

# ADVERTISING WITH A VISION **STEEL**

**PRINT | ONLINE | EVENTS**

WHERE IT'S ALL ABOUT STEEL



MEDIA KIT  
**2023**

**DVS** MEDIA

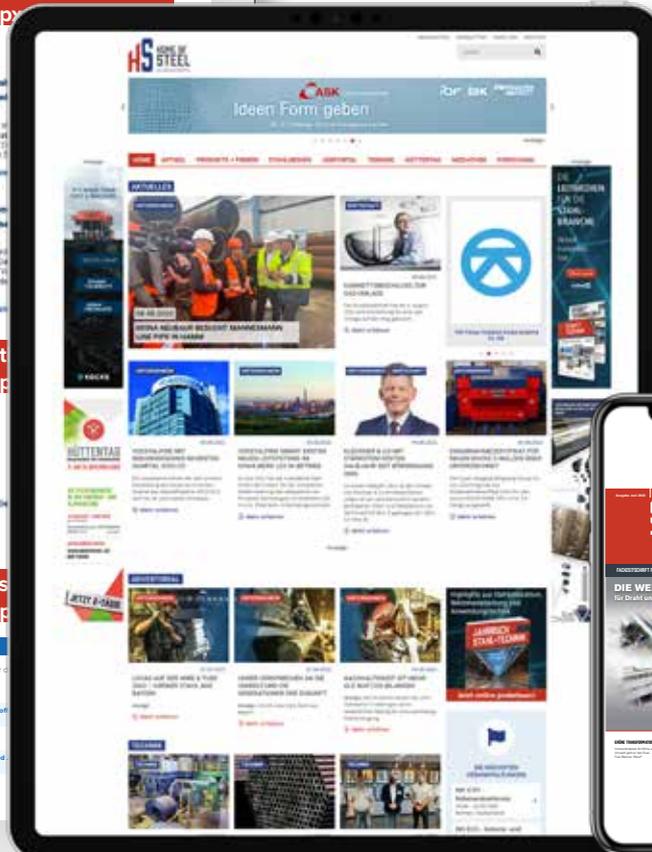
# DECISION MAKERS READ THE MARKET LEADERS

Expertise, know-how and long-term vision  
for effective advertising

The first choice  
in METEC year **2023**



> 16,000  
User/Month\*



# THE NEW BEAT IN 2023



**Issue 1/2023**

Publication Date  
**February 7, 2023**



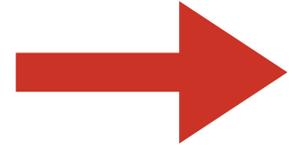
**Issue 1/2023**

Publication Date  
**March 1, 2023**



**Issue 2/2023**

Publication Date  
**April 4, 2023**



**Issue 4/2023**

Publication Date  
**September 5, 2023**



**Issue 3/2023**

Publication Date  
**October 16, 2023**



**Issue 5/2023**

Publication Date  
**November 2, 2023**



**Issue 4/2023**

Publication Date  
**December 5, 2023**

# THE TRADE FAIR ISSUES FOR METEC 2023



**Issue 2/2023**

Publication Date

**May 3, 2023**



**Issue 3/2023**

Publication Date

**June 1, 2023**





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- |  |  |
|--|--|
| <p><b>1 STAHL + TECHNIK</b></p> <p><b>2 Brief description: German-language trade journal for steel production, processing, application technology, innovation and management</b></p> <p><b>3 Target Group:</b> Steel production companies, Steel processing companies (from hot to cold rolling to surface finishing), Steel processing companies (forming, joining, sheet metal processing), the supply industry, universities, technical colleges and associations</p> <p><b>4 Frequency:</b> 5 Issues</p> <p><b>5 Format:</b> DIN A4</p> <p><b>6 Volume:</b> 5th Volume, 2023</p> <p><b>Circulation:</b> 5,000 Copies</p> <p><b>7 Subscription rate</b> Annual subscription incl. postage<br/>Germany: 170 € Print-/E-Paper-Combination<br/>International: 220 € Print-/E-Paper-Combination<br/>Single copy 25 € plus postage</p> | <p><b>8 Membership / Participation:</b> Verband Deutscher Zeitschriftenverleger e.V. Media-Datenbank der Deutschen Fachpresse</p> <p><b>9 Publisher</b> DVS Media GmbH<br/>Postfach 10 19 65, 40010 Düsseldorf<br/>Aachener Straße 172, 40223 Düsseldorf<br/>T: +49 211 1591-0<br/>F: +49 211 1591-150<br/>Internet: www.dvs-media.eu<br/>E-Mail: media@dvs-media.info</p> |
|--|--|



Issue	Dates	Topics	Trade fairs   Exhibitions   Events
<b>February</b>	Ad Closing Date: 16 January Printing Material: 18 January Publication Date: 07 February	Technique Steel Production Steel Processing Steel Trading Focus: Plant engineering, Automation, Production engineering Special Digitalization, Industry 4.0	Intec 2023, Leipzig 07-10 March 2023
<b>April</b>	Ad Closing Date: 13 March Printing Material: 15 March Publication Date: 04 April 	Technique Steel Production Steel Processing Steel Trading Focus: Metallurgy Special Preview METEC	25th Control, Stuttgart HANOVER Fair, Hanover 09-12 May 2023 17-21 April 2023
<b>June</b>	Ad Closing Date: 04 May Printing Material: 08 May Publication Date: 01 June 	Technique Steel Production Steel Processing Steel Trading Steel Statistics Trade Fair Issue GMTN 2023 Special Preview METEC	6th ESTAD, Düsseldorf METEC, GIFA, THERMPROCESS, NEWCAST, Düsseldorf 11-15 June 2023 12-18 June 2023
<b>September</b>	Ad Closing Date: 14 August Printing Material: 16 August Publication Date: 05 September	Technique Steel Production Steel Processing Steel Trading	SCHWEISSEN & SCHNEIDEN 2023, Essen UNITECR World Congress, Frankfurt DeburringEXPO, Karlsruhe Blechexpo 2023, Stuttgart 9th Schweisstec, Stuttgart 11-15 September 2023 26-29 September 2023 10-12 October 2023 07-10 November 2023 07-10 November 2023
<b>November</b>	Ad Closing Date: 10 October Printing Material: 12 October Publication Date: 02 November	Technique Steel Production Steel Processing Conveyor Systems Automotive, Lightweight Construction Steel Trading	HÜTTENTAG, Essen November 2023

including  
YEARLY CALENDAR 2024

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

All prices are net, without VAT.

Format	Type Area wide x high in mm	Bleed wide x high in mm*	Basic Ad Rate b/w	2-colours	3-colours	4-colours
Front Cover, traditional		210 x 164	-	-	-	5,198
Front Cover/French Cover		418 x 216	-	-	-	4,725
Inside Front Cover Specials	<b>NEW</b>	210 x 164	-	-	-	4,223
First & Last Inside Cover	174 x 260	210 x 297	3,110	3,405	3,700	3,995
Back Cover		210 x 204	3,110	3,405	3,700	3,995
2/1 Pages	348 x 260	420 x 297	6,604			7,489
1/1 Page	174 x 260	210 x 297	2,954	3,249	3,544	3,839
3/4 Page, horizontal	174 x 192	210 x 210				
3/4 Page, vertical	130 x 260	145 x 297	2,246	2,541	2,836	3,131
2/3 Page, horizontal	174 x 172	210 x 191				
2/3 Page, vertical	114 x 260	130 x 297	1,971	2,266	2,561	2,856
Juniorpage	128 x 174	134 x 210	1,628	1,923	2,218	2,513
1/2 Page, horizontal	174 x 128	210 x 145				
1/2 Page, vertical	85 x 260	102 x 297	1,628	1,923	2,218	2,513
1/3 Page, horizontal	174 x 85	210 x 100				
1/3 Page, vertical	54 x 260	72 x 297	982	1,277	1,572	1,867
1/4 Page, horizontal	174 x 62	210 x 80				
1/4 Page, vertical	40 x 260	57 x 297	742	1,037	1,332	1,627
1/4 Page, poatcard	85 x 128	102 x 145				
1/6 Page, horizontal	174 x 42	210 x 62				
1/6 Page, vertical	56 x 128	72 x 145	502	797	1,092	1,297
1/8 Page, horizontal	174 x 30	210 x 50				
1/8 Page	85 x 62	102 x 81	378	673	968	1,263
1/8 Page, vertical	40 x 128	55 x 145				
1/16 Page	85 x 30	102 x 49	199	494	789	1,084

\* plus 3 mm bleed on all sides

## 2 Surcharges

**Placement:** **20% Surcharge** for 1st right page, 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 295 €  
4-colour surcharge 885 €  
Surcharges for colour are not discountable  
Surcharges for special colours per colour 720 €  
Metal and fluorescent colours Price on request

**Format:** For type area advertisements, no gate surcharge

## 3 Discounts:

For a booking period of one year

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

Colour surcharges, loose inserts, technical surcharges, job market ads are not discountable

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

## 4 Categories:

Job market - JobPortal, ad rates on page 39

## 5 Special ads:

Bound-in inserts

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

1 sheet = 2 pages 3,454 €  
2 sheets = 4 pages 6,448 €

## Loose inserts

Weight up to 25 g,  
Max. size 205 x 295 x 2 mm  
in domestic circulation 3,255€  
in the total circulation incl. abroad

Price on request

3 samples requested from the publisher

Glued-on items

Price on request

## 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) 7,489 €

**1/1 page, 4c**  
(5,000 characters incl. spaces) 3,839€

**1/2 page horizontal, 4c**  
(2,000 characters incl. spaces) 2,513 €

## 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.

## Bankverbindung:

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

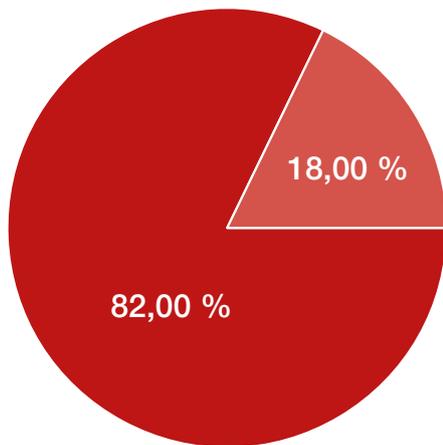
Deutsche Bank AG, Düsseldorf  
IBAN: DE04 3007 0010 0155 7008 00  
SWIFT-Code: DEUTDEDD

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

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

**JOBPORTAL**  
STAHLBRANCHE

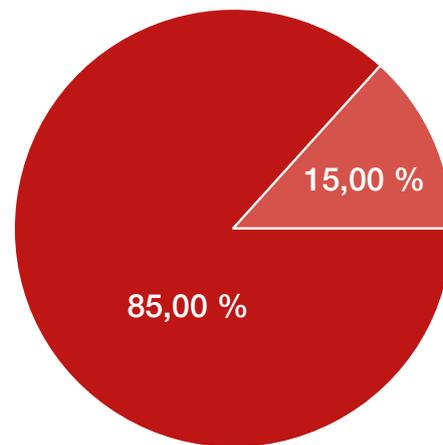
### Geographical distribution 2021



■ Germany
 ■ Europe

### Content analysis 2021

Total pages = **616 pages**

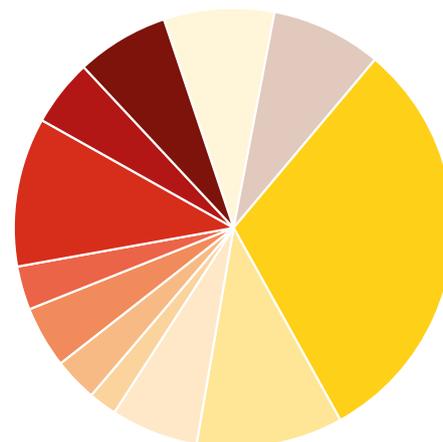


■ Editorial
 ■ Advertising

### Content analysis 2021

8 Issues = **506 pages**

Category	Pages	Percentage
International News	54	(10.8%)
Specials	19	(3.6%)
News	54	(10.8%)
Fairs / Events	15	(3.0%)
Top Industry News	33	(6.5%)
Panorama	4	(0.8%)
Personnel	18	(3.5%)
Stahlhandel	56	(11.2%)
Steel processing	78	(15.5%)
Technology	138	(27.3%)
Economy	5	(1%)
Others:	32	(6.3%)
Editorial	8	(1.5%)
Contents	16	(3.0%)
Outlook / Imprint	8	(1.5%)



- 1 STEEL + TECHNOLOGY**
- 2 Brief description:** English-language trade journal for steel production, processing, application technology, innovation and management.
- 3 Target Group:** International steel production companies, steel processing companies (from hot and cold rolling to surface finishing), steel processing companies (forming, joining, sheet metal processing), the supply industry, universities, technical colleges and associations.
- 4 Frequency:** 4 issues per year
- 5 Format:** DIN A4
- 6 Volume:** 5
- Circulation:** 7,000 Copies
- 7 Subscription rate:** Annual subscription incl. postage 55 € Print-/ E-Paper combination  
Single copy: 35 € plus postage
- 8 Membership/ Participation:** Verband Deutscher Zeitschriftenverleger e.V.  
Media-Datenbank der Deutschen Fachpresse
- 9 Publisher:** DVS Media GmbH  
Postfach 10 19 65, 40010 Düsseldorf  
Aachener Straße 172, 40223 Düsseldorf  
T: +49 211 1591-0  
F: +49 211 1591-150  
Internet: www.dvs-media.eu  
E-Mail: media@dvs-media.info

Issues	Dates	Topics	Trade fairs   Exhibitions   Events
<b>March</b>	Ad Closing Date: 03 February Printing Material: 07 February Publication Date: 01 March 	Technique, Steel Production, Steel Processing Steel Trading SPECIAL Preview METEC, THERMPROCESS	<b>Intec 2023</b> , Leipzig 07-10 March 2023 <b>AISTech 2023</b> , Detroit/USA 08-11 May 2023 <b>stainless 2023</b> , Brno/Czech Republic 10-11 May 2023
<b>May</b>	Ad Closing Date: 11 April Printing Material: 13 April Publication Date: 03 May 	Technique, Steel Production, Steel Processing Steel Trading Trade Fair Issue GMTN SPECIAL Preview METEC, THERMPROCESS	<b>METEC, GIFA, THERMPROCESS, NEWCAST</b> , Düsseldorf 12-18 June 2023 <b>UNITECR 2023</b> , Frankfurt 26-29 September 2023
<b>October</b>	Ad Closing Date: 26 September Printing Material: 28 September Publication Date: 16 October 	Technique, Steel Production, Steel Processing Steel Trading SPECIAL Follow-up METEC, THERMPROCESS SPECIAL BlechExpo	<b>Blechexpo 2023</b> , Stuttgart 07-10 November 2023 <b>HÜTTENTAG</b> , Essen November 2023
<b>December</b>	Ad Closing Date: 13. November Printing Material: 15. November Publication Date: 05. December	Technique, Steel Production, Steel Processing Steel Trading	

including  
**YEARLY CALENDAR 2024**

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

All prices are net, without the VAT..

Format	Type Area wide x high in mm	Bleed wide x high in mm*	Basic Ad Rate b/w	2-colours	3-colours	4-colours
Front Cover		210 x 164	–	–	–	6,185
Inside Front Cover Specials <b>New</b>		210 x 164	-	-	-	5,422
2nd / 3rd/ 4th Cover Page	174 x 260	210 x 297	4,973	5,268	5,563	5,858
2/1 Pages	348 x 260	420 x 297	7,986	8,281	8,576	8,871
1/1 Page	174 x 260	210 x 297	4,044	4,339	4,634	4,929
3/4 Page, horizontal	174 x 192	210 x 210				
3/4 Page, vertical	130 x 260	145 x 297	2,748	3,043	3,338	3,633
2/3 Page, horizontal	174 x 172	210 x 191				
2/3 Page, vertical	114 x 260	130 x 297	2,748	3,043	3,338	3,633
Juniorpage	128 x 174	145 x 210	2,284	2,579	2,874	3,169
1/2 Page, horizontal	174 x 128	210 x 145				
1/2 Page, vertical	85 x 260	102 x 297	2,284	2,579	2,874	3,169
1/3 Page, horizontal	174 x 85	210 x 100				
1/3 Page, vertical	54 x 260	72 x 297	1,389	1,684	1,979	2,274
1/4 Page, horizontal	174 x 62	210 x 80				
1/4 Page, vertical	40 x 260	57 x 297	1,051	1,346	1,641	1,936
1/4 Page, post card	85 x 128	102 x 145				

\* plus 3 mm bleed on all sides

## 2 Surcharges:

**Placement:** **20% Surcharge** for 1st right page, 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 basic colour 295 €  
4-colour surcharge 885 €  
Surcharges for colour are not discountable  
Surcharges for special-colours per colour 720 €  
Metal and fluorescent colours Price on request

**Format:** For type area advertisements, no gate surcharge

## 3 Discounts:

For a booking period of one year  
**Series discount**                      **Quantity discount**

2 ads 5%                                      2 pages 10%

Colour surcharges, loose inserts, technical surcharges, job-market ads are not discountable

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

## 5 Ads-special: 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 5mm each, outside and inside 3 mm each for binding

1 sheet = 2 pages 4,435 €  
2 sheets = 4 pages 7,984 €

Loose inserts

Weight up to 25 g,  
Max. size 205 x 295 x 2 mm  
in domestic circulation 4,169 €  
in the total circulation incl. abroad

Price on request 3 samples requested from the publisher                      Price on request

Glued-on items                      Price on request

## 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) 8,872 €

**1/1 page, 4c**  
(5,000 characters incl. spaces) 4,929 €

**1/2 page, horizontal, 4c**  
(2,000 characters incl. spaces) 3,169 €

## 7 Terms of payment:

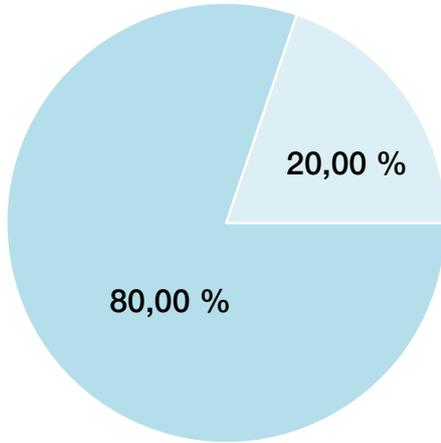
2 % discount on payments within 14 days and net price for payments within 30 days from the date of the invoice

## 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



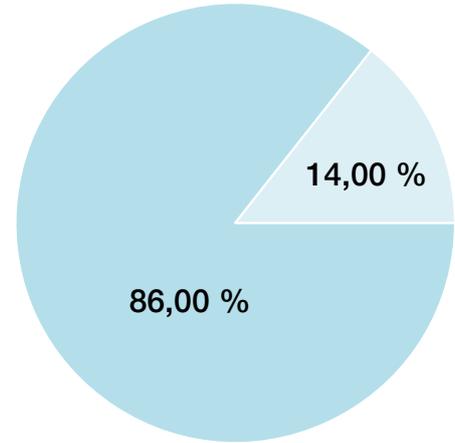
### Geographical distribution 2021



■ International without Europe
 ■ Europe

### Content analysis 2021

Total pages = **212 pages**

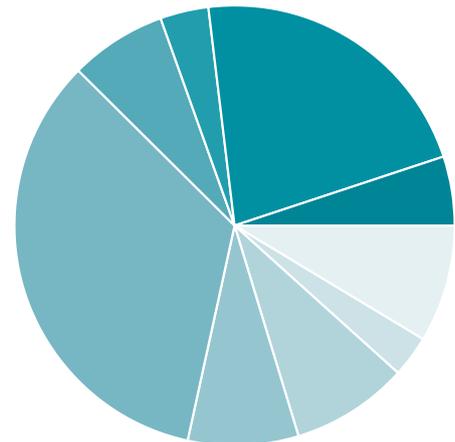


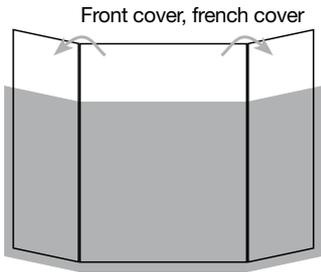
■ Editorial
 ■ Advertising

### Content analysis 2021

2 Issues = **181 pages**

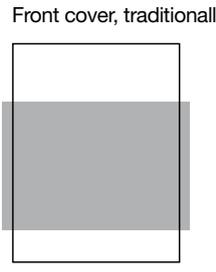
Category	Pages	Percentage
People	5	(2.7%)
News	34	(18.8%)
Steel Suppliers Int.	53	(29.4%)
Companies	5	(2.7%)
Steel technology	45	(24.9%)
Steel processing	21	(11.6%)
Steel distribution	10	(5.5%)
Others:	8	
Editorial	2	(1.1%)
Contents	4	(2.2%)
Outlook/Imprint	2	(1.1%)





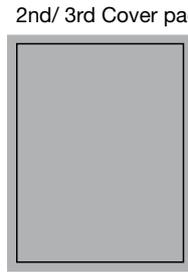
Front cover, french cover

418 x 216 mm \*



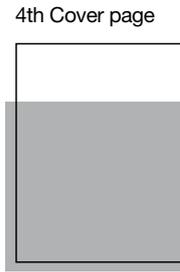
Front cover, traditionall

210 x 164 mm \*



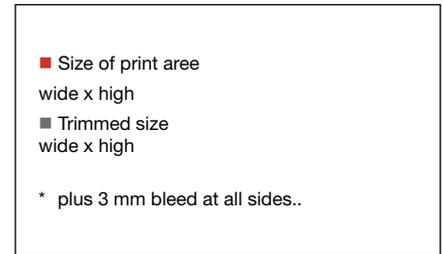
2nd/ 3rd Cover page

184 x 260 mm  
210 x 297 mm \*

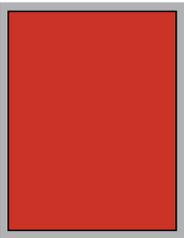


4th Cover page

210 x 204 mm \*

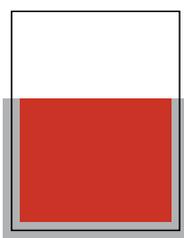


1/1 page



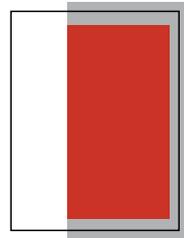
174 x 260 mm  
210 x 297 mm \*

2/3 page, horizontal



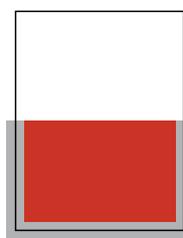
174 x 172 mm  
216 x 194 mm \*

2/3 page, vertical



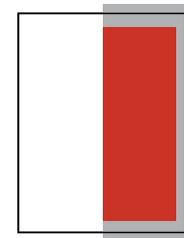
114 x 260 mm  
130 x 297 mm \*

1/2 page, horizontal



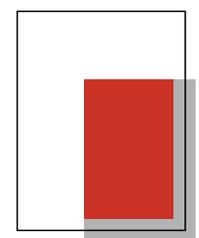
174 x 128 mm  
210 x 145 mm \*

1/2 page, vertical



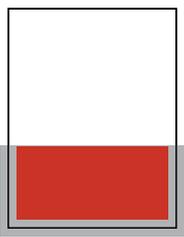
85 x 260 mm  
102 x 297 mm \*

Juniorpage



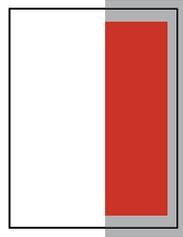
128 x 174 mm  
134 x 210 mm \*

1/3 page, horizontal



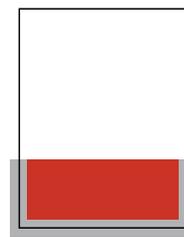
174 x 85 mm  
210 x 100 mm \*

1/3 page, vertical



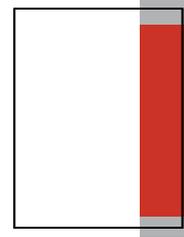
54 x 260 mm  
72 x 297 mm \*

1/4 page, horizontal



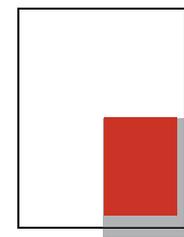
164 x 62 mm  
210 x 80 mm \*

1/4 page, vertical



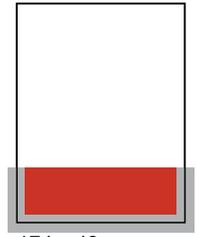
40 x 260 mm  
57 x 297 mm \*

1/4 page, postcard



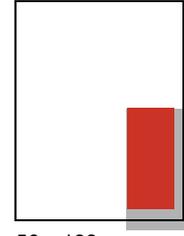
85 x 128 mm  
102 x 145 mm

1/6 page, horizontal



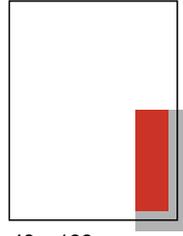
174 x 42 mm  
210 x 62 mm \*

1/6 page, vertical



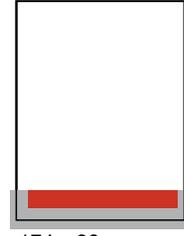
56 x 128 mm  
72 x 145 mm \*

1/8 page, vertical



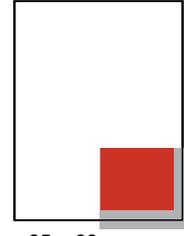
40 x 128 mm  
55 x 145 mm \*

1/8 page, horizontal



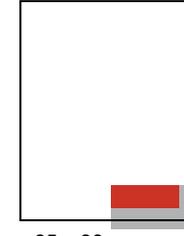
174 x 30 mm  
210 x 50 mm \*

1/8 page



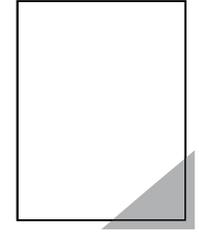
85 x 62 mm  
102 x 81 mm \*

1/16 page



85 x 30 mm  
102 x 49 mm \*

Special corner



95 x 80 mm \*

The Classics

**Bound-in  
inserts**



**Loose  
inserts**



**Booklets**



The Specials

**Book in book**



**Tip on sticker on ad**



**Banderole**



The Exceptionals

**1/6 Page, 1-coloumn, Island ad**



**2x 2/3 Pages, vertical, Spread**



**2x 1/3 Pages, Tunnel ad**



**3x 1/3 Pages, Spread**



**1x 1/3 Page vertical,  
Centre coloumn**



**2x 1/3 Pages, Tunnel ad**



## Special forms of advertising

More attention for your print advertising!

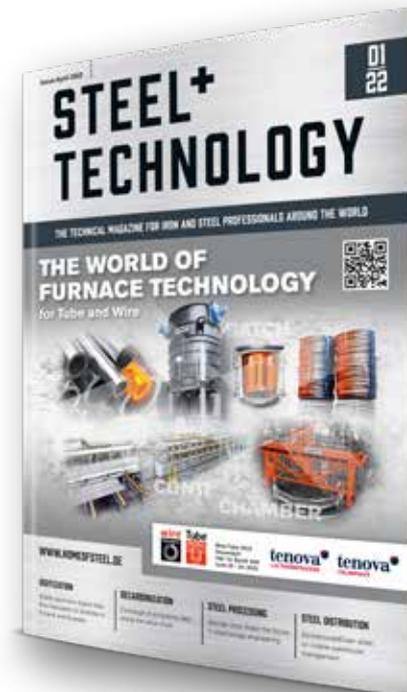
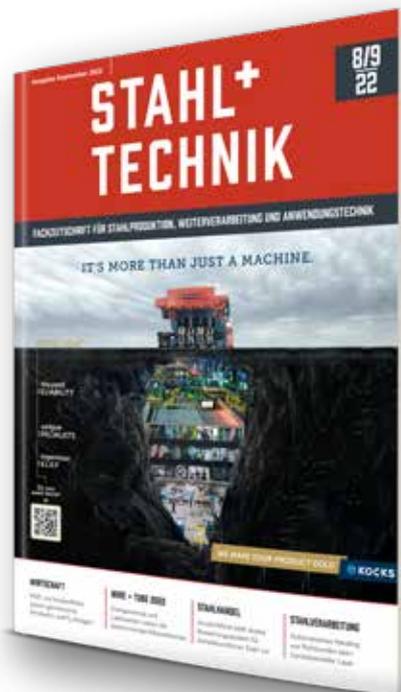
Our special advertising formats are a special form of print advertising, they have a sympathetic and at the same time and at the same time surprising on the readers and are noticed thereby particularly well and one remembers. In this way your advertising remains present.

### Special advertising forms

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

Give your creativity free rein, draw from the wide range of our innovative special advertising formats or challenge us with your own ideas.

**Print creates an impact - we will gladly advise you!**



**WELCOME TO**

**STEEL SUPPLIERS INTERNATIONAL**

**THE INTERNATIONAL**

**STEEL INDUSTRY FROM A TO Z**

**NEW IN METEC YEAR 2023**

**4 STEEL+TECHNOLOGY ISSUES**

**CHOOSE SUCCESS! INTERESTED?**

Then get in touch with Katrin Küchler



**CONTACT:**

Tel. +49 211 1591 146

[steelsuppliers@dvs-media.info](mailto:steelsuppliers@dvs-media.info)



## THE WHOLE WORLD OF MANUFACTURERS AND SUPPLIERS AT A GLANCE!

---



### EARLY BIRD

Save 10% in the first booking year,  
valid until **November 30, 2022** only

---



### PRICING EXAMPLE:

1 Keyword

4 STEEL + TECHNOLOGY issues 2023:

1/2023 (March)

2/2023 (May)

3/2023 (October)

4/2023 (December)

EUR 225 only \*

---

(\* ex VAT)

**HARD AS STEEL: 100% MORE BENEFIT  
FOR 0% ADDITIONAL COSTS.**



03 Working Plants and Equipment

03.02 Rolling and Hotting Furnaces, Electrically Heated

630 Rollers and Milling Furnaces



LOI Thermoprocess GmbH  
43141 EsserGermany  
T: +49 201 1891-1  
E-Mail: service.loiterna.com  
Internet: www.loi-tenova.com

04 Working Plants and Equipment

04.01 Furnace, Equipment and Tools for Lining in Rolling and Casting

930 Rollers and Milling Furnaces



Refratechnik Steel GmbH  
Refratechnik Casting GmbH  
Am Seestern 5, 40547 Düsseldorf, Germany  
T: +49 211 5858-0  
E-Mail: steel@refra.com  
Internet: www.refra.com



Caldemys Deutschland GmbH  
Industriest. 122, 52524 Neuss  
T: 02631 8604-0, F: 02631 8604-270  
germany@caldemys.de

05 Furnace and Machines for Heating and Tempering Processes

06 Furnace and Machines for Heating and Tempering Processes

06.02 Heating and Tempering Machines

3223 Milling Furnaces



Befesa Steel Services GmbH  
Stäbe-Exp.-Befesa  
43882 Ratingen  
T: +49 2102 1001-0  
F: +49 2102 1001-195  
befesa.steel-services@befesa.com  
www.befesa-steel.com



Clever & Co. Maschinenfabrik GmbH  
Lauderhof 14, 45209 Essen  
T: 0201 83324-0, F: 0201 83324-44  
info@clever-co.de  
www.clever-co.de

09 Working Plants and Equipment

09.01 Batch-Heating Furnace

3630 Heating Furnaces



DANLO & DIENERHAL  
D. DANLO & DIENERHAL Maschinenbau GmbH  
Jäger Str. 100, 23072 Stepen  
T: +49 271 401 0, F: +49 271 401-4210  
www.danlo-dienerhal.de



Dimetix AG  
Degethstrasse 14  
9100 Marias, Schwab  
T: +41 71 333 00 00

10 Working Plants and Equipment

10.01 Heating Steel Conditioning

4470 Rollers for Heating Steel Plants to use



Maschinenfabrik Gustav Eirich GmbH & Co KG  
Haldener Str. 56, 74743 Heidenheim, Germany



Egon Evertz K. & G. GmbH & Co. KG  
Eisenhammer 60, 40, 47651 Siggel  
T: +49 272 2211-0, F: +49 272 2211-140  
info@evertz-grp.com  
www.evertz-grp.com

12 Working Plants and Equipment

53 3 Heating Furnace



FRIEDRICH KOCKS SM&H & CO. KG  
Heinrich Str. 40/21, 90881  
T: +49 2103 79 00, F: +49 2103 5 12 49  
sales@kocks.de, www.kocks.de

13 Working Plants and Equipment

13.02 Hot Casting and Reheating

5670 Heating Furnaces



Küttner GmbH & Co. KG, Essen/Germany  
info@kuttner.com, www.kuttner.com



Ideas and solutions

Johannes Hübner  
FAHRN-HUBNER Maschinen GmbH  
Sternstrasse 7, 30394 Gießen  
T: +49 641 7859-0, F: +49 641 735-45  
www.hubner-giesen.com



HYDROWATT  
high pressure pumps

HYDROWATT AG  
Friedstraße 2  
82031 Straßmühl, Schwab  
T: +41 52 624 53 22  
F: +41 52 629 62 11  
info@hydrowatt.com  
www.hydrowatt.com



LUNGMUSS FEUERFEST  
Chemische Spezialitäten

Hans Lungmuß e.ohf & Co. KG  
Friedrichstr. 84, 44147 Dortmund  
T: +49 231 982333-0, F: +49 231 982333-82  
www.lungmuß.de

5750 Heating Furnaces



R+W Antriebstechnik GmbH  
Holtstraße 4, 42699 Soltau am See  
T: +49 372 3864-0  
F: +49 372 3864-20  
www.rw-kapferring.de  
info@rw-kapferring.de



R+W Antriebstechnik GmbH  
Holtstraße 4, 42699 Soltau am See  
T: +49 372 3864-0  
F: +49 372 3864-20  
www.rw-kapferring.de  
info@rw-kapferring.de



RHI Magnesita  
Krauschergasse 6, 1120 Vienna, Austria  
T: +43 1 802 61 0, F: +43 1 802 13 8273  
office@rhimagnesita.com  
rhimagnesita.com



RHI Magnesita  
Krauschergasse 6, 1120 Vienna, Austria  
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office@rhimagnesita.com  
rhimagnesita.com



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rhimagnesita.com



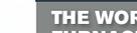
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Krauschergasse 6, 1120 Vienna, Austria  
T: +43 1 802 61 0, F: +43 1 802 13 8273  
office@rhimagnesita.com  
rhimagnesita.com



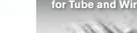
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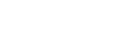
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rhimagnesita.com

5790 Heating Furnaces



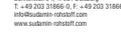
STEIN INJECTION TECHNOLOGY GmbH  
Hagen Str. 20-24, 50265 Gensberg  
T: +49 2332 73742-0  
F: +49 2332 73742-40  
stein@st-grub.net, www.st-grub.net



STEIN INJECTION TECHNOLOGY GmbH  
Hagen Str. 20-24, 50265 Gensberg  
T: +49 2332 73742-0  
F: +49 2332 73742-40  
stein@st-grub.net, www.st-grub.net



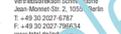
Sudamin Rohstoff GmbH  
Storvenwald 64, 47101 Duisburg  
T: +49 203 31866-0, F: +49 203 31866-90  
info@sudamin-rohstoff.com  
www.sudamin-rohstoff.com



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Storvenwald 64, 47101 Duisburg  
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info@sudamin-rohstoff.com  
www.sudamin-rohstoff.com



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Joan-Moser-Str. 2, 10529 Berlin  
T: +49 30 2621 837-1  
F: +49 30 2621 7964-2  
www.totalschmierstoffe.de



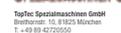
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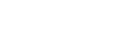
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F: +49 30 2621 7964-2  
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20 Working Plants and Equipment

20.02 Heating and Control Systems

9230 Heating Furnaces



MINKON GmbH  
Heinrich-Hertz-Str. 30-32, 40699 Erkrath, Germany  
T: +49 211 20908-0, F: +49 211 20908-90  
E-Mail: info@minkon.de  
Internet: www.minkon.de



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Internet: www.minkon.de



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Internet: www.minkon.de



MINKON GmbH  
Heinrich-Hertz-Str. 30-32, 40699 Erkrath, Germany  
T: +49 211 20908-0, F: +49 211 20908-90

Our entry should be published under the following numbers from the list of products:

1. <input type="text"/>	5. <input type="text"/>	9. <input type="text"/>	13. <input type="text"/>
2. <input type="text"/>	6. <input type="text"/>	10. <input type="text"/>	14. <input type="text"/>
3. <input type="text"/>	7. <input type="text"/>	11. <input type="text"/>	15. <input type="text"/>
4. <input type="text"/>	8. <input type="text"/>	12. <input type="text"/>	16. <input type="text"/>

You can find the keyword list at: [www.home-of-steel.de/ssi/](http://www.home-of-steel.de/ssi/)

**Ad rate: The price of your entry depends on the number of keywords.**

Number of keywords	Cost per keyword/per annum (in EURO)*
1 – 5	250.00
6 – 10	230.00
11 +	220.00

The entries in the STEEL SUPPLIERS INTERNATIONAL take place in each case with a term of 12 months until they are cancelled. Discontinuation will be accepted at the end of a subscription year considering 6 weeks notice. Deadline is the 15<sup>th</sup> of each month.

Please send the order form with your logo (jpg-file) to:  
**Katrin KÜchler · P: +49 211 1591 146 · [steelsuppliers@dvs-media.info](mailto:steelsuppliers@dvs-media.info)**

## Order form for our entry

---

Company

---

Street Address – P.O. Box

---

Postal Code, City

---

Phone

---

E-mail adress

---

Internet

---

Signature

\* The prices are subject to VAT.

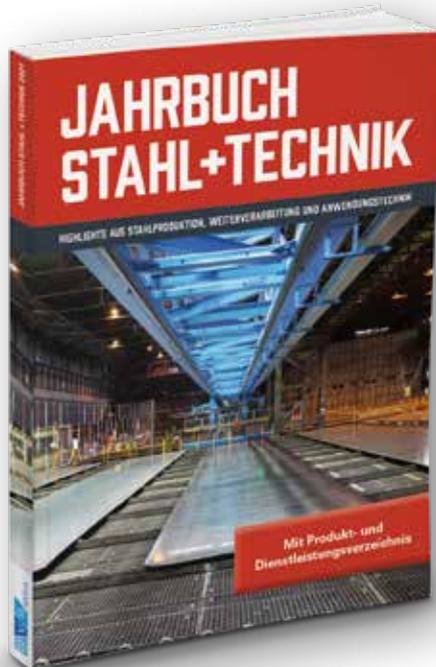
STAHL + TECHNIK Yearbook is a reference work for technical, administrative and purchasing professionals in the steel industry.

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

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

### Compact – Up-to-Date – Comprehensive

<b>Publisher</b>	DVS Media GmbH
<b>Date of publication:</b>	30 October 2023
<b>Ad closing day:</b>	06 October 2023
<b>Distribution print and online:</b>	5,000 Copies

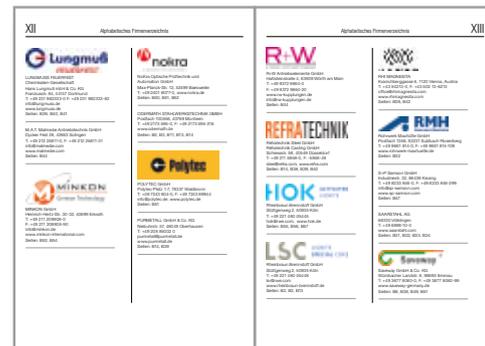


### Alphabetical company directory :

Registration fee: 125 EUR\* (incl. company logo)

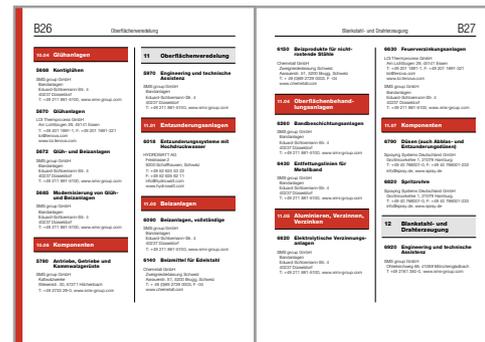
Tech. specifications: Full color, max. width 52 mm, max. height 20 mm

High resolution as image file (JPEG or EPS)  
by e-mail to: [britta.wingartz@dvs-media.info](mailto:britta.wingartz@dvs-media.info)



### Directory of products and services (2 lines minimum)

2 lines: 45 EUR\*  
Each additional line 10 EUR\* } per keyword



\* All prices are net, without VAT.

### Ad rates and sizes

Format	Type Area wide x high in mm	Bleed wide x high in mm*	Basic Ad Rate b/w	2-colours	3-colours	4-colours
2nd/ 3rd/ 4th. cover page	120 x 170	148 x 210	1,225	1,430	1,635	1,840
1/1 page	120 x 170	148 x 210	970	1,175	1,380	1,585
1/2 page, horizontal	120 x 85	148 x 104	488	693	898	1,103
1/2 page, vertical	60 x 170	69 x 210				
Footer*	120 x 20	148 x 35	243	448	653	858
2/1 Bound-in inserts	1 sheet	154 x 216 (einschl. Beschnittzugabe)	1.140,00			

**Loose inserts (143 width mm x 205 mm height)** ..... 1,475 €

#### Bookmark

Complete with strap delivered..... o/oo 357 €

#### Colour surcharge

Per standard colour Red, Blue, Yellow according to  
Euro scale plus HKS 13 and HKS 57 ..... 205 €  
Per special colour ..... 357 €

#### Size of the yearbook

148 mm width x 210 mm height

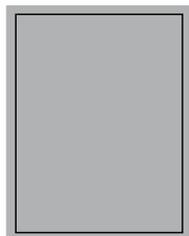
#### Printing and binding process, printing material

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

\* Footer: No colour surcharge for each of the colours red/blue/yellow of the Euro-scale.

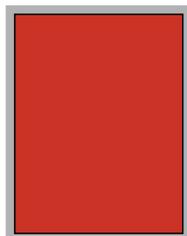
All prices in Euro plus VAT.

2nd/ 3rd/ 4th cover page



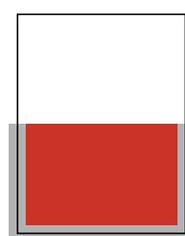
148 x 210 mm\*

1/1 page



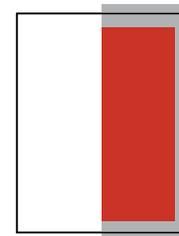
120 x 170 mm  
148 x 210 mm\*

1/2 page, horizontal



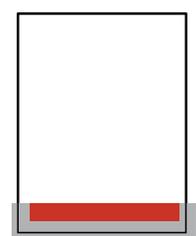
120 x 85 mm  
148 x 104 mm\*

1/2 page, vertical



60 x 170 mm  
69 x 210 mm\*

Footer



120 x 20 mm  
148 x 35 mm\*



### NEW! TOP – PARTNER – PAKET

**Become a TOP PARTNER of the  
Yearbook STAHL + TECHNIK 2024!**

Advertise **prominently** with these **exclusive** media services:

- Company logo on the front page
- Company logo on the main title page (mainly on page 5)
- 1/1 page 4c ad inside editorial
- 2/1 page 4c Advertorial
- 10 free copies STAHL + TECHNIK yearbook 2024

The number of TOP-PARTNER is **limited**.

**Partner flat rate: 5,145 € plus vat**

**Print run:** 6,500 Copies

**Distribution** Supplement in the November issue of **STAHL + TECHNIK 2023** magazin and the December issue of **STEEL + TECHNOLOGY 2023** magazin

**Format:** 80 x 58 cm, folded

**Paper :** 135 g/qm, matte, image print

**Advertising**

**Ad rate:** 882 € ex. VAT per each logo field

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

**Ad closing day:** 10 October 2023

**Printing material:** 12 October 2023, printable PDF (300 dpi resolution)

### 8 Good reasons for your advertising success

- High circulation with industry-specific target group
- Supplement in the leading media of the steel industry
- Present in offices and production for 1 year (trade fair and holiday planner)
- Most important industry trade fairs for the target group in view
- Cost effective
- Exclusivity
- Brand booster
- Long-term advertising with a long-term effect

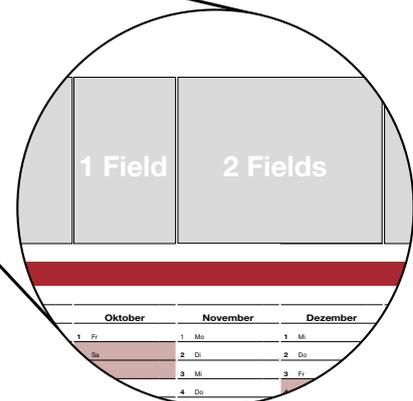
### Your advantage

Reach decision-makers with longterm effect and cost-effective without wastage!

**Kalender 2024**

DVS Media GmbH

www.homeofsteel.de





## 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.

### 1 The classic – as a print product

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

### 3 As a Internet-PDF – digital

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

### 2 As a print-PDF – digital

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

### Consulting + Booking:

DVS Media GmbH  
 Postfach 10 19 65, 40010 Düsseldorf  
 Aachener Straße 172, 40223 Düsseldorf  
 Martina Reintjens  
 T: +49 211 1591-156  
 E-Mail: [martina.reintjens@dvs-media.info](mailto:martina.reintjens@dvs-media.info)  
[www.dvs-media.eu](http://www.dvs-media.eu)

# WELCOME TO THE HOME OF STEEL

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

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

> 16.000

Unique user per month\*

Discover now:  
[www.home-of-steel.de](http://www.home-of-steel.de)

MECHADATEN

HS HOME OF STEEL  
AN DER UNIVERSITÄT

kaltenbach solutions BOOST PERFORMANCE  
**+30% POTENTIAL**

HOME ARTIKEL PRODUKTE • FIRMAN STAHLMEDIEIN JOBPORTAL TERMINE HÜTTENTAG ME

AKTUELLES

TRENDTHEMA

UNTERNEHMEN

26.08.2022

JENS SPAHN TRIFFT SWISS STEEL GROUP CEO FRANK KOCH

26.08.2022

NEUE WEBSEITE AM START  
Neues aus der Schmelzerei  
Stahltechnik schnell und übersichtlich finden  
Mehr erfahren

25.08.2022

SALZGITTER AG VERGIBT ERSTEN AUFTRAG FÜR SALCOS®-ANLAGENTECHNIK  
Nachdem der Aufsichtsrat der Salzgitter AG im Juli Eigeninvestitionen in Höhe von 723 Mio. € für SALCOS®-Salzgitter Low CO2 Steelmaking freigegeben hat, erfolgt jetzt die erste Vergabe von zentralen Anlagen für eine nahezu CO2-freie Stahlherstellung in Salzgitter  
Mehr erfahren

25.08.2022

PRODUKTE

PRODUKTE

25.08.2022

INLINE-MESSUNG VON EBENHEIT UND KÖRNTUR VON BLECHEN ERSTMALS IN EINEM EINZIGEN SYSTEM  
Auf der ALUMINIUM 2022 zeigt inwiefern das neue laserbasierte System alpha 400 ausreicht. Es vereint erstmals die hochpräzise optische Messung sowohl der Körntur als auch der Ebenheit von Blechen in einem einzigen, kompakten System.  
Mehr erfahren

24.08.2022

PRODUKTE

AUTONOME PROZESSÜBERWACHUNG MIT IBAINCYCLE  
Hohe Rißerfordernisse vermeiden, ungewünschte Maßabweichungen verhindern, defekte Produkte frühzeitig identifizieren. Das hochzeitige Erkennen von Prozessanomalien und Verzugsrisiko hat für Anlagenbetreiber einen enormen Nutzen.  
Mehr erfahren

\*Average number between January 1 and June 30, 2022



- Increasing number of sessions in 2022 compared to 2021: + **318%**
- More than **31,371 page impressions** on average per month in 2022

**18,546 Visits**

Growth 2022: +79%

**10,350 Visits**

Growth 2021: +88%

**1,751 Visits**

Growth 2020: +39%

**1,259 Visits**

Start-Up of Homepage

...Visits on Average per Month

(Date of the survey June 30, 2022)

4/2019

2020

6/2021

6/2022

# ADVERTISE TO THE POINT.

## **Banner advertising**

Banner advertising is one of the most popular advertising options on the Internet because good banner advertising is perceived and clicked. In the HOME OF STEEL you can use various standard formats for your advertising goals.

## **Advertorials**

Advertisements in editorial guise are becoming increasingly popular. With this advertising opportunity you benefit from our high quality editorial content in the home of Steel.

## **Product- and company directory**

An industry leader through joining technology with all well-known manufacturers and the associated products completes the usefulness of the industry portal. Broken down by products, it enables a quick and easy connection to new suppliers.

## **Newsletter Advertising**

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

## **JobPortal**

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

Select your favourite package out of four attractive options for your optimal presence in the **HOME OF STEEL** including the company and product database.

All information to follow on the upcoming pages:  
**Basic Plus, Bronze, Silver or Gold.**

# BASIC PLUS

Listing of max. 5 product categories in the directory,  
further listings on request  
+ Full address  
+ Specification of the website

75 € monthly/duration: 12 month\*

## PRESENTATION OF YOUR COMPANY

The screenshot displays the 'HOME OF STEEL' industry portal. The header includes the logo 'HS HOME OF STEEL DAS BRANCHENPORTAL' and navigation links for 'MEDIADATEN', 'NEWSLETTER', 'ÜBER UNS', and 'KONTAKT'. A search bar and social media icons are also present. The main navigation menu lists 'HOME', 'ARTIKEL', 'PRODUKTE + FIRMEN', 'STAHLMEDIEEN', 'JOBPORTAL', 'TERMINE', 'HÜTTENTAG', and 'MEDIATHEK'. The breadcrumb trail shows 'Home > Produkte & Firmen > Rubriken'. The main content area features a list of categories: 'Aus- und Weiterbildung, Zertifizierung, Forschung, Informationsvermittlung, Fachliteratur und Regelwerke', 'Fachverlage, Bibliotheken (Literatur, Regelwerke, Lehrfilme, Software, CD-ROM- und Diskettendienste, audiovisuelle Medien)', and 'DVS MEDIA GMBH'. The company profile for DVS MEDIA GMBH includes contact information: 'DVS Media GmbH, Aachener Straße 172, 40223 Düsseldorf', 'Telefon: +49 221 1991 0', 'E-Mail: media@dvs-ig.de', and 'Internet: www.dvs-media.eu'. A red arrow icon points to a 'BLEIBEN SIE INFORMIERT!' (Stay informed!) call to action, with a note: 'Bequemer geht's nicht: Mit unserem Newsletter landen die Top-News der Woche automatisch in Ihrem E-Mail-Postfach.'

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

# BRONZE

- Listing in the product and company directory  
Full address  
Specification of the website  
+ Own Micropage | + Indication of the contact person  
+ Additional text | + Logo | + Cover picture  
+ 1 Banner to choose from (Skyscraper or Super Banner)

400 € monthly/duration: 12 months\*

## PRESENTATION OF YOUR BANNER PLACEMENT

**Skyscraper**  
160 px x 600 px

**Skyscraper**  
160 px x 600 px

**Super Banner**  
1126 px x 150 px

**NEW**

The diagram illustrates the placement of banners on a website. It shows three main banner types: two vertical 'Skyscraper' banners (160 px x 600 px) and one horizontal 'Super Banner' (1126 px x 150 px). Each banner is shown with a grid of placeholder images and text boxes. The 'Skyscraper' banners are shown in two orientations: one vertical and one horizontal. The 'Super Banner' is shown horizontally. The 'NEW' label is placed next to the 'Super Banner'.

# PRESENTATION OF YOUR COMPANY

## Company-related subpage

**Cover picture: 1200 px x 480 px**

**Logo: 800 px x 800 px**

**Company name**  
Company subtitle (70 characters)

**Company name**  
**Company subtitle**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

**Additional text: 800 characters**

**Musterfirma GmbH**  
Musterstraße 12  
12345 Musterort  
Telefon:  
01234 456789  
E-Mail:  
muster@muster.de  
Internet:  
www.muster.de

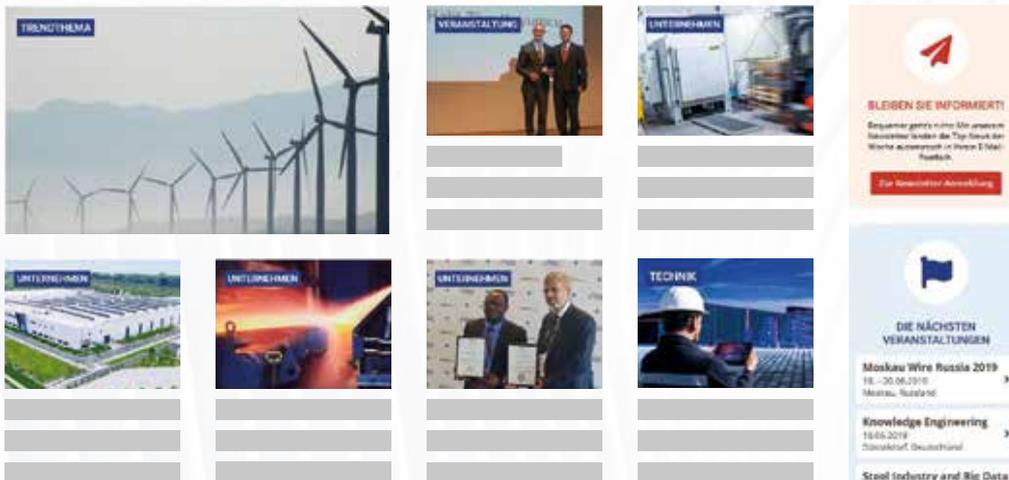
\* The services in the HOME OF STEEL industry portal take 12 months.  
We calculate our services as part of an annual invoice plus VAT.

Listing in the product and company directory  
Own micropage  
Full address  
Specification of the website  
Indication of the contact person  
Additional text  
Logo  
Cover picture  
+ Banner in TOP-position

492 € monthly/duration: 12 months\*

## PRESENTATION OF YOUR BANNER PLACEMENT

Top Banner  
1126 px x 150 px



# PRESENTATION OF YOUR COMPANY

## Company-related subpage

**Cover picture: 1200 px x 480 px**

**Logo: 800 px x 800 px**



**Company name**  
Company subtitle (70 characters)

### Company name Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

**Additional text: 800 characters**

**Musterfirma GmbH**

Musterstraße 12  
12345 Musterort

Telefon:  
[01234 456789](tel:01234456789)

E-Mail:  
[muster@muster.de](mailto:muster@muster.de)

Internet:  
[www.muster.de](http://www.muster.de)

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

Listing in the product and company directory  
 Own micropage  
 Full address  
 Specification of the website  
 Indication of the contact person  
 Additional text  
 Logo  
 Cover picture  
 2x Banner: TOP-position & Super Banner  
 + Listing as TOP-COMPANY  
 + Whitepaper  
 + Advertorial (1x monthly)

**NEW**

800 € monthly/duration: 12 months\*

## EXAMPLE OF THE „TOP-COMPANY-PRESENTATION“

**HS HOME OF STEEL**  
DAS BRANCHENPORTAL

REALISATION **DVS** MEDIA

MEDIA-DATEN NEWSLETTER ÜBER UNS KONTAKT

SUCHEN

### Firmen, Produkte und Dienstleistungen - Wo gibt es was und wer stellt es her?

**SIE SUCHEN**  
**EIN PRODUKT?**  
**EINEN HERSTELLER?**  
**EINE DIENSTLEISTUNG?**

Das Produkts- und Firmenverzeichnis enthält eine große Anzahl verschiedener Produktkategorien. Nutzen Sie für Ihre Recherche die Freitextsuche, das Produkt ABC oder die Nomenklatur mit ihren 39 Hauptkategorien.

Fehlt Ihr Unternehmen in unserem Verzeichnis?

Sprechen Sie uns datagemein an. In unseren [Media-Daten](#), können Sie sich darüber hinaus ausführlich über die verschiedenen Eintragsvarianten für das Verzeichnis informieren.

**TOP-FIRMEN**

Highlights aus Stahlproduktion, Weiterverarbeitung und Anwendungstechnik

**JAHRBUCH STAHL+TECHNIK**

Jetzt online probelernen!

# PRESENTATION OF YOUR COMPANY

## Company-related subpage

**Cover picture: 1200 px x 480 px**

**Logo: 800 px x 800 px**

**Company name**  
**Company subtitle** (70 characters)

**Company name**  
**Company subtitle**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquam erat, sed diam voluptua. A 1 vero eos et accusam et justo duo dolores et ea rebum. Sit et ea kerd gubergem, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A 1 vero eos et accusam et justo duo dolores et ea rebum. Sit et ea kerd gubergem, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

tem eoa et accusam et justo duo dolores et ea rebum. Sit et ea kerd gubergem, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

tem eoa et accusam et justo duo dolores et ea rebum. Sit et ea kerd gubergem, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

**Additional text: 3000 characters and pictures**

**Musterfirma GmbH**

Musterstraße 12  
12345 Musterort

Telefon:  
01234 456789

E-Mail:  
[muster@muster.de](mailto:muster@muster.de)

Internet:  
[www.muster.de](http://www.muster.de)

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

# ADVERTISING IN TIME WITH OUR INDIVIDUAL SERVICES

Our Basic Plus, bronze, silver and gold advertising packages are not what you need for your digital advertising?

Then you have the option of booking various individual services with a shorter duration. On the following pages we explain these individual services in detail

## OVERVIEW OF OUR INDIVIDUAL SERVICES

### **Advertising banner**

- › Skyscraper
- › Super Banner

### **Newsletter-Advertising**

- › Advertising banner
- › Stand-alone-Newsletter

### **Job-Portal**

- › Online
- › Print + online, cross-media linked

### **Advertorial**

# SHOW PRESENCE WITH YOUR ADVERTISING BANNER

Decide between the portrait format Skyscraper and the landscape format **Super Banner**.

## Advertising banner (Skyscraper or Super Banner)

> Home page + sub pages (\*): 650 EUR/monthly

\*except JobPortal

## PRESENTATION OF YOUR BANNER PLACEMENT

**Skyscraper**  
160 x 600 px

**Skyscraper**  
160 x 600 px

**Super Banner**  
1126 x 150 px

**NEW**

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



**Subscribers - week by week**

The HOME OF STEEL Newsletter is regularly published **once a week on Thursdays** and provides the latest news in a nutshell from the industry for the industry.

Ensure that your advertising is in the right context.

Choose between these **3 Top Positions:**

**Banner-size:**

620 x 75 px

**Ad rate**

- > Top Position 450€
- > Focus Position 390 €
- > Standard Position 350 €

**Booking:**

10 days prior mailing date

**The Placement opportunities:**



NEWSLETTER 1/2023

Liebe Leserinnen, liebe Leser,

die stetig steigende Quecksilbersäule im Thermometer lässt keinen Zweifel aufkommen: Es herrscht eine Gluthitze. Solange es damit heißt ist, nutzen wir das Wetter optimal aus, um unseren wöchentlichen Newsletter zu schmieden, da sind wir eisern. Ohne zu zögern machen wir also Nägel mit Köpfen und stellen Ihnen zu allererst drei besonders interessante Artikel aus dem HOME OF STEEL vor, die dort in den vergangenen Tagen veröffentlicht wurden.

**Top Position**

620 x 75 px

**WELTLEITER IN DER WOLKE**



**Jens Frick trifft Bruno Steel Group CEO Frank Reisk**

Jens Frick, erster Vorsitzender der CEU und Mitglied des Aufsichtsrates von Steelcase, besucht in Wien die Steelcase Group. Er diskutiert über die Zusammenarbeit zwischen CEU und Steelcase in der Produktion der Stahlindustrie.

»Mehr erfahren



**80 Millionen Euro in die nächste Phase der Wasserstoffroute investieren**

Die WestfalenEnergy hat mit der Unternehmensgruppe Hilti, Linde und ThyssenKrupp die weiteren Investitionen in der Wasserstoffroute in den Niederlanden angekündigt.

»Mehr erfahren

**Focus Position**

620 x 75 px

**SCHLAGLIEDER DER WOCHE**

**Partnerschaft erneuert**

»Mehr erfahren

**Neuer Sponsor des TV AlcoaSteel GT**

»Mehr erfahren

**Lieferung umweltfreundlicher Technologie für die Herstellung von Stabstahl**

»Mehr erfahren

**IFR-Standort in den Niederlanden eröffnet**

»Mehr erfahren

**Standard Position**

620 x 75 px

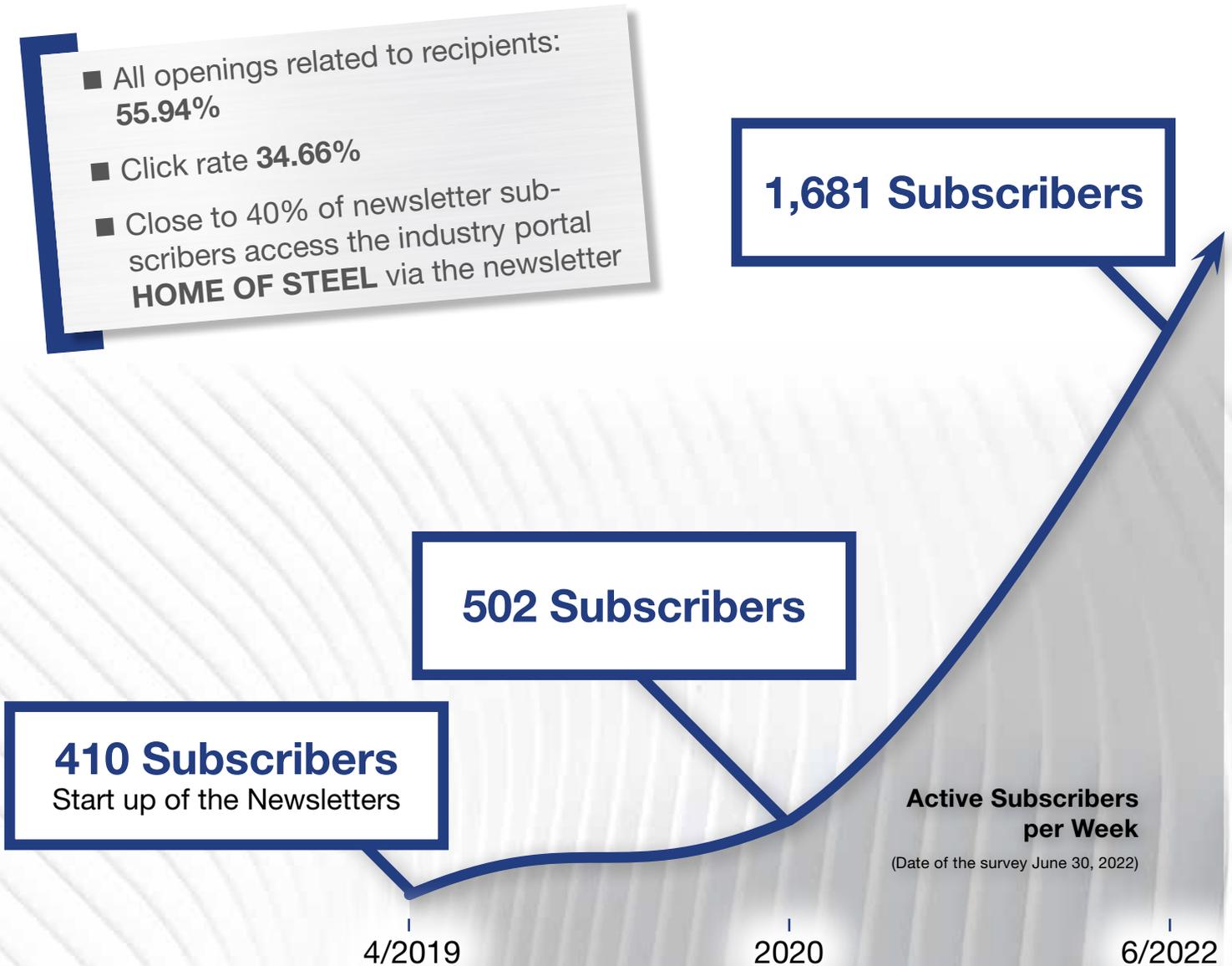
**DIESE TERMINE SOLLTEN SIE SICH VORMERKEN:**

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

05.07.2019	<b>3. Fachtagung „Zerstörungsfreie Werkstoffprüfung“</b> Düsseldorf
16. – 17.09.2019	<b>DVS CONGRESS 2019</b> Rostock
24. – 25.10.2019	<b>1st International Conference on Advanced Joining Processes 2019</b> Pondicherry, Indien (Pondicherry)
12. – 13.02.2020	<b>Tagung ROBOTER 2020</b> Fellbach

# NEWSLETTER STATISTICS

- All openings related to recipients: **55.94%**
- Click rate **34.66%**
- Close to 40% of newsletter subscribers access the industry portal **HOME OF STEEL** via the newsletter



**410 Subscribers**

Start up of the Newsletters

**502 Subscribers**

**1,681 Subscribers**

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

Your marketing messages to the industry need more space than an advertising banner can offer? Then use our subscriber pool for a **stand alone newsletter**.

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

letter. The crucial difference, however, lies in the content, which is composed exclusively of your messages. The stand alone newsletter can be sent at any time, with the exception of Thursday.

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

# JOBPORTAL STAHLBRANCHE

InCooperation with  StepStone

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

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

## PRINT + ONLINE

Publish your job offer at a favourable package price.

- ▶ **Print:** Choose between STAHL + TECHNIK and STEEL + TECHNOLOGY
- ▶ **Online:** At the JobPortal HOME OF STEEL
- ▶ **Online:** At StepStone, one of the leading online job platforms in German speaking countries

## ONLINE

Publish your job offer

- ▶ **Online:** in our industry portal HOME OF STEEL

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

## PRINT + ONLINE PACKAGES:

### STEEL STARTER:

1/3 page, full colour ad in STAHL + TECHNIK or STEEL + TECHNOLOGY

- Option 1)** + Online-JobPortal 1,591 €\*  
**Option 2)** + Online-JobPortal + StepStone 2,411 €\*  
(for 30 days timeperiod)

### STEEL BUSINESS:

1/2 page, full colour ad in STAHL + TECHNIK or STEEL + TECHNOLOGY

- Option 1)** + Online-JobPortal 1,960 €\*  
**Option 2)** + Online-JobPortal + StepStone 2,780 €\*  
(for 30 days timeperiod)

### STEEL PROFESSIONAL:

1/1 page, full colour ad in STAHL + TECHNIK or STEEL + TECHNOLOGY

- Option 1)** + Online-JobPortal 3,093 €\*  
**Option 2)** + Online-JobPortal + StepStone 3,913 €\*  
(for 30 days timeperiod)



## GET IN TOUCH WITH

Markus Winterhalter  
[markus.winterhalter@dvs-media.info](mailto:markus.winterhalter@dvs-media.info)  
Telefon: +49 211 1591-142

\*All prices ex. VAT

# ADVERTORIAL: YOUR PUBLICITY IN EDITORIAL PACKAGING

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

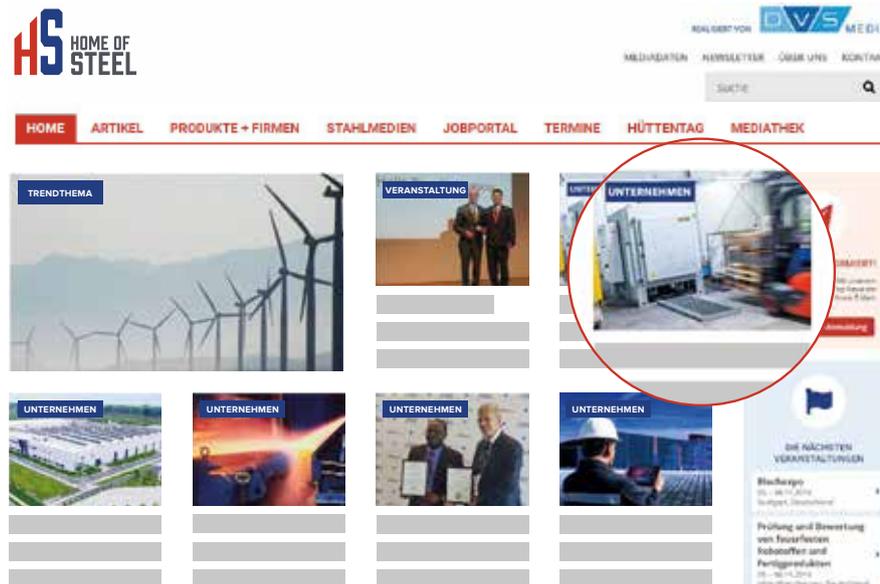
Later, your article will be listed in our chronological article overview for a certain period of time.

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

## Advertorial:

- > 3 months period: 1,500 €
- > 6 months period: 2,400 €
- > 12 months period: 4,200 €

## PLACEMENT OF YOUR ADVERTORIALS





## PRESERVING TRADITION, SHAPING THE FUTURE.

With a hearty „Glückauf“, DVS Media GmbH and Messe Essen again invite the steel and steel-related industry to exchange information in November 2023.

A top-class lecture program and the accompanying trade exhibition invites the participants to inform themselves about new processes, to hold technical discussions and to make new contacts at the HÜTTENABEND as well as gathering existing contacts.



# HÜTTENTAG

BRANCHENTREFF DER STAHLINDUSTRIE

## IN NOVEMBER 2023 LIVE AT THE FAIR IN ESSEN



Fotos: Messe Essen GmbH/Rainer Schimm

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

#### Additional Package 1

- 3 Tickets
- Company logo on the big video screen during the entire event
- 1/4 page 4c advertisement in STAHL + TECHNIK November issue 2023
- Skyscraper at [www.homeofsteel.de](http://www.homeofsteel.de), from October to December 2023

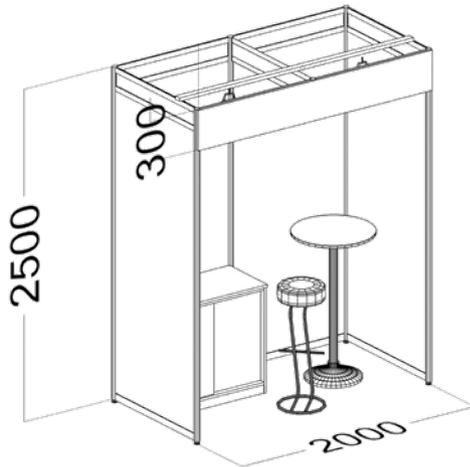
#### Additional Package 2

- 5 Tickets
- Company logo on the big video screen during the entire event
- 1/2 page 4c advertisement in STAHL + TECHNIK November issue 2023
- Skyscraper at [www.homeofsteel.de](http://www.homeofsteel.de), from October to December 2023

## PRICE LIST FOR EXHIBITOR STANDS AT HÜTTENTAG 2023

### 2 – 18 SQM STAND SPACE INCLUDING BASIC EQUIPMENT

Price on request!



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

Aisle (1 side open)

or

Corner (right or left side open)

Size 2 m x 1 m

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

Equipped with:

1 closed shelf

1 table & 1 bar stool

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.

#### Package rates & further options on request

##### Additional Package 3

- 10 Tickets
- Company logo on the big video screen during the entire event
- 1/1 page 4c advertisement in STAHL + TECHNIK November issue 2023
- Top banner at [www.homeofsteel.de](http://www.homeofsteel.de), from October to December 2023

##### 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**



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