The KEY to Casting Industry and Suppliers 2012

GIFA / THERMPROCESS / NEWCAST 2011, Düsseldorf
EuroMold 2011, Frankfurt am Main – EUROGUSS 2012, Nuremberg

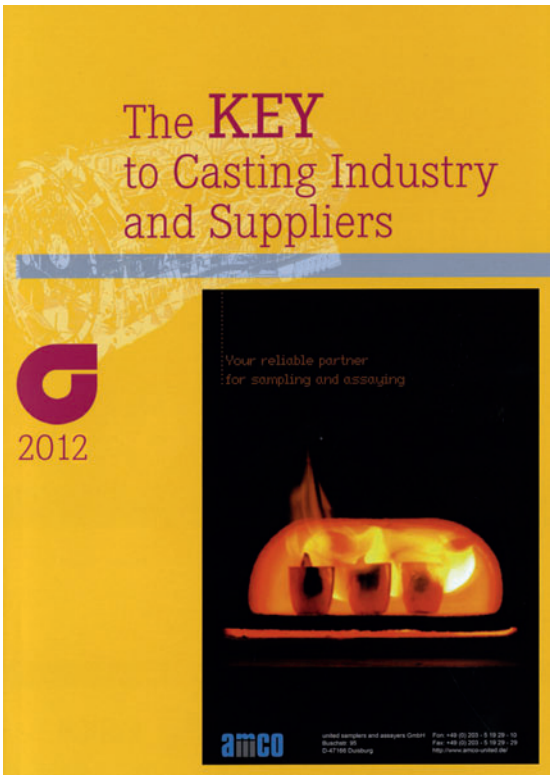
Publishing date: **May 19, 2011**
Ad-closing date: **April 26, 2011**
Print run: **3800 copies**

"The KEY to Casting Industry and Suppliers" is a directory of products and suppliers published in English and broken down according to subject areas.

3,800 copies will be printed and as of May 2011 be sent out free of charge to selected, named representatives of top and middle management in the casting producing and processing industries. Copies will also be distributed at international congresses and trade fairs.

The main regions of circulation are the member states of the European Union, Asia, Africa, America, certain newly industrialized countries (see overleaf).

The exposure value of the advertisements and tailpieces may be regarded as extremely high, as the KEY is repeatedly referred to (until the next edition) and thus the ads retain their readership impact for a full year.



Advertising rates

1 full page black/white	838,– €
1 full page 2 colours	1.028,– €
1 full page 3 colours	1.218,– €
1 full page 4 colours	1.408,– €
1 half page black/white	419,– €
1 half page 2 colours	609,– €
1 half page 3 colours	799,– €
1 half page 4 colours	989,– €
Tailpiece*	209,– €
Bound-in insert (2/1)	958,– €
Loose insert	1.278,– €
Bookmark if supplied complete with ribbon	‰ 298,– €

Colour surcharge for tailpiece
For each of the Euroscale colours

red/blue/yellow and HKS 13 or HKS 57	190,– €
Special colour each	380,– €

*For tailpieces there is no extra charge for printing only one of the Euroscale colours.

Rates for special positions
For cover pages and other specifically insisted on and firmly agreed positions: 20% surcharge

Quantity discounts
2 advertisements 5%, 3 advertisements 10%

Media commision 15 %

Technical data

Book format
148 mm wide x 210 mm high

Type area

full page	120 mm wide	x	170 mm high
half page	120 mm wide	x	85 mm high
alternatively	60 mm wide	x	170 mm high
Tailpiece	120 mm wide	x	20 mm high
Bound-in insert	154 mm wide	x	216 mm high
Loose inserts	143 mm wide	x	205 mm high

Printing and binding techniques, preprint copies:
Offset printing; glued binding; digital data with proof (please ask for explanatory notes “Electronically transmitted preprint copy”).
If requested the publishers will produce or digitize your advertisement at cost prize.

Prices for entries are listed in a separate form, please have a look:
www.stahleisen.de, Bezugsquellen

Contact address

Giesserei-Verlag GmbH
P.O. Box 10 25 32 · 40016 Düsseldorf, Germany
Sohnstraße 65 · 40237 Düsseldorf, Germany

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internet www.stahleisen.de, www.giesserei-verlag.de

Order form on the back side →

We order:

☐ 1 full page black/white	838,– €	☐ 1 half page black/white	419,– €
☐ 1 full page 2 colours	1.038,– €	☐ 1 half page 2 colours	609,– €
☐ 1 full page 3 colours	1.218,– €	☐ 1 half page 3 colours	799,– €
☐ 1 full page 4 colours	1.408,– €	☐ 1 half page 4 colours	989,– €
☐ Tailpiece*	209,– €	☐ Bound-in inserts	958,– €
☐ Bookmark ‰	298,– €	☐ Loose insert	1.278,– €

☐ **Company logo** black/white (15 mm high or 63 mm wide) added to alphabetical index 70,– €.

Camera-ready material for logo enclosed.

* For tailpieces there is no extra charge for one of the Euroscale colours red/blue/yellow.

Our order data

Order no./reference: _____

Date: _____

Stanp/signature:

Agency invoicing

If you wish to be invoiced through your agency, please state address. The invoicing address cannot be changed subsequently.

Circulation list

Branches	Receivers
Iron, steel, and malleable foundries	2.045
Non ferrous metal foundries (heavy and light metals)	449
Die casting foundries	181
Investment casting foundries	176
Ministries and other authorities committed to industrial items	302
Engineering- companies and consultancies, importers and exporters, subsidiaries and agencies in third countries	188
Universities and technical colleges, research and advisory institutes	81
Trade, technical, and scientific organizations, chambers of commerce, banks	29
	3.451 *

Function	
Company/Plant management	2.643
Management assistance	124
Executives (ministries/authorities)	116
Production (planning/controlling)	282
Project/Plant planning and/or controlling	119
Purchasing, materials managment	29
R&D, pilot plants (also technical libraries)	138
	3.451*

Country	Receivers
Africa	
Egypt	59
Ethiopia	34
Ghana	10
Kenya	5
Libya	3
Morocco	4
Nigeria	9
Rep. of South Africa	75
Sudan	5
Tanzania	12
Uganda	2
Zaire	3
Zambia	6
Zimbabwe	3
	230 *

Country	Receivers
Latin America	
Argentina	59
Bolivia	5
Brazil	138
Chile	23
Ecuador	4
Columbia	3
Cuba	5
Mexico	25
Paraguay	4
Peru	11
Trinidad und Tobago	4
Uruguay	1
Venezuela	3
	285 *
Australia/Oceania	
Australia	69
	69 *

*As on Aug. 30, 2010

Country	Receivers
Asia	
India	398
Indonesia	8
Iran	34
Israel	21
Japan	3
Rep. of Korea	16
Malaysia	12
Myanmar	2
Pakistan	12
People's Rep.of China	81
Philippines	51
Qatar	4
Saudi-Arabia	12
Sri Lanka	3
Syria	9
Taiwan	21
Thailand	7
United Arab. Emirates	5
	699 *
Canada/USA	
Canada	62
USA	478
	540 *

Country	Receivers
Europe	
Austria	28
Belgium	17
Bulgaria	12
Czech Republic	22
Denmark	35
Federal Rep. of Germany	273
Finland	50
France	351
Great Britain	324
Greece	7
Italy	181
Norway	17
Portugal	31
Russia	16
Slovenia	23
Spain	48
Sweden	57
Switzerland	28
The Netherlands	37
Turkey	68
	1.625 *