All about STEEL...
STAHLE + TECHNIK

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STEEL + TECHNOLOGY

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Expert information to the point
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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

6 **Volume:** 3rd Volume

7 **Circulation:** 5,000 Copies

8 **Subscription rate:**
   - Annual subscription incl. postage
     - National: 170,00 € Print/E-paper combination
     - International: 220,00 € Print/E-paper combination
     - Single copy 25,00 € plus postage

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

9 **Publishing house:** DVS Media GmbH
   - Postfach 10 19 65, 40010 Düsseldorf
   - Aachener Straße 172, 40223 Düsseldorf
   - T: +49 211 15 91-0
   - F: +49 211 15 91-150
   - Internet: www.dvs-media.eu
   - E-Mail: media@dvs-media.info
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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.

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* plus 3 mm trim on all sides

Ad rate card No. 1
valid since January 2019
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 color: 281.00 € 4-color 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:
   For a booking period of one year
   
   Series discount  Quantity discount
   3 – 5 advertisements 5% 2 pages 5% 6 – 11 advertisements 10% 3 – 5 pages 10%
   6 – 23 advertisements 15% 6 – 9 pages 15% 24 a.m. advertisements: 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 forms of advertisements: Bound-in inserts Discountable, 1 bound-in insert = 1/1 page ad
   Weight up to 11g/sheet. Only whole circulation.

6 Advertorial:
   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) 7,132.00 €
   1/1 page, 4c  (5,000 characters incl. spaces) 3,656.00 €
   1/2 page wide, 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.

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   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 34.
Geographical distribution

- Germany: 17.80%
- Europe: 82.20%

Content analysis

Total pages = 944

- Editorial: 86.70%
- Advertising: 13.30%

Content analysis 2019

9 Issues = 820 Pages

- International News: 64 pages (7.8%)
- Career: 44 pages (5.4%)
- News: 99 pages (12.1%)
- Fairs/Events: 58 pages (7.1%)
- Top Industry News: 66 pages (8.0%)
- Panorama: 41 pages (5.0%)
- People: 15 pages (1.8%)
- Steel distribution: 31 pages (3.8%)
- Steel processing: 58 pages (7.1%)
- Steel technology: 225 pages (27.4%)
- Economy: 46 pages (5.6%)
- Statement: 19 pages (2.3%)
- Editorial: 9 pages (1.1%)
- Company publications: 6 pages (0.7%)
- Contents: 18 pages (2.2%)
- Law: 4 pages (0.5%)
- Events: 8 pages (1.0%)
- Outlook/Imprint: 9 pages (1.1%)
# STEEL + TECHNOLOGY

**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.

**Frequency:** 2 times a year

**Format:** DIN A4

**Volume:** 2021, 3rd year of publication

**Circulation:** 7,500 Copies

**Subscription rate:** Annual subscription incl. postage 55,00 € Print/E-paper combination

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

**Publishing house:** DVS Media GmbH
- Postfach 10 19 65, 40010 Düsseldorf, Germany
- Aachener Straße 172, 40223 Düsseldorf, Germany
- P: +49 211 15 91-0
- F: +49 211 15 91-150
- Internet: www.dvs-media.eu
- E-mail: media@dvs-media.info

## Issue Dates and Topics

<table>
<thead>
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<th>Dates</th>
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<td>GALVATECH 2021, Vienna/Austria</td>
<td>June 20-24</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Valve World Americas Expo and Conference, Houston/USA</td>
<td>June 23-24</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5th ESTAD 2021, Stockholm/Sweden</td>
<td>June 24-28, 2021</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>SCT - Steel in Cars and Trucks, Milan/Italy</td>
<td>September 05-09</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>EUROMAT 2021, Graz/Austria</td>
<td>September 12-16</td>
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</tr>
<tr>
<td>2</td>
<td>Ad closing day: August 18&lt;br&gt;Printing material: August 20&lt;br&gt;Publication day: September 08</td>
<td>Metallurgy&lt;br&gt;Materials&lt;br&gt;Digitalisation&lt;br&gt;Automation</td>
<td>9th EOSC, Aachen/Germany</td>
<td>September 13-17</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6th CTSI, Aachen/Germany</td>
<td>September 13-17</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>EMO, Milan/Italy</td>
<td>October 04-09</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>parts2clean 2021, Stuttgart/Germany</td>
<td>October 05-07</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DeburringEXPO, Stuttgart/Germany</td>
<td>October 12-14</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Stainless Steel World Conference &amp; Expo 2021, Maastricht/The Netherlands</td>
<td>November 30-December 02</td>
<td></td>
</tr>
<tr>
<td>Format</td>
<td>Size of print area width x height in mm</td>
<td>Trimmed size width x height in mm*</td>
<td>Basic rate b/w</td>
<td>2-colour</td>
<td>3-colour</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>----------------------------------------</td>
<td>-----------------------------------</td>
<td>----------------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Front cover, french cover</td>
<td>418 x 216</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>2nd/3rd/4th coverpage</td>
<td>174 x 260</td>
<td>210 x 297</td>
<td>4,736.00</td>
<td>5,017.00</td>
<td>5,298.00</td>
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<tr>
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<td>348 x 260</td>
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<td>7,606.00</td>
<td>7,887.00</td>
<td>8,168.00</td>
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<tr>
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<td>174 x 260</td>
<td>210 x 297</td>
<td>3,851.00</td>
<td>4,132.00</td>
<td>4,413.00</td>
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<td>174 x 192</td>
<td>210 x 210</td>
<td>2,617.00</td>
<td>2,898.00</td>
<td>3,179.00</td>
</tr>
<tr>
<td>3/4 page, vertical</td>
<td>130 x 260</td>
<td>145 x 297</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 page, horizontal</td>
<td>174 x 172</td>
<td>210 x 191</td>
<td>2,617.00</td>
<td>2,898.00</td>
<td>3,179.00</td>
</tr>
<tr>
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<td>114 x 260</td>
<td>130 x 297</td>
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<td></td>
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<tr>
<td>Junior page</td>
<td>128 x 174</td>
<td>145 x 210</td>
<td>2,175.00</td>
<td>2,456.00</td>
<td>2,737.00</td>
</tr>
<tr>
<td>1/2 page, horizontal</td>
<td>174 x 128</td>
<td>210 x 145</td>
<td>2,175.00</td>
<td>2,456.00</td>
<td>2,737.00</td>
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<tr>
<td>1/2 page, vertical</td>
<td>85 x 260</td>
<td>102 x 297</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page, horizontal</td>
<td>174 x 85</td>
<td>210 x 100</td>
<td>1,323.00</td>
<td>1,604.00</td>
<td>1,885.00</td>
</tr>
<tr>
<td>1/3 page, vertical</td>
<td>54 x 260</td>
<td>72 x 297</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page, horizontal</td>
<td>174 x 62</td>
<td>210 x 80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page, vertical</td>
<td>40 x 260</td>
<td>57 x 297</td>
<td>1,001.00</td>
<td>1,282.00</td>
<td>1,563.00</td>
</tr>
<tr>
<td>1/4 page, post card</td>
<td>85 x 128</td>
<td>102 x 145</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* plus 3 mm trim on all sides
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 color: 281.00 €
4-color 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: For a booking period of one year
Series discount Quantity discount
2 advertisements 5 % 2 pages 10 %

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 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 4,224.00 €
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 from the publisher

6 Advertorial:
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) 8,449.00 €
1/1 page, 4c (5,000 characters incl. spaces) 4,694.00 €
1/2 page wide, 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 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
**Geographical distribution**

- Worldwide but Europe: 19.80%
- Europe: 80.20%

**Content analysis**

- Total pages: 396
- Editorial: 85.63%
- Advertising: 14.37%

**Content analysis 2019**

- People: 8 (2.4%)
- News: 63 (18.6%)
- Fairs/Events: 25 (7.4%)
- Companies: 26 (7.7%)
- Steel technology: 111 (32.7%)
- Steel processing: 40 (11.8%)
- Steel distribution: 20 (5.9%)
- Panorama: 25 (7.4%)
- Others: 21
- Editorial: 4 (1.2%)
- Contents: 8 (2.4%)
- Outlook/Imprint: 4 (1.2%)
- Events: 4 (1.2%)
- Company publications: 1 (0.3%)
Size of print area
width x height

Trimmed size*
width x height

* plus 3 mm bleed at all sides.
Island ad

Bound-in inserts

Loose inserts

Booklets

Book in book

Tip on sticker on ad

Banderole

1/6 Page, 1 column Island ad

2x 2/3 Page vertical, spread

2x 1/3 Pages, tunnel ad

3x 1/3 Pages, spread

1x 1/3 Page vertical, centre column

2x 1/3 Pages, tunnel ad
Special forms of advertising:
Give your marketing that special kick!

They have a sympathetic 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!**
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: 29 October 2021

Ad closing date: 06 October 2021

Distribution print and online: 5,000 Copies

Alphabetical company directory

Registration fee: 119,00 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: 40,00 EUR*  
Each additional line: 09,00 EUR* per keyword

* All prices are net, without VAT.
Ad rates and sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>Satzspiegel Formate Breite x Höhe in mm</th>
<th>Anschnitt-Formate Breite x Höhe in mm*</th>
<th>Grundpreis s/w</th>
<th>2-farbig</th>
<th>3-farbig</th>
<th>4-farbig</th>
</tr>
</thead>
<tbody>
<tr>
<td>2./3./4. Umschlagseite</td>
<td>120 x 170</td>
<td>148 x 210</td>
<td>1.165,00</td>
<td>1.371,00</td>
<td>1.577,00</td>
<td>1.783,00</td>
</tr>
<tr>
<td>1/1 Seite</td>
<td>120 x 170</td>
<td>148 x 210</td>
<td>924,00</td>
<td>1.120,00</td>
<td>1.316,00</td>
<td>1.512,00</td>
</tr>
<tr>
<td>1/2 Seite, quer</td>
<td>120 x 85</td>
<td>148 x 104</td>
<td>464,00</td>
<td>660,00</td>
<td>856,00</td>
<td>1.052,00</td>
</tr>
<tr>
<td>1/2 Seite, hoch</td>
<td>60 x 170</td>
<td>69 x 210</td>
<td>232,00</td>
<td>232,00</td>
<td>428,00</td>
<td>624,00</td>
</tr>
<tr>
<td>Fußleiste*</td>
<td>120 x 20</td>
<td>148 x 35</td>
<td>232,00</td>
<td>232,00</td>
<td>428,00</td>
<td>624,00</td>
</tr>
<tr>
<td>2/1 Beihefter</td>
<td>1 Blatt</td>
<td>154 x 216 (einschl. Beschnittzugabe)</td>
<td>1.086,00</td>
<td></td>
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</tr>
</tbody>
</table>

Loose inserts (143 mm width x 205 mm height) ....................... 1,405.00 €

Bookmark
Complete with strap delivered.................................................. o/oo 340.00 €

Colour surcharge
Per standard colour Red, Blue, Yellow according to
Euro scale plus HKS 13 and HKS 57............................................. 196.00 €
Per special colour ........................................................................ 340.00 €

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.

* Für je eine der Buntfarben Rot/Blau/Gelb der Euroskala wird bei den Fußleisten kein Farbzuschlag erhoben.
Alle Preise verstehen sich zzgl. Mehrwertsteuer.
Print run: 6,500 Copies
Distribution: Supplement in the December issue of STAHL + TECHNIK 2021 magazine
Format: 80 x 58 cm, folded
Paper: 135 g/qm, matte, image print

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!
How to ignite the advertising turbo with your professional contributions …

With your article published in one of our trade journals you have set a **visible sign of your professional 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 contribution in a legally harmless manner.

We will be happy to make you an individual offer.

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**The classic – as a print product**

1. Printed
2. Print run starting at 100 copies
3. Includes permission to distribute your prints
4. Saddle stitch
5. On request, practical ring eye stapling for filing (surcharge 20.00 €)

**As a Internet-PDF – digital**

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

**As a print-PDF – digital**

1. High-resolution print file in PDF format
2. For distribution to your own printer
3. Unlimited print run
4. Unlimited reprinting rights
5. 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
Webinar – Communicate expertise and generate leads

The B2B-Portal www.homeofsteel.de and the weakly HOME OF STEEL NEWSLETTER offer the digital contact point for the steel industry, with daily news, industry-specific topics and specialist information, comprehensive steel technology facts and information on relevant trade fairs and dates.

Use these channels for your webinar offers and multiply your contacts with one of these two options:

Option 1
- Ad size: 270 px width x 150 px height
- Placement at www.homeofsteel.de sidebar right, home-page and subpages
  - each Webinar EUR 290.00 monthly

Option 2
- Ad size: 270 px width x 150 px height
- Placement at www.homeofsteel.de sidebar right, home page and subpages
  + One-off placement in the weekly newsletter HOME OF STEEL including image + headline + link
  - each Webinar EUR 390.00 monthly

www.homeofsteel.de
PRESERVING TRADITION, SHAPING THE FUTURE.

This is also the motto of the industry meeting for the steel industry in 2021.

After a successful start in 2019 and much unpredictability in 2020, engineers from the steel and steel-related industries will meet on 15 April 2021 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 2021

<table>
<thead>
<tr>
<th>Floor Space</th>
<th>Basic Equipment</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 sm</td>
<td>€ 1,490.00</td>
<td></td>
</tr>
<tr>
<td>4 sm</td>
<td>€ 2,890.00</td>
<td></td>
</tr>
<tr>
<td>8 sm</td>
<td>€ 5,190.00</td>
<td></td>
</tr>
<tr>
<td>12 sm</td>
<td>€ 6,190.00</td>
<td></td>
</tr>
<tr>
<td>14 sm</td>
<td>€ 6,790.00</td>
<td></td>
</tr>
<tr>
<td>18 sm</td>
<td>€ 7,690.00</td>
<td></td>
</tr>
</tbody>
</table>

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)
- Corner (right or left side open)

Size 2 m x 1 m

Included: 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 POSSIBLE 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 April 2021
- Standard banner at [www.homeofsteel.de](http://www.homeofsteel.de), from March to May 2021

**Special rate € 2.890,00**

#### Additional Package 2
- 5 Tickets
- Company logo on the big video screen during the entire event
- 1/2 page 4c advertisement in STAHL + TECHNIK April 2021
- Skyscraper at [www.homeofsteel.de](http://www.homeofsteel.de), from March to May 2021

**Special rate € 3.390,00**

#### Additional Package 3
- 10 Tickets
- Company logo on the big video screen during the entire event
- 1/1 page 4c advertisement in STAHL + TECHNIK April 2021
- Top banner at [www.homeofsteel.de](http://www.homeofsteel.de), from March to May 2021

**Special rate € 4.790,00**

#### 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](http://www.homeofsteel.de/mediathek), 3 months from date of delivery

  - Film length 60 seconds € 690.00
  - Film length 120 seconds € 990.00

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**FURTHER SPONSORSHIP OFFERS**

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

*Upon request!*