

# MEDIA KIT 2023

# fair news



The **ONLY OFFICIAL** trade fair newspaper for  
**GIFA, METEC, THERMPROCESS, NEWCAST**

Reach TOP decision makers precisely

5 Fair Days | 5 Issues | Total circulation 50,000 copies

12-16 June 2023 | Messe Düsseldorf

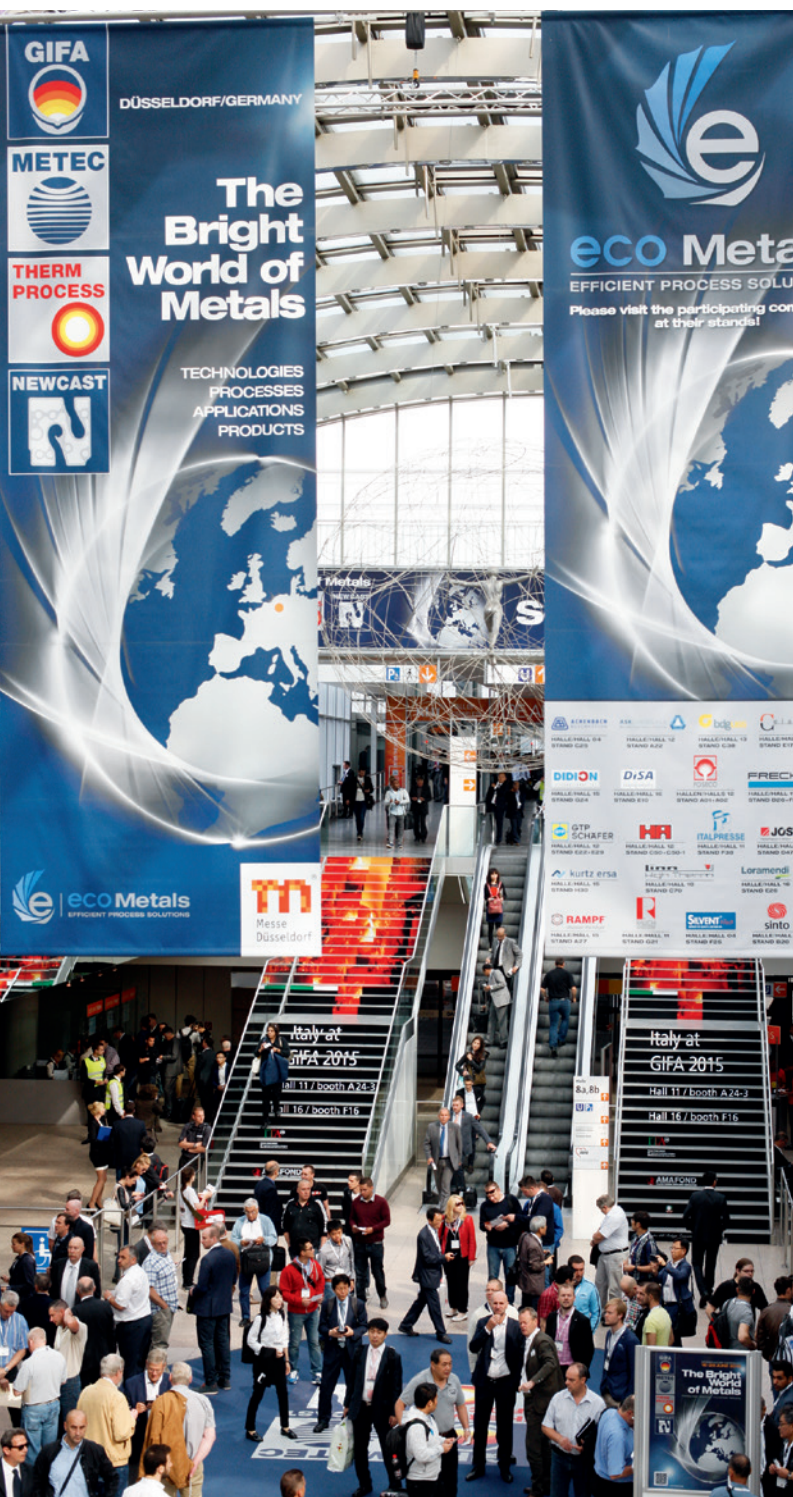


12-16 JUNE  
DÜSSELDORF  
GERMANY **2023**  
**The Bright  
World  
of Metals**



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## Your visitor address at the GIFA, METEC, THERMPROCESS, NEWCAST 2023

Benefit from the direct approach to the trade fair visitors and make use of the know-how of our editorial staff.

**fair news** is the **only official** trade fair newspaper.

With fair news you can reach trade visitors directly at the fairgrounds in Düsseldorf. Use the official trade fair newspaper for your advertising presence.

Fair news informs you daily about trade fair highlights, TOP news from all steel and foundry sectors, dates and much more.

All editorial content is published bi-lingual in German & English and thus reach the entire trade audience.

**Publication frequency:** 5 fair days, daily from 12 - 16 June 2023

**Circulation:** approximately 50,000 total copies\*

**Volume:** at least 32 pages per day\*

**Paper size:** 250 mm (width) x 340 mm (height)

**Layout:** 4/4 colour throughout

**Paper:** high-quality newsprint

**The advertising deadlines for your bookings are:**

1st issue - publication date **June 12** – Closing date: **May 12**

all other trade fair issues **the day before until 2 p.m.**, also on site!

\*The actual circulation and page count will be adjusted to accommodate the expected number of daily visitors.



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## Distribution

- Free distribution to trade visitors
- by trade fair hostesses at the entrances
- Daily delivery to exhibitors and exhibition halls
- Present at all information points and at the trade press stand
- Display at the Congress and in the trade forums
- Display at trade fair infopoint stands at the main railway station and Düsseldorf Airport
- At breakfast time in the most important hotels in the Düsseldorf area
- Handing out at the information stands of the associations
- Complete page download (incl. advertisements) via the trade fair and publishing house websites:  
[www.homeofsteel.de](http://www.homeofsteel.de) | [www.home-of-foundry.de](http://www.home-of-foundry.de) | [www.gifa.de](http://www.gifa.de) | [www.metec.de](http://www.metec.de) | [www.thermprocess.de](http://www.thermprocess.de) | [www.newcast.de](http://www.newcast.de)

Switch to success now and use the trade fair editions of our trade magazines for attention-grabbing and successful advertising.

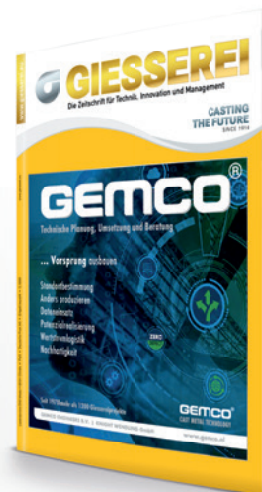
Here is an overview of the most important advertising deadlines for the GMTN 2023 trade fair editions:



✓ Trade fair edition  
**STAHL + TECHNIK 3 | 2023**



✓ Trade fair edition  
**STEEL + TECHNOLOGY 2 | 2023**



✓ Trade fair edition  
**GIESSEREI 6 | 2023**  
Ad Closing Date: May 22



✓ Trade fair edition  
**CP+T International 2 | 2023**  
Ad Closing Date: May 12

# MEDIA KIT 2023



30% discount  
when booking  
all 5 issues

## Advertisement formats and rates 2023

12 to 16 June 2023

Format	Width x height mm	Price per ad with booking 1 issue	Price per ad when booking 3 issues = 10 % discount	Price per ad when booking 5 issues = 30 % discount
2nd + 3rd + 4th cover page	230 x 318	3,410.00 €	3,069.00 €	2,387.30 €
1/1 page	230 x 302	3,155.00 €	2,839.50 €	2,208.50 €
Junior page	174 x 260	2,185.00 €	1,966.50 €	1,529.50 €
1/2 page horizontal	230 x 157	1,580.00 €	1,422.00 €	1,106.00 €
1/2 page vertical	96 x 303	1,580.00 €	1,422.00 €	1,106.00 €
1/3 page horizontal	230 x 98	1,070.00 €	963.00 €	749.00 €
1/4 page – 5 columns	230 x 73	925.00 €	832.50 €	647.50 €
1/4 page horizontal – 4 columns	174 x 62	790.00 €	711.00 €	553.00 €
1/4 page postcard	85 x 128	790.00 €	711.00 €	553.00 €
1 column (vertical)	51 x 260	635.00 €	571.50 €	444.50 €
Footer (bottom)	230 x 38	535.00 €	481.50 €	553.00 €
Header display (top, right or left)	51 x 53	425.00 €	382.50 €	297.50 €
<b>Front page fair news (booking only possible for all issues)</b>				
Front page header	51 x 53	–	–	7,299.00 €
Front page 1/4 landscape	174 x 62	–	–	7,179.00 €
Front page column share	51 x 62	–	–	7,179.00 €

The above prices apply to 1-colour, 2-colour, 3-colour and 4-colour advertisements according to the Euroscale. Prices for special colours on request. Type area: 230mm wide x 300mm high (4 columns 40mm wide x 300mm high + 1 column 51mm wide x 300mm high).

## Consulting + Booking

### Contact person:

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