

Media Information 2022

Print + Online

All about STEEL...













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Expert information to the point

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STAHL* TECHNIK

- 1 STAHL + TECHNIK
- 2 Brief description: German-language trade journal for steel production, processing, application technology, innovation and management.
- 3 Target group: Steel production companies, Steel processing companies (from hot and cold rolling to surface finishing), steel processing companies (forming, joining, sheet metal processing), the supply industry, universities, technical colleges and associations.

4 Frequency: 8 issues per year

5 Format: DIN A4

Volume:

Ciculation: 5,000 Copies

7 Subscription rate: Annual subscription incl. postage

4th

Germany: 170 € Print-/E-Paper combination International: 220 € Print-/E-Paper combination

Single copy: 25 € plus postage

8 Membership / Participation: Verband Deutscher Zeitschriftenverleger e.V. Media-Datenbank der Deutschen Fachpresse

Publisher DVS Media GmbH

Postfach 10 19 65, 40010 Düsseldorf Aachener Straße 172, 40223

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Issue	Dates		Topics	Trade fairs Exhibitions Additional distributi	on
1/2	Ad closing day: Printing material: Publication date:	13 January 17 January 01 February	Plant engineering Additive Manufacturing	E-WORLD ENERGY & WATER, Essen/Germany Zukunft Stahl, Düsseldorf/Germany	0810.02.2022 1617.02.2022
3	Ad closing day: Printing material: Publication date:	10 February 14 February 01 March	Metallurgy Controlling Automation Digitalisation	8th ECIC & 9th ICSTI 2022, Bremen/Germany 6TH CLEAN TECHNOLOGIES IN THE STEEL INDUSTRY (CTSI), Aachen/Germany METAV 2022, Düsseldorf/Germany	0711.03.2022 0710.03.2022 0811.03.2022
4	Ad closing day: Printing material: Publication date:	17 March 21 March 05 April	Refractories	4. Freiberger-Feuerfest-Symposium, Freiberg/Germany HANNOVER Messe, Hannover/Germany	2527.04.2022 2529.04.2022
5	Ad closing day: Printing material: Publication date:	14 April 18 April 03 May	Forming technology Special: Tubes	wire - Tube 2022, Düsseldorf/Germany SENSOR + TEST 2022, Nuremberg/Germany 5th International High Manganese Steel Conference 2022, Linz/ Austria	0913.05.2022 1012.05.2022 2326.05.2022
6/7	Ad closing day: Printing material: Publication date:	19 May 23 May 07 June	Materials Conveyor systems Automotive Lightweight construction Steel trading/statistics	6th International Conference on Steels in Cars and Trucks, Milan/Italy SURFACETECHNOLOGY GERMANY, Hanover/Germany Ironmasters 2022, Vienna/Austria	1923.06.2022 2123.06.2022 2224.06.2022
8/9	Ad closing day: Printing material: Publication date:	18 August 22 August 06 September	Plant engineering Additive manufacturing	AMB 2022, Stuttgart/Stuttgart Deutscher Stahlbautag 2022, Berlin/Germany ANKIROS 2022, Istanbul/Turkey	1317.09.2022 2930.09.2022 0608.10.2022
10	Ad closing day: Printing material: Publication date:	28 September 04 October 18 October	Forming technology Special: Sheet metal	Hüttentag 2022, Essen/Germany CTSI + EOSC 2022, Aachen/Germany EuroBLECH 2022, Hanover/Germany	17.11. 2022 1720.10.2022 2528.10.2022
11/12	Ad closing day: Printing material: Publication date:	17 November 21 November 06 December	Metallurgy	including: Yearly Calendar 2023	

The editorial staff reserves the right to change topics for reasons of topicality.



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
Front cover, french cover		418 x 216	-	-	-	4,500
2nd/3rd cover page	174 x 260	210 x 297	2,961	3,242	3,523	3,804
4th cover page		210 x 204	2,961	3,242	3,523	3,804
2/1 page	348 x 260	420 x 297	6,289	6,570	6,851	7,132
1/1 page	174 x 260	210 x 297	2,813	3,094	3,375	3,656
3/4 page, horizontal	174 x 192	210 x 210	0.400	0.400	0.704	0.000
3/4 page, vertical	130 x 260	145 x 297	2,139	2,420	2,701	2,982
2/3 page, horizontal	174 x 172	210 x 191	4.077	0.445	0.440	0.004
2/3 page, vertical	114 x 260	130 x 297	1,877	2,145	2,413	2,681
Juniorpage	128 x 174	134 x 210	1,550	1,831	2,112	2,393
1/2 page, horizontal	174 x 128	210 x 145	4.550	4 004	0.440	0.000
1/2 page, vertical	85 x 260	102 x 297	1,550	1,831	2,112	2,393
1/3 page, horizontal	174 x 85	210 x 100	005	4.040	4 407	4 770
1/3 page, vertical	54 x 260	72 x 297	935	1,216	1,497	1,778
1/4 page, horizontal	174 x 62	210 x 80				
1/4 page, vertical	40 x 260	57 x 297	706	987	1,268	1,549
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	72 x 145	478	759	1,040	1,321
1/8 page, horizontal	174 x 30	210 x 50				
1/8 page	85 x 62	102 x 81	360	641	922	1,203
1/8 page, vertical	40 x 128	55 x 145				
1/16 page	85 x 30	102 x 49	189	470	751	1.032

^{*} plus 3 mm trim on all sides

STAHL* TECHNIK

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 thecorresponding

b/w-format price (not discountable).

Colour:Each standard colour281 €4-colour surcharge843 €

Colour surcharges are not discountable

Surcharge for special colours per colour

Metal and fluorescent colours

Format: For type area advertisements, no

gate surcharge

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 %

 13 pages a.m. 25 %

Surcharges, loose inserts, technical surcharges, job

market ads are not discountable

Combinations: 3 % for simultaneous placement in STAHL + TECHNIK and STEEL + TECHNOLOGY of at

least 3 advertisements within one year

4 Categories: Job market - JobPortal, ad rates on page 39

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 € 2 sheets = 4 pages 6,142 €

686 €

on request

Advertorial:

Loose inserts: Weight up to 25 g

Not bound in, max. size 205 x 295 mm. in domestic circulation 3,100 € in the total circulation incl. abroad on request

3 samples requested from the publisher

Glued-on items on request

The ideal complement to your classic advertising with an editorial-like background.

You provide us with text/picture material and we layout it according to the magazine

design:

2/1 pages, 4c

(10,000 characters incl. spaces) 7,132 €

1/1 page, 4c

(5,000 characters incl. spaces) 3,656 €

1/2 page wide, 4c

(2,000 characters incl. spaces) 2,393 €

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

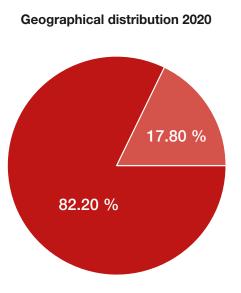
SWIFT-Code: DEUTDEDD

Are you looking for specialists in welding technology? Are you looking for a new job? Our JobPortal, which we operate in cooperation with StepStone, makes your search easier, because it only deals with jobs related to welding, joining, cutting and coating.

Further information on prices & formats can be found on page 39.

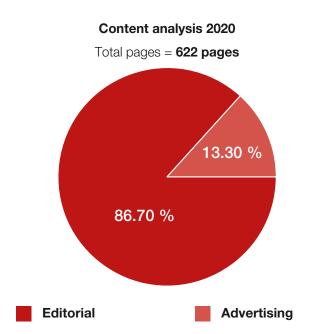






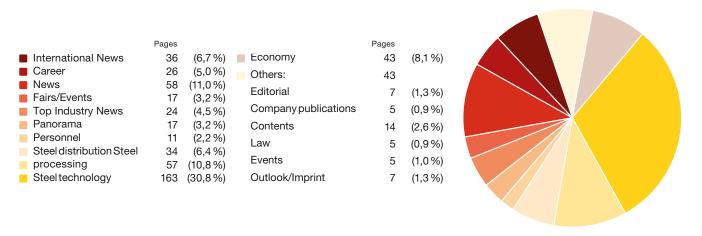
Europe

Germany



Content analysis 2020

7 issues = **529 pages**



Portrait/Dates and topics

STEEL+ TECHNOLOGY

- 1 STEEL + TECHNOLOGY
- 2 Brief description: English-language trade journal for steel production, processing, application technology, innovation and management.
- Target group: International steel production companies, steel processing companies (from hot and cold rolling to surface finishing), steel processing companies (forming, joining, sheet metal processing), the supply industry, universities, technical colleges and associations.

4 Frequency: 2 isses per year

5 Format: DIN A4

6 Volume: 4th

Circulation: 7,000 Copies

7 Subscription rate: Annual subscription incl. postage

55 € Print-/E-Papercombination

Single copy 35 € plus postage

8 Membership/ Verband Deutscher
Participation: Zeitschriftenverleger e.V.

Media-Datenbank der Deutschen Fachpresse

9 Publisher: DVS Media GmbH

Postfach 10 19 65, 40010 Düsseldorf

Germany

Aachener Straße 172, 40223 Düsseldorf

Germany

T: +49 211 1591-0 F: +49 211 1591-150 Internet: www.dvs-media.eu E-Mail: media@dvs-media.info

Issue	Dates		Topics	Trade fairs Exhibitions Additional distri	bution
1	Ad closing day: Printing material: Publication day:	30.03.2022 04.04.2022 18.04.2022	Forming technology Conveyor systems Automotive Special: Tubes	E-WORLD ENERGY & WATER, Essen/Germany 8th ECIC & 9th ICSTI 2022, Bremen/Germany 6TH CLEAN TECHNOLOGIES IN THE STEEL INDUSTRY (CTSI), Aachen/Germany wire - Tube 2022, Düsseldorf/Germany AISTech 2022, Pittburgh/USA METALLURGY RUSSIA UND LITMASH RUSSIA, Moscow/Russia	0810.02.2022 0711.03.2022 0710.03.2022 0913.05.2022 1619.05.2022 0709.06.2022
2	Ad closing day: Printing material: Publication day:	29.09.2022 04.10.2022 17.10.2022	Metallurgy Materials Digitalisation Automotive Special: Sheet metal	CTSI + EOSC 2022, Aachen/Germany EuroBLECH 2022, Hanover/Germany wire South America und TUBOTECH, Sao Paulo/ Brazil Hüttentag 2022, Essen/Germany	1720.10.2022 2528.10.2022 2527.10.2022 17.11.2022

STEEL+ TECHNOLOGY

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		210 x 164	-	-	-	5,890
2nd/3rd/4th coverpage	174 x 260	210 x 297	4,736	5,017	5,298	5,579
2/1 page	348 x 260	420 x 297	7,606	7,887	8,168	8,449
1/1 page	174 x 260	210 x 297	3,851	4,132	4,413	4,694
3/4 page, horizontal	174 x 192	210 x 210	2,617	2,898	3,179	3,460
3/4 page, vertical	130 x 260	145 x 297	2,017	2,030	5,179	3,400
2/3 page, horizontal	174 x 172	210 x 191	2,617	2,898	3,179	3,460
2/3 page, vertical	114 x 260	130 x 297	2,017	2,030	3,179	3,400
Juniorpage	128 x 174	145 x 210	2,175	2,456	2,737	3,018
1/2 page, horizontal	174 x 128	210 x 145	2,175	2,456	2,737	3,018
1/2 page, vertical	85 x 260	102 x 297	2,173	2,430	2,707	3,010
1/3 page, horizontal	174 x 85	210 x 100	1,323	1,604	1,885	2,166
1/3 page, vertical	54 x 260	72 x 297	1,020	1,004	1,000	2,100
1/4 page, horizontal	174 x 62	210 x 80				
1/4 page, vertical	40 x 260	57 x 297	1,001	1,282	1,563	1,844
1/4 page, post card	85 x 128	102 x 145				

^{*} plus 3 mm trim on all sides

STEEL+ TECHNOLOGY

2 Surcharges:

Placement: 20 % surcharge for first 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:

4-colour surcharge: 843 €

Colour surcharges are not discountable

Surcharge for special colours per colour

Metal and fluorescent colours

Format: For type area advertisements, no gate

surcharge.

3 Discounts: For a booking period of one year

Series discount
2 advertisements 5%

Quantity discount
2 pages 10%

2 advertisements 370 2 pages 1070

Surcharges, loose inserts, technical surcharges, job

market ads are not discountable

Combinations: 3 % for simultaneous placement in STAHL + TECHNIK and STEEL + TECHNOLOGY of at

least 2 advertisements within one year

5 Special forms

of advertisements: 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 $4.224 \in$

2 sheets = 4 pages 7,604 €

281 €

686 €

on request

Loose inserts:

Weight up to 25 g

Not bound in, max. size 205 x 295 mm. in domestic circulation 3,970 € in the total circulation incl. abroad on request

3 samples requested from the publisher

Glued-on items

on request

6 Advertorial: The ideal complement to your classic adver-

tising with an editorial-like background. You

provide

us with text/picture material and we layout it

according to the magazine design:

2/1 pages, 4c

(10,000 characters incl. spaces) 8,449 €

1/1 page, 4c

(5,000 characters incl. spaces) 4,694 €

1/2 page wide, 4c

(2,000 characters incl. spaces) 3,018 €

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

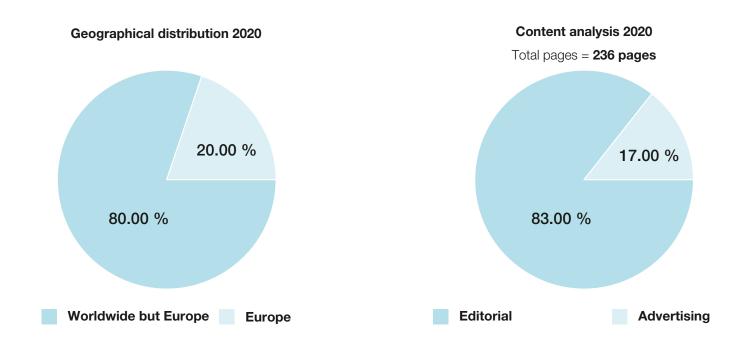
Deutsche Bank AG. Düsseldorf

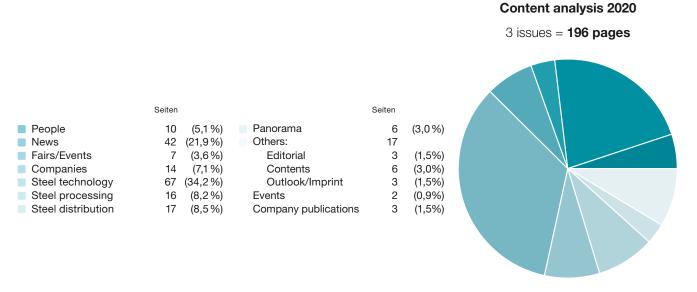
IBAN: DE04 3007 0010 0155 7008 00

SWIFT-Code: DEUTDEDD

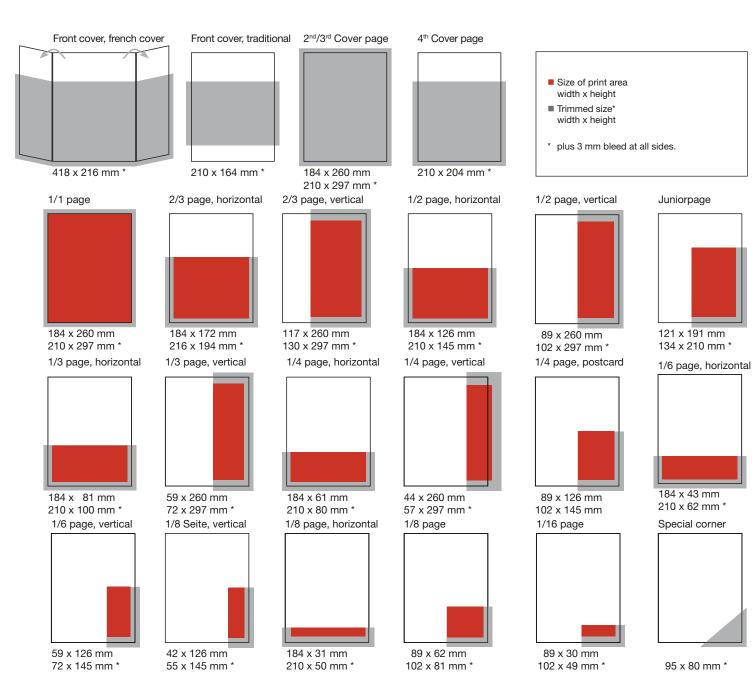


STEEL* TECHNOLOGY





STAHL* STEEL* TECHNOLOGY



Bound-in inserts



Book in book



1/6 Page, 1 column Island ad

TECHNOLOGIE & THENDS					
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Agent and register parties Arents. Services A. S. Saltman Stanson.	Material test or adjust step- articles; manufacture (face)	Adaptive and a second s	the Assaches the Sciences artisque.		
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proposed air expenses and	repursation of the second seco	Patricia brages Wrongerian In-	An action quitings they are	worker constitution blocking between both authorized an experience defends for the	Age Value lang Asso, 45'S Notes for Maddin Scientific of

3x 1/3 Pages, spread



Loose inserts



Tip on sticker on ad



2x 2/3 Page vertical, spread



1x 1/3 Page vertical, centre column



Booklets



Banderole



2x 1/3 Pages, tunnel ad



2x 1/3 Pages, tunnel ad



Special forms of advertising: Give your marketing that special kick!

They have a symphatic and at the same time surprising effect on the readers. This type of advertising is perceived above average and combines with a high recognition value. This is how your advertising sticks in the mind.

Special advertising forms

- » in a particularly prominent position
- » make your innovative power clear to your target group
- » are eye-catching
- » increase the response effect

Print creates an impact - we will gladly advise you!



WELCOME TO

STEEL SUPPLIERS INTERNATIONAL



CHOOSE SUCCESS! INTERESTED?

Get in touch with Katrin Küchler



CONTACT:

Tel. +49 211 1591 146 steelsuppliers@dvs-media.info



STEEL SUPPLIERS INTERNATIONAL





Circulation: 7,000 copies

Frequency: 2 issues per

Language: English

annum

Internet: www.refra.com

STEEL SUPPLIERS INTERNATIONAL

E-mail adress

Signature

Our entry should be p	ublished under the follo	owing numbers from the list of p	roducts:		
	5.	9.	13.		
	6.	10.	14.		
	7.	11.	15.		
	8.	12.	16.		
ou can find the keyword list at	: www.home-of-steel.de/ssi/				
ad rate: The price of y	our entry depends on tl	he number of keywords.			
Numb	er of keywords	Cost per keyword/	per annum (in EURO)*		
	1 – 5	25	250		
	6 – 10	23	230		
	11 +	22	220		
Discontinuation will be ac Please send the order for	cepted at the end of a subscrib m with your logo (jpg-file) to: 211 1591 146 · steelsupplier	e place in each case with a term of 12 mon otion year considering 6 weeks notice. Dead s@dvs-media.info	,		
ompany					
treet Address – P.O. Box					
Postal Code, City					
Phone					

Internet

^{*} The prices are subject to VAT.



STAHL + **TECHNIK Yearbook** is a reference work for technical, administrative and purchasing professionals in the steel industry.

The editorial section contains highlights from steel production, processing and application technology as well as a detailed company, product and service directory.

It is the source of supply for products of the iron and steel industry, the processing industry and the supply industry.

Compact - Up-to-Date - Comprehensive

Publisher: DVS Media GmbH

Date of publication: 28 October 2022

Ad closing date: 07 October 2022

Distribution print and online: 5,000 Copies



Alphabetical company directory

Registration fee: 119 EUR* (incl. company logo)

Tech. specifications: Full color, max. width 52 mm, max. height 20 mm

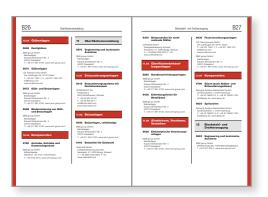
High resolution as image file (JPEG or EPS) by e-mail to: katrin.kuechler@dvs-media.info



Directory of products and services

(2 lines minimum)

2 Lines: 40 EUR* Each additional line: 09 EUR* Per keyword



^{*} All prices are net, without VAT.



Ad rates and sizes

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
1st/lastinside/backcover	120 x 170	148 x 210	1,165	1,371	1,577	1,783
1/1 page	120 x 170	148 x 210	924	1,120	1,316	1,512
1/2 page, horizontal	120 x 85	148 x 104	464	660	856	1,052
1/2 page, vertical	60 x 170	69 x 210	404	000	636	1,052
Footer*	120 x 20	148 x 35	232	232	428	624
2/1 Bound-in insert	1 sheet	154 x 216 (including bleed	1,086			

Loose inserts (143 mm width x 205 mm height) 1,405	€
Bookmark	
Complete with strap deliveredo/oo 340	€
Colour surchage	
Per standard colour Red, Blue, Yellow according to	
Euro scale plus HKS 13 and HKS 57196	€
Per special colour	€

Size of the Yearbook

148 mm width x 210 mm height

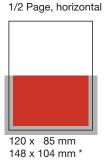
Printing and binding process, printing material

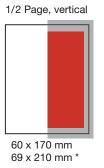
Offset, adhesive binding, digital data with proof (request our information sheet "Digital print documents"). On request, your advertisement will be produced or digitised by the publisher at cost price.

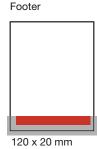












Footer: No colour surcharge for each of the colours red/blue/yellow of the Euroscale.
 All prices in Euro plus VAT.

STAHL* TECHNIK

Print run: 6,500 Copies

Distribution: Supplement in the December issue of

STAHL + TECHNIK 2022 magazine

Format: 80 x 58 cm,

folded

Paper: 135 g/qm, matte, image print

Advertising

Ad rate: 800 € ex.VAT per each logo field

Ad size: 55 mm x 90 mm (width x height)

Ad closing date: 17 November 2022

Printing material: 21 November 2022, printable PDF

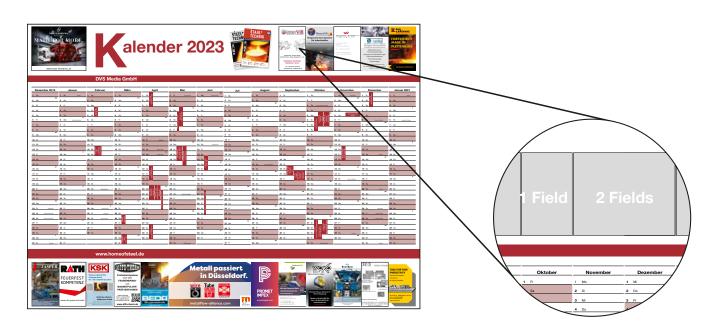
(300 dpi resolution)

8 Good reasons for your advertising success

- High circulation with industry-specific target group
- Supplement in the leading media of the steel 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 longterm effects without wastage to reach!



STAHL* STEEL* TECHNIK TECHNOLOGY



How to ignite the advertising turbo with your professional contri-butions ...

With your article published in one of our trade journals you have set a **visible sign of your profes-sional competence.** Use this effect to really step on the gas in your marketing - with a **reprint** in print or digital!

With printed special editions of your technical contribution, you literally "put your competence in the hands" of customers or partners. And at events, printed special editions successfully complement your marketing activities.

In digital form, you can integrate the special prints into your website or send them conveniently by e-mail.

Whether print or digital: reprints protect you against copyright infringement. All publications and representations in our media are protected. With our reprint variants, you can publish your con-tribution in a legally harmless manner.

We will be happy to make you an individual offer.



The classic

- as a print product
- » Printed
- » Print run starting at 100 copies
- » Includes permission to distribute your prints
- » Saddle stitch
- » On request, practical ring eye stapling for filing (surcharge 20 €)



As a print-PDF - digital

- » High-resolution print file in PDF format
- » For distribution to your own printer
- » Unlimited print run
- » Unlimited reprinting rights
- » Includes permission to distribute your prints

Consulting + Booking:

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

Martina Reintjens
P: +49 211 1591-156
E-mail: martina.reintjens@dvs-media.info
www.dvs-media.eu



As a Internet-PDF - digital

- » Web-compatible file format
- » For the integration on your website or for dispatch by e-mail
- » Including permission to publish on the Internet and for dissemination
- » Ideal in combination with print or print PDF

WELCOME TO THE HOME OF STEEL

The **HOME OF STEEL** web portal is a target grouporiented Internet platform for anyone who is involved in the production, application and further processing as well as innovations relating to steel as a material.

In addition to the latest news on **HOME OF STEEL** you will find a wide range of topics of interest to the entire steel industry.



Unique user per month

DISCOVER NOW: www.home-of-steel.de



EINZIGARTIGES TOOL ZUR ERMITTLUNG DES PRODUCT CARBON FOOTPRINTS

Das massivumformsnazifische DCE-Tool FRED ermöglicht die Abbildung des Product Carbon Footprints, der im Rahmen eines Bauteil-Produktionsprozesses entsteht.

Mehr erfahren

FOLGEAUFTRAG VON KAPTAN

Als Ergänzung zu einem kürzlich erteilten Auftrag über einen neuen Drahtauslass wurde Primetals Technologies von Kaptan Demir Çelik (Kaptan Iron & Steel), Teil der Kaptan-Gruppe, mit der Lieferung des vorgeschalteten Walzwerks für den Standort Marmara Ereëlisi in der Türkei betraut.

(i) Mehr erfahren

INTRALOGISTIKLÖSUNG FÜR

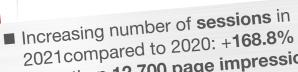
STAHL-COILS Für ein neues Werk zur Herstellung von Trafokernen im Norden Chinas entwickelt und liefert der Intralogistik-Spezialist Vollert ein komplettes vollautomatisiertes Hochregallager mit 1.500 Kragarmen für Coils bis 5 t

Mehr erfahren

STAHL







■ More than 12,700 page impressions on average per month in 2021

5,515 Visits

Growth 2021: +214%



NDUSTRIE LEGT IHREN

rweitweit führenden teiller haben in einem Bericht ittel The Net-Zero Steel Methodology Project eine rer Empfehlungen für die ng wissenschaftsbasierer Ziel aseed Targets: SEI) für den tanche zum Netto-Nulltausstoß vorgelegt: bericht und Empfehlungen*,

1,259 Visits

Start up of Homepage

1,751 Visits

Growth 2020: +39%

...Visits on average per month

(Date of the survey June 30, 2021)

4/2019

2020

6/2021

ADVERTISE TO THE POINT.

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 STEEL 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 STEEL.

Product- and company directory

An industry leader through joining technology with all well-known manufacturers and the associated prtoducts

completes the usefulness of the industry portal. Broken down by products, it enables a quick and easy connection to new suppliers.

Newsletter Advertising

In our weekly newsletter you can choose between three banner placements. All forms of advertising guarantee the highest possible level of attention because they are placed between the top topics of the week.

Jobportal

Are you looking for specialists and managers who are familiar with joining technology? We reach your target group precisely with our crossmedia job portal.

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

Make yourself smart on the following pages and choose between: **Basic Plus, Bronze, Silver or Gold.**

BASIC PLUS



All prices ex. VAT

PRESENTATION OF YOUR COMPANY



* The services in the HOME OF STEEL industry portal take 12 months. We calculate our services as part of an annual invoice plus VAT.

BRONZE



All prices ex. VAT

PRESENTATION OF YOUR BANNER PLACEMENT





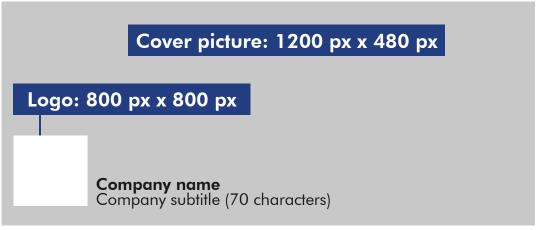


Skyscraper 160 px x 600 px

Standard Banner 468 px x 60 px

PRESENTATION OF YOUR COMPANY

Company-related subpage



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 ae rebum. Stet clita 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.

Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12 12345 Musterort

Telefon: 01234 456789

E-Mail:

muster@muster.de

Internet:

www.muster.de

^{*} The services in the HOME OF STEEL industry portal take 12 months. We calculate our services as part of an annual invoice plus VAT.

SILVER

Listing in the product and company directory

Own micropage

Full address

Specification of the website

Indication of the contact person

Additional text

logo

cover picture

+ banner in TOP-position

492 € monthly/duration: 12 months*

All prices ex. VAT

PRESENTATION OF YOUR BANNER PLACEMENT

Top Banner 1126 px x 150 px









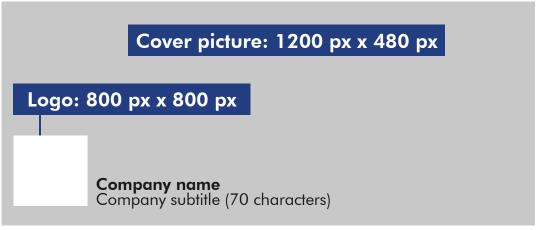






PRESENTATION OF YOUR COMPANY

Company-related subpage



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 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.

Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12 12345 Musterort

Telefon: 01234 456789

F-Mail·

muster@muster.de

Internet: www.muster.de

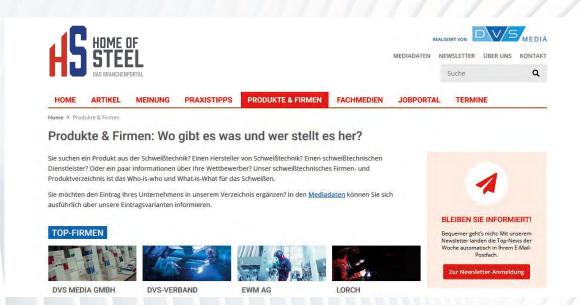
* The services in the HOME OF STEEL industry portal take 12 months We calculate our services as part of an annual invoice plus VAT.





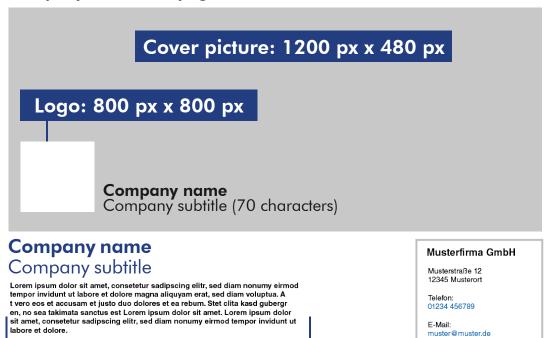
All prices ex. VAT

EXAMPLE OF THE "TOP-COMPANY-PRESENTATION"



PRESENTATION OF YOUR COMPANY

Company-related subpage



Internet:

www.muster.de

Additional text: 800 characters

^{*} The services in the HOME OF STEEL industry portal take 12 months We calculate our services as part of an annual invoice plus VAT.

ADVERTISING IN TIME WITH OUR INDIVIDUAL SERVICES

Our Basic Plus, bronze, silver and gold advertising packages are not what you need for your digital advertising? Then you have the option of booking various individual services with a shorter duration.

On the following pages we explain these individual services in detail.

OVERVIEW OF OUR INDIVIDUAL SERVICES

Advertising banner > Skyscraper > Standard-banner Newsletter-Advertising > Advertising banner > Stand-alone-newsletter Job-Portal > online > print + online, cross-media linked Advertorial

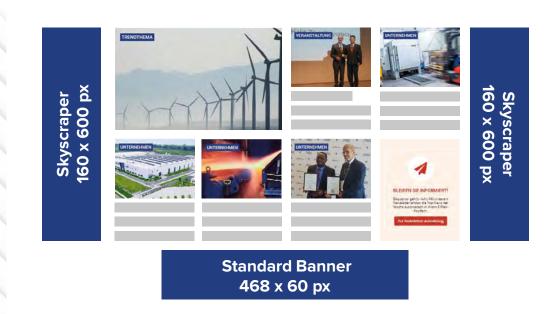
SHOW PRESENCE WITH OUR ADVERTISING BANNERS

Decide between the portrait format **Skyscraper** and the landscape format **standard-banner**. In addition, you can choose whether your banner should appear only on the homepage or also on all sub-pages of HOME OF STEEL.



All prices ex. VAT

PRESENTATION OF YOUR BANNER PLACEMENT





YOUR DIRECT LINE TO THE INDUSTRY – FAST, DIRECT, COST-EFFICIENT!



The **HOME OF STEEL Newsletter** is regularly published published **once a week on Thursdays** 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 **3 Top Positions**:

Banner size:
620 x 75 px

Ad rate:
> Top Position 450 €
> Focus Position 390 €
> Standard Position 350 €

Booking:
10 days prior to mailing date

All prices ex. VAT

T



NEWSLETTER 1/2019

iebe Leserinnen, liebe Leser

Top Position 620 x 75 px

UNSERE ARTIKEL-AUSWAHL IN DIESER WOCHE:



Titan XQ puls steigert die Effizienz und eröffnet Einsparpotenziale

Unter dem Motto "Welding 4.0" stellt EWM die MIG/MAG Multiprozessschweißgeräte-Serie Titan XQ puls in eine kompakten und einer dekompakten Variante vor.

Hier geht's zum Artikel



Kommentare und Gedanken zur DIN EN

Eine Änderung der DIN EN 1090-1 ist längst überfällig, weil die alten Konformitätsregeln mit den Regelungen zur Leistungserklärung nicht übereinstimmen. Die neue DIN EN 1090-1 ist nicht nur schlanker geworden, sondern passt sich auch den rechtlichen Rehmenbedingungen durch die Verordnung EU 305/2011 an.

» Hier geht's zum Artikel

Focus Position 620 x 75 px

UNSERE SCHLAGZEILEN ZUM SCHWERPUNKT "WIG-SCHWEISSEN"



Der mobile WIG-Inverter MicorTIG 200

Für jede Herausforderung gerüstet

Prima Poster: Manuelle Schweißprozess

Standard Position 620 x 75 px

DIESE TERMINE SOLLTEN SIE SICH VORMERKEN:

In der schweißtechnischen Branche gibt es viele Möglichkeiten für den Wissensaustausch. An dieser Ste geben wir Ihnen Hinweise auf kommende Veranstaltungen.

05.07	2019	3. Fachtagung "Zerstörungsfreie Werkstoffprüfung" Duisburg
16. – 1	7.09.2019	DVS CONGRESS 2019 Rostock
24. – 2	25.10.2019	1st International Conference on Advanced Joining Processes 2019 Ponta Delgada, Azoren (Portugal)
12 1	3.02.2020	Tagung ROBOTER 2020



STEEL NEWSLETTER STATISTICS

- All openings related to recipients: 82,44%
- Click rate 39,38%
- Close to 40% of newsletter subscribers access the industry portal HOME OF STEEL via the newsletter

1,559 Subscribers Growth 2021: +210.5%

502 Subscribers

Growth 2020: +22.4%

410 Subscribers

Start up of newsletter

Subscribers per week

(Date of the survey: June 30, 2021

4/2019

2020

6/2021

FOR ALL THOSE WHO HAVE MORE TO SAY TO THE INDUSTRY: STAND ALONE NEWSLETTER

more space than an advertising banner can offer? Then use our subscriber pool for a stand alone newsletter.

design of the stand-alone newsletter The corresponds to the weekly HOME OF STEEL newsletter.

Your marketing messages to the industry need 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 (max. 1,500 characters incl. spaces)
- > 3 Teaser Articles consisting of:
- > Headline: max. 75 characters
- > Teaser text: max. 540 characters
- > Image size: 271 x 181 px.
- > Up to 4 news headlines: max. 70 characters each Up to
- > 4 company events
- > Ad rate for stand alone newsletter: 1,980 €

All prices ex. VAT





Are you looking for specialists and managers who know their business in the steel industry? We reach precisely the right target groups with our cross-media job portal.

- ▶ Online: Decision-makers in the steel industry via the B2B platform www.homeofsteel.de
- > Print: Two approved trade journals for your precise target group approach
 - ▶ STAHL + TECHNIK
 - STEEL + TECHNOLOGY

PRINT + ONLINE

Publish your job offer at a favourable package price.

- Print: Choose between STAHL + TECHNIK and STEEL + TECHNOLOGY
- Online: In the JobPortal HOME OF STEEL
- Online: At StepStone, one of the leading online job platforms in Germany

ONLINE

Publish your job offer

Online: in our industry portal HOME OF STEEL

Our special offer: STEEL ONLINE Online JobPortal for 30 days | 790 € (ex. VAT)

PRINT + ONLINE PACKAGES:

STEEL STARTER:

1/3 page, full colour ad + Online JobPortal + StepStone for 30 days

1,591 € (ex. VAT)

STEEL BUSINESS:

1/2 page, full colour ad + Online JobPortal + StepStone for 30 days

1,960 € (ex. VAT)

STEEL PROFESSIONAL:

1/1 page, full colour ad + Online JobPortal + StepStone for 30 days

3,093 € (ex. VAT)



GET IN TOUCH WITH

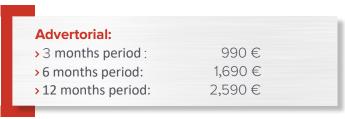
Markus Winterhalter markus.winterhalter@dvs-media.info Telefon: +49 211 1591-142

ADVERTORIAL: YOUR PUBLICITY IN EDITORIAL PACKAGING

Advertorials are a popular means of presenting advertising in editorial packaging. HOME OF STEEL also offers you this opportunity.

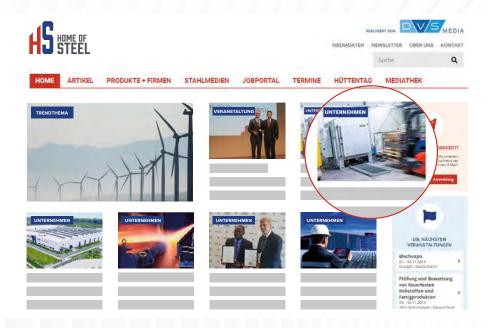
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

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



All prices ex. VAT

PLACEMENT OF ADVERTORIALS





PRESERVING TRADITION, SHAPING THE FUTURE.

NOVEMBER 17,2022

This is also the motto of the industry meeting for the steel industry in 2022.

After a successful start in 2019 and much unpredictability in 2020, engineers from the steel and steel-related industries met online on 15 April 2021 and on 4 November 2021 face-to-face at Congress Centre Essen to inform, exchange, make new contacts and meet again.

In addition to a high-calibre lecture programme and accompanying trade exhibition, there will be plenty of time for technical discussions and networking at the hearty evening event HÜTTENABEND.



Book your participation, company stand, or an individual sponsorship package online at www.homeofsteel.de/huettentag or contact us directly at katrin.kuechler@dvs-media.info



PRICE LIST FOR EXHIBITOR STANDS AT HÜTTENTAG 2022

2 sm Floor Space incl. Basic Equipment (Incl. 1 participant card for booth staff)

4 sm Floor Space incl. Basic Equipment (Incl. 2 participant card for booth staff)

8 sm Floor Space incl. Basic Equipment (Incl. 2 participant card for booth staff)

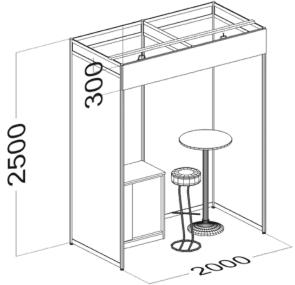
12 sm Floor Space incl. Basic Equipment (Incl. 2 participant card for booth staff)

14 sm Floor Space incl. Basic Equipment (Incl. 2 participant card for booth staff)

18 sm Floor Space incl. Basic Equipment (Incl. 2 participant card for booth staff)

Prices on request!

As an exhibitor you have the opportunity to present your company as part of the lecture programme in the afternoon. The time slot is 15 minutes.



Example of the basic equipment for a stand module of 2 sm:

Aisle (1 side open)

or

Corner (right or left side open)

Size 2 m x 1 m

incl. Company logo, power supply, internet access, lighting, neutral floor and basic cleaning on the day of dismantling.

Equipped with:

1 closed shelf

1 table & 1 bar stool

1 Barhocker

ADDITIONAL PACKAGES FOR THOSE WHO WANT EVEN MORE: [ONLY AVAILABLE IN COMBINATION WITH STAND BOOKING]

Additional Package 1

- 3 Tickets
- Company logo on the big video screen during the entire event
- 1/4 page 4c advertisement in STAHL + TECHNIK 10/2022
- Standard banner at www.homeofsteel.de, from October to December 2022

Special rate € 2,890

Additional Package 3

- 10 Tickets
- Company logo on the big video screen during the entire event
- 1/1 page 4c advertisement in STAHL + TECHNIK 10/2022
- Top banner at www.homeofsteel.de, from October to December 2022

Special rate € 4,790

Additional Package 2

- 5 Tickets
- Company logo on the big video screen during the entire event
- 1/2 page 4c advertisement in STAHL + TECHNIK 10/2022
- Skyscraper at www.homeofsteel.de, from October to December 2022

Special rate € 3,390

Film Package

- Film on the big video screen during the entire event, no sound, mp4 format only
- plus embedding the film at www.homeofsteel.de/mediathek, 3 months from date of delivery

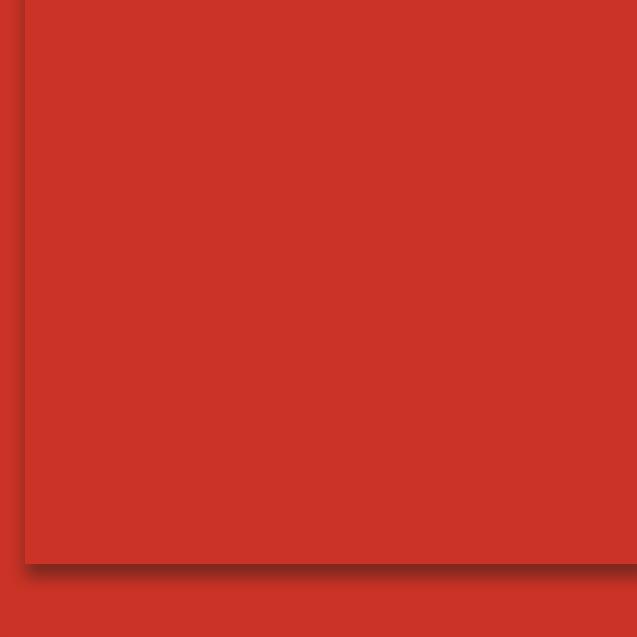
Film length 60 seconds € 690 Film length 120 seconds € 990

All prices ex. VAT

FURTHER SPONSORSHIP OFFERS

For example: Lenyards, office materials, participant bags, napkins, beer mats, etc. (each branded with your logo).

Upon request!



Folgen Sie uns:





