

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](#)



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GIESSEREI & GIESSEREI Special

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CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T)

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

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SWIFT-Code: DRESDEFF

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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: 2,129

Sold Circulation: 1,181
(Yearly average April 2020 – March 2021)

Distributed Circulation: 1,834

- 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:

109th Volume
- 7

Print Run:

Print Run 2,129 Ex.

Sold Circulation: 1,181 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
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Profile

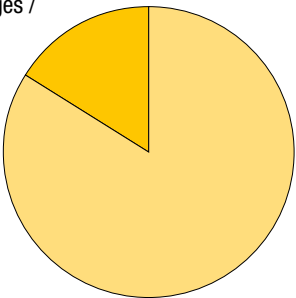
Scope Analysis



14 Scope Analysis: 2020 = 11 Issues
Total Volume: 1,072 Pages = 100 %

Advertisements

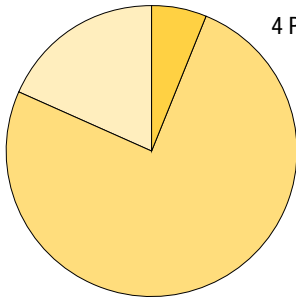
293 Pages /
19.0 %



Editorial Part
868 Pages /
8.0 %

Publisher's Advertisements

63 Pages / 31.0 %



Job and Classified Advertisements

4 Pages / 2.0%

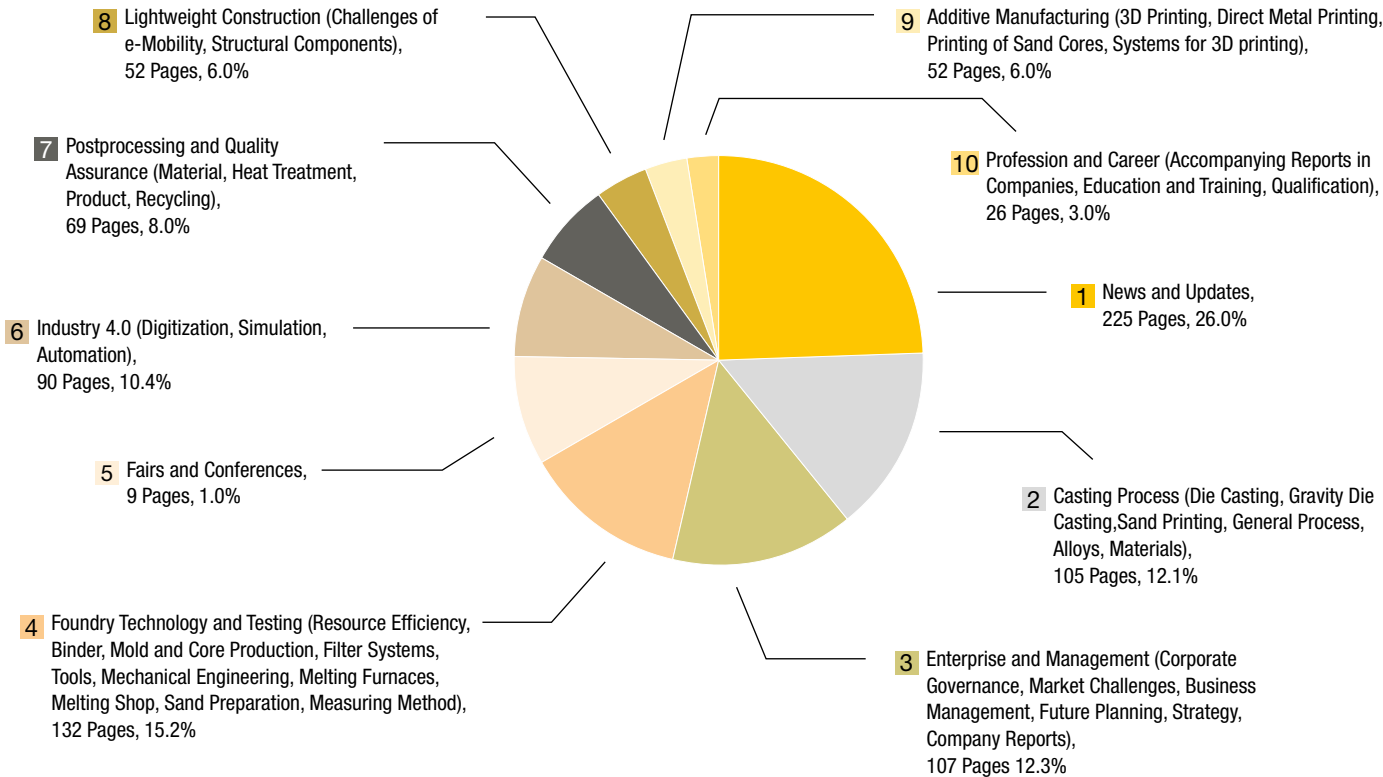
Advertisements

137 Pages / 67.0%



Profile

Scope Analysis



Dates & Editorial Programme



| Issues | Dates | Topics | Trade Fairs Conferences Events |
|--------|--|--|--|
| 1 | Ad Closing Date:: Printing Material: Publication Date: | 10.12.2021 14.12.2021 04.01.2022 | Die Casting and Die Casting Systems |
| 2 | Ad Closing Date: Printing Material: Publication Date: | 14.01.2022 18.01.2022 01.02.2022 | Mold and Core Production Sand Preparation and Regeneration |
| 3 | Ad Closing Date: Printing Material: Publication Date: | 04.02.2022 08.02.2022 01.03.2022 | Information Processing and IT Solutions Simulation of Casting Quality Blasting and Cleaning |
| 4 | Ad Closing Date: Printing Material: Publication Date: | 18.03.2022 22.03.2022 05.04.2022 | Iron, Steel and Malleable Cast Iron Additive Manufacturing Measuring Systems/Measurement Technology Special: Research & Innovation |
| 5 | Ad Closing Date: Printing Material: Publication Date: | 14.04.2022 19.04.2022 03.05.2022 | Melting and Casting Refractories Input Materials |
| 6 | Ad Closing Date: Printing Material: Publication Date: | 06.05.2022 10.05.2022 01.06.2022 | Environmental Protection Energy |
| 7 | Ad Closing Date: Printing Material: Publication Date: | 15.06.2022 21.06.2022 05.07.2022 | Casting Industry 4.0 Automation Robotics |

Dates & Editorial Programme



| Issues | Dates | Topics | Trade Fairs Conferences Events |
|--------|---|--|---|
| 8 | Ad Closing Date: Printing Material: Publication Date: | 15.07.2022 19.07.2022 09.08.2022 | Raw Casting Treatment Surface Treatment Blasting Machines |
| 9 | Ad Closing Date: Printing Material: Publication Date: | 19.08.2022 23.08.2022 06.09.2022 | Lightweight Cast Iron Casting Design Software |
| 10 | Ad Closing Date: Printing Material: Publication Date: | 16.09.2022 20.09.2022 04.10.2022 | Light Metal Casting and Aluminium Alloys Melting and Casting of Non-Ferrous Metals Measuring Systems/Measurement Technology |
| 11 | Ad Closing Date: Printing Material: Publication Date: | 14.10.2022 18.10.2022 09.11.2022 | 3-D Printing Model and Mold Making Additive Manufacturing Blasting and Cleaning Special: Research & Innovation |
| 12 | Ad Closing Date: Printing Material: Publication Date: | 18.11.2022 22.11.2022 06.12.2022 | Foundry Plants and Facilities Engineering |
| 2023 | | | |
| 1 | Ad Closing Date: Printing Material: Publication Date: | 09.12.2022 13.12.2022 03.01.2023 | Die Casting and Die Casting Systems |

including YEARLY
CALENDAR 2023

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

Rate Card No. 47

valid since January 1, 2020



| Format | Type Area wide x high in mm | Bleed wide x high in mm* | Black/White | 4-colours |
|----------------------|--------------------------------|-----------------------------|-------------|-----------|
| Front Cover | 186 x 186 | - | - | 4,210 |
| 2./3./4. Cover Page | 174 x 260 | 210 x 297 | 2,760 | 3,615 |
| 2/1 Page | 174 x 260 | 430 x 303 | 4,255 | 5,110 |
| 1/1 Page | 174 x 260 | 210 x 297 | 2,130 | 2,985 |
| 3/4 Page, horizontal | 174 x 195 | 210 x 210 | 1,650 | 2,505 |
| 3/4 Page, vertical | 130 x 260 | 145 x 297 | | |
| 2/3 Page, horizontal | 174 x 172 | 210 x 191 | 1,465 | 2,320 |
| 2/3 Page, vertical | 114 x 260 | 130 x 297 | | |
| Juniorpage | 128 x 174 | 145 x 210 | 1,120 | 1,975 |
| 1/2 Page, horizontal | 174 x 128 | 210 x 145 | 1,120 | 1,975 |
| 1/2 Page, vertical | 85 x 260 | 102 x 297 | | |
| 1/3 Page, horizontal | 174 x 85 | 210 x 100 | 760. | 1,615 |
| 1/3 Page, vertical | 54 x 260 | 72 x 297 | | |
| 1/4 Page, horizontal | 174 x 62 | 210 x 80 | 585 | 1,440 |
| 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 | 405 | 1,260 |
| 1/6 Page, vertical | 56 x 128 | 71 x 145 | | |
| 1/8 Page, horizontal | 174 x 30 | 210 x 50 | 330 | 1,185 |
| 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 | 185 | 1,040 |

Colour surcharges will not be discounted:

| | |
|----------------------|-------|
| Each standard colour | 285 € |
| Each special colour | 700 € |

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

| | |
|--------------------------|------|
| 1. righth side | 20 % |
| other binding placements | 10 % |

Discounts: For a booking period of one year

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

| | | |
|--------------------|---------------|------|
| Quantity Discounts | 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. 47

valid since January 1, 2020



| | | | |
|---|-----------|---|-------|
| 2 | Surcharge | each standard colour | 285 € |
| | Colours: | 4-colour advertisement (European scale) | 855 € |
| | | Colour surcharges will not be discounted. | |
| | | Each special colour | 700 € |
| | | Metal and fluorescent colours on requeste | |

| | |
|---------|---|
| Format: | There is no trimming surcharge for advertisements larger than print area. |
|---------|---|

| | | |
|---|------------|---|
| 3 | Surcharge | 20 % Surcharge |
| | Positions: | 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). |

| | |
|------------|--|
| 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 14 |
|---|-----------|--|

| | | |
|---|----------------------------------|---|
| 5 | Special Forms of Advertise ment: | Bound-in Inserts |
| | | 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 2,775 € |
| | | 2 Blatt = 4 Pagen 5,500 € |

| | |
|----------------|---|
| Loose Inserts: | Weight up to 25 g, |
| | max size 205 x 295 x 2 mm |
| | in the domestic circulation |
| | in the total circulation including abroad |
| | 3 samples requested from the publisher |
| | Price on request |

| | |
|----------|------------|
| 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) | 5,110 € |

| | |
|-------------------------------------|---------|
| 1/1 Page, 4c | |
| (5,000 characters including spaces) | 2,985 € |

| | |
|-------------------------------------|---------|
| 1/2 Page horizontal, 4c | |
| (2,000 characters including spaces) | 1,975 € |

| | | |
|---|-------------------|---|
| 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. |

Supplement to Advertising Rate Card No. 47

valid since January 1, 2020



JOB MARKET

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

The respective VAT rate is to be added to all prices.

Colour Surcharges

per standard colour: 285 €
colour surcharge 855 €
per special colour: 700 €

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 | 1,670 | 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 Page | 85 x 30 horizontal | 310 | 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 | 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:



2. Distribution:

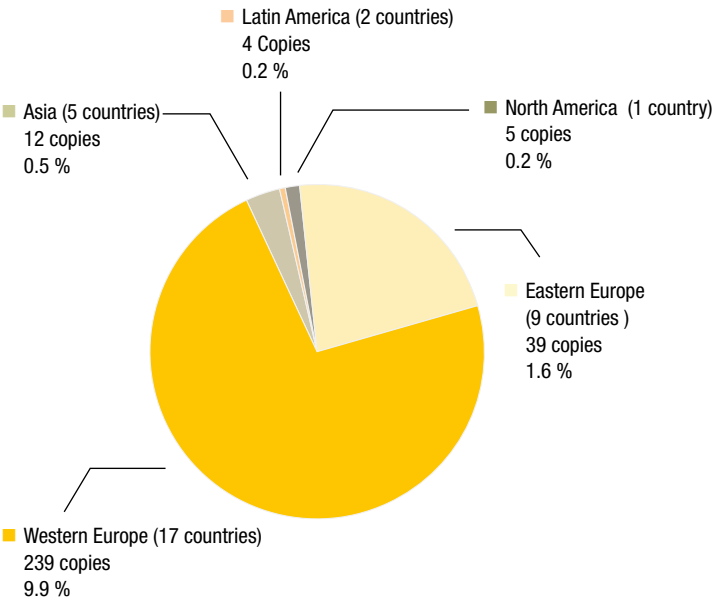
Copies per issue, annual average (July 1, 2020 to June 30, 2021)

| | | |
|---------------------------------------|-------|-----------------------------|
| Print run | 2,129 | |
| Actual circulation: | 1,834 | thereof outside Germany 282 |
| Sold circulation: | 1,181 | thereof outside Germany 172 |
| Subscribed circulation: | 793 | |
| Single copies sold | 0 | |
| Other paid circulation | 387 | thereof outside Germany 27 |
| Free copies | 653 | thereof outside Germany 111 |
| Remaining, voucher and archive copies | 295 | |

3. Geographical Distribution Analysis:

| Percentage of actual circulation | | |
|----------------------------------|-----|--------|
| Economic region | % | Copies |
| Germany | 85 | 1,552 |
| Outside Germany | 15 | 282 |
| Actual circulation | 100 | 1,834 |

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
- 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

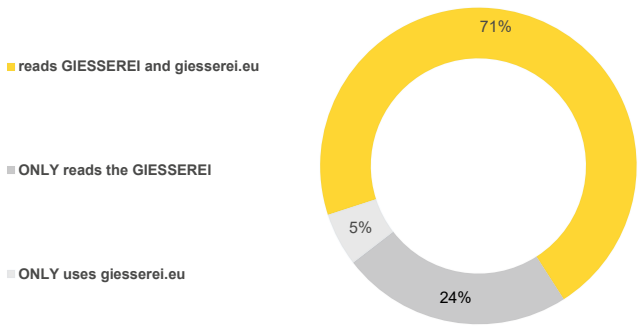
Sample: 34 participants through the website, 39 participants through the magazine, 41 participants / customers contacted by email

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

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

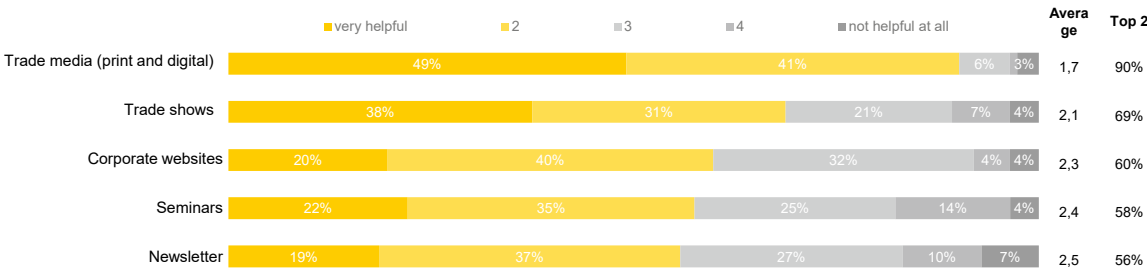
Reading behavior

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 ...



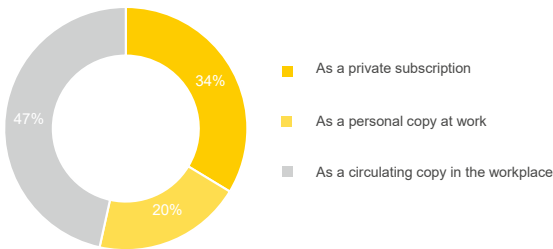
Readership Analysis



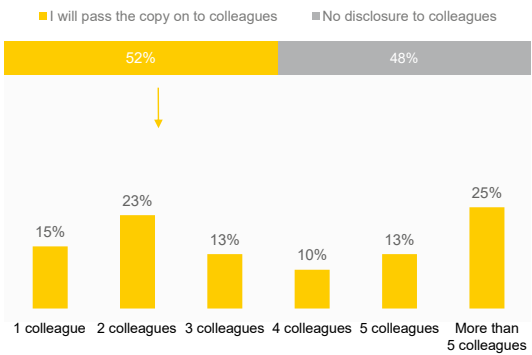
Receipt / circulation of the magazine

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

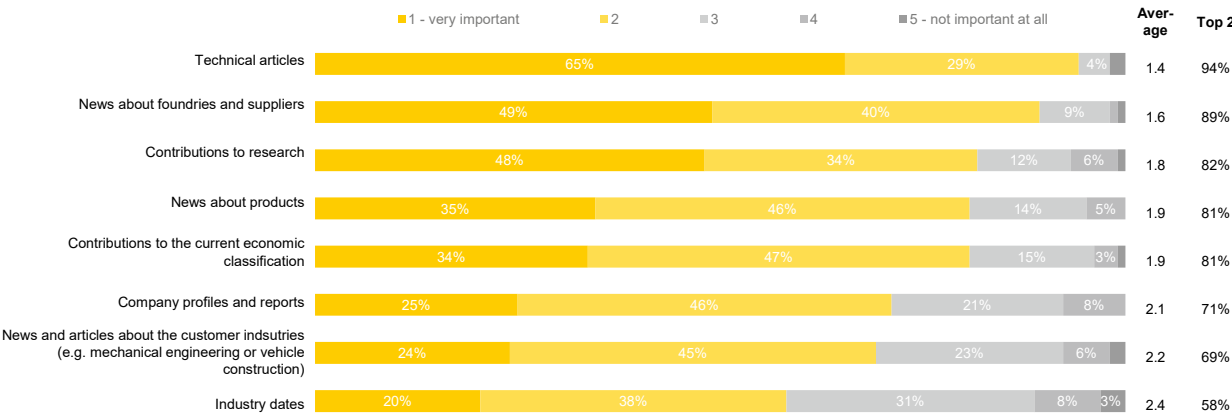


Passing on to colleagues



Importance of subject areas

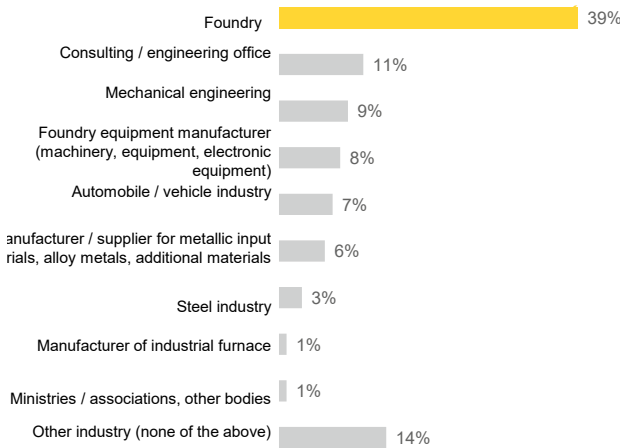
Technical articles are indispensable for GIESSEREI readers. News about foundries and suppliers as well as articles on research topics are also very relevant.



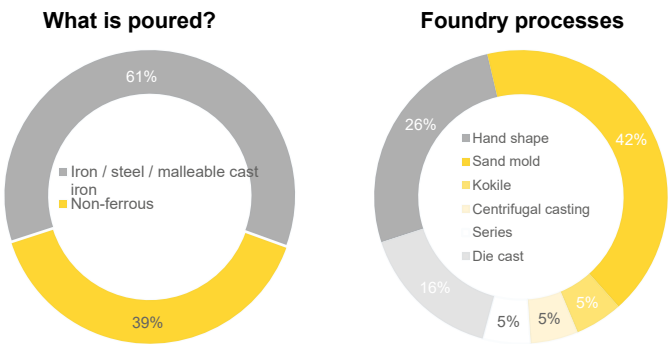
Readership Analysis



Industry affiliation



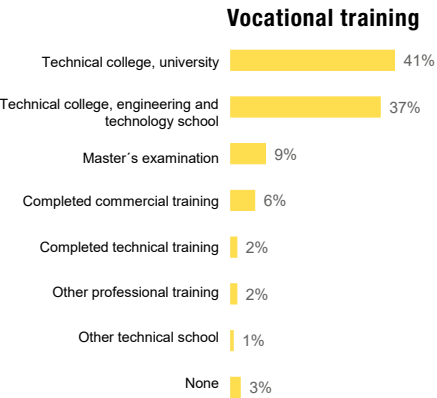
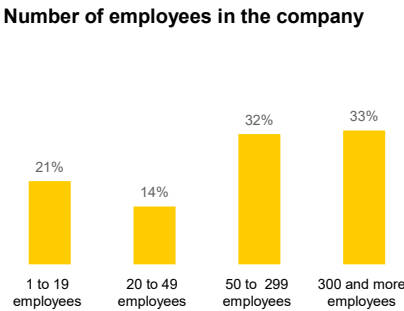
Foundry process of the respondents



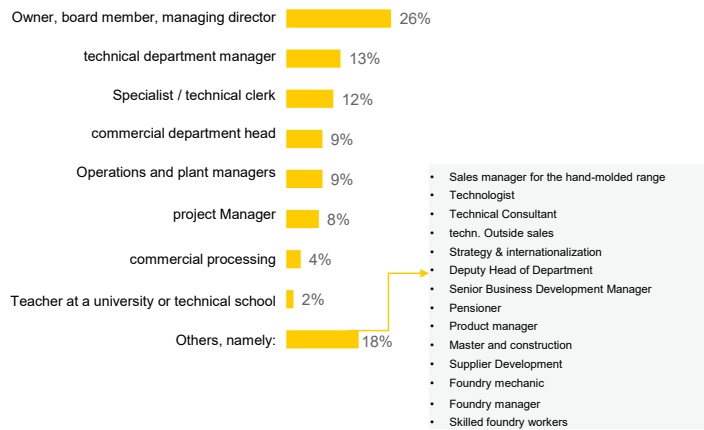
Readership Analysis



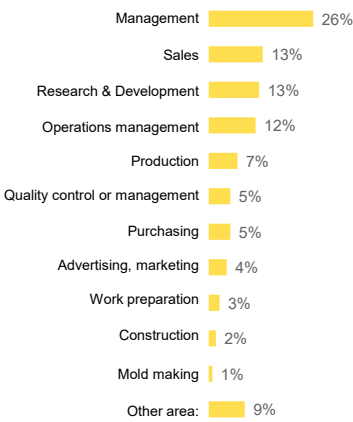
Number of employees and qualifications



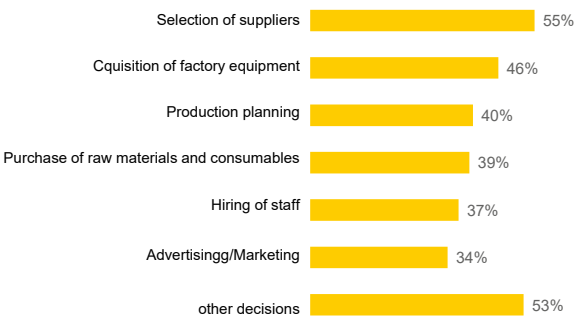
Position in the company



Responsibility in the company

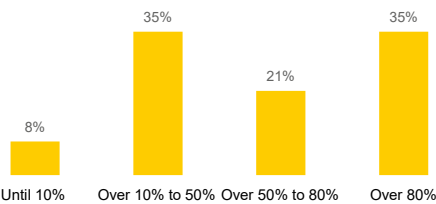


Decision-making authority of the GIESSEREI readers

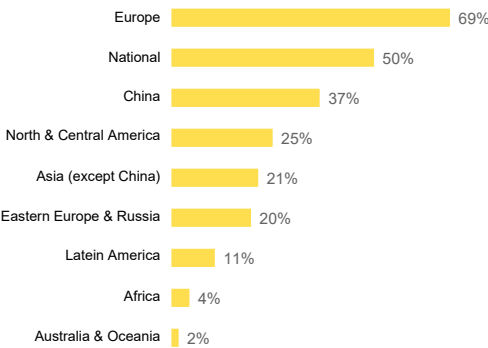


Sales national / future markets

Sales in the national market (in% of total sales)



Interesting markets in the future



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
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✉ britta.wingartz@dvs-media.info
Vanessa Wollstein
☎ +49 211 1591-152
✉ 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).

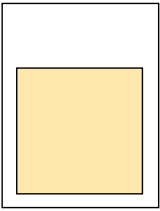
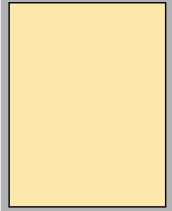
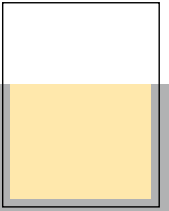
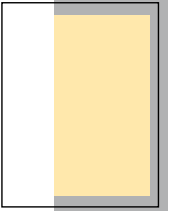
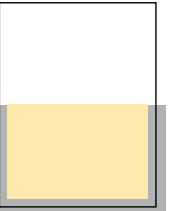
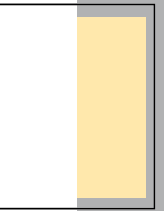
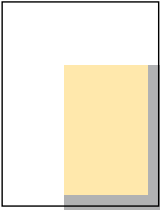
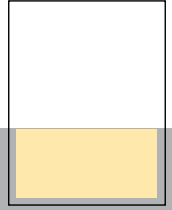
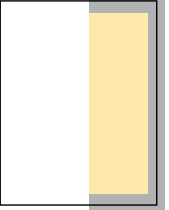
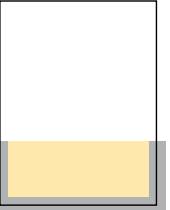
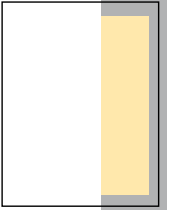
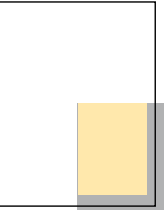
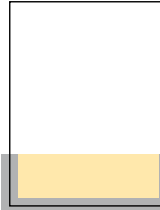
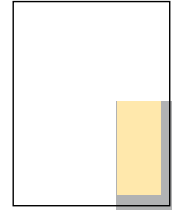
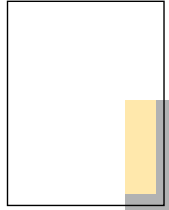
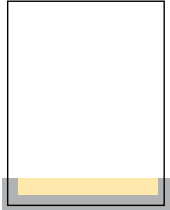
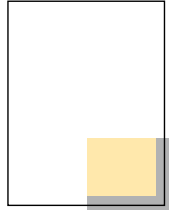
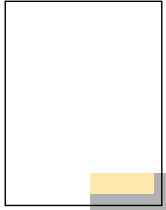
6 Archiving of Data: As the data are archived, it is generally possible to use the data in an unchanged version for reprints. However, we do not assume any responsibility for the provided data.

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:

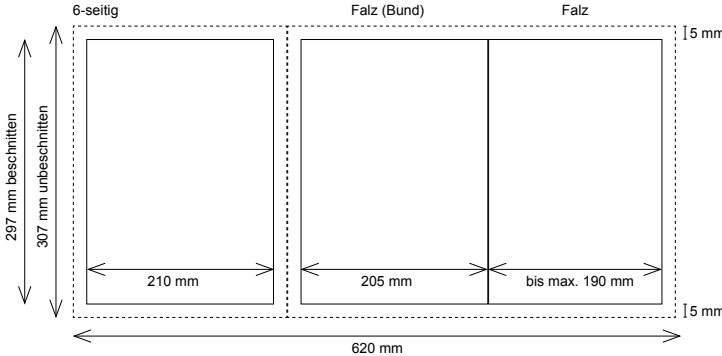
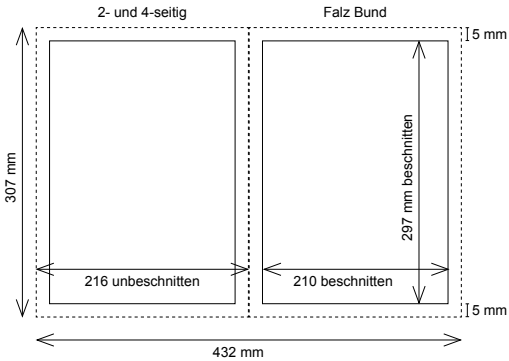
on request

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



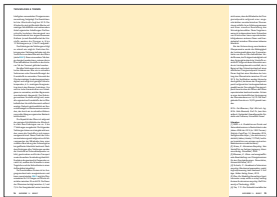
2x 1/3 Page, Tunnel Ad



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:

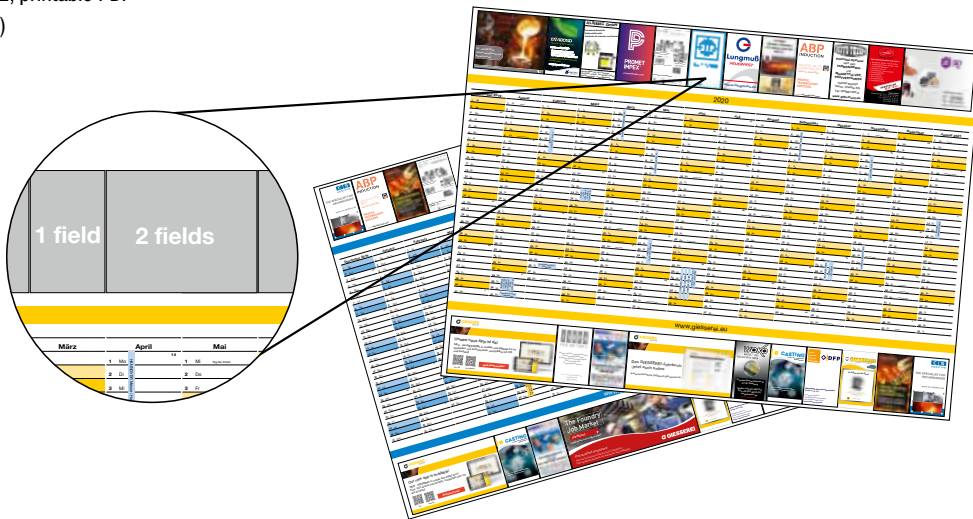
November 15, 2022, printable PDF
(300 dpi resolution)

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!



GIESSEREI YEARBOOK 2023

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 2023 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)

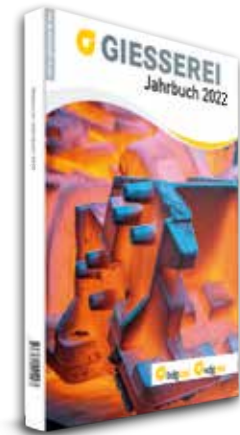
Publication Date: December 14, 2022

Advertising Closing Date: October 21, 2022

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.

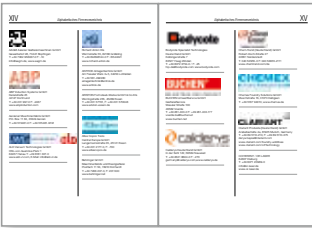
Alphabetical Company Directory (print & online)

<https://verzeichnis-jahrbuch.giesserei.eu/> - Accessible online for 12 months!

Registration fee: 119 € (including logo)

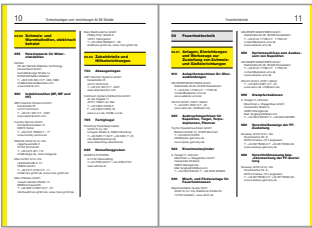
Logo requirements: four colours, max. width 52 mm, max. height 20 mm

Please send the logo in high resolution as an image file (JPEG or EPS) to:
britta.wingartz@dvs-media.info oder **vanessa.wollstein@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 2023

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) | 1,165 € | 1,371 € | 1,577 € | 1,783 € |
| 1/1 Page | 120 x 170 | 970 € | 1,167 € | 1,382 € | 1,588 € |
| 1/2 Page, horizontal | 120 x 85 | 490 € | 696 € | 902 € | 1,108 € |
| 1/2 Page, vertical | 60 x 170 | | | | |
| Footer* | 120 x 20 | 235 € | 235 € | 441 € | 647 € |
| 2/1 Bound-in Insert | 154 x 216 (with 3 mm bleed surcharge) | upon delivery to the printer | | | 1,125 € |
| Loose Insert | 142 x 205 | upon delivery to the printer | | | 1,455 € |
| Bookmark | | on delivery complete with ribbon to the printer | | | °/oo 340 € |

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 **206 €**
For each special colour **412 €**

*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 2023!**

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 2023

Limited number of TOP PARTNERS.

Partnership Rate: 4,900 € ex. VAT.

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

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
🌐 www.dvs-media.eu

ADVERTISE DIGITALLY WITH THE GIESSEREI APP

- **Approx. 1,400 subscribers** of the GIESSEREI magazine automatically have access to the magazine via the APP.
- **Access for EVERYONE** - also in GIESSEREI single sales.
- **The GIESSEREI Archive:** Subscribers have automatic access to the extensive GIESSEREI archive with all issues of the magazine from 2005 onwards.
- **Full text search:** This essential search function also displays **your advertising as a result**.
- **The free GIESSEREI APP** is available for iOS and Android and is also embedded online at www.home-of-foundry.de - the number 1 when it comes to online information on foundry technology.



→ www.home-of-foundry.de

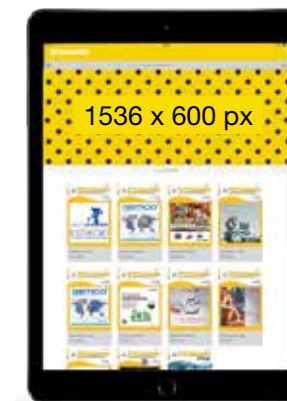
→ and for iOS and Android devices.



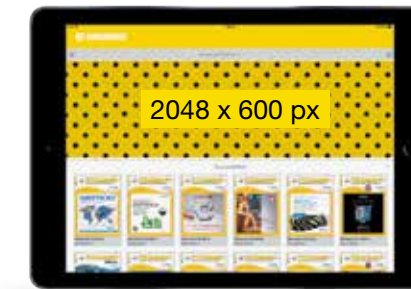
Premium advertising with a high level of attention!

Prominently integrated **TOP** of the APP homepage.

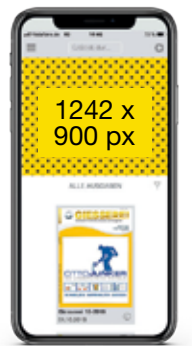
Presentation of your advertising on tablets and smartphones:



(Portrait)



(Landscape)



DIGITALLY EVERYWHERE
for € 629 per month

E-Paper Advertising



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 whole World of the
**foundry at
a glance**

Has an answer to every question!



Cast for gold instead of fish

www.home-of-foundry.de

- Daily news
- Practical tips
- Interviews with industry giants
- Industry-specific job portal

Up-to-date, knowledge-
able and compelling

powered by:

GIESSEREI



www.home-of-foundry.de

