

DECISION MAKERS READ THE MARKET LEADERS

MEDIA INFORMATION
2022

PRINT & ONLINE

WHEN IT COMES TO CASTING





The foundry industry in a nutshell.
That's what the GIESSEREI YEAR-
BOOK stands for since 1999.

[learn more on page 48](#)

Experts and decision-maker
read the yellow market leader -
No. 1 among the trade journals
for foundry technology.

[learn more on page 6](#)



CASTING – PLANT AND
TECHNOLOGY – leading
English-language trade
journal with world-wide
distribution.

[learn more on page 20](#)



Also digitally available - the GIES-
SEREI as e-paper offers exciting
interactive solutions for our adver-
tising partners in our GIESSEREI
APP.

[learn more on page 45](#)

HOME OF FOUNDRY – the first choice
when it comes to digital foundry
technical specialist information.
Benefit from our banner and news-
letter offers.

[learn more on page 40](#)



Table of Contents

GIESSEREI & GIESSEREI Special

Contact	4
Profile	6
Dates & Editorial Programme	10
Rate card	12
Circulation and Distribution Analysis	15
Readership Analysis	16

CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T)

Profilet	23
Dates & Editorial Programme	24
Rate Card	25
Circulation and Distribution Analysis	28
Readership Analysis	29
Suppliers Guide - KEY TO CASTING	32

Others

Formats and Technical Details	33
Bound-in Inserts	35
Loose Inserts, Stick-on Advertising Material	36
Special Advertising Formats	37
Calendar 2023	39
GIESSEREI YEARBOOK 2023	40
Offprints	42
Profile GIESSEREI APP	44
E-Paper Advertising	46

HOME OF FOUNDRY

HOME OF FOUNDRY	48
Advertise to the point	51
Our individual services	59
The Newsletter	61
JobPortal	64
Advertorial & Whitepaper	65

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

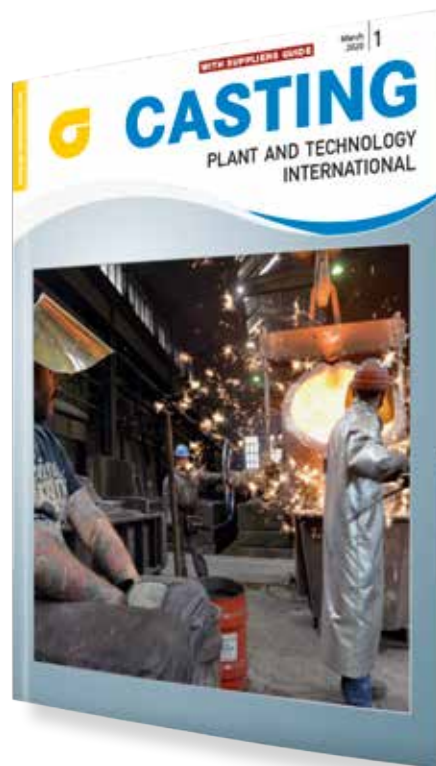
The specialist magazine for the international market

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:	4,200
Sold Circulation:	4,020
(Yearly average April 2020 – March 2021)	



- 1

Title:

CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T)
- 2

Brief Description:

CP+T International is the leading English language technical journal for the foundry industry with a worldwide distribution.
- 3

Target Group:

Top and middle management in the international foundry industry, and ministries, authorities.
- 4

Frequency:

4 issues per year
- 5

Format:

DIN A4
- 6

Volume

38th Volume
- 7

Circulation

Print Run 4,200 copies
Sold Circulation: 4,020 copies
- 8

Organ:

German Foundry Association (BDG)
- 9

Membership/
Participation

Verband Deutscher
Zeitschriftenverleger e.V.
- 10

Publishing House:

DVS Media GmbH
Postfach 10 19 65, 40010 Düsseldorf, Germany
Aachener Straße 172, 40223 Düsseldorf, Germany
☎ +49 211 1591-0
📠 +49 211 1591-150
🌐 www.dvs-media.eu
✉ media@dvs-media.info
- 11

Publisher

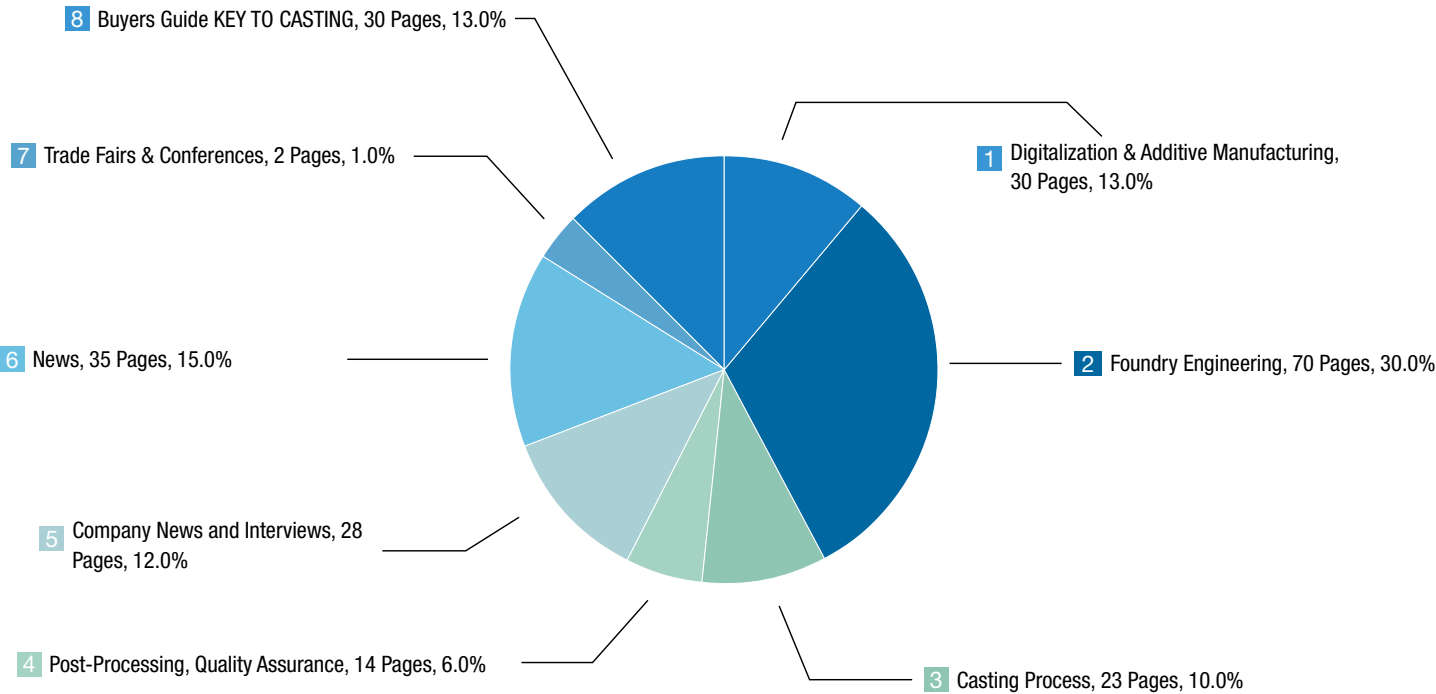
German Foundry Association (BDG)
- 12

Advertising:

Markus Winterhalter
☎ +49 211 1591-142
✉ markus.winterhalter@dvs-media.info
- 13

Editor

Martin Vogt, Chief Editor
☎ +49 211 6871 - 107
✉ martin.vogt@bdguss.de



Dates & Editorial Programme

Issues	Dates		Topics	Trade Fairs Conferences Events	
1	Ad Closing Date:	25.02.2022	Core Production Molding Materials Melting Plant, Additive Manufacturing Sand Preparation and Regenartion	EuroMold Brasil, Joinville/Brazil INTERMOLD/Die & Mold Asia, Osaka/Japan CASTEXPO & METALCASTING CONGRESS, Columbus/USA DMI - DIE & MOULD INDIA, Mumbai, Mumbai/India METAL + METALLURGY CHINA, Shanghai/PR China HANNOVER MESSE, Hanover/Germany	08.04. - 11.04.2022
	Printing Material:	01.03.2022			20.04. - 23.04.2022
	Publication Date:	15.03.2022			23.04. - 26.04.2022
					27.04. - 30.04.2022
					18.05. - 21.05.2022
					30.05. - 02.06.2022
2	Ad Closing Date:	06.05.2022	Materials Casting Technology Simulation Cleaning and Finishing	EUROGUSS, Nuremberg/Germany DMC - DIE & MOULD CHINA, Shanghai/Volksrepublik China Litmash Russia, Moskau/Russia Intermold Thailand (Part of Manufacturing Expo), Bangkok/Thailand ALUMINIUM CHINA, Shanghai/PR China Lightweight Asia, Shanghai/PR China CHINA DIECASTING, Shanghai/PR China 62. IFC Portoroz, Portoroz/Slovenia	08.06 - 10.06.2022
	Printing Material:	10.05.2022			14.06. - 17.06.2022
	Publication Date:	31.05.2022			21.06. - 23.06.2022
					22.06. - 25.06.2022
					06.07. - 08.07.2022
					06.07. - 08.07.2022
					13.07. - 15.07.2022
					14.09. - 16.09.2022
3	Ad Closing Date:	12.08.2022	Core Production Molding Material Die-Casting Foundry Plants Sand Preparation and Regenartion	METAL - International Fair for Foundry Technology, Kielce/ Poland FOND-EX - International foundry trade fair, Brünn/Czech Republic TURKCAST, Istanbul/Turkey 74th World Foundry Congress, Busan/Korea EUROGUSS Mexico, Guadalajara/Mexico	20.09. - 22.09.2022
	Printing Material:	16.08.2022			03.10. - 07.10.2022
	Publication Date:	13.09.2022			06.10. - 08.10.2022
					16.10. - 20.10.2022
					November 2022
4	Ad Closing Date:	18.11.2022	Die-Casting Die-Casting Process 3-D Printing & Digitalization Environment & Energy	POWTEX TOKYO - Powder Technology Exhibition, Tokio, Japan ALUCAST - Exhibition & Conference for the Aluminium Die Casting Industry, still open/India ALUMINIUM INDIA, Bhubaneswar/India INTERMOLD - International Die, Mould & Related Equipment Exhibition, Goyang, Seoul,/Korea	November 2022
	Printing Material:	22.11.2022			December 2022
	Publication Date:	14.12.2022			February 2023
					March 2023
2023					
1	Ad Closing Date:	18.02.2023	Core Production, Molding Materials Melting Plant, Additive Manufacturing Sand Preparation and Regenartion		
	Printing Material:	22.02.2023			
	Publication Date:	08.03.2023			

including YEARLY
CALENDAR 2023

including YEARLY
CALENDAR 2023

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

Rate Card No. 29

Valid since January 1, 2020

Format	Type Area wide x high in mm	Bleed wide x high in mm*	Black/White	4 colours
Cover Page	186 x 186	-	-	5,135
2./3.4./ Cover Page	174 x 260	210 x 297	3,355	4,210
1/1 Page	174 x 260	210 x 297	2,798	3,653
2/3 Page, horizontal	174 x 172	210 x 191	1,925	2,780
2/3 Page, vertical	114 x 260	130 x 297		
Juniorpage	128 x 174	145 x 210	1,605	2,460
1/2 Page, horizontal	174 x 128	210 x 145		
1/2 Page, vertical	85 x 260	102 x 297	1,605	2,460
1/3 Page, horizontal	174 x 85	210 x 100	995	1,850
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	765	1,620
1/4 Page, Post card	85 x 128	102 x 145		

Colour surcharges will not be discounted:

Each standard colour	285 €
Each special colour	700 €

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

1. right side	20 %
other binding placements	10 %

Discounts:
For a booking period of one year

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

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

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

* plus 3 mm bleed difference round



Rate Card No. 29

valid since January 1, 2020



2 Surcharge Each standard colour + Red like HKS 13
Colours: 4-colour advertisement (European scale) 285 €
Each special colour 855 €
Metal and fluorescent colours on request 700 €
Colour surcharges will not be discounted.

Format: There is no trimming surcharge for advertisements larger.

3 Surcharge 10 % surcharge for other binding placements with the
Position: corresponding b/w-format price **(not discountable).**

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

Combinations: 3 % for simultaneous placement in CP+T and “GIESSEREI” of at least 3 advertisements within one year.

4 Sections: Job offers and job applications, see page 26

5 Special Forms Bound-in inserts
of Advertise Discountable, 1 Bound-in Insert = 1/1 page ad
ment: Weight up to 11g/sheet. Minimum size untrimmed (also folded) 216 x 307 mm. Allowance for trim: On top and at the bottom of the page 5 mm each, outside and inside 3 mmeach for binding. Only whole circulation.

1 Sheet = 2 pages 2,935 €
2 Sheets = 4 pages 5,875 €

Loose Inserts Not bound in, max. size 205 x 295 mm.
Weight up to 25 g 3,075 €

Stick-on: on request

6 Advertorial: The optimal supplement to your classic advertising with an editorial-like background. You provide text/picture material, we layout adapted to the magazine design:

2/1 Pages, 4c
(10,000 characters including spaces) 5,221 €

1/1 Page, 4c
(5,000 characters including spaces) 3,653 €

1/2 Page, horizontal, 4c
(2,000 characters including spaces) 2,460 €

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

Supplement to Advertising Rate Card No. 29

valid since January 1, 2020



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

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

Colour Surcharges:
per standard colour: 285 €
4 colour surcharge: 855 €
per special colour: 700 €
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	1,670	1,892	540
3/4 Page	130 x 260 174 x 195	1,265	1,487	540
2/3 Page	174 x 172 horizontal 114 x 260 vertical	1,125	1,347	540
1/2 Page	174 x 128 horizontal 85 x 260 vertical	850	1,072	540
1/3 Page	174 x 85 horizontal 54 x 260 vertical	570	792	540
1/4 Page	85 x 128 174 x 62 horizontal 40 x 260 vertical	425	647	540
1/8 Page	85 x 62 horizontal	333	603	540
1/16 Seite	85 x 30 quer	299	570	540

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

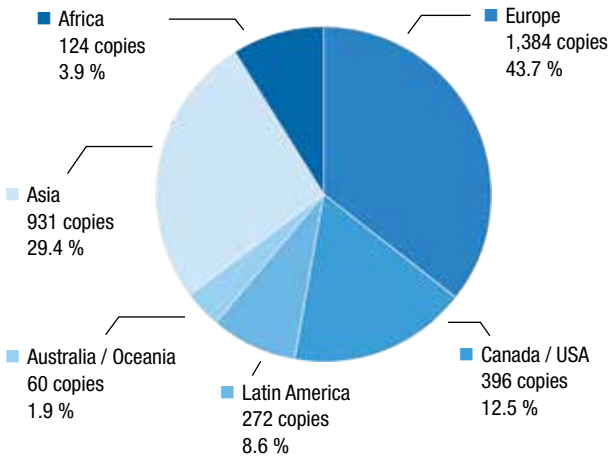
2 Distribution::
Copies per Issue, Annual Average
(April 1, 2020 to March 31, 2021)

Print run:	4,200	
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	180	

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

Readership Analysis

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

Readership Analysis

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



- 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

Vanessa Wollstein
☎ +49 211 15 91-152
✉ vanessa.wollstein@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).
- 6

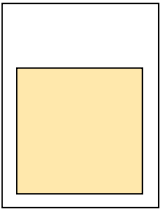
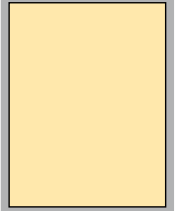
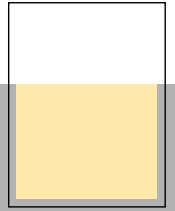
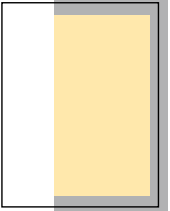
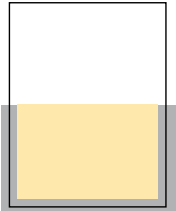
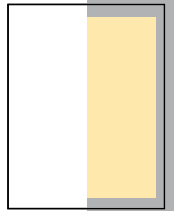
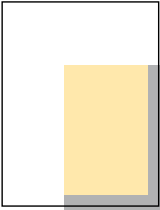
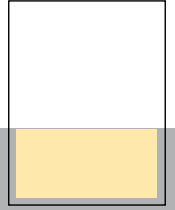
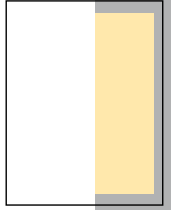
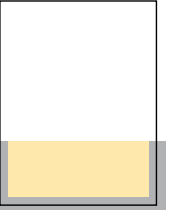
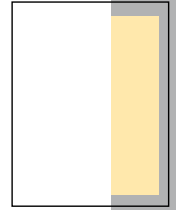
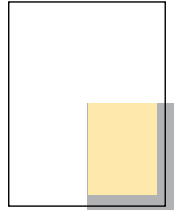
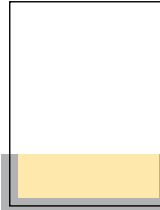
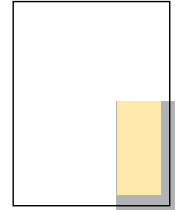
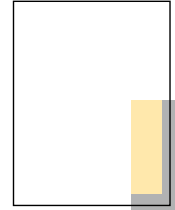
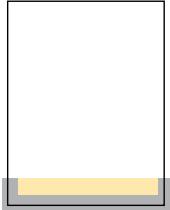
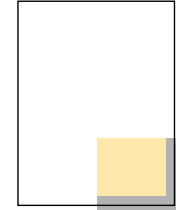
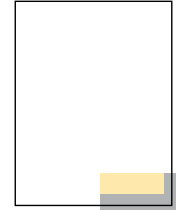
Archiving of Data: As the data are archived, it is generally possible to use the data in an unchanged version for reprints. However, we do not assume any responsibility for the provided data.
- 7

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	1/1 Page  ■ 174 x 260 mm ■ 210 x 297 mm *	2/3 Page, horizontal  ■ 174 x 172 mm ■ 216 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 *
■ 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:

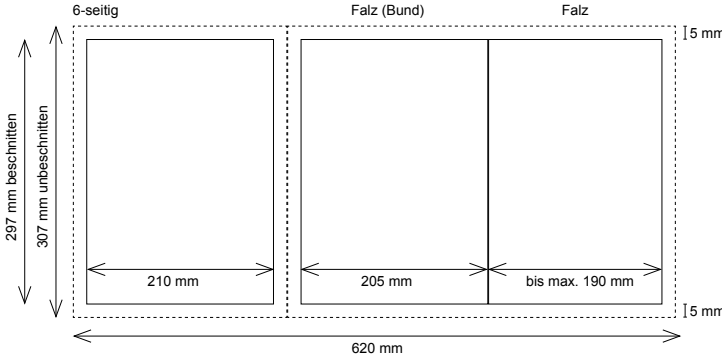
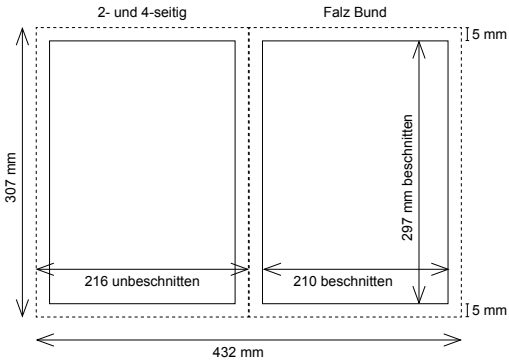
on request

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 10 & 11 and 24)

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



Template magazines: ©jannoon028 - stock.adobe.com

Calendar 2023

Print Run:

9,000 Copies

Distribution:

As an insert in the magazines
GIESSEREI and CASTING PLANT AND
TECHNOLOGY INTERNATIONAL
in the December 2022 issues

Format:

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

Paper:

135 g/qm, matte, picture printing

Advertisements

Ad Rate:

800 € 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 11, 2022

Printing Material:

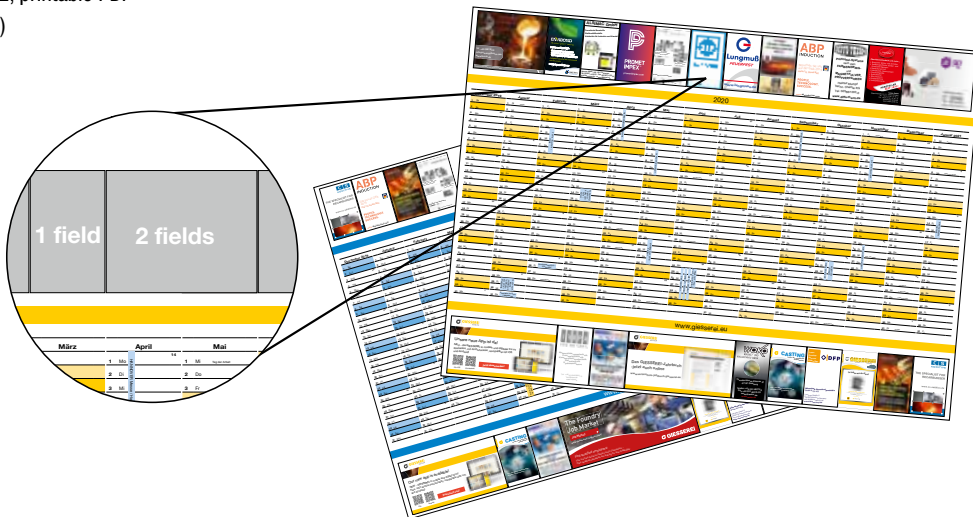
November 15, 2022, printable PDF
(300 dpi resolution)

8 Good Reasons for Your Advertising Success

- High circulation with industry-specific target group
- Supplement in the leading media of the 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!



www.home-of-foundry.de

