

# Media Information 2020



PHOTO: WORLD STEEL / ROBERT KOLYKHALOV

## Decision makers rely on quality!



Issue	Dates	The Topcial Themes	Trade fairs   Exhibitons   Additional distribution
<b>1/2</b>	Ad closing date: January 17 Printing material: January 20 Publication date: February 04	<b>Plant engineering</b>	<b>Zukunft Stahl</b> , Düsseldorf/Germany <b>Maintanance Dortmund 2020</b> , Dortmund/Germany February 04 – 05 February 12 – 13
<b>3</b>	Ad closing date: February 14 Printing material: February 17 Publication date: March 03	<b>Tubes</b>	
<b>4</b>	Ad closing date: March 20 Printing material: March 23 Publication date: April 07	<b>Controlling, Automation, Digitalization</b>	<b>Cutting World 2020</b> , Essen/Germany April 28 – 30
<b>5</b>	Ad closing date: April 17 Printing material: April 20 Publication date: May 05	<b>Metallurgy</b>	<b>Galvatech 2020</b> , Vienna/Austria June 21 – 25
<b>6/7</b>	Ad closing date: June 19 Printing material: June 22 Publication date: July 07	<b>Materials, Strip processing, Automotive, Lightweight construction Steel trading/-statistics</b>	
<b>September</b>	Ad closing date: September 02 Printing material: September 04 Publication date: September 22	<b>Plant engineering, Additive Manufacturing Refractories Forming technology, Sheet metal processing,</b>	<b>Paint Expo 2020</b> , Karlsruhe/Germany <b>parts2clean 2020</b> , Stuttgart/Germany <b>Ironmasters 2020</b> , Vienna/Austria October 12 – 15 October 27 – 29 October 28 – 30

Issue	Dates	The Topcial Themes	Trade fairs   Exhibitons   Additional distribution
<b>October</b>	Ad closing date: September 30 Printing material: October 02 Publication date: October 20	<b>SPECIAL Hüttentag Metallurgy</b>	<b>Industry meeting HÜTTENTAG</b> , Essen/Germany November 05 <b>Ankiros 2020</b> , Istanbul/Turkey November 12 – 14 <b>Steel Colloquium (ASK)</b> , Aachen/ Germany November 18 – 19 <b>Valve World Expo Trade Fair &amp; Conference</b> , Düsseldorf/Germany December 01 – 03 <b>wire – Tube 2020</b> , Düsseldorf/Germany December 07 – 11 <b>SCT2020</b> , Milan/Italy January 10 – 14, 2021
<b>2021</b>			
<b>1/2</b>	Ad closing date: January 15, 2021 Printing material: January 18, 2021 Publication date: February 02, 2021	<b>Plant engineering</b>	<b>European Coke and Ironmaking Congress &amp; ICSTI</b> , Bremen/Germany March 22 – 26, 2021
<b>3</b>	Ad closing date: Printing material: Publication date:		<b>Refractory Symposium</b> , Freiberg/Germany March 22 – 24, 2021

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

All prices are net, without VAT.

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

\* plus 3 mm trim on all sides

### 2 Surcharges:

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

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

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

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

### 3 Discounts:

For a booking period of one year

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

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

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

### 4 Categories:

Vacancies and job applications, see page 6

### 5 Special ads:

Bound-in inserts

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

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

Minimum size untrimmed (also folded) 216 x 307 mm. Allowance for trim: On top and at the bottom of the page 5 mm each, outside and inside 3 mm each for binding.

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

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

Glued-on items on request

### 6 Advertorial:

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

#### 2/1 pages, 4c

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

#### 1/1 page, 4c

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

#### 1/2 page horizontal, 4c

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

### 7 Terms of payment:

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

### Bank account:

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

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

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

Issue	Dates	The Topical Themes	Trade fairs   Exhibitions   Additional distribution
<b>December</b>	Ad closing date:	November 10	<b>Forming technology,</b> <b>Sheet metal processing,</b> <b>Metallurgy</b>
	Printing material:	November 12	
	Publication date:	December 01	
<b>2021</b>			
<b>1</b>	Ad closing date:	January 22, 2021	<b>Plant engineering</b>
	Printing material:	January 24, 2021	
	Publication date:	February 09, 2021	

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

All prices are net, without VAT.

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

\* plus 3 mm trim on all sides



## 2 Surcharges:

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

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

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

## 3 Discounts:

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

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

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

## 4 Categories:

Vacancies and job applications, see page 6

## 5 Special ads:

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

Minimum size untrimmed (also folded) 216 x 307 mm. Allowance for trim:  
On top and at the bottom of the page 5 mm each, outside and inside 3 mm each for binding.

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

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

Glued-on items on request

## 6 Advertorial:

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

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

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

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

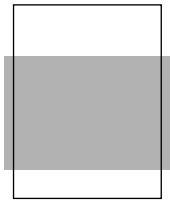
## 7 Terms of payment:

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

## Bankverbindung:

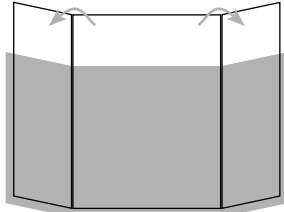
Commerzbank AG, Düsseldorf  
IBAN: DE91 3008 0000 0212 6151 00  
SWIFT-Code: DRESDEFF  
Deutsche Bank AG, Düsseldorf  
IBAN: DE04 3007 0010 0155 7008 00  
SWIFT-Code: DEUTDEDD

Front cover, traditional



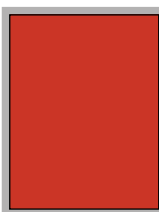
210 x 164 mm \*

Front cover, french cover



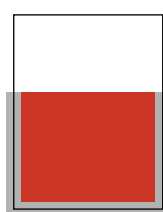
418 x 216 mm \*

1/1 page



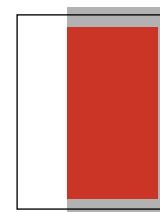
184 x 260 mm  
210 x 297 mm \*

2/3 page, horizontal



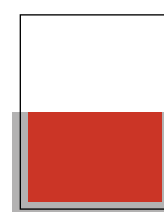
184 x 172 mm  
216 x 194 mm \*

2/3page, vertical



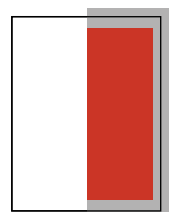
117 x 260 mm  
130 x 297 mm \*

1/2 page, horizontal



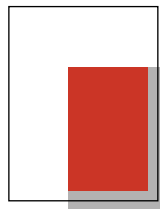
184 x 126 mm  
210 x 145 mm \*

1/2 page, vertical



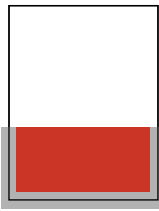
89 x 260 mm  
102 x 297 mm \*

Juniorspage



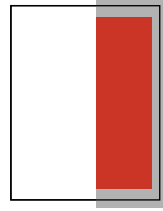
121 x 191 mm  
134 x 210 mm \*

1/3 page, horizontal



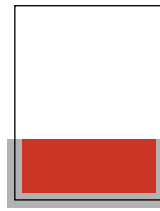
184 x 81 mm  
210 x 100 mm \*

1/3 page, vertical



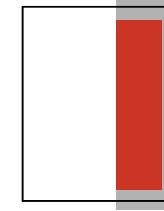
59 x 260 mm  
72 x 297 mm \*

1/4 page, horizontal



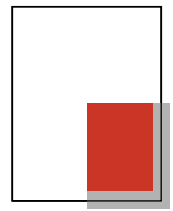
184 x 61 mm  
210 x 80 mm \*

1/4 page, vertical



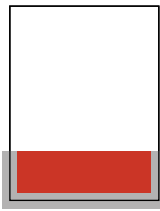
44 x 260 mm  
57 x 297 mm \*

1/4page, postcard



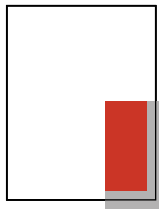
89 x 126 mm  
102 x 145 mm

1/6 page, horizontal \*\*



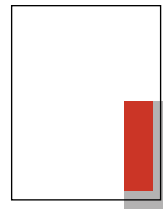
184 x 43 mm  
210 x 62 mm \*

1/6 page, vertical \*\*



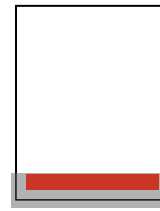
59 x 126 mm  
72 x 145 mm \*

1/8 page, vertical \*\*



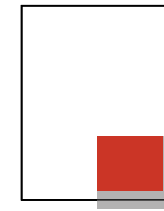
42 x 126 mm  
55 x 145 mm \*

1/8 page, horizontal \*\*



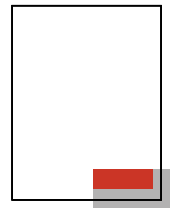
184 x 31 mm  
210 x 50 mm \*

1/8 page \*\*



89 x 62 mm  
102 x 81 mm \*

1/16 page \*\*

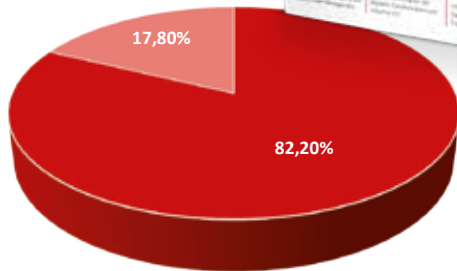
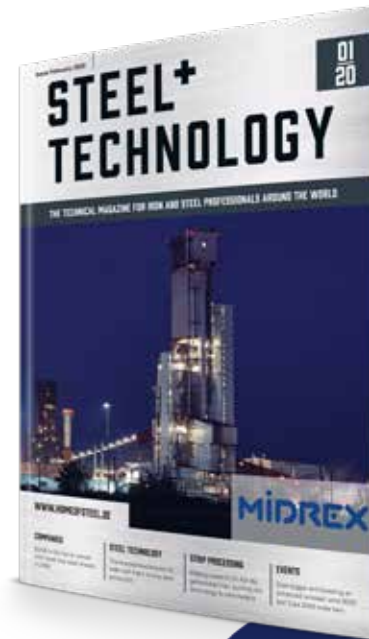
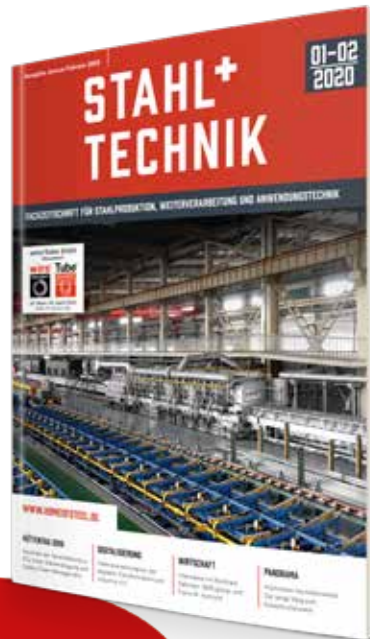


89 x 30 mm  
102 x 49 mm \*

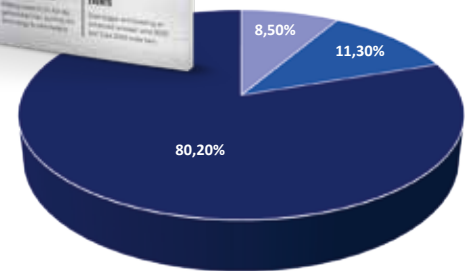
- Type area
- Width x Height
- Trimmed size\*
- Width x Height

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

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



Germany Europe



Worldwide Europe Germany

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Daily News



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