

Media Information 2020



PHOTO: WORLD STEEL / ROBERT KOLYKHALOV

Decision makers rely on quality!



Issue	Dates	The Topical Themes	Trade fairs Exhibitions Additional distribution
1/2	Ad closing date: January 17 Printing material: January 20 Publication date: February 04	Plant engineering	Zukunft Stahl , Düsseldorf/Germany February 04 – 05 Maintenance Dortmund 2020 , Dortmund/Germany February 12 – 13
3	Ad closing date: February 14 Printing material: February 17 Publication date: March 03	Tubes	
4	Ad closing date: March 20 Printing material: March 23 Publication date: April 07	Controlling, Automation, Digitalization	Cutting World 2020 , Essen/Germany April 28 – 30
5	Ad closing date: April 17 Printing material: April 20 Publication date: May 05	Metallurgy	Galvatech 2020 , Vienna/Austria June 21 – 25
6/7	Ad closing date: June 19 Printing material: June 22 Publication date: July 07	Materials, Strip processing, Automotive, Lightweight construction Steel trading/-statistics	
8	Ad closing date: July 17 Printing material: July 20 Publication date: August 04	Plant engineering, Additive Manufacturing	

Issue	Dates	The Topical Themes	Trade fairs Exhibitions Additional distribution
9	Ad closing date: August 14 Printing material: August 17 Publication date: September 05	Refractories	International Refractory Symposium 2020 , Aachen/ Germany September Aluminium 2020 , Düsseldorf/Germany October 06 – 08
10	Ad closing date: September 18 Printing material: September 21 Publication date: October 06	Forming technology, Sheet metal processing, EuroBLECH preview	Paint Expo 2020 , Karlsruhe/Germany October 12 – 15 EuroBLECH 2020 , Hanover/Germany October 27 – 30 parts2clean 2020 , Stuttgart/Germany October 27 – 29 Ironmasters 2020 , Vienna/Austria October 28 – 30 Intertool 2020 , Vienna/Austria
11	Ad closing date: October 16 Printing material: October 19 Publication date: November 03	SPECIAL Hüttentag	Industry meeting HÜTTENTAG , Essen/Germany November 05 Ankiros 2020 , Istanbul/Turkey November 12 – 14 Valve World Expo Trade Fair & Conference , Düsseldorf/Germany December 01 – 03
12	Ad closing date: November 13 Printing material: November 16 Publication date: December 01	Metallurgy	Steel Colloquium (ASK) , Aachen/ Germany November 18 – 19 wire – Tube 2020 , Düsseldorf/Germany December 07 – 11 SCT2020 , Milan/Italy January 10 – 14, 2021
2021			
1/2	Ad closing date: January 15, 2021 Printing material: January 18, 2021 Publication date: February 02, 2021	Plant engineering	European Coke and Ironmaking Congress & ICSTI , Bremen/Germany March 22 – 26, 2021
3	Ad closing date: Printing material: Publication date:		Refractory Symposium , Freiberg/Germany March 22 – 24, 2021

1 Ad rates and sizes (prices in Euro, surcharges non-discountable)

All prices are net, without VAT.

Format	Size of print area width x height in mm	Trimmed size width x height in mm*	Basic rate b / w	2-colour	3-colour	4-colour
Front cover, traditional		210 x 164	–	–	–	4,950.00
Front cover, french cover		418 x 216	–	–	–	4,500.00
2nd/ 3rd cover page	184 x 260	210 x 297	2,961.00	3,242.00	3,523.00	3,804.00
4th cover page		210 x 217	2,961.00	3,242.00	3,523.00	3,804.00
2/1 page	394 x 260	420 x 297	6,289.00	6,570.00	6,851.00	7,132.00
1/1 page	184 x 260	210 x 297	2,813.00	3,094.00	3,375.00	3,656.00
3/4 page, horizontal	184 x 191	210 x 210				
3/4 page, vertical	132 x 260	145 x 297	2,139.00	2,420.00	2,701.00	2,982.00
2/3 page, horizontal	184 x 172	210 x 191				
2/3 page, vertical	117 x 260	130 x 297	1,877.00	2,145.00	2,413.00	2,681.00
Juniorpage	121 x 191	134 x 210	1,550.00	1,831.00	2,112.00	2,393.00
1/2 page, horizontal	184 x 126	210 x 145				
1/2 page, vertical	89 x 260	102 x 297	1,550.00	1,831.00	2,112.00	2,393.00
1/3 page, horizontal	184 x 81	210 x 100				
1/3 page, vertical	59 x 260	72 x 297	935.00	1,216.00	1,497.00	1,778.00
1/4 page, horizontal	184 x 61	210 x 80				
1/4 page, vertical	44 x 260	57 x 297	706.00	987.00	1,268.00	1,549.00
1/4 page, post card	89 x 126	102 x 145				
1/6 page, horizontal	184 x 43	210 x 62				
1/6 page, vertical	59 x 126	72 x 145	478.00	759.00	1,040.00	1,321.00
1/8 page, horizontal	184 x 31	210 x 50				
1/8 page	89 x 62	102 x 81	360.00	641.00	922.00	1,203.00
1/8 page, vertical	42 x 126	55 x 145				
1/16 page	89 x 30	102 x 49	189.00	470.00	751.00	1,032.00

* plus 3 mm trim on all sides

2 Surcharges:

Placement: 20 % surcharge for 1st right side, opposite Start and end of text on the b/w basic price (not discountable), 10 % surcharge for other

binding placements with the corresponding b/w-format price (not discountable).

Colour:	Each standard colour	281,00 €
	4-colour surcharge	843,00 €
	FColour surcharges are not discountable	
	Surcharge for special colours per colour	686,00 €
	Metal and fluorescent colours	on request

Format: For type area advertisements, no Gate surcharge calculated.

3 Discounts:

For a booking period of one year

Series discount	Quantity discount
3 – 5 ads 5 %	2 pages 5 %
6 – 11 ads 10 %	3 – 5 pages 10 %
12 – 23 ads 15 %	6 – 9 pages 15 %
24 a. m. ads 20 %	10 – 12 pages 20 %
	from 13 pages 25 %

No discount on colour surcharges, additional technical effort charged and situations vacant.

Combinations: 3 % for simultaneous placement in STAHL + TECHNIK and STEEL + TECHNOLOGY of at least 3 advertisements within one year

4 Categories:

Vacancies and job applications, see page 6

5 Special ads:

Bound-in inserts

Discountable, 1 bound-in insert = 1/1 page ad

Weight up to 11g/sheet. Only whole circulation.

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.

1 sheet = 2 pages	3,289.00 €
2 sheets = 4 pages	6,142.00 €

Loose inserts
Weight up to 25 g
Not bound in, max. size 205 x 295 mm
in domestic circulation 3,100.00 €
in the total circulation incl. abroad on request
3 samples requested for the publisher

Glued-on items on request

6 Advertorial:

The ideal complement to your classic advertising with an editorial-like background. You provide - Tus with text/picture material and we layout it according to the magazine design:

2/1 pages, 4c

(10,000 characters incl. spaces) 7,132.00 €

1/1 page, 4c

(5,000 characters incl. spaces) 3,656.00 €

1/2 page horizontal, 4c

(2,000 characters incl. spaces) 2,393.00 €

7 Terms of payment:

2 % discount on payments within 14 days and net price for payments within 30 days from the date of the invoice.

Bank account:

Commerzbank AG, Düsseldorf
IBAN: DE91 3008 0000 0212 6151 00
SWIFT-Code: DRESDEFF

Deutsche Bank AG, Düsseldorf
IBAN: DE04 3007 0010 0155 7008 00
SWIFT-Code: DEUTDEDD

Issue	Dates	The Topical Themes	Trade fairs Exhibitions Additional distribution
1	Ad closing date: January 24 Printing material: January 27 Publication date: February 11	Plant engineering, Forming technology, Tubes	AISTech 2020 , Cleveland/USA May 04 – 07
2/3	Ad closing date: April 15 Printing material: April 17 Publication date: April 28	Controlling, Automation, Digitalization Materials, Strip processing, Automotive, Lightweight construction	MOLTEN 2020 , Seoul/South Korea May 25 – 29 SEAIS Conference & Exhibition June 08 – 11 METALLURGY 2020 , Moscow/Russia June 09 – 11 ECCC2020 , Bari/Italy June 17 – 19 Galvatech 2020 , Vienna/Austria June 21 – 25 PM China 2020 , Shanghai/PR China August 12 – 14
4	Ad closing date: July 24 Printing material: July 27 Publication date: August 11	Plant engineering, Additive Manufacturing	Metal + Metallurgy , Beijing/PR China August 18 – 20 6th International Conference on ThermoMechanical Processing – TMP2020 , Shenyang/PR China August 24 – 26 MMMM Minerals Metals Metallurgy Materials , New Delhi/India August 27 – 29 International Refractory Colloquium 2020 , Aachen/Germany September EEC2020, 12th European Electric Steelmaking Conference , Sheffield/Great Britain September 16 – 18 October ABM Week , Sao Paulo/Brazil Oktober worldsteel 2020 , Shanghai/PR China INTERTOOL 2020 , Vienna/Austria

Issue	Dates	The Topical Themes	Trade fairs Exhibitions Additional distribution
5	Ad closing date: September 25 Printing material: September 28 Publication date: October 13	Forming technology, Sheet metal processing, EuroBLECH preview	EuroBLECH 2020 , Hanover/Germany IRONMASTERS 2020 , Vienna/Austria Alacero-61 , South America Metal-Expo 2020 , Moscow/Russia ANKIROS 2020 , Istanbul/Turkey METEC India 2020 , Mumbai/India wire – Tube 2020 , Düsseldorf/Germany
			October 27 – 30 October 28 – 30 November November November 12 – 14 November 23 – 25 December 07 – 11
6	Ad closing date: November 27 Printing material: November 30 Publication date: December 15	Metallurgy	SCT2020 , Milan/Italy
			January 10 – 14, 2021
2021			
1	Ad closing date: January 22, 2021 Printing material: January 24, 2021 Publication date: February 09, 2021	Plant engineering	10TH ECIC 2021 , Bremen/Germany 9TH ICSTI 2021 , Bremen/Germany
			March 22 – 26, 2021 March 22 – 26, 2021

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All prices are net, without VAT.

Format	Size of print area width x height in mm	Trimmed size width x height in mm*	Basic rate b/w	2-colour	3-colour	4-colour
Front cover, traditional		210 x 164	–	–	–	6,490.00
Front cover, french cover		418 x 216	–	–	–	5,890.00
2nd/ 3rd/ 4th cover page	184 x 260	210 x 297	4,736.00	5,017.00	5,298.00	5,579.00
2/1 page	394 x 260	420 x 297	7,606.00	7,887.00	8,168.00	8,449.00
1/1 page	184 x 260	210 x 297	3,851.00	4,132.00	4,413.00	4,694.00
3/4 page, horizontal	184 x 191	210 x 210				
3/4 page, vertical	132 x 260	145 x 297	2,617.00	2,898.00	3,179.00	3,460.00
2/3 page, horizontal	184 x 172	210 x 191				
2/3 page, vertical	117 x 260	130 x 297	2,617.00	2,898.00	3,179.00	3,460.00
Juniorpage	121 x 191	134 x 210	2,175.00	2,456.00	2,737.00	3,018.00
1/2 page, horizontal	184 x 126	210 x 145				
1/2 page, vertical	89 x 260	102 x 297	2,175.00	2,456.00	2,737.00	3,018.00
1/3 page, horizontal	184 x 81	210 x 100				
1/3 page, vertical	59 x 260	72 x 297	1,323.00	1,604.00	1,885.00	2,166.00
1/4 page, horizontal	184 x 61	210 x 80				
1/4 page, vertical	44 x 260	57 x 297	1,001.00	1,282.00	1,563.00	1,844.00
1/4 page, post card	89 x 126	102 x 145				

* plus 3 mm trim on all sides

2 Surcharges:

Placement: 20 % surcharge for 1st right side, opposite Start and end of text on the b/w basic price (not discountable), 10 % surcharge for other binding placements with the corresponding b/w-format price (not discountable).

Colour: Each standard colour 281,00 €
4-colour surcharge 843,00 €
Colour surcharges are not discountable
Surcharge for special colours per colour 686,00 €
Metal and fluorescent colours on request

Format: For type area advertisements, no Gate surcharge calculated.

3 Discounts:

Series discount		Quantity discount	
3 – 5 ads	5 %	2 pages	5 %
6 – 11 ads	10 %	3 – 5 pages	10 %
12 – 23 ads	15 %	6 – 9 pages	15 %
24 a. m. ads	20 %	10 – 12 pages	20 %
		from 13 pages	25 %

No discount on colour surcharges, additional technical effort charged and situations vacant.

Combinations: 3 % for simultaneous placement in STAHL + TECHNIK and STEEL + TECHNOLOGY of at least 3 advertisements within one year

4 Categories:

Vacancies and job applications, see page 6

5 Special ads:

Bound-in inserts
Discountable, 1 bound-in insert = 1/1 page ad
Weight up to 11g/sheet. Only whole circulation.

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.

1 sheet = 2 pages 4,224.00 €
2 sheets = 4 pages 7,604.00 €

Loose inserts
Weight up to 25 g
Not bound in, max. size 205 x 295 mm
in domestic circulation 3,970.00 €
in the total circulation incl. abroad on request
3 samples requested for the publisher

Glued-on items on request

6 Advertorial:

The ideal complement to your classic advertising with an editorial-like background. You provide - Tus with text/picture material and we layout it according to the magazine design:

2/1 pages, 4c
(10,000 characters incl. spaces) 8,449.00 €

1/1 page, 4c
(5,000 characters incl. spaces) 4,694.00 €

1/2 page horizontal, 4c
(2,000 characters incl. spaces) 3,018.00 €

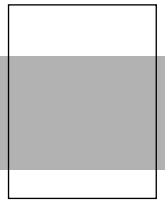
7 Terms of payment:

2 % discount on payments within 14 days and net price for payments within 30 days from the date of the invoiceo.

Bankverbindung:

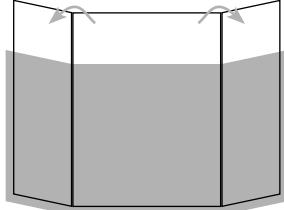
Commerzbank AG, Düsseldorf
IBAN: DE91 3008 0000 0212 6151 00
SWIFT-Code: DRESDEFF
Deutsche Bank AG, Düsseldorf
IBAN: DE04 3007 0010 0155 7008 00
SWIFT-Code: DEUTDEDD

Front cover, traditional



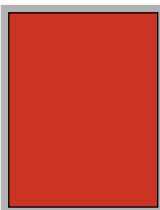
210 x 164 mm *

Front cover, french cover



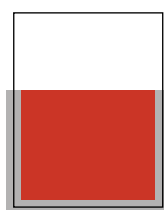
418 x 216 mm *

1/1 page



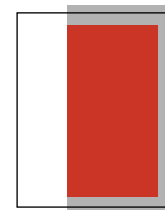
184 x 260 mm
210 x 297 mm *

2/3 page, horizontal



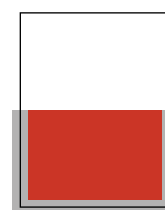
184 x 172 mm
216 x 194 mm *

2/3page, vertical



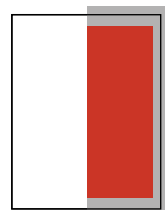
117 x 260 mm
130 x 297 mm *

1/2 page, horizontal



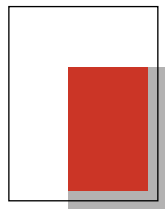
184 x 126 mm
210 x 145 mm *

1/2 page, vertical



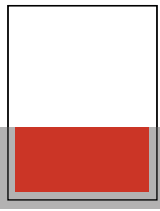
89 x 260 mm
102 x 297 mm *

Juniorspage



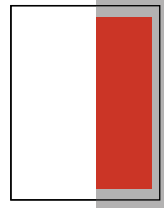
121 x 191 mm
134 x 210 mm *

1/3 page, horizontal



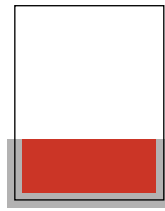
184 x 81 mm
210 x 100 mm *

1/3 page, vertical



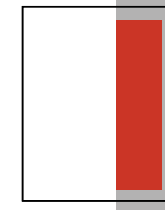
59 x 260 mm
72 x 297 mm *

1/4 page, horizontal



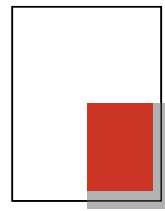
184 x 61 mm
210 x 80 mm *

1/4 page, vertical



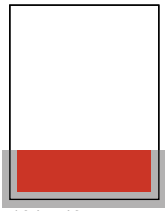
44 x 260 mm
57 x 297 mm *

1/4page, postcard



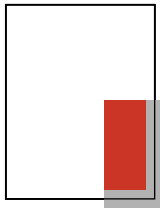
89 x 126 mm
102 x 145 mm

1/6 page, horizontal **



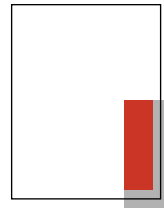
184 x 43 mm
210 x 62 mm *

1/6 page, vertical **



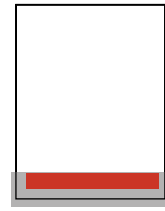
59 x 126 mm
72 x 145 mm *

1/8 page, vertical **



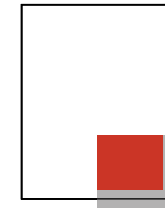
42 x 126 mm
55 x 145 mm *

1/8 page, horizontal **



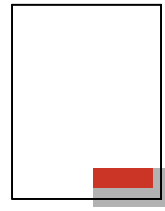
184 x 31 mm
210 x 50 mm *

1/8 page **



89 x 62 mm
102 x 81 mm *

1/16 page **

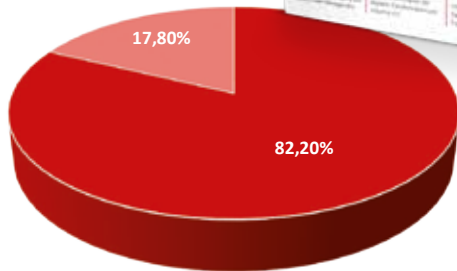
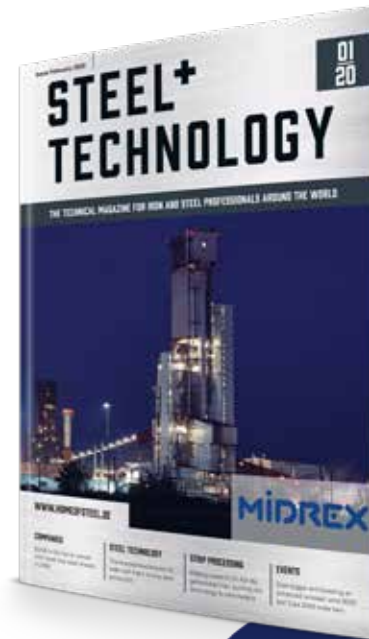
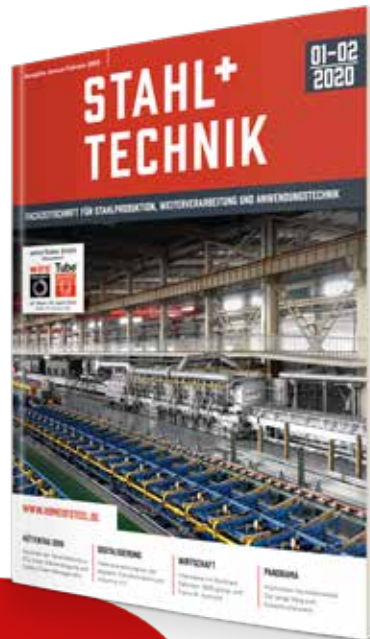


89 x 30 mm
102 x 49 mm *

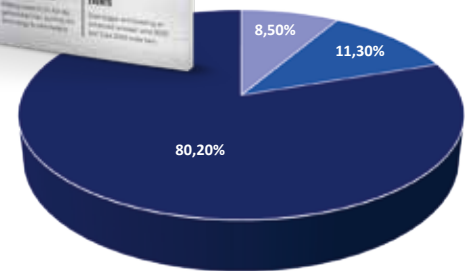
- Type area
- Width x Height
- Trimmed size*
- Width x Height

* All „trimmed“ formats plus 3 mm bleed per page.

** Exclusively in the German trade journal „STAHL + TECHNIK“.



Germany Europe



Worldwide Europe Germany

Benefit from our cross-media offers and communicate on all channels

Weekly
Newsletter



Daily News

Newsletter + Online Anytime and Anyplace

- ▶ Up-to-date
- ▶ Qualified
- ▶ Independently researched
in a nutshell!



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