

Strategists use **ALL** channels for advertising with vision

PRINT | ONLINE | EVENTS

WE  STEEL

STAHL+
TECHNIK

STEEL+
TECHNOLOGY

HS HOME OF
STEEL
DAS BRANCHENPORTAL

 HÜTTENTAG
BRANCHENTREFF DER STAHLINDUSTRIE

MEDIA KIT

2024

 DVS MEDIA

DECISION MAKERS READ THE MARKET LEADERS

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



The first choice **2024**

DVS MEDIA

>35,500
User/Month *

Liebe Leserinnen, liebe Leser,

die stetig steigende Querkühlberäume im Thermometer lässt keinen Zweifel auftreten: Es herrscht eine Gluthitze. Solange es derart heiß ist, nutzen wir das Wetter eraktiv aus, um unseren wöchentlichen Newsletter zu schmieden, da sind wir eben. Ohne zu zögern machen wir also Nagel 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.

NEWSLETTER VOM 04.01.2024

Top-Position 620 x 75 px

MELDUNGEN DER WOCHE:

Jens Spahn, CEO Frank

65 Millionen der Wasser

Fokus-Position 620 x 75 px

SCHLAGZEILEN DER WOCHE:

Partnerschaft erneut

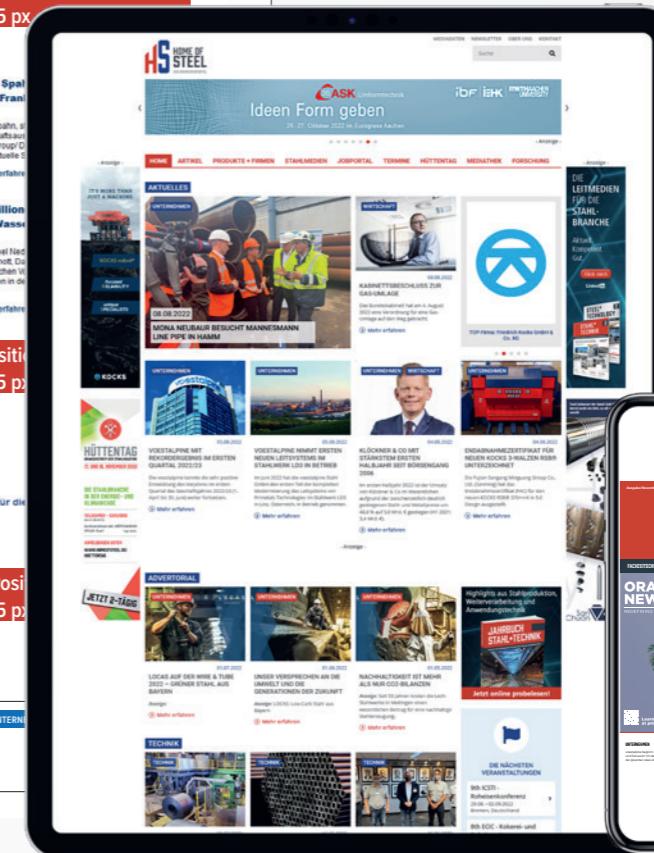
Neuer Sponsor des TV Aldekerk 07

VOESTALPINE nimmt ersten

Standard-Position 620 x 75 px

TERMINE

NUTZEN SIE UNSEREN NEWSLETTER FÜR IHRE UNTERNEHMEN



*Period 01.01.-30.06.2023, on average

in

2024	STAHL+ TECHNIK	STEEL+ TECHNOLOGY	STAHL+ TECHNIK	STEEL+ TECHNOLOGY	STAHL+ TECHNIK
	1 February	1 March	2 April	2 April	3 June
Publication date	06.02.2024	04.03.2024	02.04.2024	23.04.2024	03.06.2024
Advertising deadline	16.01.2023	13.02.2024	12.03.2024	09.04.2024	13.05.2024
Editorial deadline	16.12.2023	12.01.2024	12.02.2024	08.03.2024	12.04.2024
Key topics	Plant engineering Automation Digitalisation AI	Tubes Forming technology	Special AISTech Electric steel Refractory Special tubes	Special AISTech Digitalisation AI Steel production	Plant engineering Belt processing Refractory Steel statistics

Trade fairs and congresses	LogiMat 19. – 21.03.2024 Stuttgart/Germany	LogiMat 19. – 21.03.2024 Stuttgart/Germany	wire & Tube 15. – 19.04.2024 Düsseldorf/Germany	AISTech 06. – 09.05.2024 Columbus/USA	Surface Technology 04. – 06.06.2024 Stuttgart/Germany
	wire & Tube 15. – 19.04.2024 Düsseldorf/Germany	HANNOVER Messe 22. – 26.04.2024 Hanover/Germany	13th EEC 03. – 06.06.2024 Essen/Germany	Sensor + Test 11. – 13.06.2024 Nuremberg/Germany	
	HANNOVER Messe 22. – 26.04.2024 Hanover/Germany	Freiberger Feuerfest-Symposium 22. – 24.04.2024 Freiberg/Germany	Surface Technology 04. – 06.06.2024 Stuttgart/Germany	Nordic Steel Konferenz 26. – 28.06.2024 Luleå/Sweden	
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	Control 23. – 26.04.2024 Stuttgart/Germany	IESSS 24. – 25.04.2024 Aachen/Germany	Nordic Steel Konferenz 26. – 28.06.2024 Luleå/Sweden		
	IESSS 24. – 25.04.2024 Aachen/Germany	AISTech 06. – 09.05.2024 Columbus/USA	AMB 10. – 14.09.2024 Stuttgart/Germany		
	13th EEC 03. – 06.06.2024 Essen/Germany		11th European Continuous Casting Conference 07. – 10.10.2024 Düsseldorf/Germany		
	Stainless Steel World Asia 11. – 12.09.2024 Singapore/Singapore				

2024	STAHL+ TECHNIK	STAHL+ TECHNIK	STEEL+ TECHNOLOGY	STAHL+ TECHNIK	STEEL+ TECHNOLOGY
	4 July	5 September	3 October	6 November	4 December
Publication date	02.07.2024	10.09.2024	15.10.2024	05.11.2024	03.12.2024
Advertising deadline	11.06.2024	20.08.2024	24.09.2024	15.10.2024	12.11.2024
Editorial deadline	10.05.2024	19.07.2024	23.08.2024	16.09.2024	11.10.2024
Key topics	Special sheet metal Digitalisation AI	Special sheet metal Continuous casting	Conveyor systems Strip processing Sheet metal Decarbonisation	Decarbonisation Green Steel	Plant engineering Green Steel

Specialist information on all aspects of steel

Print	STAHL + TECHNIK	
	Contact us	7
	Title portrait	8
	Schedule and topics	9
	Advertising price list	10
	Geographical distribution and content analysis	12
	Formats and technical details	13
	Special forms of advertising	20
	STEEL + TECHNOLOGY	
	Title portrait	14
	Schedule and topics	15
	Advertising price list	16
	Geographical distribution and content analysis	18
	Formats and technical details	19
	Special forms of advertising	20
	STEEL SUPPLIERS INTERNATIONAL	
	Ad rates	22
	Formats and technical details	24
Print + Online	Jahrbuch STAHL + TECHNIK 2025	
	Dates and topics	26
	Ad rates	27
Online	HOME OF STEEL	
	Banner advertising	30
	Newsletter	42
	Job Portal	43
Social Media	LinkedIn	47
Special advertising forms	Wall calendar 2025	28
	Offprints	29
Events	Hüttentag The annual meeting of the steel industry	48

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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 to cold rolling to surface finishing), Steel processing companies (forming, joining, sheet metal processing), the supply industry, universities, technical colleges and associations	
4 Frecency: 6 Issues	
5 Format: DIN A4	
6 Volume: 6th Volume, 2024	
Circulation: 5,000 Copies	
7 Subscription rate Germany: International: Single copy	Annual subscription incl. postage 170 € Print-/E-Paper-Combination 220 € Print-/E-Paper-Combination 25 € 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 P: +49 211 1591-0 F: +49 211 1591-150 Internet: www.dvs-media.eu E-Mail: media@dvs-media.info



STAHL+ TECHNIK	1 February	2 April	3 June	4 July	5 September	6 November
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	HANNOVER Messe 22. – 26.04.2024 Hanover/Germany	Sensor + Test 11. – 13.06.2024 Nuremberg/ Germany			ICR – International Colloquium on Refractories 18. – 19.09.2024 Aachen/Germany	
	Freiberger Feuerfest- Symposium 22. – 24.04.2024 Freiberg/Germany	Nordic Steel Konferenz 26. – 28.06.2024 Lulea/Sweden			11th European Continuous Casting Conference 07. – 10.10.2024 Düsseldorf/ Germany	
	Control 23. – 26.04.2024 Stuttgart/Germany				EuroBLECH 22. – 25.10.2024 Hanover/Germany	
	IESSS 24. – 25.04.2024 Aachen/Germany				AISTech 06. – 09.05.2024 Columbus/USA	
	13th EEC 03. – 06.06.2024 Essen/Germany				13th EEC 03. – 06.06.2024 Essen/Germany	

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		-	-	-	5,198.00
Front Cover/French Cover	418 x 216		-	-	-	4,725.00
Inside Front Cover Specials	210 x 164		-	-	-	4,223.00
First & Last Inside Cover	174 x 260	210 x 297	3,110.00	3,405.00	3,700.00	3,995.00
Back Cover		210 x 204	3,110.00	3,405.00	3,700.00	3,995.00
2/1 Pages	348 x 260	420 x 297	6,604.00			7,489.00
1/1 Page	174 x 260	210 x 297	2,954.00	3,249.00	3,544.00	3,839.00
3/4 Page, horizontal	174 x 192	210 x 210		2,246.00	2,541.00	2,836.00
3/4 Page, vertical	130 x 260	145 x 297				3,131.00
2/3 Page, horizontal	174 x 172	210 x 191		1,971.00	2,266.00	2,561.00
2/3 Page, vertical	114 x 260	130 x 297				2,856.00
Juniorpage	128 x 174	134 x 210		1,628.00	1,923.00	2,218.00
1/2 Page, horizontal	174 x 128	210 x 145				2,513.00
1/2 Page, vertical	85 x 260	102 x 297		1,628.00	1,923.00	2,218.00
1/3 Page, horizontal	174 x 85	210 x 100				2,513.00
1/3 Page, vertical	54 x 260	72 x 297		982.00	1,277.00	1,572.00
1/4 Page, horizontal	174 x 62	210 x 80				1,867.00
1/4 Page, vertical	40 x 260	57 x 297		742.00	1,037.00	1,332.00
1/4 Page, postcard	85 x 128	102 x 145				1,627.00
1/6 Page, horizontal	174 x 42	210 x 62		502.00	797.00	1,092.00
1/6 Page, vertical	56 x 128	72 x 145				1,297.00
1/8 Page, horizontal	174 x 30	210 x 50				
1/8 Page	85 x 62	102 x 81		378.00	673.00	968.00
1/8 Page, vertical	40 x 128	55 x 145				1,263.00
1/16 Page	85 x 30	102 x 49		199.00	494.00	789.00
						1,084.00

* 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 € 3 samples requested from the publisher
4-colour surcharge 885 € Glued-on items Price on request
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
in the total circulation incl. abroad

3,255€

Price on request

Glued-on items Price on request
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 €

6 Advertorial:
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:

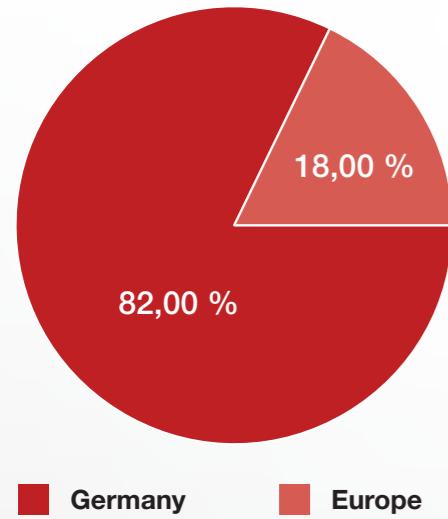
Commerzbank AG, Düsseldorf
IBAN: DE91 3008 0000 0212 6151 00
SWIFT-Code: DRESDEFF

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

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

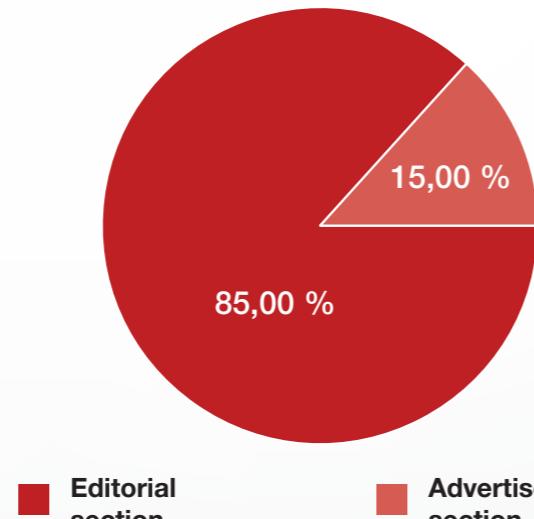
JOBPORTAL
STAHLBRANCHE

Geographical distribution 2022



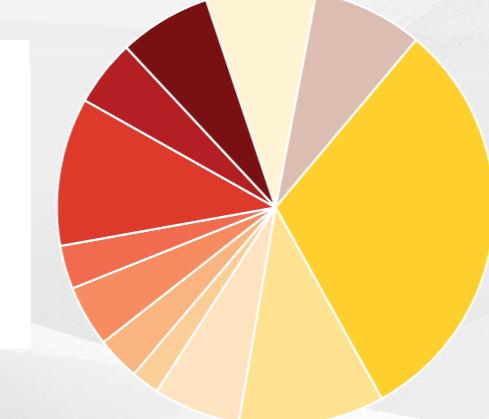
Content analysis 2022

Total pages = **686 pages**



Content analysis 2022

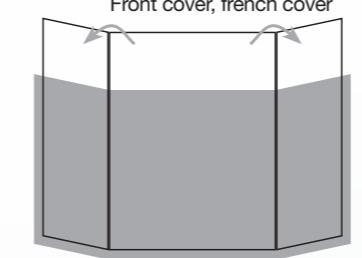
8 Issues = **480 pages**



Geographical distribution
and Content analysis

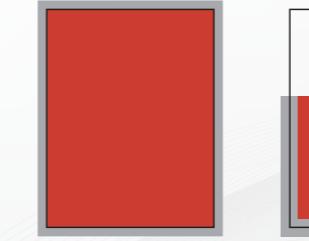
	Pages		Pages		
Internationale News	39	(8,1%)	Other:	36	(7,5%)
Specials	12	(2,5%)	Editorial	8	
News in brief	50	(10,4%)	Table of contents	16	
Trade fairs/events	27	(5,6%)	Preview/Imprint	8	
News from the industry	36	(7,5%)	Company publications	1	
Personnel	18	(3,7%)	Panorama	3	
Steel trade	57	(11,9%)			
Steel processing	57	(11,9%)			
Technology	130	(27,1%)			
Economy	12	(2,5%)			

Front cover, french cover



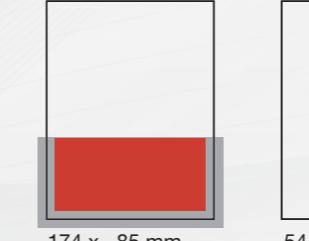
418 x 216 mm *

1/1 page



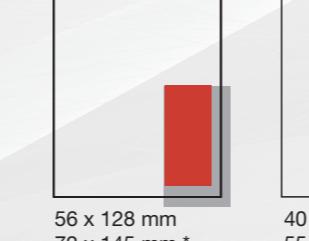
174 x 260 mm
210 x 297 mm *

1/3 page, horizontal



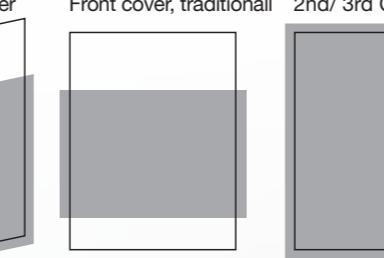
174 x 85 mm
210 x 100 mm *

1/6 page, vertical



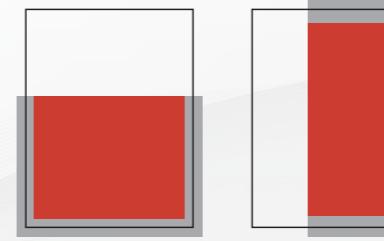
56 x 128 mm
72 x 145 mm *

Front cover, traditional



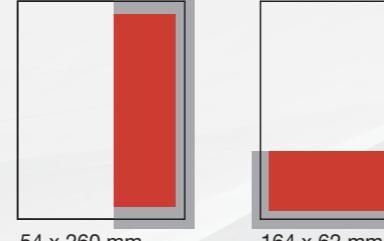
210 x 164 mm *

2/3 page, horizontal



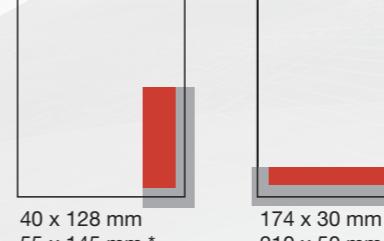
114 x 260 mm
130 x 297 mm *

1/3 page, vertical



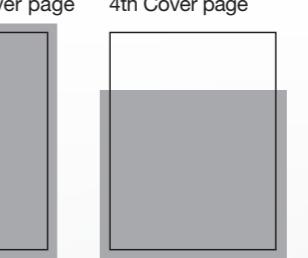
164 x 62 mm
210 x 80 mm *

1/8 page, horizontal



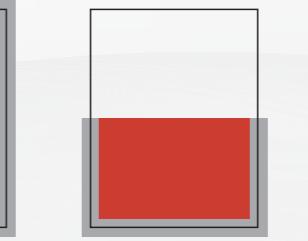
40 x 128 mm
55 x 145 mm *

2nd / 3rd Cover page



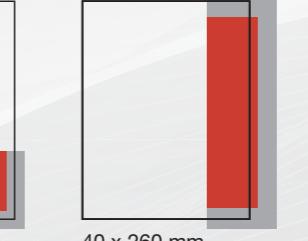
184 x 260 mm
210 x 297 mm *

1/2 page, horizontal



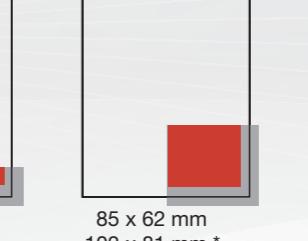
174 x 128 mm
210 x 145 mm *

1/4 page, vertical



85 x 128 mm
102 x 297 mm *

1/4 page, postcard



85 x 62 mm
102 x 81 mm *

4th Cover page

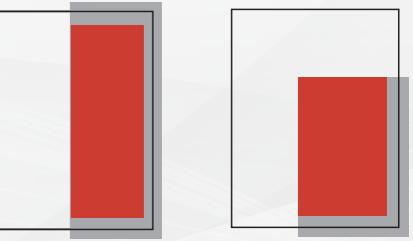


210 x 204 mm *

- Size of print area
wide x high
- Trimmed size
wide x high

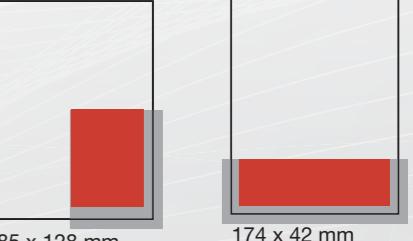
* plus 3 mm bleed at all sides..

1/2 page, vertical



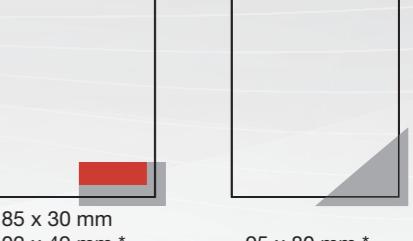
85 x 260 mm
102 x 297 mm *

1/4 page, postcard



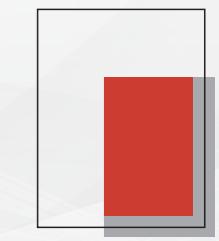
85 x 128 mm
102 x 145 mm *

1/16 page



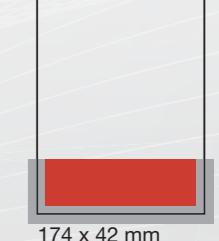
85 x 30 mm
102 x 49 mm *

Juniorpage



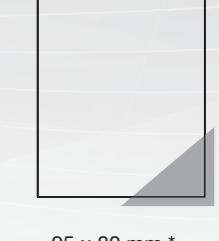
128 x 174 mm
134 x 210 mm *

1/6 page, horizontal



174 x 42 mm
210 x 62 mm *

Special corner



95 x 80 mm *

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: 6

Circulation: 7,000 Copies



7 Subscription rate: Annual subscription incl. postage
55 € Print-/ E-Paper combination
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

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**Trade fairs
and
congresses**

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IESSS 24. – 25.04.2024 Aachen/Germany	AMB 10. – 14.09.2024 Stuttgart/Germany		
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	11th European Continuous Casting Conference 07. – 10.10.2024 Düsseldorf/Germany		

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	-	-	-	6,185.00
Inside Front Cover Spe- cials		210 x 164	-	-	-	5,422.00
2nd / 3rd/ 4th Cover Page	174 x 260	210 x 297	4,973.00	5,268.00	5,563.00	5,858.00
2/1 Pages	348 x 260	420 x 297	7,986.00	8,281.00	8,576.00	8,871.00
1/1 Page	174 x 260	210 x 297	4,044.00	4,339.00	4,634.00	4,929.00
3/4 Page, horizontal	174 x 192	210 x 210				
			2,748.00	3,043.00	3,338.00	3,633.00
3/4 Page, vertical	130 x 260	145 x 297				
2/3 Page, horizontal	174 x 172	210 x 191				
			2,748.00	3,043.00	3,338.00	3,633.00
2/3 Page, vertical	114 x 260	130 x 297				
Juniorpage	128 x 174	145 x 210				
			2,284.00	2,579.00	2,874.00	3,169.00
1/2 Page, horizontal	174 x 128	210 x 145				
			2,284.00	2,579.00	2,874.00	3,169.00
1/2 Page, vertical	85 x 260	102 x 297				
1/3 Page, horizontal	174 x 85	210 x 100				
			1,389.00	1,684.00	1,979.00	2,274.00
1/3 Page, vertical	54 x 260	72 x 297				
1/4 Page, horizontal	174 x 62	210 x 80				
1/4 Page, vertical	40 x 260	57 x 297				
			1,051.00	1,346.00	1,641.00	1,936.00
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 %
2 ads	10 %	4 pages	20 %

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 €

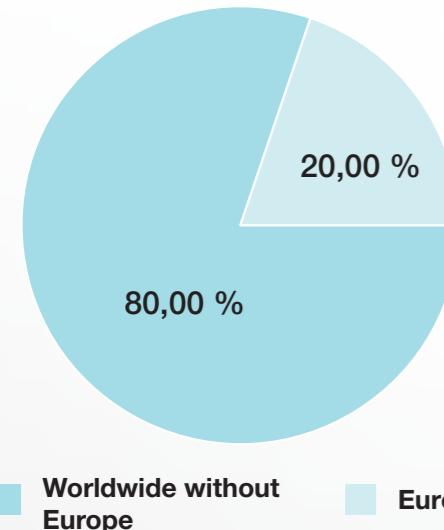
7 Terms of payment:

Bank account:

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

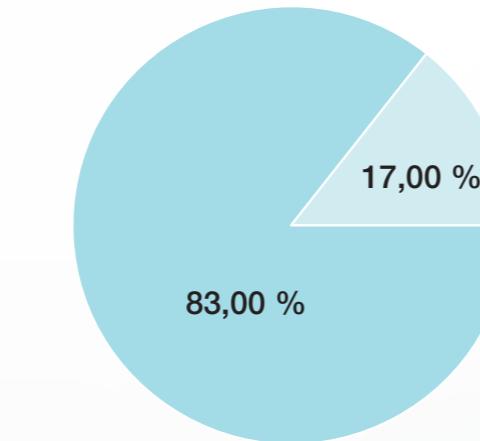
Deutsche Bank AG, Düsseldorf
IBAN: DE04 3007 0010 0155 7008 00
SWIFT-Code: DEUTDED

Geographical distribution 2022



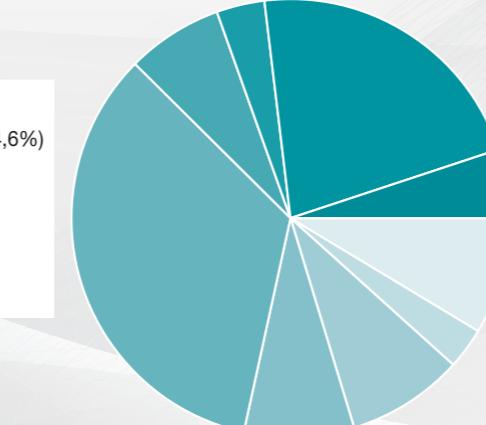
Scope analysis 2022 2022

total pages = **212 pages**

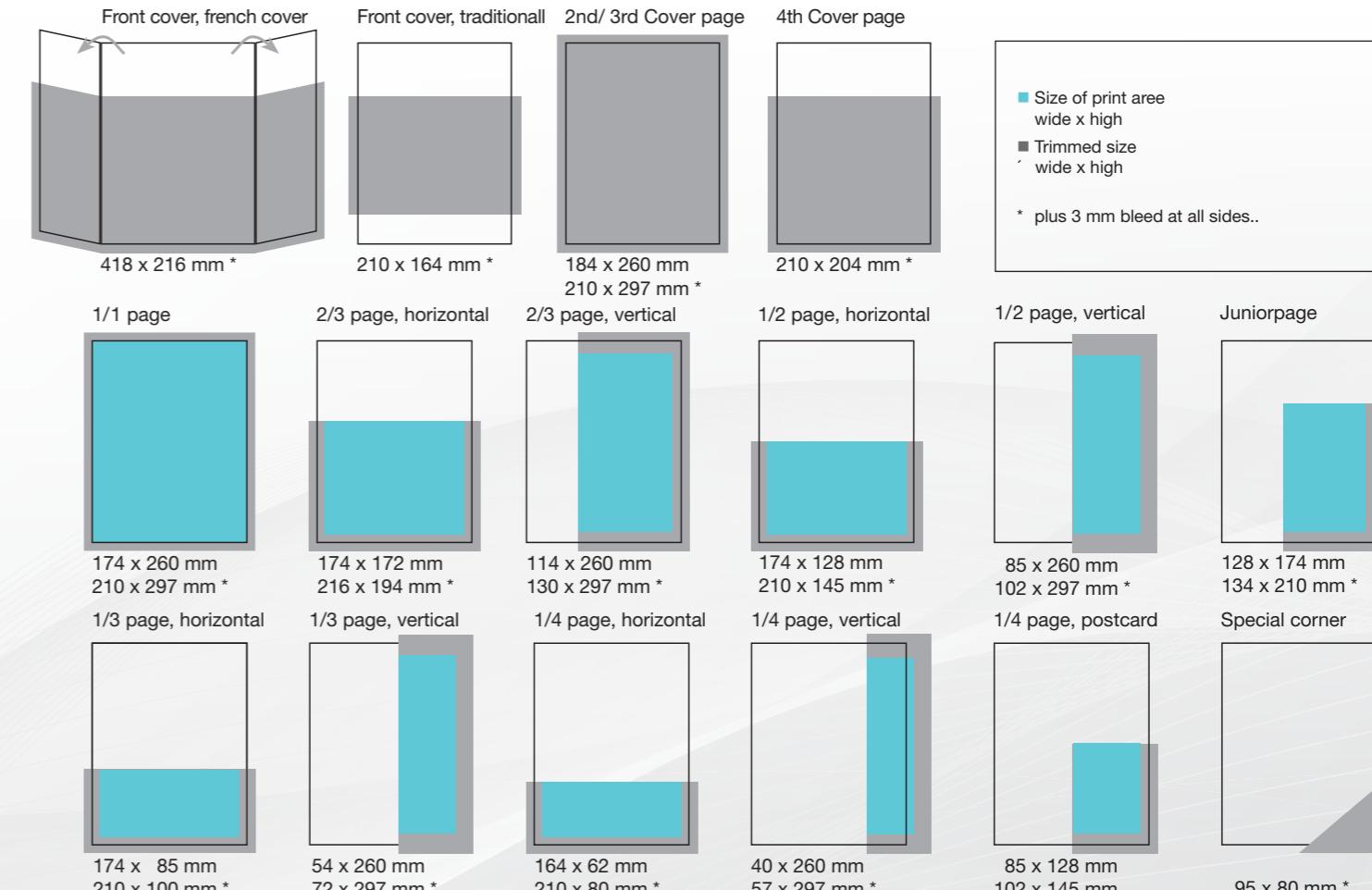


Content analysis 2022

2 issues = **177 pages**



Geographical distribution



**Bound-in
inserts**



**Loose
inserts**



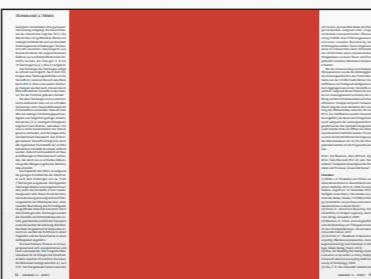
Book in book



1/6 Page, 1-column, Island ad



2x 2/3 Pages, vertical, Spread



3x 1/3 Pages, Spread



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



Special forms of advertising

More attention for your print advertising!

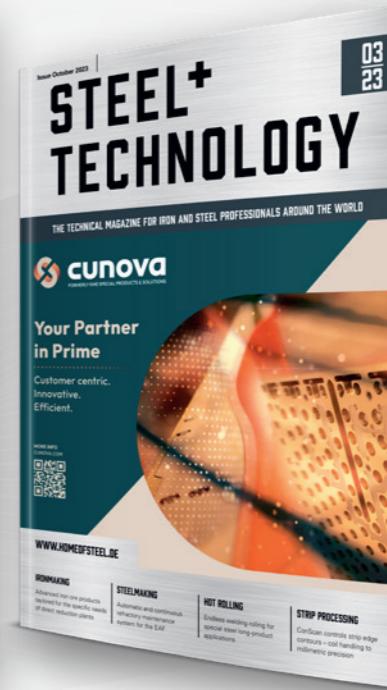
Our special advertising formats are a special form of print advertising, they have a sympathetic and at the same time and at the same time surprising on the readers and are noticed thereby particularly well and one remembers. In this way your advertising remains present.

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

4 STEEL+TECHNOLOGY ISSUES



CHOOSE SUCCESS! INTERESTED?

Then get in touch with Katrin Kühler



CONTACT:

Tel. +49 211 1591 146

steelsuppliers@dvs-media.info

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



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



EARLY BIRD

Save 10% in the first booking year,
valid until November 30, 2023 only



PRICING EXAMPLE:

1 Keyword
4 STEEL + TECHNOLOGY issues 2024:
1/2024 (March)
2/2024 (April)
3/2024 (October)
4/2024 (December)
EUR 225 only *

(* ex VAT)

DVS
MEDIA

STEEL SUPPLIERS INTERNATIONAL

80 | STEEL SUPPLIERS INTERNATIONAL

03 Melting Plants and Equipment

03.02 Melting and Holding Furnaces, Electrically Heated

630 Aluminum Melting Furnaces

tenova
LOI THERMPROCESS

Löf Thermoprocess GmbH
4713 Eschweiler
D-4682 Rösrath
F-49 201 189-1
E-Mail: service@tenova.com
Internet: www.tenova.com

04 Melting Plants and Equipment

04.01 Plants, Equipment and Tools for Lining in Melting and Casting

930 Wear and Coatings for Refractory Liners

REFRATECHNIK

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

calderis

Calderis Ductwork Systems
In der Str. 102, 52054 Aachen
T-0231/8604-0 F-0231/8604-270
germany@calderis.de

05 Plants and Machines for Melting and Casting Process

DIMETIX LASER DISTANCE SENSORS

DIMETIX AG

9700 Horgen, Schweiz

T-41 71 850 00 00

12 Refractory technology

Refractory products, general

08 Plants and Machines for Melting and Casting Process

08.02 Melting and Casting Machines

3223 Multi-Stage Vacuum Process

BEFESA

Befesa Steel Services GmbH
Postfach 1000-199
D-4882 Rösrath
F-49 212 1001-199
befesa.steel.services@befesa.com
www.befesa-steel.com

CLEVER & CO
Anwendungstechnik
Refractory Linings

Clever & Co. Maschinenfabrik GmbH
Laubertshof 14, 45326 Essen
D-49 215 620-444
info@clever-co.de
www.clever-co.de

09 Melting Plants and Equipment

09.01 Basic Melting Units

3630 Ceramic Liner

KOCKS
Know-how for tomorrow

FRIEDRICH KOCKS GMBH & CO. KG

Nousstr. 69, 47272 Hilden
T-49 212 79 00, F-49 212 79 149
sales@kocks.de
www.kocks.de

10 Melting Plants and Equipment

10.01 Melting Sand Conditioning

4470 Adhesive for Melting Sand Ready-to-Use

EIRICH

Melting Services GmbH
Waldkirchstr. 50, 74736 Hardheim, Germany

THE EVERTZ GROUP
Egon Evertz K.G. (GmbH & Co. KG)
Bürogebäude 1, 45326 Essen
T-49 212 2231-0, F-49 212 2231-149
info@evertz-grp.com
www.evertz-grp.com

11 Melting Plants and Equipment

11.01 Coating Agents

530 Ceramic Liner

R+W
R+W Antriebs- und Mechatronik
Technik GmbH

Baumgasse 102, 45326 Essen
T-49 211 401-0, F-49 211 401-4210
www.rw-plus.de

12 Melting Plants and Equipment

12.02 Slip Coating and Accessories

5670 Ceramic Lubricants

KÜTTNER

Küttner GmbH & Co. Essen/Germany

info@küttner.com, www.küttner.com

WEITRONICS

This is how your entry looks like:

12 Refractory technology

Refractory products, general

08 Plants and Machines for Melting and Casting Process

08.02 Melting and Casting Machines

3223 Multi-Stage Vacuum Process

10 Melting Plants and Equipment

10.01 Melting Sand Conditioning

4470 Adhesive for Melting Sand Ready-to-Use

JOHANNES HÜBNER
GIESSEN

Ideas and solutions

Johannes Hübner

Fabrik elektrischer Maschinen GmbH

Sternenstr. 10, 3480 Gießen, Germany

T-49 641 7369-0, F-49 641 73645

www.hubner-giesen.com

STEIN

STEIN INJECTION TECHNOLOGY GMBH

9230 Innovation Thermo Group

9230

Polymer Lubricants

5790

Polymer Lubricants

20 Melting Plants and Equipment

20.02 Measuring and Control Instruments

9230 Innovation Thermo Group

9230

Hydrowatt

5076

Multi-Stage Vacuum Process

5076

Lungmuß FEUERFEST

5750

Hydrodynamic Lubricants

5750</h4

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.

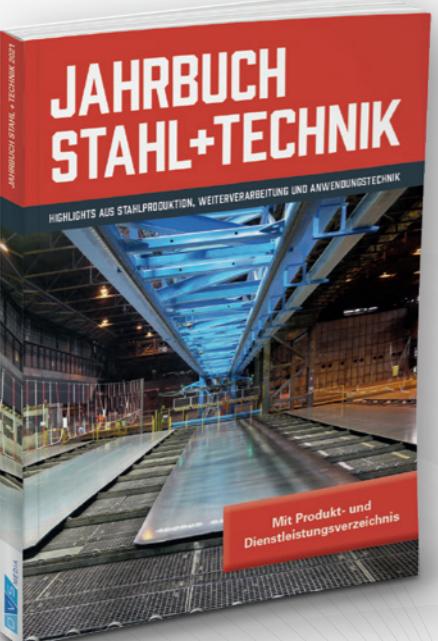
Compact – Up-to-Date – Comprehensive

Publisher DVS Media GmbH

Date of publication: 30 October 2024

Ad closing day: 07 October 2024

Distribution print and online: 5,000 Copies



Alphabetical company directory :

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

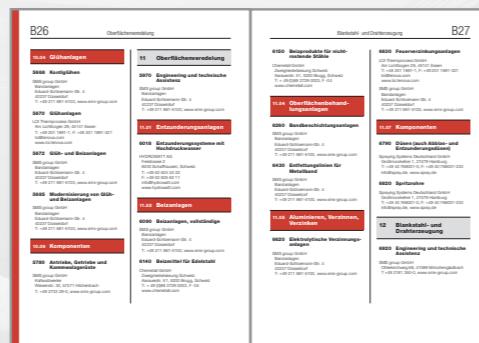
Tech. specifications: Full color, max. width 52 mm, max. height 20 mm

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



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	1,225.00	1,430.00	1,635.00	1,840.00
1/1 page	120 x 170	148 x 210	970.00	1,175.00	1,380.00	1,585.00
1/2 page, horizontal	120 x 85	148 x 104	488.00	693.00	898.00	1,103.00
1/2 page, vertical	60 x 170	69 x 210				
Footer*	120 x 20	148 x 35	243.00	448.00	653.00	858.00
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



148 x 210 mm*

1/2 page, horizontal



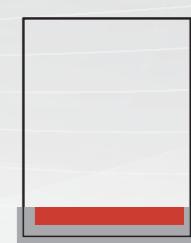
148 x 104 mm*

1/2 page, vertical



60 x 170 mm

Footer



120 x 20 mm

! NEW! TOP – PARTNER – PAKET

Become a TOP PARTNER of the Yearbook STAHL + TECHNIK 2025!

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 2025

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** 2024 magazin and the December issue of **STEEL + TECHNOLOGY** 2024 magazin

Format:
Paper :

80 x 58 cm, folded
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 2024

Printing material:

10 October 2024, 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!

How to ignite the advertising turbo with your professional contributions ...

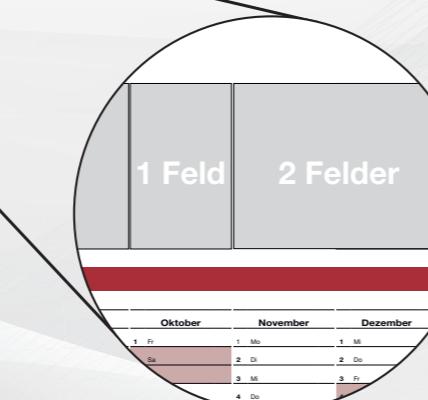
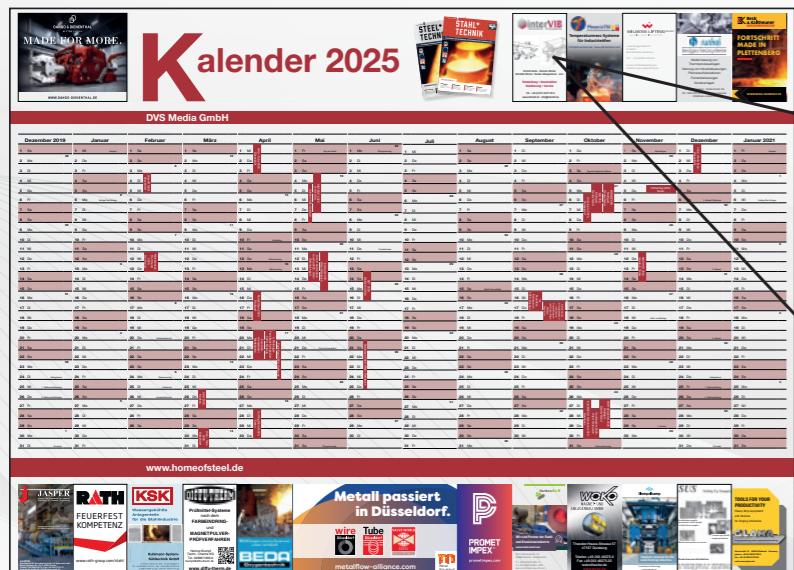
With your article published in one of our trade journals you have set a visible sign of your professional competence. Use this effect to really step on the gas in your marketing - with a reprint in print or digital!

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.



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 €)

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

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
www.dvs-media.eu

WELCOME TO HOME OF STEEL

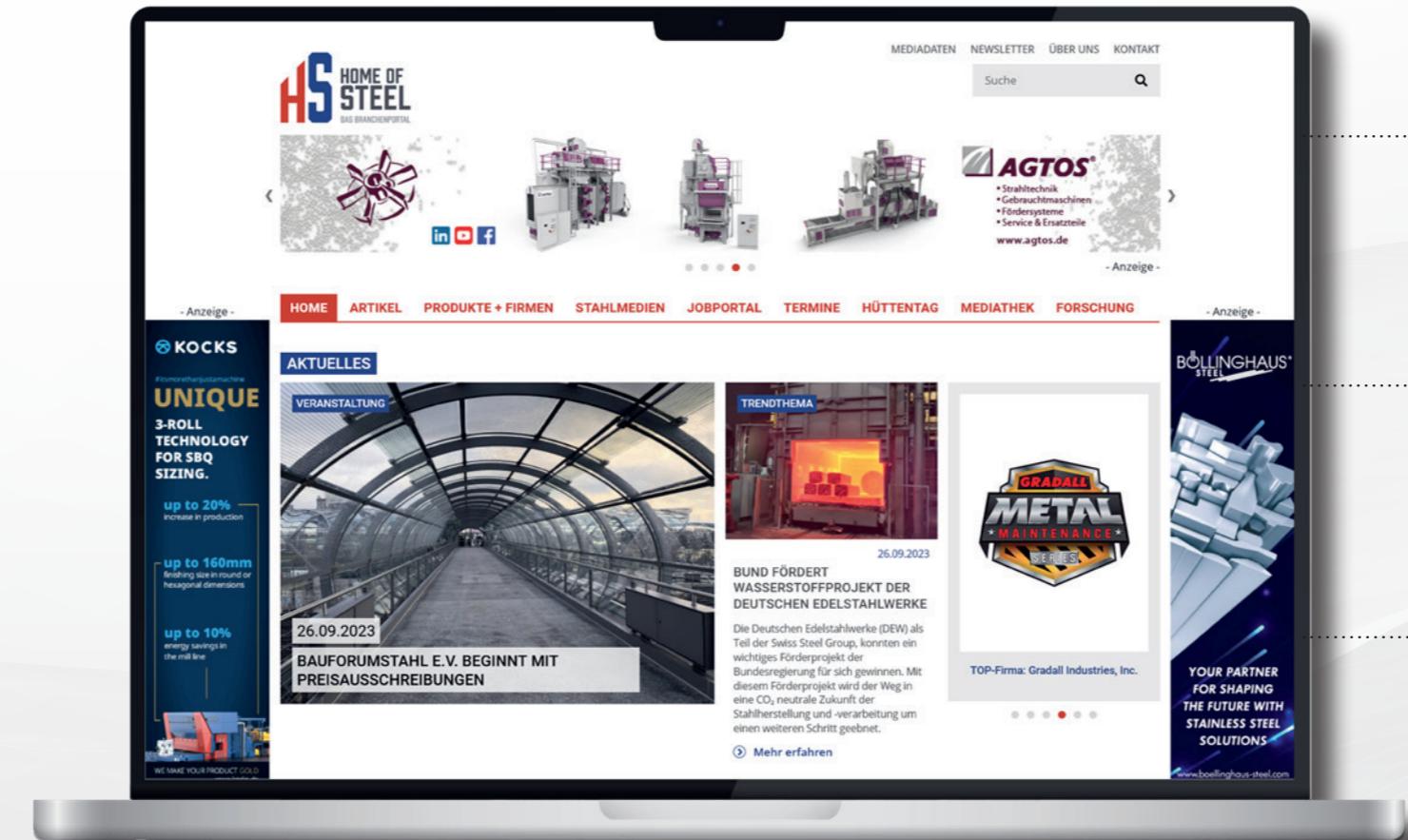


The **HOME OF STEEL** web portal is a target group oriented Internet platform for anyone who is involved in the production, application and further processing as well as innovations relating to steel as a material. In addition to the latest news on **HOME OF STEEL** you will find a wide range of topics of interest to the entire steel industry.

> 35,500

Unique user per month*

Discover now:
www.home-of-steel.de



STATISTICS

35,589*
USER

54,786*
VISITS

66,810*
PAGE IMPRESSIONS

*In the period 01.01. - 30.06.2023, average per month

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.

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

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.

Listing of max. 5 product categories in the directory,
further listings on request

+ Full address

+ Specification of the website

75 € monthly/duration: 12 month*

DARSTELLUNG IHRER FIRMA



MEDIADATEN NEWSLETTER ÜBER UNS KONTAKT

Suche



HOME ARTIKEL PRODUKTE + FIRMEN STAHLMEDIEN JOBPORTAL TERMINE HÜTTENTAG MEDIATHEK

Home > Produkte & Firmen > Rubriken

Aus- und Weiterbildung, Zertifizierung, Forschung, Informationsvermittlung, Fachliteratur und Regelwerke

Fachverlage, Bibliotheken (Literatur, Regelwerke, Lehrfilme, Software, CD-ROM- und Diskettendienste, audiovisuelle Medien)

DVS MEDIA GMBH



DVS Media GmbH
Aachener Straße 172
40223 Düsseldorf

Telefon: +49 221 1591 0
E-Mail: media@dvs-hg.de
Internet: www.dvs-media.eu



BLEIBEN SIE INFORMIERT!

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.

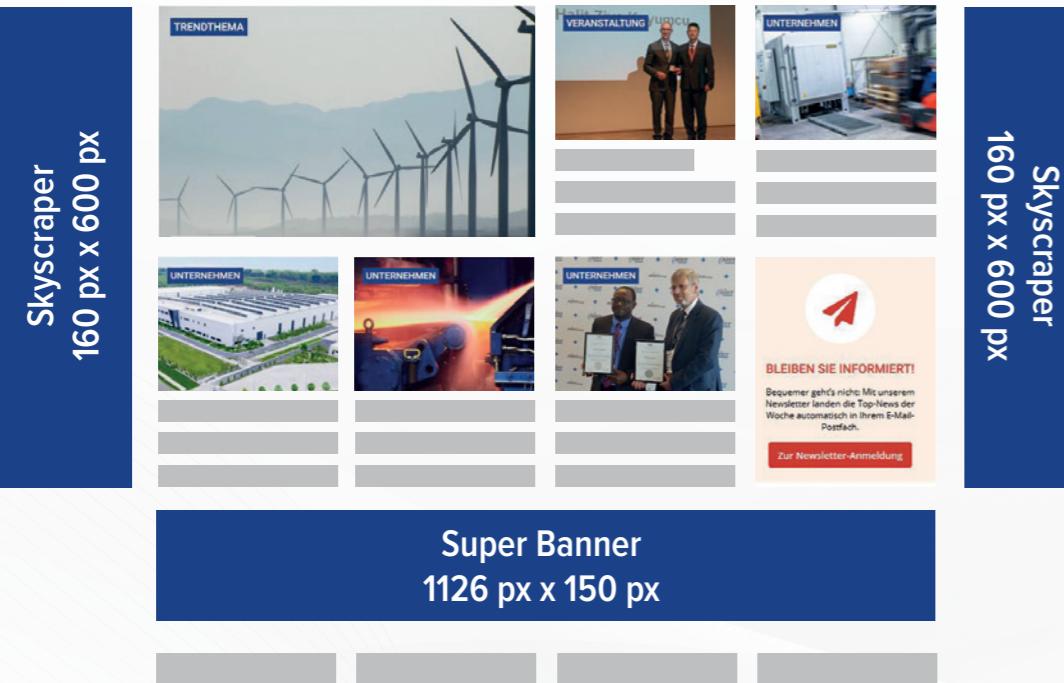
BRONZE

L

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



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

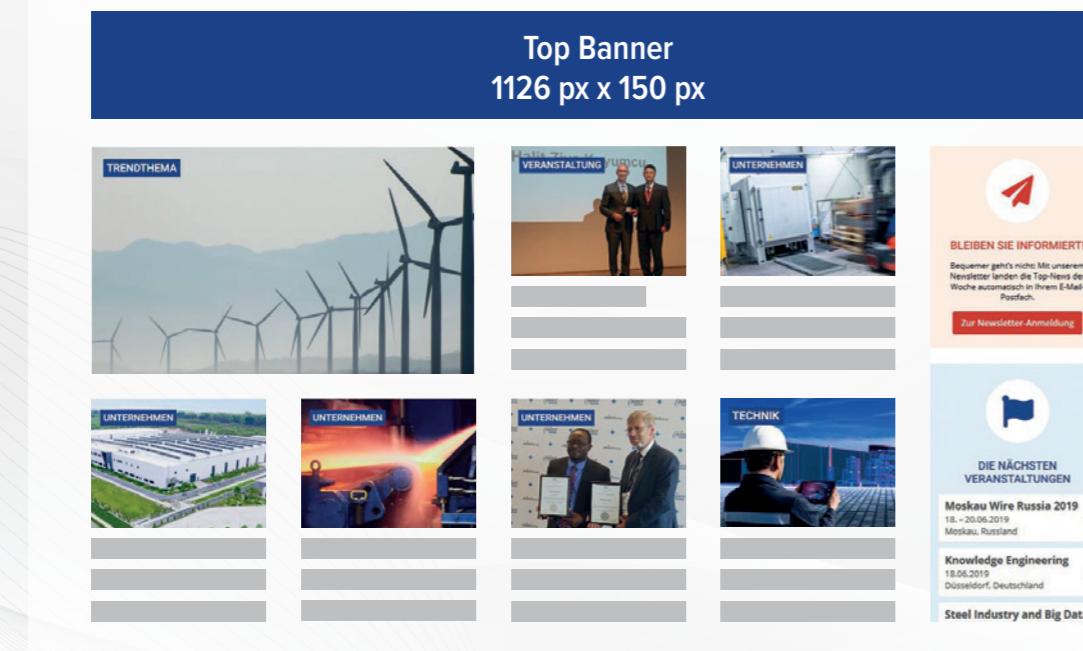
* The services in the HOME OF STEEL industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

SILVER

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*

PRESSENTATION OF YOUR BANNER PLACEMENT



PRESSENTATION 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

Lore 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.

L

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 **plus** Super Banner
 + Listing as **TOP-COMPANY**
 + Whitepaper
 + Advertorial (1x monthly)

800 € monthly/duration: 12 months*

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)

EXAMPLE OF THE „TOP-COMPANY-PRESENTATION“

HS HOME OF STEEL
 DAS BRACHENPORTAL

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

SIE SUCHEN
 EIN PRODUKT?
 EINEN HERSTELLER?
 EINE DIENSTLEISTUNG?

Das Produkt- und Firmenverzeichnis enthält eine große Anzahl verschiedener Produktkategorien. Nutzen Sie für Ihre Recherche die Freitextsuche, das Produkt-ABC oder die Nomenklatur mit ihren 30 Hauptkategorien.

Fehlt Ihr Unternehmen in unserem Verzeichnis?

Sprechen Sie uns dazu gerne an. In unseren [Mediadaten](#) können Sie sich darüber hinaus ausführlich über die verschiedenen Eintragsvarianten für das Verzeichnis informieren.

REALISIERT VON **DVS MEDIA**

MEDIADATEN NEWSLETTER ÜBER UNS KONTAKT

Suche

Highlights aus Stahlproduktion, Weiterverarbeitung und Anwendungstechnik

JAHRBUCH STAHL+TECHNIK

Jetzt online probelesen!

TOP-FIRMEN

Company name
 Company subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



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Musterfirma GmbH

Musterstraße 12
 12345 Musterort

Telphon:
 01234 456789

E-Mail:
 muster@muster.de

Internet:
 www.muster.de

Additional text: 3000 characters and pictures

* 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, crossmedia 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*

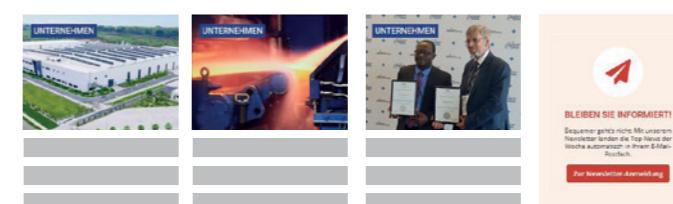
*except JobPortal

DARSTELLUNG IHRER BANNERPLATZIERUNG

Skyscraper
160 x 600 px



Skyscraper
160 x 600 px



Super Banner
1126 x 150 px

ADVERTORIAL: YOUR PUBLICITY IN EDITORIAL PACKAGING

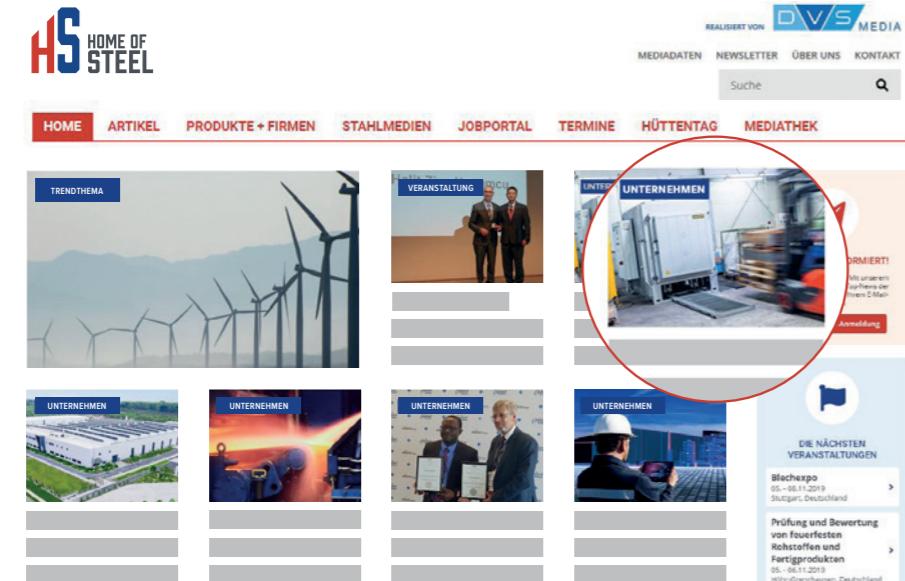
Advertorials are a popular means of presenting advertising in editorial packaging. **HOME OF STEEL** also offers you this opportunity.

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

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

Advertorial:	
➤ 3 months period:	1,500 €
➤ 6 months period:	2,400 €
➤ 12 months period:	4,200 €

PLACEMENT OF YOUR ADVERTORIALS



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
- ▶ Print: Two recognised trade journals for your precise
 - STAHL + TECHNIK
 - STEEL + TECHNOLOGY

PRINT + ONLINE

Publish your job advertisement at a favourable package price

- ▶ **Print:** Choose between STAHL + TECHNIK and STEEL + TECHNOLOGY
- ▶ **Online:** In our job portal HOME OF STEEL
- ▶ **Online:** At StepStone, one of the leading online job platforms in Germany
- ▶ **NEU:** every job advert appears once in HOME OF STEEL newsletter

STAHL STARTER:

1/3 page four-colour advertisement in STAHL + TECHNIK or STEEL + TECHNOLOGY

Option 1) + online job portal	1,591.00 €*
Option 2) + online JobPortal + StepStone (30 days duration each)	2,411.00 €*

STAHL BUSINESS:

1/2 page four-colour advertisement in STAHL + TECHNIK or STEEL + TECHNOLOGY

Option 1) + online job portal	1,960.00 €*
Option 2) + online job portal + StepStone (30 days duration each)	2,780.00 €*

OUR OFFER FOR YOU: STAHL ONLINE

Online-JobPortal (30 days duration) | 790.00 €*



WE WILL BE HAPPY TO ADVISE YOU IN DETAIL

Markus Winterhalter
markus.winterhalter@dvs-media.info
Phone: +49 211 1591-142

STAHL PROFESSIONAL:

1/1 page four-colour advertisement in STAHL + TECHNIK or STEEL + TECHNOLOGY

Option 1) + online job portal	3,093.00 €*
Option 2) + online job portal + StepStone (30 days duration each)	3,913.00 €*

JOBPORTAL STAHLBRANCHE

in cooperation with: StepStone

**THE HS HOME OF STEEL NEWSLETTER,
YOUR DIRECT LINE TO THE INDUSTRY –
FAST, DIRECT, COST-EFFECTIVE!**

2,140

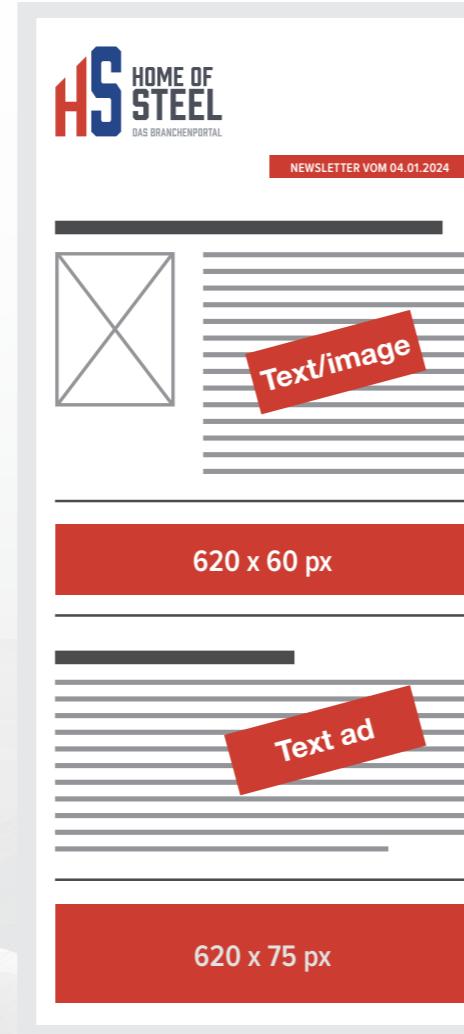
Recipients – week after week

The **HOME OF STEEL** newsletter is published once a week on Thursdays and brings the latest news, to the point, from the from the industry for the industry.

Give your advertising message the right setting.

NEW FORMATS

Full banner	620 x 60 px	313.00 €
Text ad	max. 400 characters	325.00 €
Text/image	max. 300 characters + 1 image	325.00 €
Special banner	620 x 75 px	450.00 €
Banner dates and booking:		
10 days in advance		



THE HS HOME OF STEEL NEWSLETTER DATES 2024

January	February	March	April	May	June
04.01.24	08.02.24	07.03.2024	04.04.2024	02.05.2024	06.06.2024
11.01.24	15.02.2024	14.03.2024	11.04.2024	09.05.2024	13.06.2024
18.01.24	22.02.2024	21.03.2024	18.04.2024	16.05.2024	20.06.2024
25.01.24	29.02.2024	28.03.2024	25.04.2024	23.05.2024	30.05.2024
	LogiMat 19. – 21.03.2024 Stuttgart/Germany	wire & Tube 15. – 19.04.2024 Düsseldorf/Germany	AISTech 06. – 09.05.2024 Columbus/USA	13th EEC 03. – 06.06.2024 Essen/Germany	Surface Technology 04. – 06.06.2024 Stuttgart/Germany
		HANNOVER Messe 22. – 26.04.2024 Hanover/Germany	Sensor + Test 11. – 13.06.2024 Nuremberg/Germany	Nordic Steel Konferenz 26. – 28.06.2024 Luleå/Sweden	Freiberger Feuerfest-Symposium 22. – 24.04.2024 Freiberg/Germany
		Control 23. – 26.04.2024 Stuttgart/Germany	IESSS 24. – 25.04.2024 Aachen/Germany		
July	August	September	October	November	December
04.07.2024	01.08.2024	05.09.2024	02.10.2024	07.11.2024	05.12.2024
11.07.2024	15.08.2024	12.09.2024	10.10.2024	14.11.2024	12.12.2024
18.07.2024	22.08.2024	19.09.2024	17.10.2024	21.11.2024	19.12.2024
25.07.2024	29.08.2024	26.09.2024	24.10.2024	28.11.2024	31.10.2024
	AMB 10. – 14.09.2024 Stuttgart/Germany	11th European Continuous Casting Conference 07. – 10.10.2024 Düsseldorf/Germany	Hüttentag 19.11.2024 Essen/Germany		
	EuroBLECH 22. – 25.10.2024 Essen/Germany				

Delivery 10 days before the dispatch date

FOR ALL THOSE WHO HAVE HAVE EVEN MORE TO SAY: **OUR STAND-ALONE-NEWSLETTER**

Do your messages to the industry require more space than an advertising banner? Then use our subscriber circle for a **stand-alone newsletter**.

The design of the stand-alone newsletter corresponds to the weekly **HOME OF STEEL** summary. The difference, however, lies in the content, which is exclusively made up 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)
- Three teaser articles:
- Headline: max. 75 characters
- Teaser text: max. 540 characters
- Image size: 271 x 181 px.
- Three to four headlines: max. 70 characters each
- Three to four references to your events
- **Stand-alone newsletter: € 1,980.00**

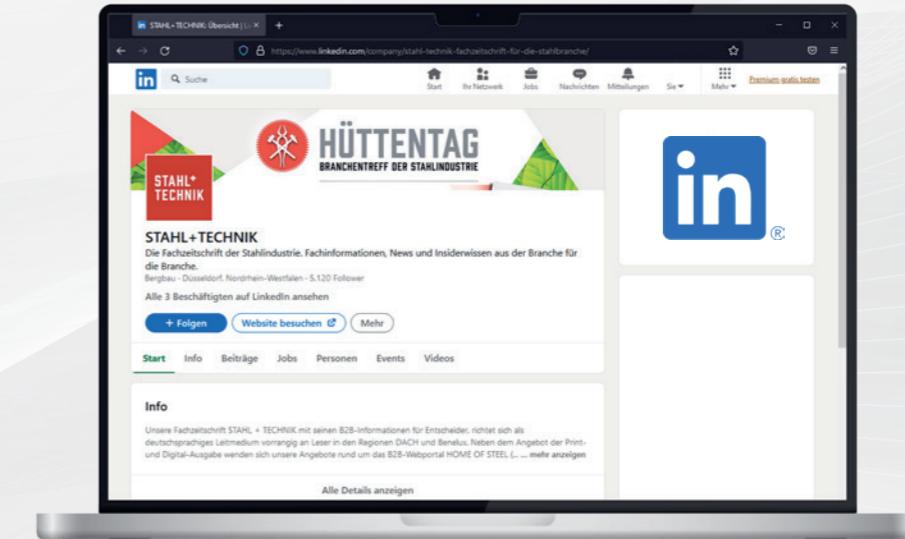
SOCIAL MEDIA POSTING



USE THE NETWORK OF STAHL + TECHNIK AND
GIVE YOUR PRESS RELEASES THE SOCIAL MEDIA DRIVE.

> **9,200**
Follower in September 2023

per posting:	325.00 €
➤ including 5 hashtags	
➤ including link to homeofsteel.de or your homepage	
as a short campaign:	900.00 €
➤ with three postings	



Oben genannte Preise zuzüglich der gesetzlichen MwSt.



HÜTTENTAG

MEETING PLACE FOR THE STEEL INDUSTRY

19. NOVEMBER 2024 IN ESSEN

The HÜTTENTAG covers the entire spectrum of the steel industry:

From plant manufacturers and steel producers to steel traders Steel traders, all the important players have their say.

Specialist presentations provide exciting insights into the concentrated steel expertise and metallurgical know-how.

Companies present their products and services in an accompanying exhibition.

The hut evening following the event offers space and time for networking in a relaxed atmosphere.

The CALL FOR PAPER and the exhibitor and sponsor sponsor offers will be launched in January 2024 at www.homeofsteel.de/huettentag at the start.

SAVE THE DATE





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40223 Düsseldorf

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F +49 211 1591-150

anzeigen@dvs-media.info

www.home-of-steel.de