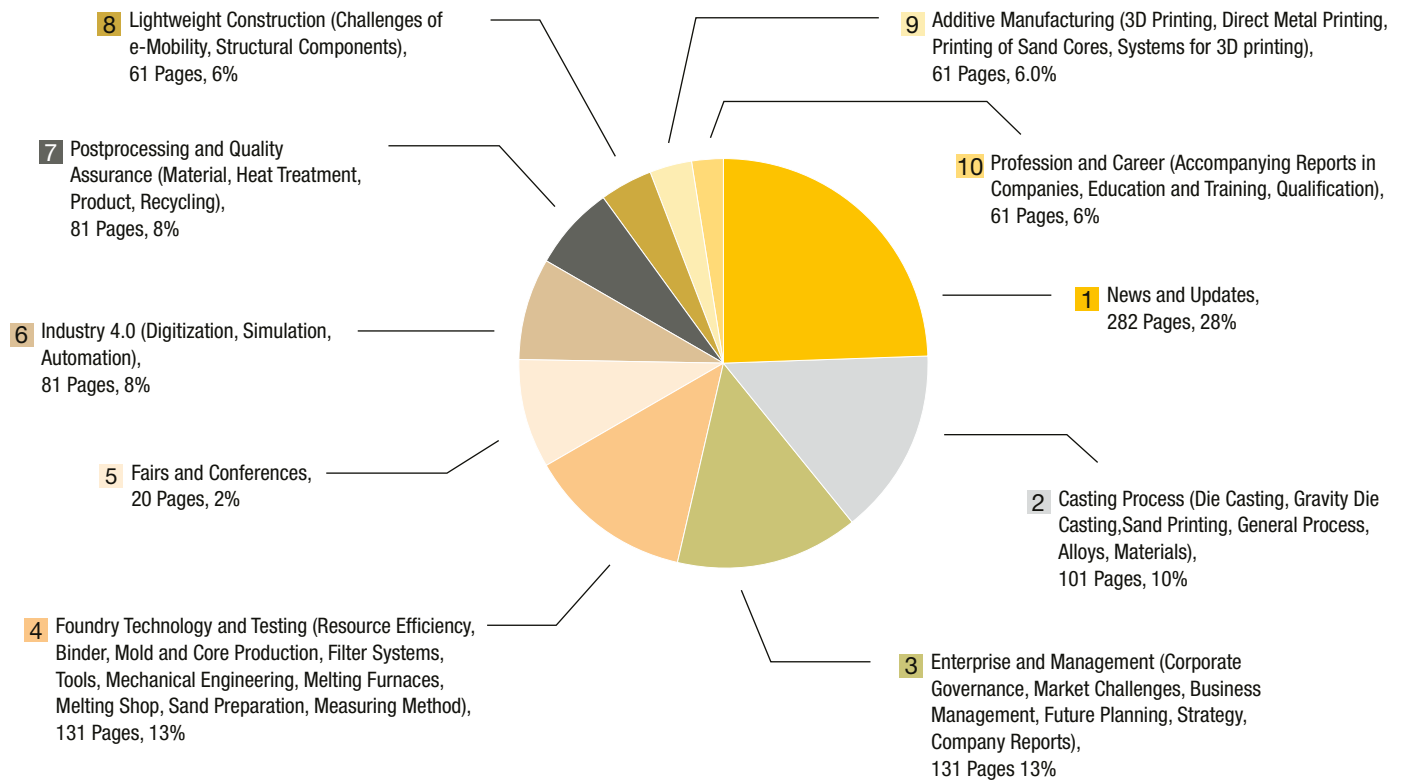
## Advertisements

171 Pages / 68%





# Profile

## Scope Analysis



# Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs   Conferences   Events
<b>1</b>	Ad Closing Date: 08.12.2023 Printing Material: 12.12.2023 Publication Date: 02.01.2024	Die Casting and Die Casting Systems  <b>EUROGUSS</b>	EUROGUSS, Nuremberg/Germany 16.01. - 18.01.2024 23. Druckgusstag, Nuremberg/Germany 16.01. - 18.01.2024 NORTEC, Hamburg/Germany 23.01. - 26.01.2024
<b>2</b>	Ad Closing Date: 19.01.2024 Printing Material: 23.01.2024 Publication Date: 06.02.2024	Review EUROGUSS 2024 Mold and Core Production  <b>EUROGUSS</b> Sand Preparation and Regeneration	
<b>3</b>	Ad Closing Date: 09.02.2024 Printing Material: 13.02.2024 Publication Date: 05.03.2024	Automation & Industry 4.0	48. Aachener Gießerei-Kolloquium, Aachen/ Germany 14.03. - 15.03.2024 HANNOVER MESSE, Hanover/Germany 22.04. - 26.04.2024
<b>4</b>	Ad Closing Date: 15.03.2024 Printing Material: 19.03.2024 Publication Date: 04.04.2024	<b>Large foundry technology conference 2024 &amp; Austria</b> Measurement Technology	36. Control, Stuttgart/Germany 23.04. - 26.04.2024 Große Gießereitechnische Tagung 2024, Salzburg/ Austria 25.04. - 26.04.2024
<b>5</b>	Ad Closing Date: 12.04.2024 Printing Material: 16.04.2024 Publication Date: 07.05.2024	Cast Iron	Aalener Gießerei Kolloquium 2024, Aalen/Germany 16.05. - 17.05.2024 CastForge, Stuttgart/Germany 04.06. - 06.06.2024
<b>6</b>	Ad Closing Date: 10.05.2024 Printing Material: 14.05.2024 Publication Date: 04.06.2024	IT, Software, Simulation	
<b>7/8</b>	Ad Closing Date: 14.06.2024 Printing Material: 18.06.2024 Publication Date: 09.07.2024	Blasting and Cleaning / Surface Treatment <b>Special: Research &amp; Innovation</b>	AMB - Internationale Ausstellung für Metallbearbei- tung, Stuttgart/Germany 10.09. - 14.09.2024 ANKIROS TURKCAST, Istanbul/Turkiye 19.09. - 21.09.2024

# Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs   Conferences   Events
9	Ad Closing Date: 16.08.2024 Printing Material: 20.08.2024 Publication Date: 03.09.2024	Light Metal and Aluminium Alloys	64. IFC Portoroz, Portoroz/Slovenia ALUMINIUM 2024, Düsseldorf/Germany 18.09. - 20.09.2024 08.10. - 10.10.2024
10	Ad Closing Date: 13.09.2024 Printing Material: 17.09.2024 Publication Date: 01.10.2024	Melting / Alloy Development	34. Ledebur-Kolloquium, Freiberg/Germany 24.10. - 25.10.2024
11	Ad Closing Date: 11.10.2024 Printing Material: 15.10.2024 Publication Date: 05.11.2024	Additive Manufacturing Investment Casting	Formnext 2024, Frankfurt/Germany 19.11. - 22.11.2024
12	Ad Closing Date: 15.11.2024 Printing Material: 19.11.2024 Publication Date: 03.12.2024	Foundry Plants and Facilities	
2025			
1	Ad Closing Date: 06.12.2024 Printing Material: 10.12.2024 Publication Date: 07.01.2025	Die Casting and Die Casting Systems	

including YEARLY  
CALENDAR 2025

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

# Rate Card No. 49

valid since January 1, 2024



Format	Type Area wide x high in mm	Bleed wide x high in mm*	Black/White	4-colours
Front Cover	186 x 186	-	-	4,420
2./3./4. Cover Page	174 x 260	210 x 297	2,898	3,795
Inside cover page at the beginning of a SPECIAL or main topic, 1/1 Page	<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 (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. 49

valid since January 1, 2024



2	<b>Surcharge</b>	each standard colour	299 €	<b>Loose Inserts:</b>	Weight up to 25 g, max size 205 x 295 x 2 mm in the domestic circulation	2,882 €
	<b>Colours:</b>	4-colour advertisement (European scale)	897 €		in the total circulation including abroad	Price on request
		Colour surcharges will not be discounted.			3 samples requested from the publisher	
		Each special colour	735 €			
		Metal and fluorescent colours on requeste		<b>Stick-on</b>	on request	
	<b>Format:</b>	There is no trimming surcharge for advertisements larger than print area.				
3	<b>Surcharge Positions:</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>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.				
4	<b>Sections:</b>	Job offers and job applications, see page 16				
5	<b>Special Forms of Advertisement:</b>	<b>Bound-in Inserts</b> Discountable, 1 Bound-in Insert = 1/1 page ad 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 Blatt = 2 Pagen 2,915 € 2 Blatt = 4 Pagen 5,775 €				
6	<b>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) 5,365 €  <b>1/1 Page, 4c</b> (5,000 characters including spaces) 3,134 €  <b>1/2 Page horizontal, 4c</b> (2,000 characters including spaces) 2,073 €				
7	<b>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.				

**JOB MARKET**

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

**Colour Surcharges**

per standard colour: 299 €

colour surcharge 897 €

per special colour: 735 €

**Box Number Fee:**

Domestic: 7 €

Abroad: 10 €

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

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

# Circulation and Distribution Analysis

## 1. Audited by:



WISSEN, WAS ZÄHLT  
Geprüfte Auflage  
Klare Basis für den Werbemarkt

## 2. Distribution:

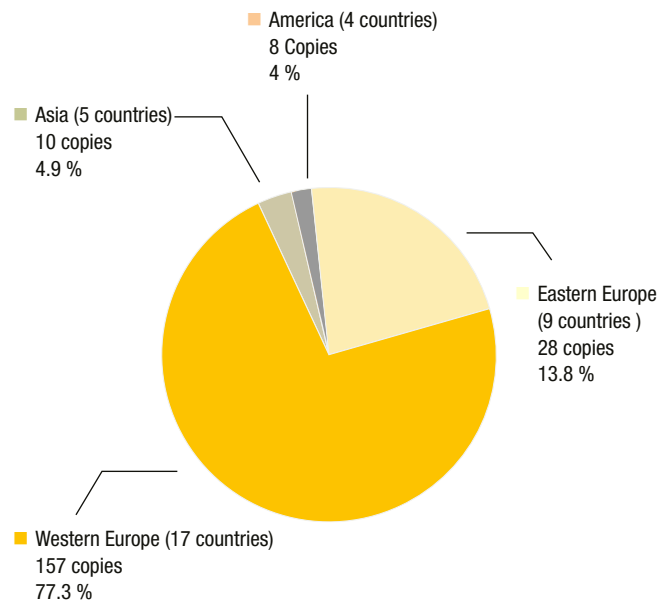
Copies per issue, annual average  
(July 1, 2022 to June 30, 2023)

<b>Print run</b>	1,984	
<b>Actual circulation:</b>	1,610	thereof outside Germany 203
<b>Sold circulation:</b>	955	thereof outside Germany 141
<b>Subscribed circulation:</b>	632	
<b>Single copies sold</b>	0	
<b>Other paid circulation</b>	323	thereof outside Germany 26
<b>Free copies</b>	655	thereof outside Germany 63
<b>Remaining, voucher and archive copies</b>	374	

## 3. Geographical Distribution Analysis:

Percentage of actual circulation		
Economic region	%	Copies
Germany	88	1,437
Outside Germany	12	203
Actual circulation	100	1,610

## 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

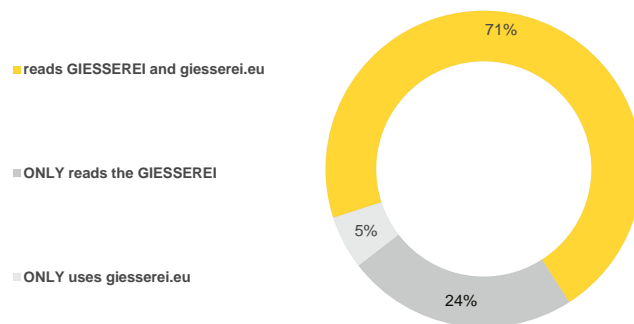
**Study period:** April 29, 2021 - July 15, 2021

### Execution:

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

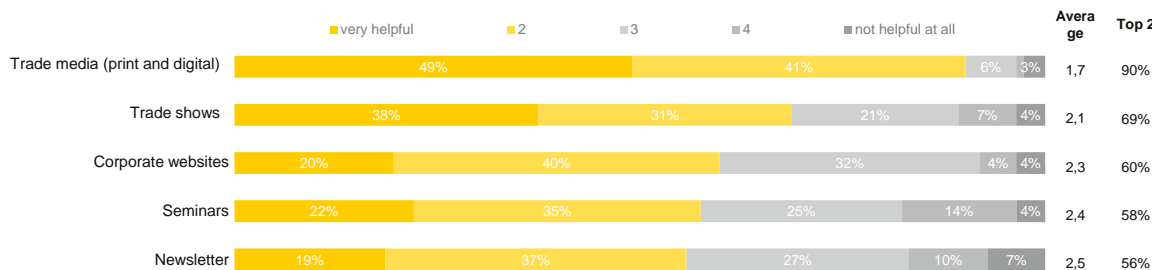
## Reading behavior

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.

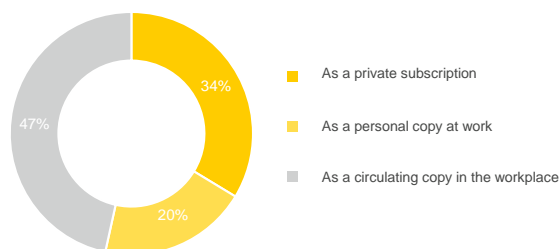
### With GIESSEREI magazine, I am ...



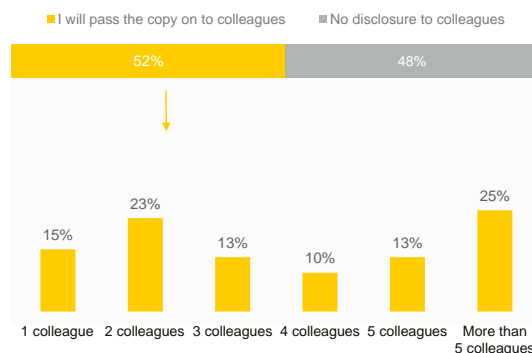
## Receipt / circulation of the magazine

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

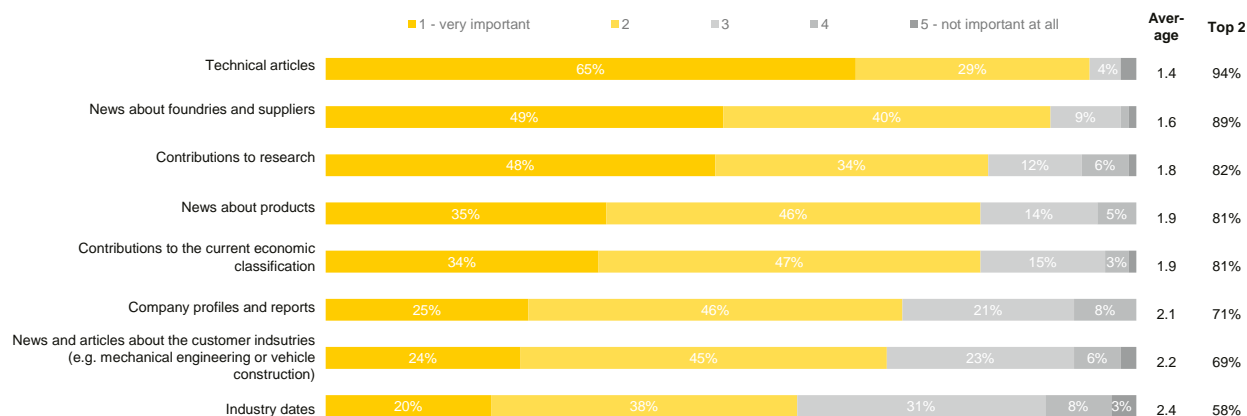


### Passing on to colleagues

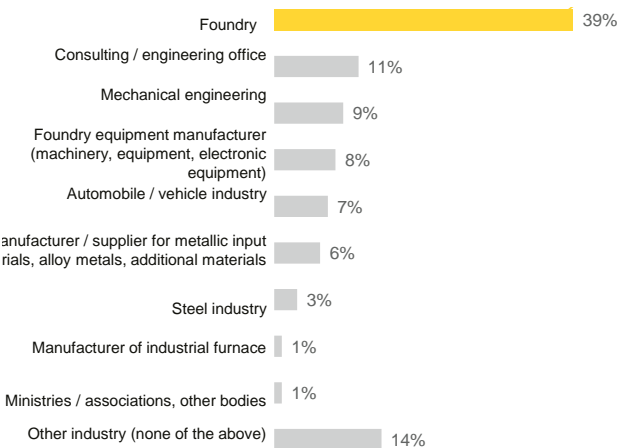


## Importance of subject areas

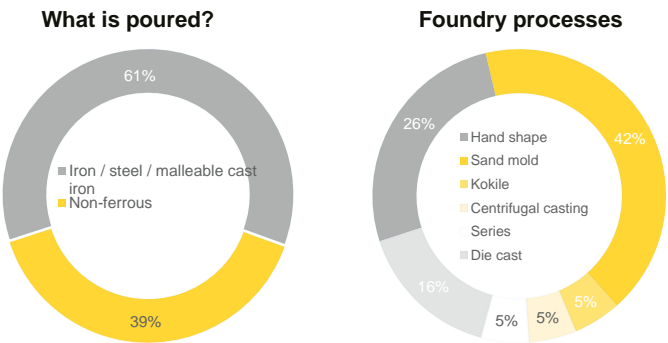
Technical articles are indispensable for GIESSEREI readers. News about foundries and suppliers as well as articles on research topics are also very relevant.



## Industry affiliation



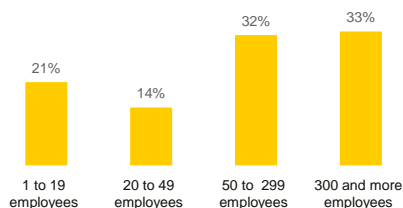
## Foundry process of the respondents



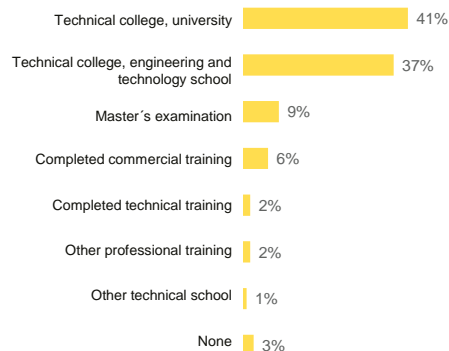
# Readership Analysis

## Number of employees and qualifications

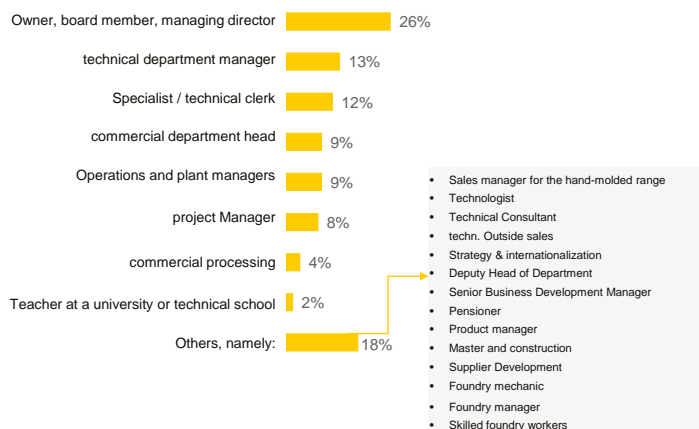
Number of employees in the company



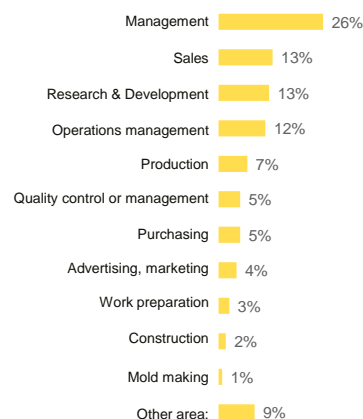
Vocational training



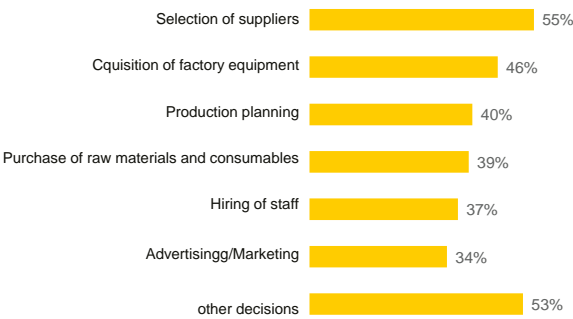
## Position in the company



## Responsibility in the company

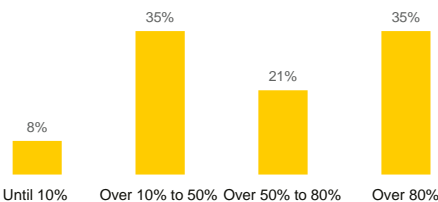


## Decision-making authority of the GIESSEREI readers

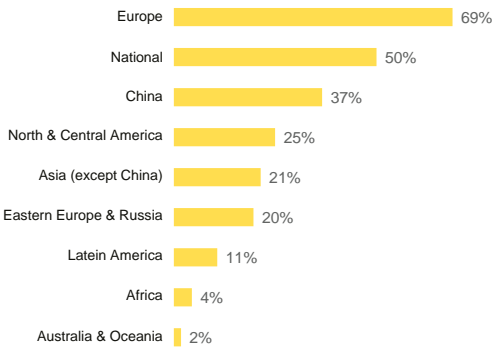


## Sales national / future markets

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..

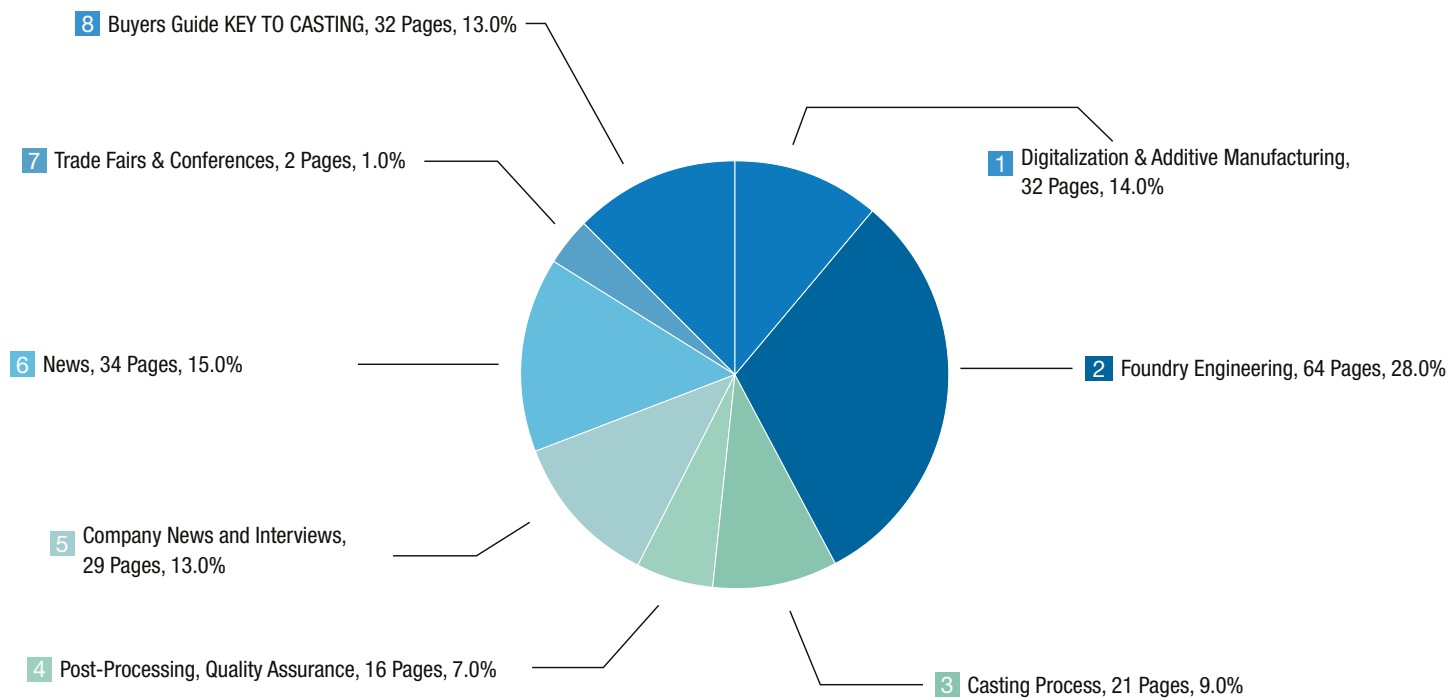


Print run:	4,170
Sold Circulation:	4,020



- |   |  |
|---|--|
| <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> 40th 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 15 91-0<br/>☎ +49 211 15 91-150<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 15 91-142<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> |
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# Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs   Conferences   Events
<b>1</b>	Ad Closing Date: 23.02.2024 Printing Material: 27.02.2024 Publication Date: 12.03.2024	Review EUROGUSS 2024 Die casting and die casting systems Mold and core production Sand processing and regeneration Automation & Industry 4.0	INTERMOLD/Die and Mold Asia, Osaka/Japan HANNOVER MESSE, Hannover/Germany 36. Control, Stuttgart/Germany Große Gießereitechnische Tagung 2024, Salzburg/Austria 17.04. - 19.04.2024 22.04. - 26.04.2024 23.04. - 26.04.2024 25.04. - 26.04.2024
<b>2</b>	Ad Closing Date: 03.05.2024 Printing Material: 07.05.2024 Publication Date: 11.06.2024	Large foundry technology conference 2024 & Austria measuring technology Cast iron IT, software, simulation	InterMold Thailand, Bangkok/Thailand Intermold Die & Mold Asia, Nagoya/Japan Lightweight Asia, Shanghai/PR China 64. IFC Portoroz, Portoroz/Slovenia ANKIROS TURKCAST, Istanbul/Turkiye 19.06 - 22.06. 2024 26.06. - 28.06.2024 03.07. - 05.07.2024 18.09. - 20.09.2024 19.09. - 21.09.2024
<b>3</b>	Ad Closing Date: 16.08.2024 Printing Material: 20.08.2024 Publication Date: 10.09.2024	Blasting and cleaning / surface treatment Light metal / aluminum	25. International Fair of Technology for Foundry METALS, Kielce/Poland ALUMINIUM 2024, Düsseldorf/Germany GIFA Mexico, Mexico City/Mexico 75. World Foundry Congress, Deyang/PR China Formnext 2024, Frankfurt/Germany 24.09. - 26.09.2024 08.10. - 10.10.2024 16.10. - 18.10.2024 25.10. - 30.10.2024 19.11. - 22.11.2024
<b>4</b>	Ad Closing Date: 22.11.2024 Printing Material: 26.11.2024 Publication Date: 10.12.2024	Melting / alloy development Additive manufacturing Investment casting Foundry systems	
<b>2025</b>			
<b>1</b>	Ad Closing Date: 21.02.2025 Printing Material: 25.02.2025 Publication Date: 11.03.2025	Core manufacturing molding materials Smelting operation Additive manufacturing Sand processing and regeneration	

including YEARLY  
CALENDAR 2025

# Rate Card No. 31

Valid since January 1, 2024

Format	Type Area wide x high in mm	Bleed wide x high in mm*	Black/White	4 colours
Cover Page	186 x 186	-	-	5,390
2./3.4./ Cover Page	174 x 260	210 x 297	3,522	4,419
Inside cover page at the beginning of a SPECIAL or main topic, 1/1 Page	- <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 (incl. Company Logo)		58 x 58		1,299

## Colour surcharges will not be discounted:

Each standard colour	299 €
Each special colour	735 €

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

1. right side	20 %
other binding placements	10 %

## Discounts:

### For a booking period of one year

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

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



\* plus 3 mm bleed difference round

# Rate Card No. 30

valid since January 1, 2024

<b>2</b>	<b>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</b>	<b>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</b>	<b>Sections:</b>	Job offers and job applications, see page 29	
<b>5</b>	<b>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</b>	<b>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</b>	<b>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. 31

valid since January 1, 2024



## JOB MARKET

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

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

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

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

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

2 Distribution: Copies per Issue, Annual Average

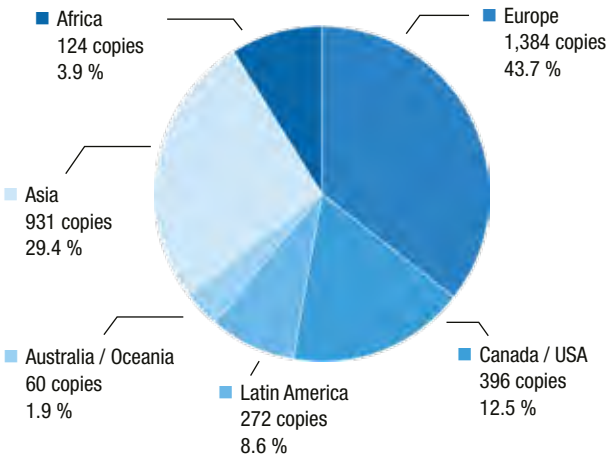
Print run:	4,170	
Actual Circulation:	4,020	thereof outside Germany 3,167
Sold Circulation:	24	thereof outside Germany 14
Subscribed Circulation:	24	thereof to Members –
Single Sold Copies:	–	
Other Paid Circulation:	–	
Free Copies	3,996	
Remaining, Voucher and Archive Copies	150	

3 Geographical Distribution Analysis:

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

3.1 Geographical Breakdown

Total 3,167 copies



## 1.1 Sectors / economic sectors / company types

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

## 1.2 Size of business unit:

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

## 2.1 Occupational features

### 2.1.1 Field of responsibility

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

} Production

## 2.1.2 Position in the company

Groups of recipients		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



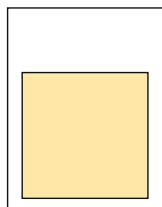
# Formats and Technical Details

- 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 PDF/x-3 data files. The transmission of open data (e.g. InDesign, Quark Xpress, etc) should be avoided. The file must be printable, i.e. with all used fonts embedded in the file. Halftone images should have a resolution of 300 dpi, line-art images a resolution of at least 1200 dpi.
- 5 Colours:** European scale (CMYK) according to ISO12647-2:2013 (PSO), Spot colours on request. For conversion and control of the colour space (ICC Color Management), please refer to the standard ECI offset profiles. (The "ECI\_Offset\_2009" package is available free of charge at [www.eci.org](http://www.eci.org)).
- 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



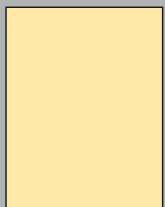
■ 186 x 186 mm

Inside cover page



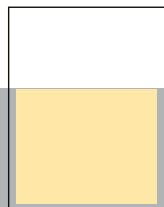
■ 210 x 164 mm \*

1/1 Page



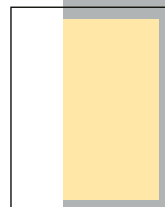
■ 174 x 260 mm  
 ■ 210 x 297 mm \*

2/3 Page, horizontal



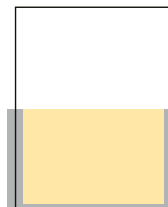
■ 174 x 172 mm  
 ■ 210 x 194 mm \*

2/3 Page, vertical



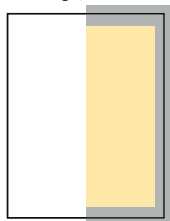
■ 114 x 260 mm  
 ■ 130 x 297 mm \*

1/2 Page, horizontal



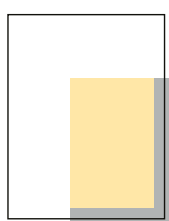
■ 174 x 128 mm  
 ■ 210 x 145 mm \*

1/2 Page, vertical



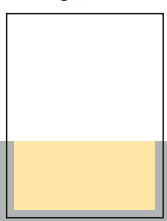
■ 85 x 260 mm  
 ■ 102 x 297 mm \*

Juniorpage



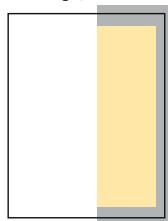
■ 128 x 174 mm  
 ■ 145 x 210 mm \*

1/3 Page, horizontal



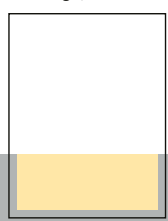
■ 174 x 85 mm  
 ■ 210 x 100 mm \*

1/3 Page, vertical



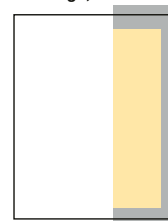
■ 54 x 260 mm  
 ■ 72 x 297 mm \*

1/4 Page, horizontal



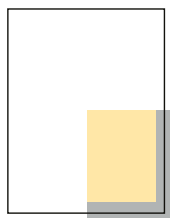
■ 174 x 62 mm  
 ■ 210 x 80 mm \*

1/4 Page, vertical



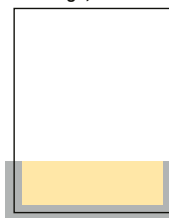
■ 40 x 260 mm  
 ■ 57 x 297 mm \*

1/4 Page, post card



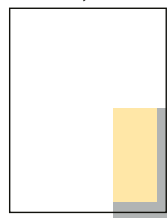
■ 85 x 128 mm  
 ■ 102 x 145 mm

1/6 Page, horizontal



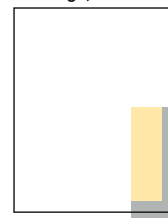
■ 174 x 42 mm  
 ■ 210 x 62 mm \*

1/6 Seite, vertical



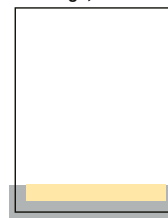
■ 56 x 128 mm  
 ■ 71 x 145 mm \*

1/8 Page, horizontal



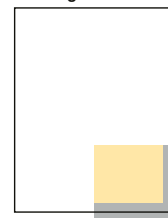
■ 40 x 128 mm  
 ■ 55 x 145 mm \*

1/8 Page, vertical



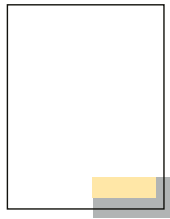
■ 174 x 30 mm  
 ■ 210 x 50 mm \*

1/8 Page



■ 85 x 62 mm  
 ■ 102 x 80 mm \*

1/16 Page



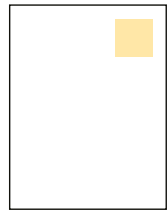
■ 85 x 30 mm  
 ■ 102 x 45 mm \*

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:

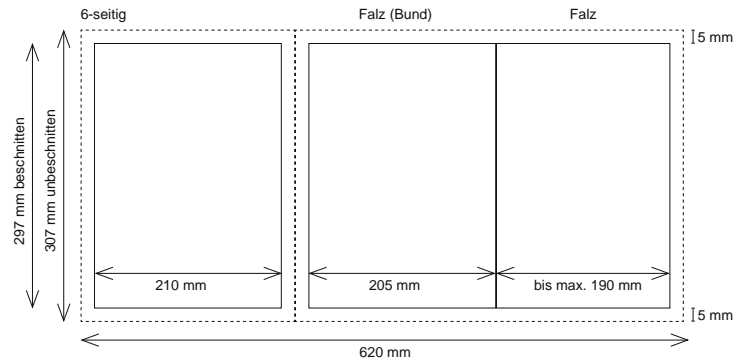
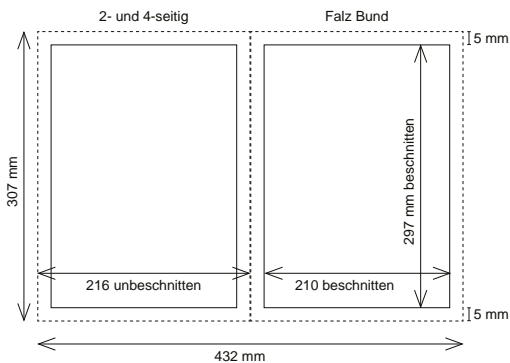
on request

### 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 2025

**Print Run:** 9,000 Copies

**Distribution:** As an insert in the magazines  
GISSEREI and CASTING PLANT AND  
TECHNOLOGY INTERNATIONAL  
in the December 2024 issues

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

**Paper:** 135 g/qm, matte, picture printing

## Advertisements

**Ad Rate:** 840 € plus VAT for 1 field  
(German or English side)  
Motif change possible

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

**Advertising Deadline:** November 8, 2024

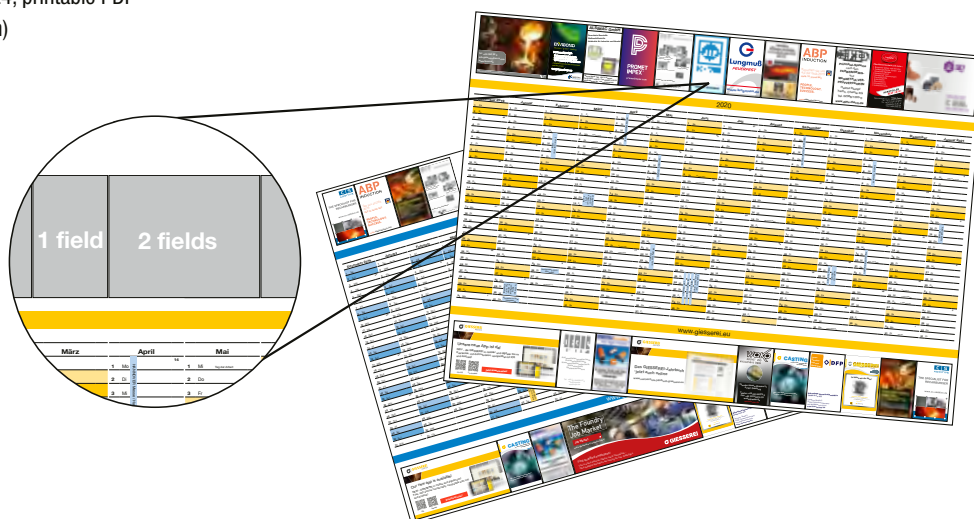
**Printing Material:** November 12, 2024, printable PDF  
(300 dpi resolution)

## 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 2025

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 2025 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 13, 2024

**Advertising Closing Date:** October 21, 2024

**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

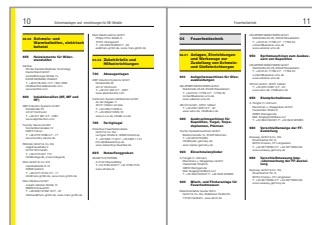
Please send the logo in high resolution as an image file (JPEG or EPS) to:

**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 2025

The Foundry Industry in a Nutshell

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

## Colour Surcharge / Discount / Technical Details

### Colour Surcharge

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

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

### Discount

2 ads 5% / 3 and more ads 10%

### Book Format

148 mm wide x 210 mm high

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

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

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



## NEW! BE A TOP PARTNER - PACKAGE

### Become a TOP PARTNER of the GIESSEREI Yearbook 2025!

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 2025

**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

Standard Banner

468 × 60 Pixel

Large 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)



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.

### Prices:

Format/Month	Standard Banner	Large Banner	Skyscraper
Start page and subpages: Issues / Subscription / Search	850	950	850
Combo price with HOME OF FOUNDRY	595	595	665

# 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 2024

# 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.

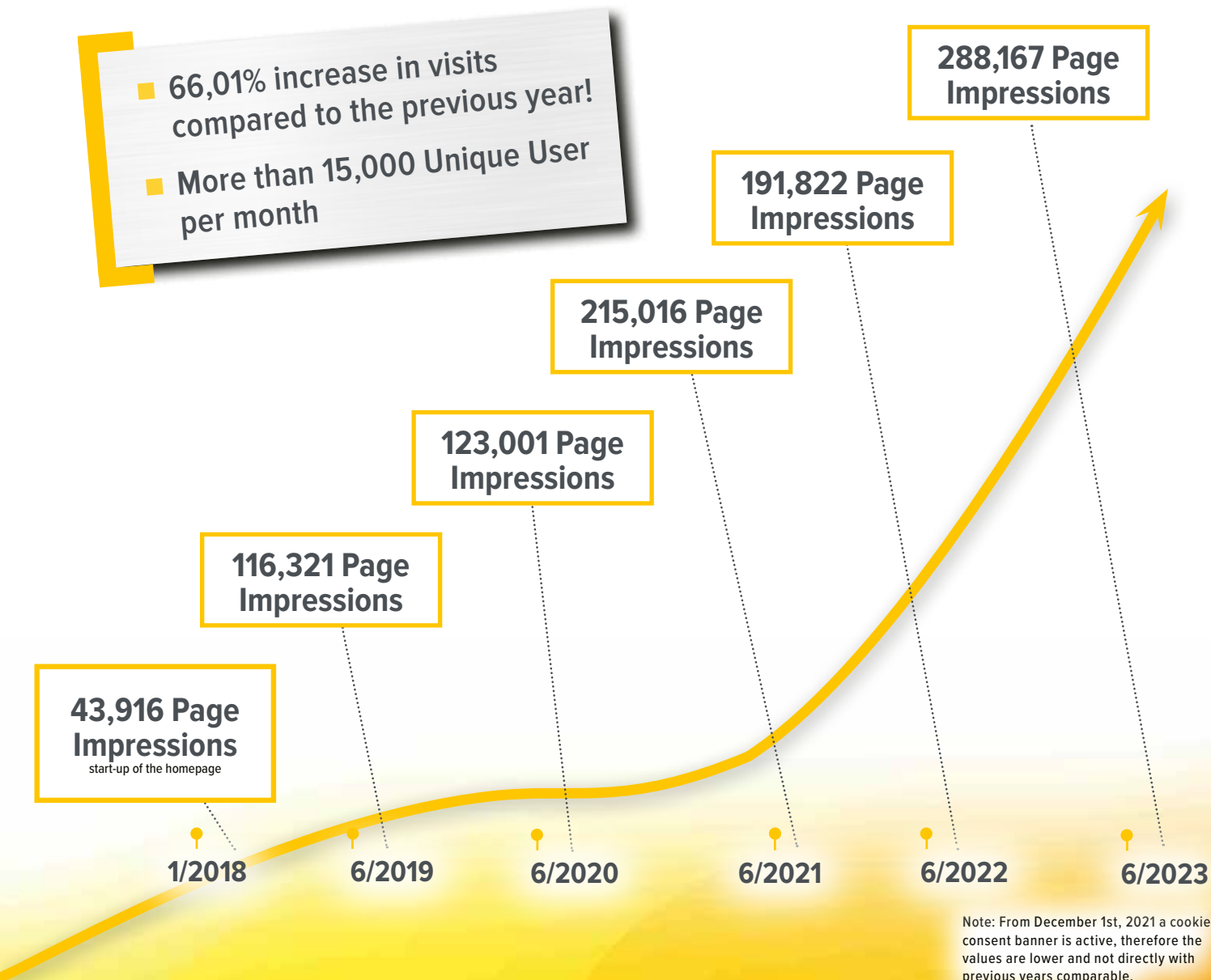
Everything for foundrymen  
[www.home-of-foundry.de](http://www.home-of-foundry.de)



# SCOPE

(Data collection with Google Analytics for [www.giesserei.eu](http://www.giesserei.eu) (till October 31, 2021) + [www.home-of-foundry.de](http://www.home-of-foundry.de) from November 01, 2021 - June 30, 2023)

- 66,01% increase in visits compared to the previous year!
- More than 15,000 Unique User per month



# 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

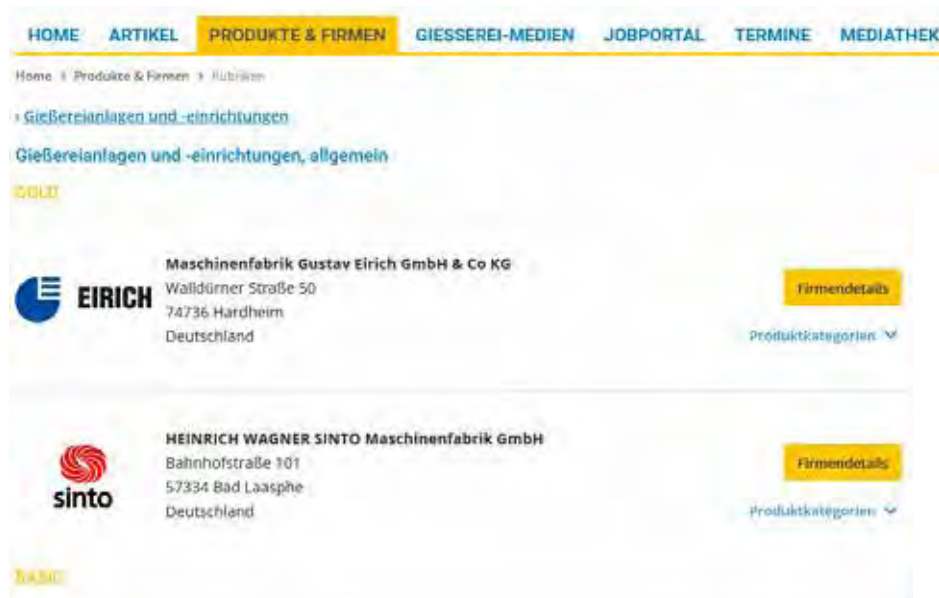
Listing of max. 5 product categories in the directory, further listings on request

+ Full address

+ Linked to your web page

75 € monthly/duration: 12 month\*

## PRESENTATION OF YOUR COMPANY



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

# BRONZE

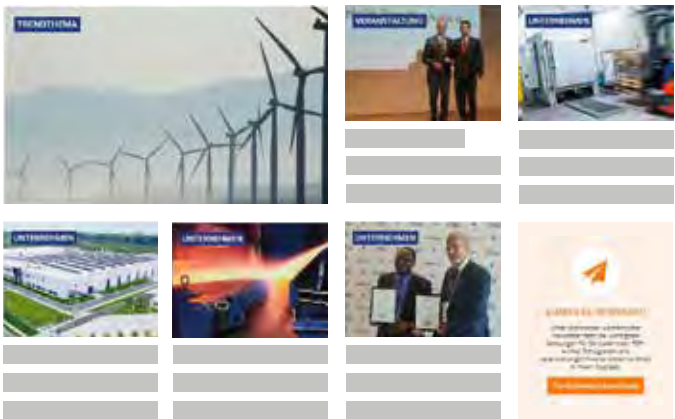
Listing of max. 5 product categories in the directory, further listings on request  
Full address and link to web page

- + 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 characters  
annual invoice plus VAT.

Musterfirma GmbH

Musterstraße 12  
12345 Musterort

Telefon:  
01234 456789

E-Mail:  
muster@muster.de

Internet:  
www.muster.de

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

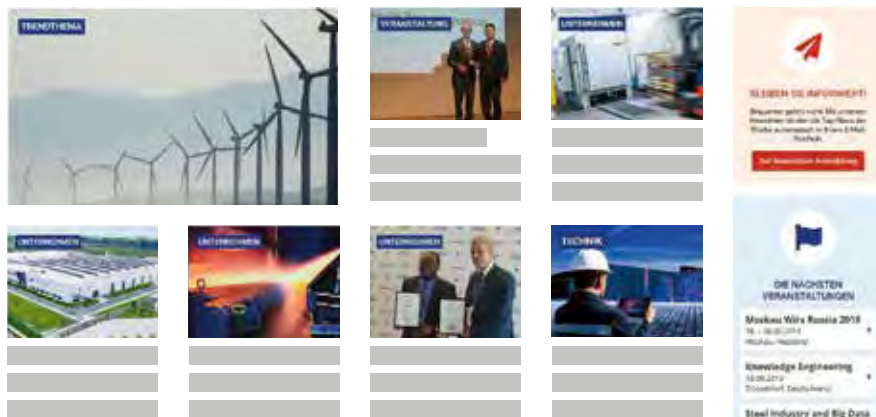
# SILVER

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

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

**HOME OF FOUNDRY**  
DAS BRANCHENPORTAL

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

**TOP COMPANY**

<b>DVS MEDIA GMBH</b> Themenbereich: ... [More information]	<b>BARLAKA GIEßEREITECHNOLOGIE GMBH</b> [More information]	<b>ASP INDUCTION SYSTEMS GMBH</b> [More information]	<b>ACTUS GESELLSCHAFT FÜR TECHISCHE OBERFLÄCHENSYSTEME MBH</b> [More information]
<b>JASPER GESELLSCHAFT FÜR ENERGIEWIRTSCHAFT UND KYBERNETIK GMBH</b> [More information]	<b>VELUXIS GMBH - FOSCO</b> [More information]	<b>GIFA 2023</b> [More information]	<b>AGU GMBH</b> [More information]

# 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. Sit citta kasd gubergn, 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. At vero eos et accusam et justo duo dolores et ea rebum. Sit citta kasd gubergn, 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

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

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



Video



Advertorial/  
Whitepaper

\* 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.

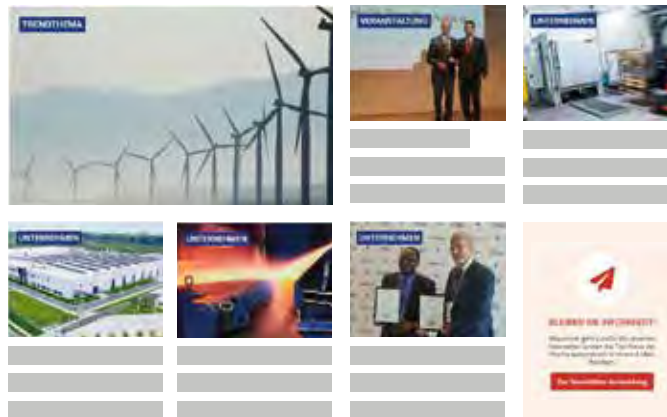
## Ad rate

> 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

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

# 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.

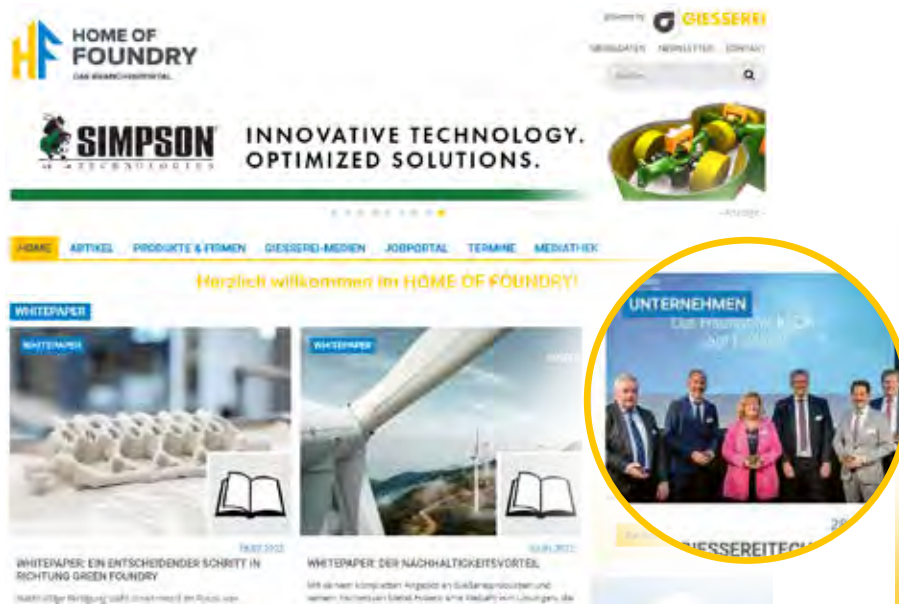
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

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!**

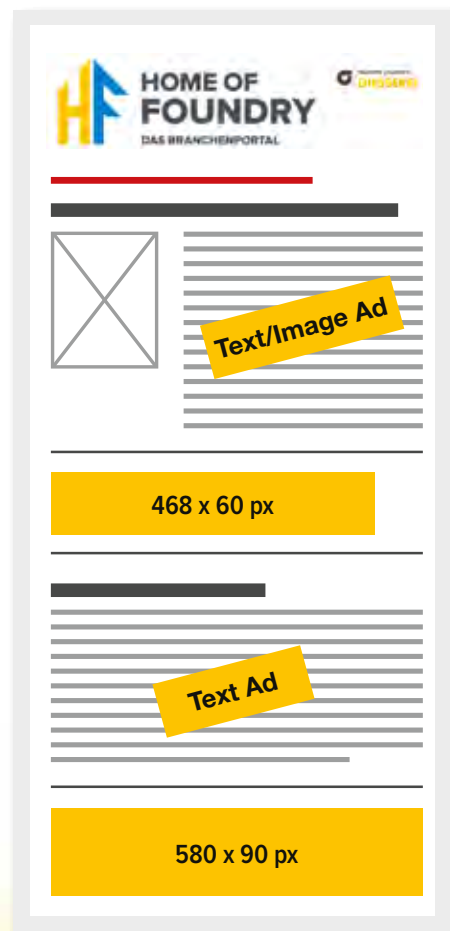
The bi-lingual HOME OF FOUNDRY Newsletter is regularly published and provides the latest news in a nutshell from the industry for the industry. Ensure that your advertising is in the right context.

## Choose between these options:

<b>Fullbanner</b>	468 x 60 px	313 €
<b>Text Ad</b>	400 characters max.	325 €
<b>Text/Image Ad</b>	300 characters max. + 1 image	325 €
<b>Special Banner</b>	580 x 90 px	441 €

### Booking and ad required:


10 days prior to mailing date



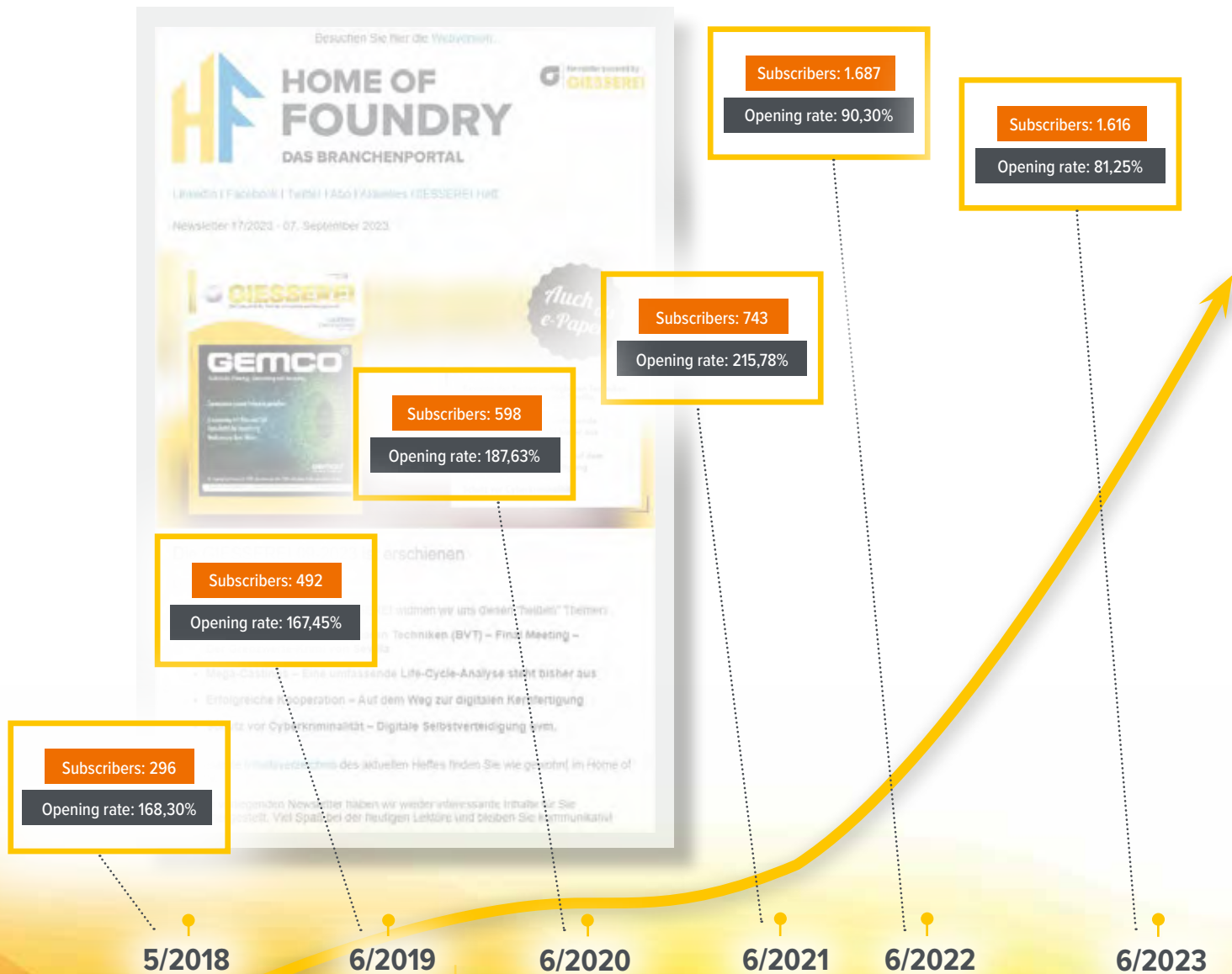
# THE NEWSLETTER, DATES 2024/25



## DATES 2024/25

ISSUE	TRANSMISSION	DATA DELIVERY	EVENT
January 1	04.01.2024	20.12.2023	
January 2	11.01.2024	04.01.2024	NORTEC, Hamburg/Germany EUROGUSS, Nuremberg/Germany  <b>EUROGUSS</b>
January 3	12.01.2024	05.01.2024	EUROGUSS, Nuremberg/Germany
January 4	15.01.2024	08.01.2024	EUROGUSS, Nuremberg/Germany
January 5	16.01.2024	09.01.2024	EUROGUSS, Nuremberg/Germany
January 6	17.01.2024	10.01.2024	EUROGUSS, Nuremberg/Germany
January 7	18.01.2024	11.01.2024	EUROGUSS, Nuremberg/Germany
February 1	08.02.2024	01.02.2024	
February 2	22.02.2024	15.02.2024	48. Aachener Gießerei-Kolloquium, Aachen/Germany
March 1	07.03.2024	29.02.2024	48. Aachener Gießerei-Kolloquium, Aachen/Germany
March 2	21.03.2024	14.03.2024	
April 1	04.04.2024	28.03.2024	Große Gießereitechnische Tagung 2024, Salzburg/Austria
April 2	18.04.2024	11.04.2024	36. Control, Stuttgart/Germany Große Gießereitechnische Tagung 2024, Salzburg/Austria
April 3	25.04.2024	18.04.2024	Große Gießereitechnische Tagung 2024, Salzburg/Austria
May 1	08.05.2024	30.04.2024	Aalener Gießerei Kolloquium 2024, Aalen
May 2	23.05.2024	16.05.2024	CastForge, Stuttgart/Germany
June 1	06.06.2024	31.05.2024	
June 2	20.06.2024	13.06.2024	
July 1	04.07.2024	26.06.2024	
July 2	18.07.2024	11.07.2024	
August 1	08.08.2024	01.08.2024	
August 2	22.08.2024	15.08.2024	64. IFC Portoroz, Portoroz/Slovenia
September 1	05.09.2024	29.08.2024	64. IFC Portoroz, Portoroz/Slovenia Ankiras, Istanbul/Türkiye
September 2	19.09.2024	12.09.2024	ALUMINIUM, Düsseldorf/Germany METALS, Kielce/Poland
October 1	02.10.2024	26.09.2024	ALUMINIUM, Düsseldorf/Germany GIFA Mexico, Mexico City/Mexiko
October 2	17.10.2024	10.10.2024	34. Ledebur-Kolloquium, Freiberg/Germany 75. World Foundry Congress, Deyang/PR China
November 1	07.11.2024	31.10.2024	Formnext 2024, Frankfurt/Germany
November 2	21.11.2024	14.11.2024	
December 1	05.12.2024	28.11.2024	
December 2	19.12.2024	12.12.2024	
<b>2025</b>			
January 1	02.01.2025	19.12.2024	

# SCOPE



Data collecting for GIESSEREI Newsletter on June 30, 2023

# 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 €**



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