

Advertising works, full attention, strong attention, high acceptance



PRINT | ONLINE | EVENTS

MEDIA KIT

2025

WE  STEEL

DECISION MAKERS READ **THE MARKET LEADERS**

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

The first choice **2025**



>63,000
User/Month*



NEWSLETTER VOM 04.01.2024

Liebe Leserinnen, liebe Leser,

die stetig steigende Querschnittsbreite im Thermometer lässt keinen Zweifel aufkommen: Es herrscht eine Gluthitze. Solange es derart heiß ist, nutzen wir das Wetter erlaubt aus, um unseren wöchentlichen Newsletter zu schmücken, da sind wir versorgt. Ohne zu zögern machen wir also Nügel 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



Fokus-Position
620 x 75 px



Standard-Position
620 x 75 px

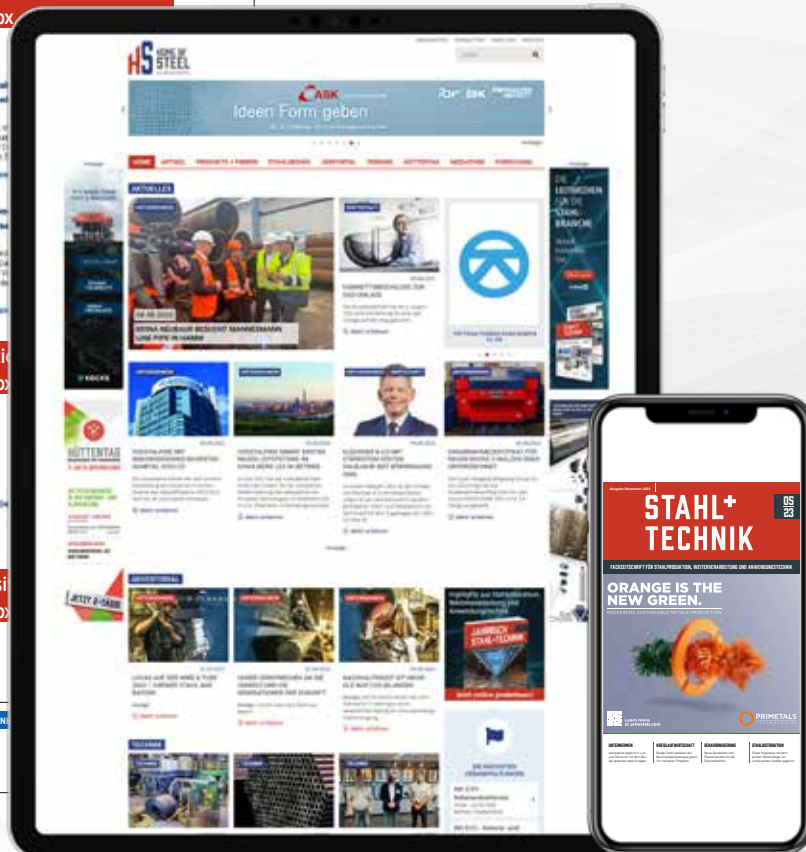
TERMINE

Alle Termine der kommenden Wochen und Monate finden Sie hier!

➤Mehr erfahren

NUTZEN SIE UNSEREN NEWSLETTER FÜR IHRE UNTERNEHMEN

Nehmen Sie direkten Kontakt mit unserer Mediaberaterin auf:
Claudia Wolf
Tel. +49 211 591-224
claudia.wolf@dvs-media.info



2025	STAHL+ TECHNIK	STEEL+ TECHNOLOGY	STAHL+ TECHNIK	STEEL+ TECHNOLOGY	STAHL+ TECHNIK
	1 February	1 March	2 April	2 April	3 June
Publication date	11-02-2025	11-03-2025	08-04-2025	22-04-2025	10-06-2025
Advertising deadline	23-01-2025	20-02-2025	18-03-2025	01-04-2025	20-05-2025
Editorial deadline	15-12-2024	15-01-2025	15-02-2025	03-03-2025	15-04-2025
Key topics	Digitisation Logistics	Tubes Forming technology	Special tubes Electric steel Refractory Continuous casting Forming technology	Digitisation AI Steel production	Strip processing Sheet metal

Trade fairs and congresses

maintenance 19.-20.02.2025 Dortmund/Germany	LogiMat 11.-13.03.2025 Stuttgart/Germany	IESSS April 2025 Aachen/Germany	7th SCT Steels in Cars and Trucks 02.-06.06.2025 Mainz/Germany	7th SCT Steels in Cars and Trucks 02.-06.06.2025 Mainz/Germany
29. AWT 27.-28.02.2025 Steinfurt/Germany	HANNOVER Messe 31.03.-04.04.2025 Hannover/Germany	AISTech 05.-08.05.2025 Nashville/USA	AISTech 05.-08.05.2025 Nashville/USA	
Kranfachtagung 05.-06.03.2025 Magdeburg/Germany	IESSS April 2025 Aachen/Germany	Moulding Expo 06.-09.05.2025 Stuttgart/Germany	Moulding Expo 06.-09.05.2025 Stuttgart/Germany	
LogiMat 11.-13.03.2025 Stuttgart/Germany	Stainless 2025 02.-03.04.2025 Brno/Czech Republic	LAMIERA 06.-09.06.2025 Milano/Italy	LAMIERA 06.-09.06.2025 Milano/Italy	
intec 2025 11.-14.03.2025 Leipzig/Germany	TUBE & STEEL 2025 09.-12.04.2025 Istanbul/Turkey		Made in Steel 2025 06.-08.06.2025 Milano/Italy	
HANNOVER Messe 31.03.-04.04.2025 Hannover/Germany				

2025	STEEL+ TECHNOLOGY	STAHL+ TECHNIK	STEEL+ TECHNOLOGY	STAHL+ TECHNIK	STEEL+ TECHNOLOGY
	3 June	4 September	4 October	5 November	5 December
Publication date	24-06-2025	09-09-2025	14-10-2025	04-11-2025	09-12-2025
Advertising deadline	03-06-2025	19-08-2025	23-09-2025	14-10-2025	17-11-2025
Editorial deadline	03-05-2025	15-07-2025	02-09-2025	15-09-2025	03-11-2025
Key topics	Automation Digitisation AI	Special Refractory Steel processing Continuous casting- Forming technology	Conveyors system Strip processing Sheet metal Decarbonisation	Electric steel Green steel HÜTTENTAG Scrap	Green steel

Trade fairs and
congresses

Metalurgia
07.-10.10.2025
Balneário Camboriú/
Brasil

ICR 2025
17.-18.09.2025
Aachen/Germany

Blechexpo
21.-24.10.2025
Stuttgart/Germany

A + A
04.-07.11.2025
Düsseldorf/Germany

EMO
22.-26.09.2025
Hannover/Germany

A + A
04.-07.11.2025
Düsseldorf/Germany

Hüttentag
13.11.2025
Essen/Germany

ESTAD
06.-09.10.2025
Verona/Italy

Hüttentag
13.11.2025
Essen/Germany

STAINLESS STEEL
18.-20.11.2025
Maastricht/Netherlands

Blechexpo
21.-24.10.2025
Stuttgart/Germany

STAINLESS STEEL
18.-20.11.2025
Maastricht/Netherlands

FINISHING PARTS
(Deburring Expo)
12.-13.11.2025
Karlsruhe/Germany

UNITECR
27.-30.10.2025
Cancun/Mexico

Print + Online	Jahrbuch STAHL + TECHNIK 2025	
	Dates and topics	26
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Online	HOME OF STEEL	
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Events	Hüttentag The annual meeting of the steel industry	48
Events	DVS Events	50

Advertising team

General Advertsing Manager

Markus Winterhalter

P: +49 211 1591-142

E-Mail: markus.winterhalter@dvs-media.info

Project management

Katrin Kuchler

P: +49 211 1591-146

E-Mail: katrin.kuechler@dvs-media.info

Media consulting

Henning Schneider

P: +49 211 1591-223

E-Mail: henning.schneider@dvs-media.info

Media consulting

Claudia Wolff

P: +49 211 1591-224

E-Mail: claudia.wolff@dvs-media.info

Events

Sabrina Tank

P: +49 211 1591-141

sabrina.tank@dvs-media.info

Representatives**Switzerland**

Rico Dormann

Media Consultant Marketing

Moosstr. 7

CH-8803 Rüschlikon

P: +41 44 7208550

F: +41 44 7211474

E-Mail: dormann@rdormann.ch

North America

4M Media & Marketing

Michael Mitchell

Phone +1 516 593 3910

mjm@4m-media.com

Editorial team

Editor-in-Chief

Dipl.-Ing. Arnt Hannewald

P: +49 211 1591-232

E-Mail: arnt.hannewald@dvs-media.info

Editor

Lucas Möllers

P: +49 211 1591-283

E-Mail: lucas.moellers@dvs-media.info

Publishing house

DVS Media GmbH



Aachener Straße 172

D-40223 Düsseldorf/Germany

P: +49 211 1591-0

F: +49 211 1591-150

E-Mail: media@dvs-media.info

www.dvs-media.eu

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 **Frequency:** 5 Issues

5 **Format:** DIN A4

6 **Volume:** 7th Volume, 2025

Circulation: 5,000 Copies

7 **Subscription rate**



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



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Trade fairs and congresses	maintenance 19.-20.02.2025 Dortmund/Germany	IESSS April 2025 Aachen/Germany	ESTAD 06.-09.10.2025 Verona/Italy	ICR 2025 17.-18.09.2025 Aachen/Germany	A + A 04.-07.11.2025 Düsseldorf/Germany
	29. AWT 27.-28.02.2025 Steinfurt/Germany	AISTech 05.-09.05.2025 Nashville/USA		EMO Hannover/Germany 22.-26.09.2025	Hüttentag 13.11.2025 Essen/Germany
	Kranfachtagung 05.-06.03.2025 Magdeburg/Germany	Moulding Expo 06.-09.05.2025 Stuttgart/Germany		Blechexpo 21.-24.10.2025 Stuttgart/Germany	STAILESS STEEL 18.-20.11.2025 Maastricht/ Netherlands
	LogiMat 11.-13.03.2025 Stuttgart/Germany	Made in Steel 06.-08.05.2025 Milano/Italy		FINISHING PARTS (Deburring Expo) 12.-13.11.2025 Karlsruhe/Germany	
	intec 2025 11.-14.03.2025 Leipzig/Germany	LAMIERA 07.-10.05.2025 Milano/Italy			
	HANNOVER Messe 31.03.-04.04.2025 Hanover/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	3,131.00
3/4 Page, vertical	130 x 260	145 x 297				
2/3 Page, horizontal	174 x 172	210 x 191	1,971.00	2,266.00	2,561.00	2,856.00
2/3 Page, vertical	114 x 260	130 x 297				
Juniorpage	128 x 174	134 x 210	1,628.00	1,923.00	2,218.00	2,513.00
1/2 Page, horizontal	174 x 128	210 x 145	1,628.00	1,923.00	2,218.00	2,513.00
1/2 Page, vertical	85 x 260	102 x 297				
1/3 Page, horizontal	174 x 85	210 x 100	982.00	1,277.00	1,572.00	1,867.00
1/3 Page, vertical	54 x 260	72 x 297				
1/4 Page, horizontal	174 x 62	210 x 80	742.00	1,037.00	1,332.00	1,627.00
1/4 Page, vertical	40 x 260	57 x 297				
1/4 Page, poatcard	85 x 128	102 x 145				
1/6 Page, horizontal	174 x 42	210 x 62	502.00	797.00	1,092.00	1,297.00
1/6 Page, vertical	56 x 128	72 x 145				
1/8 Page, horizontal	174 x 30	210 x 50	378.00	673.00	968.00	1,263.00
1/8 Page	85 x 62	102 x 81				
1/8 Page, vertical	40 x 128	55 x 145				
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 €
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 %
4 ads	10 %	4 pages	15 %
5 ads	15 %	5 pages	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.

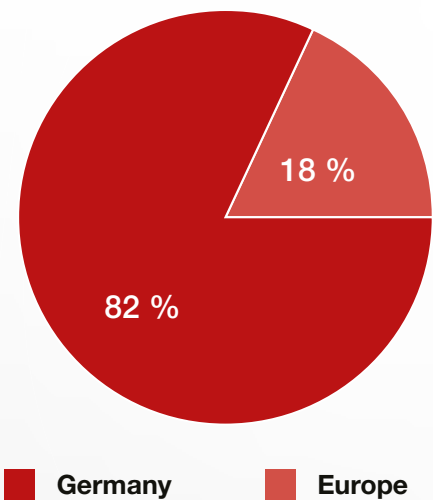
Bankverbindung:

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

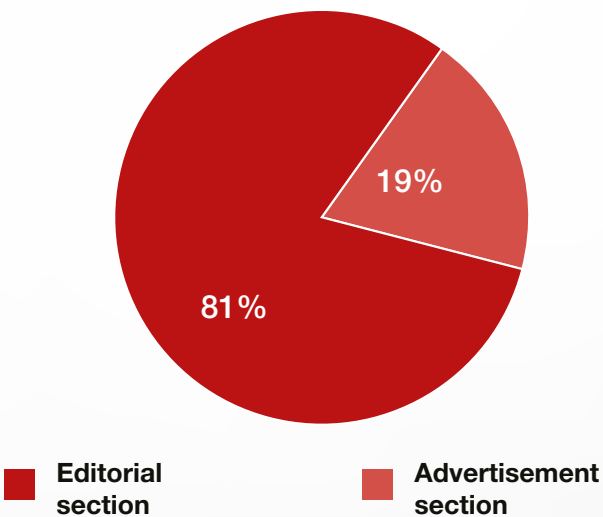
JOBPORTAL
STAHLBRANCHE

Geographical distribution 2023



Content analysis 2023

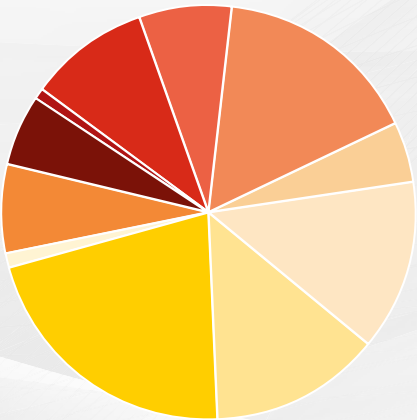
Total pages = 440 pages

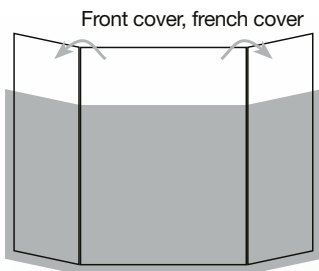


Content analysis 2023

8 Issues = 356 pages

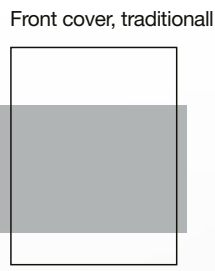
	Pages		Pages
■ Internationale News	20	■ Other:	24
■ Specials	3	■ Editorial	5
■ News in brief	34	■ Table of contents	10
■ Trade fairs/events	26	■ Preview/Imprint	5
■ News from the industry	74	■ Company publications	4
■ Personnel	17		
■ Steel trade	47		
■ Steel processing	48		
■ Technology	76		
■ Economy	4		





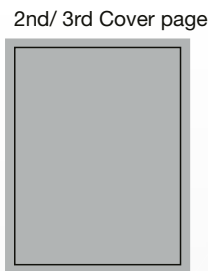
Front cover, french cover

418 x 216 mm *



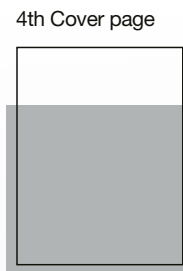
Front cover, traditional

210 x 164 mm *



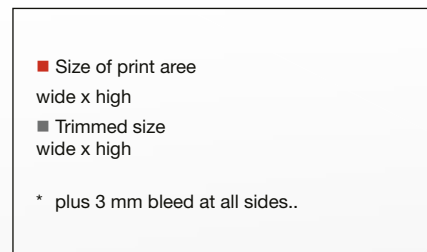
2nd/ 3rd Cover page

184 x 260 mm
210 x 297 mm *

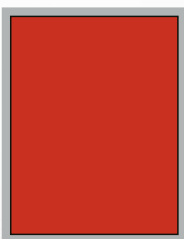


4th Cover page

210 x 204 mm *

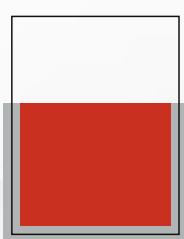


1/1 page



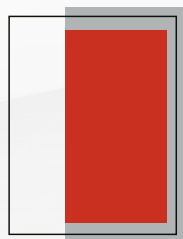
174 x 260 mm
210 x 297 mm *

2/3 page, horizontal



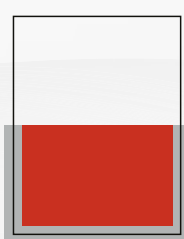
174 x 172 mm
216 x 194 mm *

2/3 page, vertical



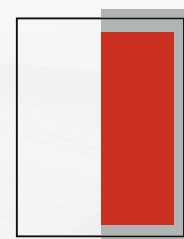
114 x 260 mm
130 x 297 mm *

1/2 page, horizontal



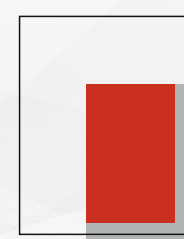
174 x 128 mm
210 x 145 mm *

1/2 page, vertical



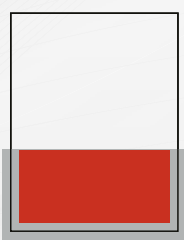
85 x 260 mm
102 x 297 mm *

Juniorpage



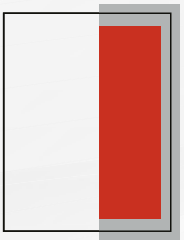
128 x 174 mm
134 x 210 mm *

1/3 page, horizontal



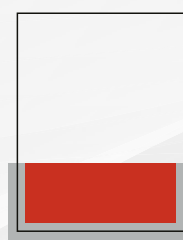
174 x 85 mm
210 x 100 mm *

1/3 page, vertical



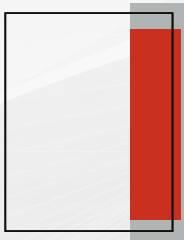
54 x 260 mm
72 x 297 mm *

1/4 page, horizontal



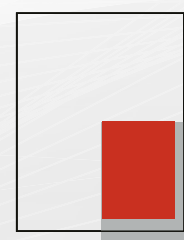
164 x 62 mm
210 x 80 mm *

1/4 page, vertical



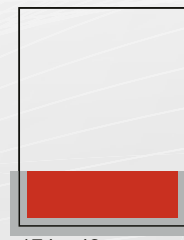
40 x 260 mm
57 x 297 mm *

1/4 page, postcard



85 x 128 mm
102 x 145 mm

1/6 page, horizontal



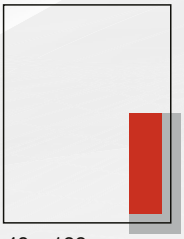
174 x 42 mm
210 x 62 mm *

1/6 page, vertical



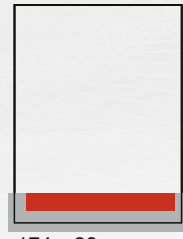
56 x 128 mm
72 x 145 mm *

1/8 page, vertical



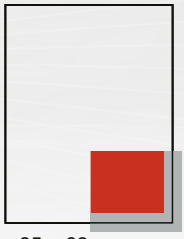
40 x 128 mm
55 x 145 mm *

1/8 page, horizontal



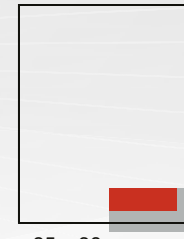
174 x 30 mm
210 x 50 mm *

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 *

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:** 7

Circulation: 7,000 Copies

7 **Subscription rate:**



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	LogiMat 11.-13.03.2025 Stuttgart/Germany	7th Steel in cars and trucks Juni 2025 Stockholm/Sweden	ICR 2025 17.-18.09.2025 Aachen/Germany	Blechexpo 21.-24.10.2025 Stuttgart/Germany	
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	IESSS April 2024 Aachen/Germany/	Made in Steel 06.-08.05.2025 Milano/Italy		HÜTTENTAG 13.11.2025 Essen/Germany	
	Stainless 2025 02.-03.04.2025 Brno/Czech Republic	Moulding Expo 06.-09.05.2025 Stuttgart/Germany		STAINLESS STEEL 18.-20.11.2025 Maastricht/ Netherlands	
	Advanced Machine Tools 08.-10.04.2025 Barcelona/Spain	LAMIERA 07.-10.05.2025 Milano/Italy		UNITECR 27.-30.10.2025 Cancun/Mexiko	
	Tube & Steel 09.-12.04.04.2025 Istanbul/Turkey				

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 Specials		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	1,051.00	1,346.00	1,641.00	1,936.00
1/4 Page, vertical	40 x 260	57 x 297				
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 thecorresponding
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 %
4 ads	10 %	4 pages	20 %

Colour surcharges, loose inserts, technical surchar-
ges, 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:

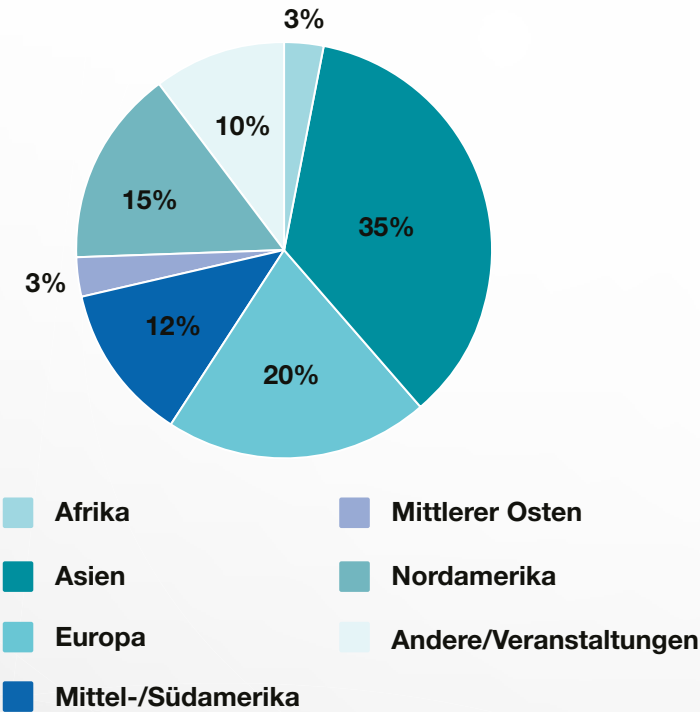
2 % discount on payments within 14 days
and net price for payments within 30 days
from the date of the invoice

Bank account:

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

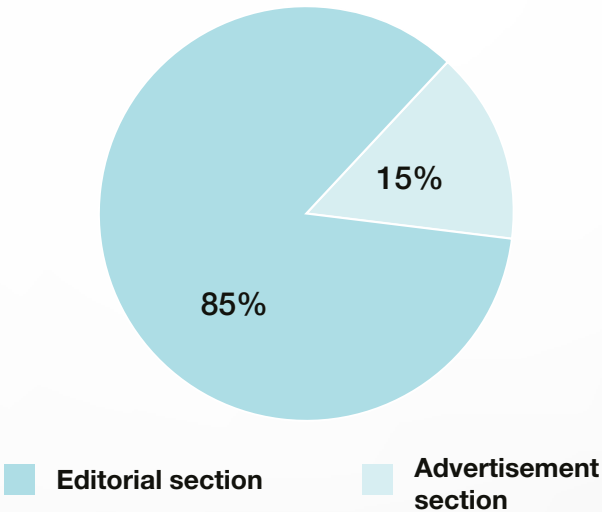
Deutsche Bank AG, Düsseldorf
IBAN: DE04 3007 0010 0155 7008 00
SWIFT-Code: DEUTDEDD

Geographical distribution 2023



Scope analysis 2023

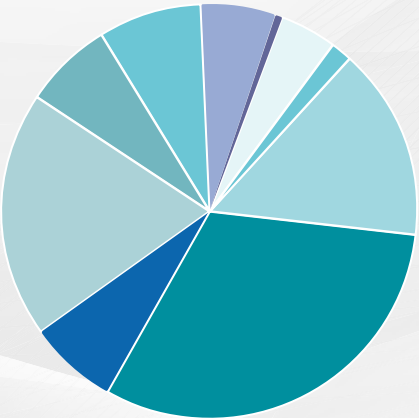
total pages = 420 pages

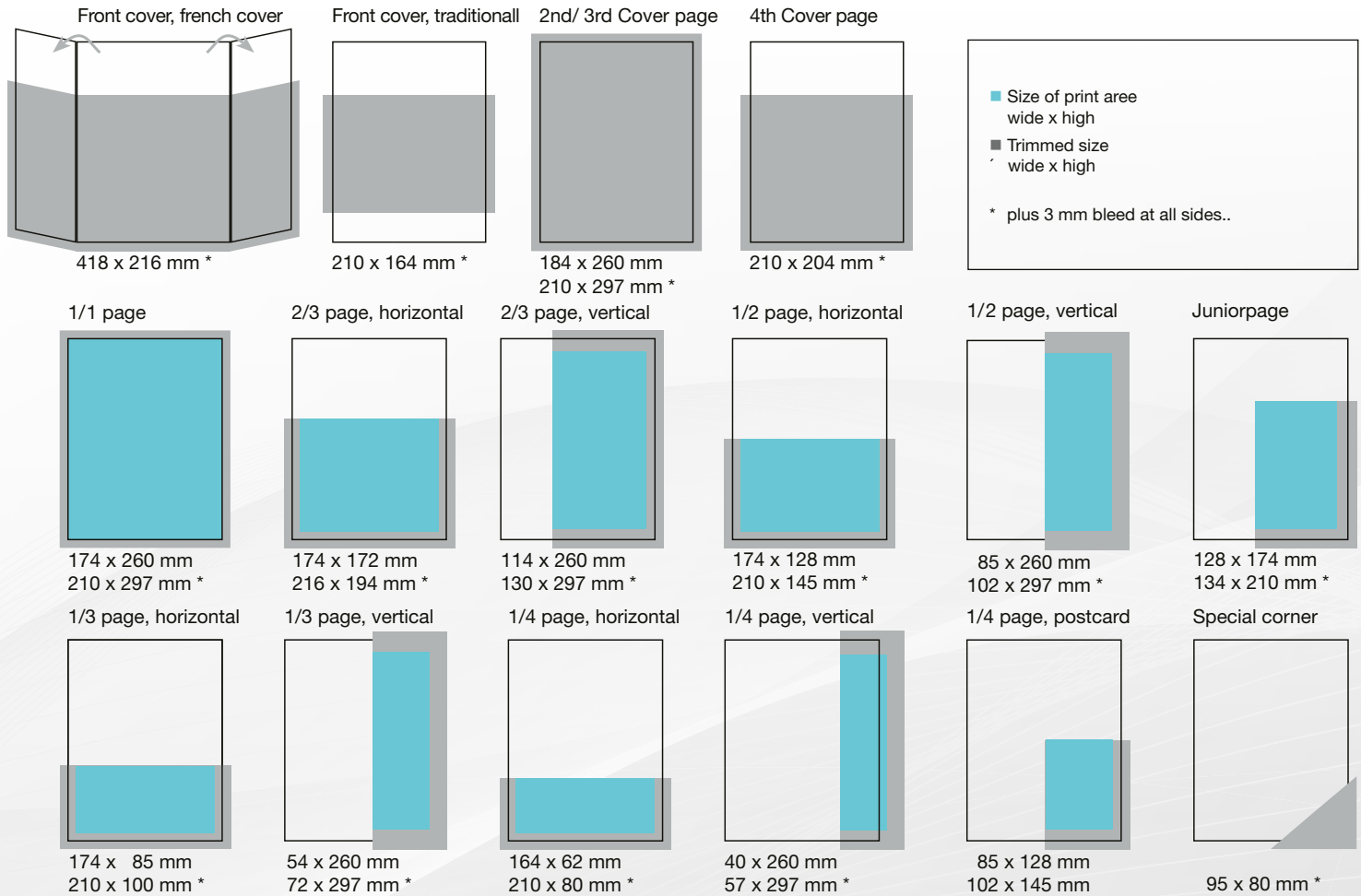


Content analysis 2023

4 issues = 356 pages

	Seiten		Seiten
People	6	Economy	2
News	54	Sonstiges:	15
Steel Suppliers Int.	112	Editorial	4
Specials	24	Contents	7
Steel technology	69	Outlook/Imprint	4
Steel processing	24		
Steel distribution	29		
Companies	21		





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!

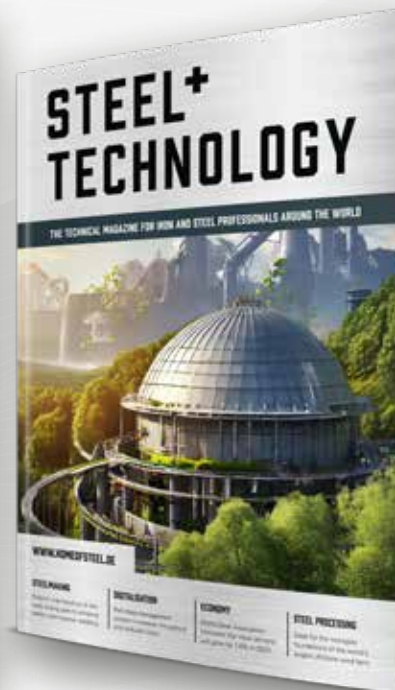
Our special advertising formats are a special form of print advertising, they have a sympathetic and at the same time and at the same time surprising on the readers and are noticed thereby particularly well and one remembers. In this way your advertising remains present.

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

5 STEEL+TECHNOLOGY ISSUES

CHOOSE SUCCESS! INTERESTED?

Then get in touch with Katrin Küchler



CONTACT:

Tel. +49 211 1591 146

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, 2024** only



PRICING EXAMPLE:

1 Keyword

5 STEEL + TECHNOLOGY issues 2025:

1/2025(March)

2/2025(April)

3/2025 (June)

4/2025 (October)

5/2025 (December)

EUR 225 only *

(* ex VAT)

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



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

1.	5.	9.	13.
2.	6.	10.	14.
3.	7.	11.	15.
4.	8.	12.	16.

You can find the keyword list at: 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 SUPLIERS 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 15th 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

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

Publisher	DVS Media GmbH
Date of publication:	30 October 2025
Ad closing day:	07 October 2025
Distribution print and online:	5,000 Copies

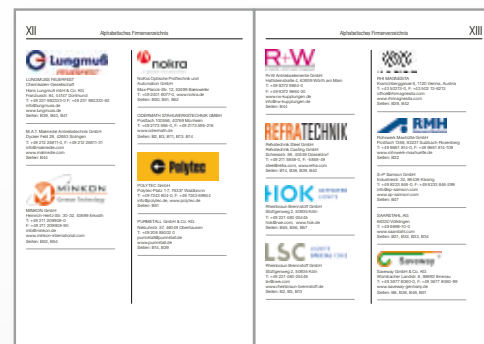


Alphabetical company directory :

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

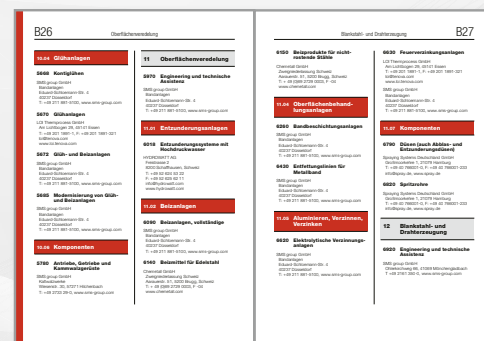
Tech. specifications: Full color, max. width 52 mm, max. height 20 mm

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 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

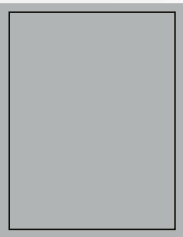
Printing and binding process, printing material

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 of the Euroscale.

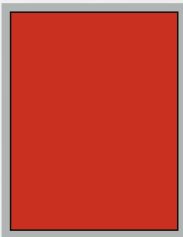
All prices in Euro plus VAT.

2nd/ 3rd/ 4th cover page



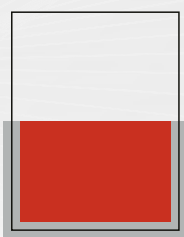
148 x 210 mm*

1/1 page



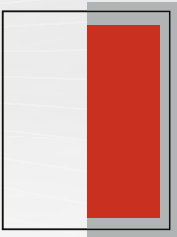
120 x 170 mm
148 x 210 mm*

1/2 page, horizontal



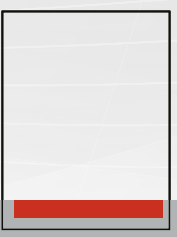
120 x 85 mm
148 x 104 mm*

1/2 page, vertical



60 x 170 mm
69 x 210 mm*

Footer



120 x 20 mm
148 x 35 mm*



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

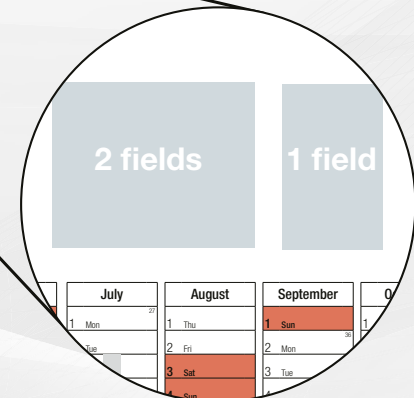
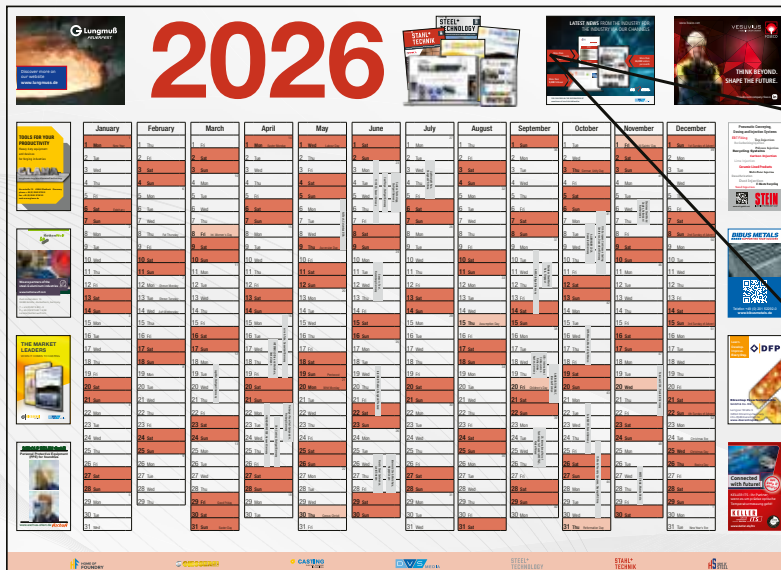
Print run:	6,500 Copies
Distribution	Supplement in the November issue of STAHL + TECHNIK 2025 magazin and the December issue of STEEL + TECHNOLOGY 2025 magazin
Format:	80 x 58 cm, folded
Paper :	135 g/qm, matte, image print
Advertising	
Ad rate:	882 € ex. VAT per each logo field
Ad-size:	55 mm x 90 mm (width x height)
Ad closing day:	10 October 2025
Printing material:	10 October 2025, 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

1

- » 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

3

- » 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

2

- » 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

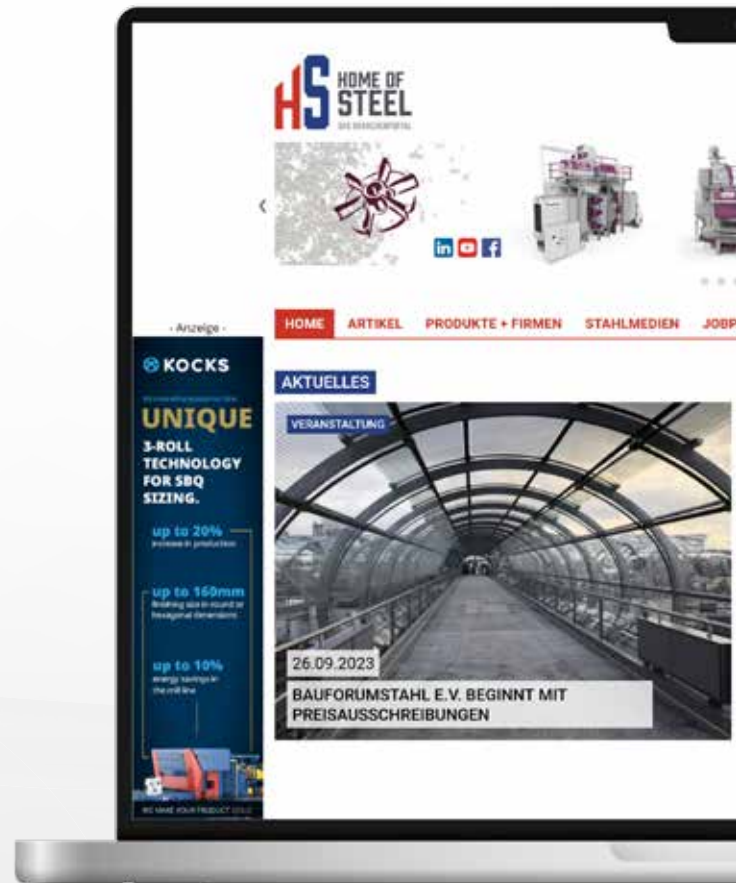
WELCOME TO HOME OF STEEL

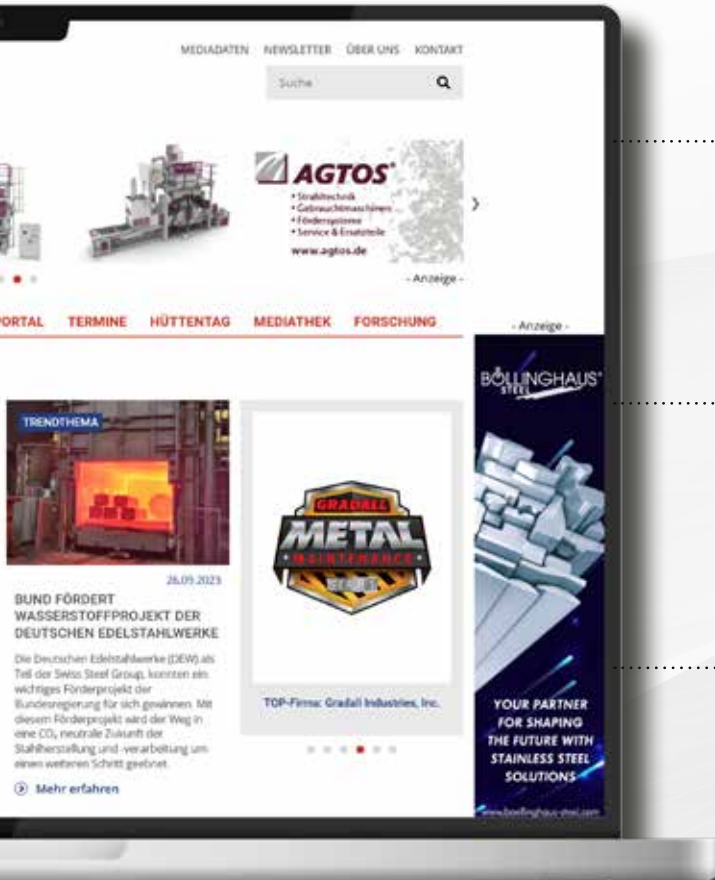
The **HOME OF STEEL** web portal is a target group-oriented Internet platform for anyone who is involved in the production, application and further processing as well as innovations relating to steel as a material. In addition to the latest news on **HOME OF STEEL** you will find a wide range of topics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

> 62,000

Unique user per month*

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





62,838*
UNIQUE USER
MONTHLY*

94,257
VISITS MONTHLY*

112,979
PAGES IMPRESSIONS
MONTHLY*

*In the period 01.01. - 30.06.2024, 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.

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.

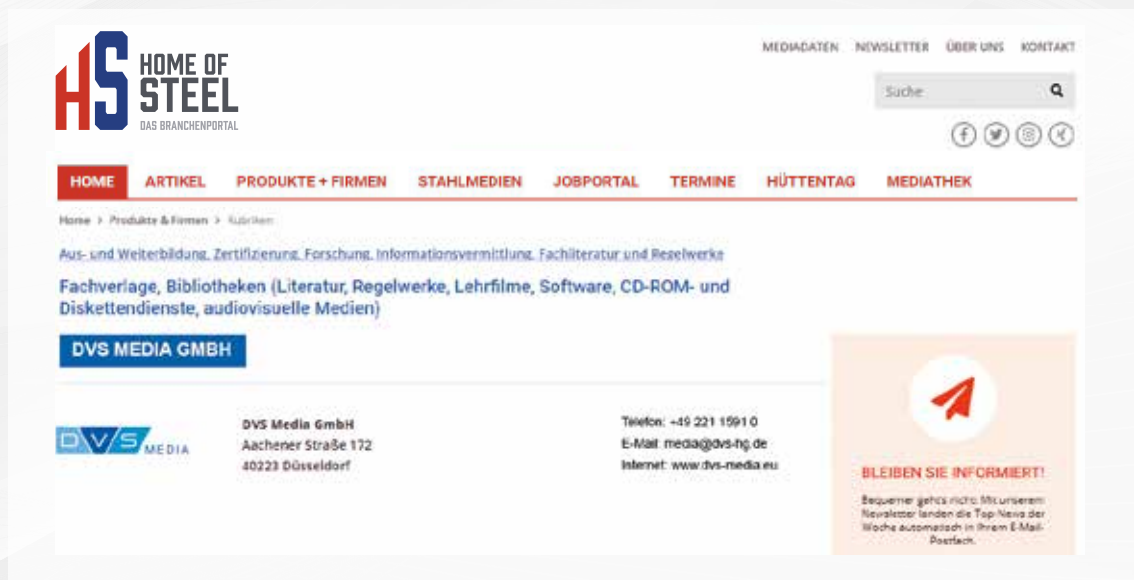
BASIC PLUS

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

+ Full address
+ Specification of the website

80 € monthly/duration: 12 month*

PRESENTATION OF YOUR COMPANY



* 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)

420 € 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

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.

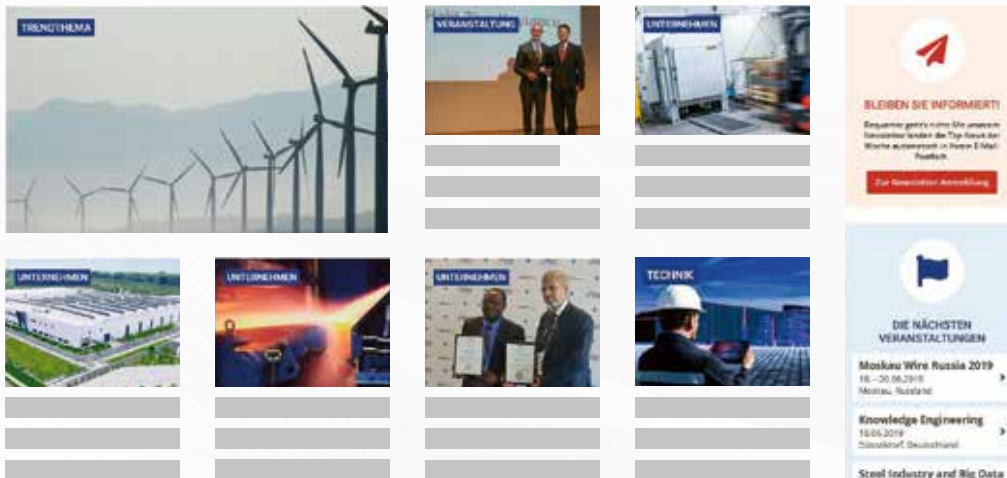
SILVER

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**

500 € 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

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 adress
 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)**

825 € monthly/duration: 12 months*

EXAMPLE OF THE „TOP-COMPANY-PRESENTATION“

The screenshot shows the homepage of 'HOME OF STEEL', described as 'DAS BRANCHENPORTAL'. The navigation bar includes links for 'REALISATION', 'DVS MEDIA', 'MEDIAFARTEN', 'NEWSLETTER', 'ÜBER UNS', and 'KONTAKT'. A search bar with the text 'SUCHE' and a magnifying glass icon is present. The main heading reads 'Firmen, Produkte und Dienstleistungen - Wo gibt es was und wer stellt es her?'. Below this, a section titled 'SIE SUCHEN' lists options: 'EIN PRODUKT?', 'EINEN HERSTELLER?', and 'EINE DIENSTLEISTUNG?'. The text explains that the portal contains a large number of product categories and encourages users to search for products, companies, or services. It also mentions that users can find detailed information about various service variants. On the right side, there is a featured book titled 'JAHRBUCH STAHL+TECHNIK' with the subtitle 'Highlights aus Stahlproduktion, Weiterverarbeitung und Anwendungstechnik'. The book cover shows a large industrial structure. Below the book, it says 'Jetzt online probelesen!'. At the bottom, there is a section titled 'TOP-FIRMEN' with a row of small images representing different industrial scenes.

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 nibh euismod tincidunt ut laoreet ut dolore magna
 aliquam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd guberg
 en, 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. 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 guberg en, 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.



terea eos et accusam et justo duo dolores et ea
rebum. Stet clita kasd guberg en, no sea takimata sanctus
est Lorem ipsum dolor sit amet. Lorem ipsum dolor
sit amet, consetetur sadipscing elitr, sed diam nonumy e
irmod tempor invidunt ut labore et dolore.



terea eos et accusam et justo duo dolores et ea
rebum. Stet clita kasd guberg en, no sea takimata sanctus
est Lorem ipsum dolor sit amet. Lorem ipsum dolor
sit amet, consetetur sadipscing elitr, sed diam nonumy e
irmod tempor invidunt ut labore et dolore.

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
[01234 456789](tel:01234456789)

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

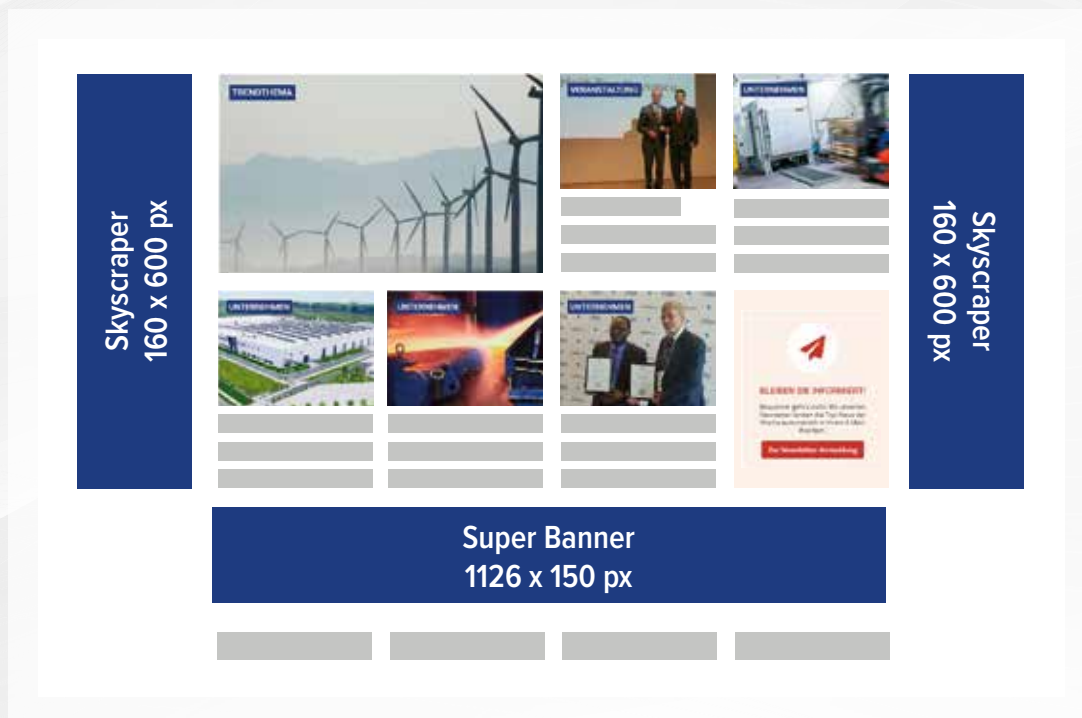
Decide between the portrait format **Skyscraper** and the landscape format **Super Banner**.

Advertising banner (Skyscraper or Super Banner)

► Home page + sub pages: 670 EUR/monthly*

*except JobPortal

PRESENTATION OF YOUR BANNER PLACEMENT



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.

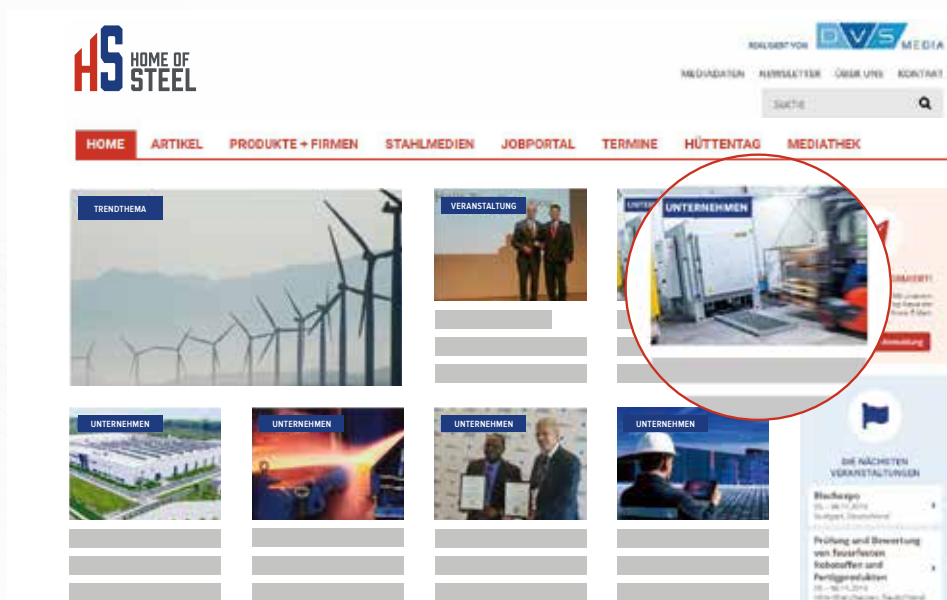
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

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

Advertorial:

> 3 months period:	1,550 €
> 6 months period:	2,480 €
> 12 months period:	4,330 €

PLACEMENT OF YOUR ADVERTORIALS



JOBPORTAL STAHLBRANCHE

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

ONLINE

Publish your job advert

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

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

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	1,650.00 €*
Option 2) + online JobPortal + StepStone (30 days duration each)	3,350.00 €*

STAHL BUSINESS:

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

Option 1) + online job portal	2,025.00 €*
Option 2) + online job portal + StepStone (30 days duration each)	3,725.00 €*

STAHL PROFESSIONAL:

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

Option 1) + online job portal	3,190.00 €*
Option 2) + online job portal + StepStone (30 days duration each)	4,890.00 €*

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

2,200

Recipients – week after week

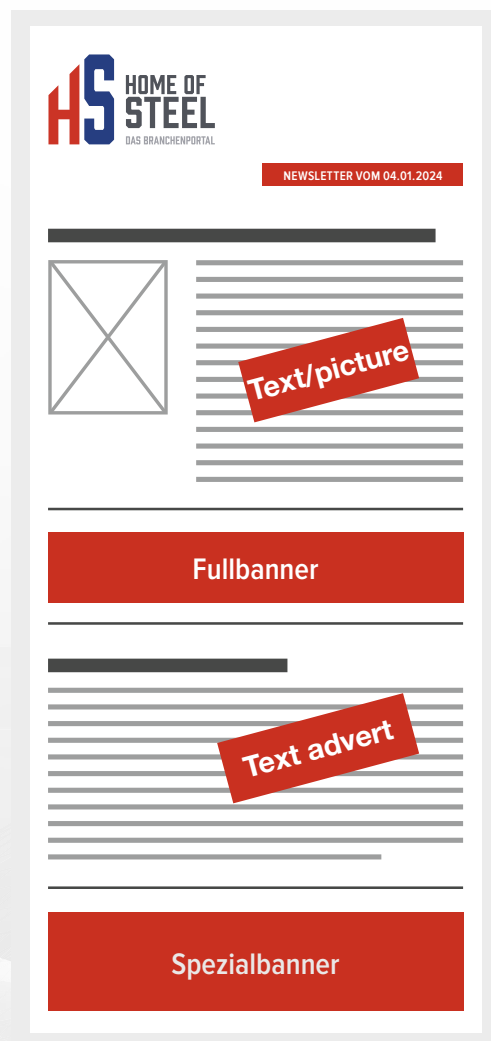
The **HOME OF STEEL** newsletter is published once a week on Thursdays and brings the latest news, to the point, from the from the industry for the industry.

Give your advertising message the right setting.

NEW FORMATS

Full banner	620 x 60 px	325.00 €
Text ad	max. 400 characters	340.00 €
Text/image	max. 300 characters + 1 image	350.00 €
Special banner	620 x 75 px	460.00 €

Banner dates and booking:
10 days in advance



NEWSLETTER DATES 2025

January	February	March	April	May	June
02-01-2025	06-02-2025	06-03-2025	03-04-2025	08-05-2025	05-06-2025
09-01-2025	13-02-2025	13-03-2025	10-04-2025	15-05-2025	12-06-2025
16-01-2025	20-02-2025	20-03-2025	17-04-2025	22-05-2025	28-06-2025
23-01-2025	27-02-2025	27-03-2025	24-04-2025	28-05-2025	26-06-2025
	maintenance 19.-20.02.2025 Dortmund/Germany 29. AWT 27.-28.02.2025 Steinfurt/Germany	Kranfachtagung 05.-06.03.2025 Magdeburg/Germany LogiMat 11.-13.03.2025 Stuttgart/Germany intec 2025 11.-14.03.2025 Leipzig/Germany HANNOVER Messe 31.03.-04.04.2025 Hannover	IESSS April 2025 Aachen/Germany Stainless 2025 02.-03.04.2025 Brünn/Czech Republic Advanced Machine Tools 08.-10.04.2025 Barcelona/Spain Tube & Steel 09.-12.04.04.2025 Istanbul/Turkey	AISTech 05.-09.05.2025 Nashville/USA Made in Steel 06.-08.05.2025 Milano/Italy Moulding Expo 06.-09.05.2025 Stuttgart/Germany LAMIERA 07.-10.05.2025 Mi- lano/Italy	7th Steel in cars and trucks Juni 2025 Stockholm/Sweden
July	August	September	October	November	December
03-07-2025	07-08-2025	04-09-2025	02-10-2025	06-11-2025	04-12-2025
10-07-2025	14-08-2025	11-09-2025	09-10-2025	13-11-2025	11-12-2025
17-07-2025	21-08-2025	18-09-2025	16-10-2025	20-11-2025	18-12-2025
24-07-2025	28-08-2025	25-09-2025	23-10-2025	27-11-2025	
			30-10-2025		
		ICR Aachen/Germany 17.-18.09.2025 EMO Hanover /Germany 22.-26.09.2025	Metalurgia 07.-10.10.2025 Balneário Camboriú/ Brasil ESTAD 06.-09.10.2025 Verona/Italy Blechexpo 21.-24.10.2025 Stuttgart/Germany	A + A 04.-07.11.2025 Essen/Germany Hüttentag 13.11.2025 Essen/Germany Stainless Steel 18.-20.11.2025 Maastricht/Niederlande	

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: € 2,050.00**

SOCIAL MEDIA POSTING



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

> **13,000**
Follower in September 2024

- per posting:** 500.00 €
 - > including 5 hashtags
 - > including link to homeofsteel.de or your homepage
- as a short campaign:** 1,250.00 €
 - > with three postings





HÜTTENTAG

BRANCHENTREFF DER STAHLINDUSTRIE

NOVEMBER 13, 2025 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.

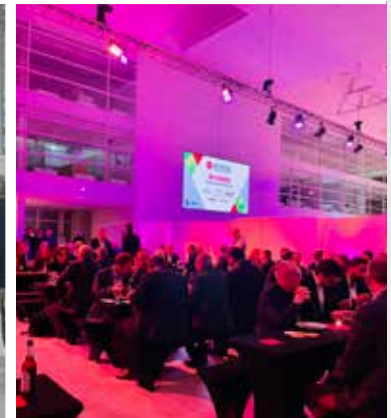
Specialist presentations provide exciting insights into the concentrated steel expertise and metallurgical know-how.

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



Knowledge transfer in live communication are EVENTS, ours consist of a symposium and accompanying industry exhibition as well as additional networking opportunities.

Our events are characterised by the outstanding quality of the symposium, which is ensured by the DVS committees, the respective programme commissions, programme committees, as well as the people involved, both on the part of the speakers and moderators and on the part of the participants.

At our events, you will meet decision-makers, leaders and trendsetters in the market.

We have put together attractive exhibitor and sponsorship offers for you - it's worth taking a look!

P.S. As a specialist publisher, we have a cherry on top for you at one or two events: inclusion in the respective special sections of our trade journals!

From national to international events, we have put together an overview of the dates and information on the highlights of knowledge transfer for you below of knowledge transfer - our EVENTS:



Are you interested? If you have any questions about sponsorship and exhibition opportunities, please contact us:

Media Sales

Astrid Kehr
P +49 2662 9696640
astrid.kehr@dvs-ad.de

Event Manager

Sabrina Tank
P +49 211 1591-141
sabrina.tank@dvs-media.info | tagungen@dvs-media.info



Everything about the Joining, Foundry and Intralogistics:



Indispensable for directly addressing decision-makers in key industries!



Contact:

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





DVS Media GmbH

Aachener Str. 172
40223 Düsseldorf

P +49 211 1591-0
F +49 211 1591-150

anzeigen@dvs-media.info
www.home-of-steel.de