

Metallurgical Plant and Technology

MPT
INTERNATIONAL

Media-Information 2018



Continuous casting of 355-mm-thick austenitic steel slabs

Towards the Internet of materials: SSAB SmartSteel R&D project



Updated version –
New contact details

The leading technical journal for the global iron & steel industry

 STAHLEISEN



MPT International

1 Profile	1
T Dates and planned topics	2–5
P Rate card	6–7
F Formats and technical details	8–9
2 Circulation and distribution analysis	10
3-E Reader analysis	11–13
Geographical breakdown	14–15

Website www.MPT-International.com

1 Profile	16
P Rates/Advertising options	16
F Formats and technical details	17–18
General terms and conditions	19–20

Page

Being a specialized English language technical journal for the iron and steel industry **MPT International** covers all aspects of metallurgy. Editorial contents include major articles on plant and equipment and many short news items.

Most important subjects covered in every issue are:

- iron and steel making
- continuous casting
- hot rolling and cold rolling
- surface coating
- material testing
- automation processes

MPT International is dedicated to inform the top and middle management in metal producing and forming industries as well as the relevant ministries, officials and consultants. In addition to the international English language magazine special issues are published in Chinese and Russian language to accompany the economic upswing in Eastern Europe and Asia.

MPT International – appearing 6 times a year, with a circulation of about 10,000 copies per issue in 124 countries

MPT CHINA – appearing 2 times a year – is a Chinese language technical journal, exclusively circulated in the PR CHINA, circulation: appr. 9,000 copies.

MPT CIS – appearing 2 times a year – is a Russian language technical journal, exclusively circulated in the CIS states, circulation: appr. 9,000 copies.



Actual circulation 9,600
Print run 10,058

including print in India
(Annual average from July 2016 to June 2017)

www.MPT-International.com

- 1 Title:** MPT International
- 2 Brief description:** MPT International is the leading English language technical journal for the global iron & steel industry.
- 3 Target group:** Top and middle management of the metal producing and forming industries.
- 4 Frequency:** 6 times a year
- 5 Format:** DIN A4 standard
- 6 Volume:** 2018 will be the 41st year of publication
- 7 Subscription rate:** Annual subscription 209.00 € incl. postage
Single copies 42.00 € incl. postage
Free of charge to qualifying readers in order to achieve a high level of market coverage in the primary target area.
- 8 Organ:** –
- 9 Publishing house:** jbd Gesellschaft für Medien und Kommunikation mbH
Graf-Recke-Straße 82, 40239 Düsseldorf, Germany
Phone: +49 211 6707-0
Fax: +49 211 6707-517
Internet: www.stahleisen.de
E-Mail: mpt@stahleisen.de

- 10 Advertising manager:** Sigrid Klinge
Phone: +49 211 6707-552
Fax: +49 211 6707-923552
E-Mail: sigrid.klinge@stahleisen.de
- 11 Editorial staff:** Dipl.-Ing. Arnt Hannewald, Chief editor
Phone: +49 211 6707-568
E-Mail: arnt.hannewald@stahleisen.de
- 12 Breakdown of volume:** 2016 = 6 issues
-
- | | |
|---------------------------------------|--------------------|
| Total volume: | 416 pages = 100.0% |
| Editorial part: | 268 pages = 64.4% |
| Advertisements: | 148 pages = 35.6% |
| there of | |
| Situations vacant and classified ads: | – pages = –% |
| Advertisements by the publisher: | 3 pages = 2.0% |
| Bound-in inserts: | 20 pages = 13.5% |
| Loose inserts: | – piece |
-
- 13 Analysis of editorial contents:** 268 pages = 100.0%
- | | |
|------------------|-------------------|
| Major articles | 217 pages = 81.0% |
| Short editorials | 39 pages = 14.5% |
| Content | 12 pages = 4.5% |

Every 2 months, **MPT INTERNATIONAL** reports on:

- new technologies and processes from international leaders in plant engineering for the steel industry
- new construction and modernization projects in the steel industry all around the world
- practical experience gained by steel producers with their facilities and processes

Issue	Date	The Topical Theme	Trade fairs / Exhibitions / Additional distribution
1 February	Publication date: 23 February 2018 Ad-closing date: 07 February 2018 Printing material: 09 February 2018	Lead article: Rolling Mill Technology	Stahlmarkt 2018 - 22nd Annual Handelsblatt Conference, 07 – 08 March 2018, Düsseldorf / Germany Tube - International Tube and Pipe Trade Fair, Düsseldorf wire - International Wire and Cable Trade Fair, Düsseldorf 16 – 20 April 2018, Düsseldorf / Germany
2 April	Publication date: 20 April 2018 Ad-closing date: 04 April 2018 Printing material: 06 April 2018	Lead article: Metallurgy	Eurocoke Summit 2018, 24 – 26 April 2018, Düsseldorf / Germany AISTech 2018 - The Iron & Steel Technology Conference and Exposition 07 – 10 May 2018, Philadelphia, PA / USA Metal + Metallurgy China 16 – 19 May 2018, Beijing / PR China Metallurgy-Litmash, Tube Russia, Aluminium / Non-Ferrous 29 May – 01 June 2018, Moscow / Russia ICS 2018, 7th International Congress on Science and Technology of Steelmaking 13 – 15 June 2018, Venice / Italy
3 June	Publication date: 20 June 2018 Ad-closing date: 04 June 2018 Printing material: 06 June 2018	Lead article: Innovations	MMMM 2018 29 – 31 August 2018, Pragati Maidan, New Delhi / India

Issue	Date	The Topical Theme	Trade fairs / Exhibitions / Additional distribution
4 September	Publication date: 31 August 2018 Ad-closing date: 15 August 2018 Printing material: 17 August 2018	Lead article: Automation	ICRF 2018 - 3rd International Conference on Ingot Casting, Rolling and Forging 16 – 19 October 2018, Stockholm / Sweden Indometal 2018 17 – 19 October 2018, Jakarta / Indonesia ANKIROS / ANNOFER / TURKCAST 2018 25 – 27 October 2018, Istanbul / Turkey 52nd Annual Meeting World Steel Association October 2018 61st International Colloquium on Refractories October 2018
5 October	Publication date: 19 October 2018 Ad-closing date: 02 October 2018 Printing material: 04 October 2018	Lead article: Metallurgy	Stahl 2018 08 November 2018, Düsseldorf / Germany Metal Expo 2018 November 2018, Moscow / Russia Metallurgy India 2018 27 – 29 November 2018, Mumbai / India
6 December	Publication date: 07 December 2018 Ad-closing date: 21 November 2018 Printing material: 23 November 2018	Lead article: Modernization	

MPT – China

Special issues

Issue	Date	The Topical Theme	Trade fairs / Exhibitions / Additional distribution
1 MPT China April	<p>Publication date: April 2018</p> <p>Ad-closing date:</p> <p>English motifs 05 March 2018</p> <p>Chinese motifs 12 March 2018</p> <p>Printing material: 12 March 2018</p>	<p>Special issue in the Chinese language. Distribution exclusively throughout the PR China.</p>	<p>Metal + Metallurgy China 16 – 19 May 2018, Beijing / PR China</p>
2 MPT China October	<p>Publication date: October 2018</p> <p>Ad-closing date:</p> <p>English motifs 04 September 2018</p> <p>Chinese motifs 11 September 2018</p> <p>Printing material: 11 September 2018</p>	<p>Special issue in the Chinese language. Distribution exclusively throughout the PR China.</p>	

Circulation, target groups, technical data etc. for special issues available on request. Editorial programme of each issue available 8 weeks prior to the publication date.

MPT – CIS

Issue	Date	The Topical Theme	Trade fairs / Exhibitions / Additional distribution
1 MPT CIS May	Publication date: May 2018 Ad-closing date: English motifs 19 March 2018 Russian motifs 26 March 2018 Printing material: 26 March 2018	Special issue in the Russian language. Distribution exclusively in the CIS.	Metallurgy-Litmash, Tube Russia, Aluminium / Non-Ferrous 29 May – 01 June 2018, Moscow / Russia
2 MPT CIS October	Publication date: October 2018 Ad-closing date: English motifs 04 September 2018 Russian motifs 11 September 2018 Printing material: 11 September 2018	Special issue in the Russian language. Distribution exclusively in the CIS.	Metal Expo 2018 November 2018, Moscow / Russia

Circulation, target groups, technical data etc. for special issues available on request. Editorial programme of each issue available 8 weeks prior to the publication date.

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

All prices are net, without VAT.

Size	Size of print area Width x height in mm	Trimmed size Width x height in mm*	Base rate b/w	2-colour	3-colour	4-colour
1/1 page	174 x 260	210 x 297	3,890.00	4,158.00	4,426.00	4,694.00
2/3 page, wide	174 x 172	210 x 191	2,656.00	2,924.00	3,192.00	3,460.00
2/3 page, high	114 x 260	130 x 297	2,656.00	2,924.00	3,192.00	3,460.00
Juniorpage	128 x 174	145 x 210	2,214.00	2,482.00	2,750.00	3,018.00
1/2 page, wide	174 x 128	210 x 145	2,014.00	2,282.00	2,550.00	2,818.00
1/2 page, high	85 x 260	102 x 297	2,014.00	2,282.00	2,550.00	2,818.00
1/3 page, wide	174 x 85	210 x 100	1,362.00	1,630.00	1,898.00	2,166.00
1/3 page, high	54 x 260	72 x 297	1,362.00	1,630.00	1,898.00	2,166.00
1/4 page, wide	174 x 62	210 x 82	1,040.00	1,308.00	1,576.00	1,844.00
1/4 page, high	40 x 260	57 x 297	1,040.00	1,308.00	1,576.00	1,844.00
1/4 page, postcard	85 x 128	102 X 145	1,040.00	1,308.00	1,576.00	1,844.00

* plus 3 mm bleed (trimming allowance) at all sides

Actual circulation 9,600 copies



2 Surcharges

Position: cover pages 2 and 4 778.00 €
cover page 3 389.00 €
other reserved positions: gross basic rate black/white +10%
Special positions surcharges will not be discounted

Colours: Each standard colour
Cyan, Magenta, Yellow of European scale
and red like HKS 13 268.00 €
4-colour advertisement (European scale) 804.00 €
each special colour 638.00 €
Colour surcharges will not be discounted

Format: There is no trimming surcharge for advertisements larger than print area.

For advertisements with QR code, we add a surcharge of 100.00 €.

3 Discounts: For a booking period of one year

Series discount		Quantity discount	
2 advertisements	3%	2 pages	5%
4 advertisements	5%	4 pages	10%
8 advertisements	10%	6 pages	15%
12 advertisements	15%	8 pages	20%
18 advertisements	20%	18 pages	25%

No discount on colour surcharges, additional technical effort charged and situations vacant.

Combinations: 3% for simultaneous placement in MPT and "stahl und eisen" of at least 3 advertisements within one year

4 Columns: on request

5 Special forms of advertisement:

Bound-in inserts
Discountable, 1 bound-in insert = 1/1 page ad
Weight up to 11g/sheet.
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.
Only whole circulation.

Rate includes additional print in India.

1 sheet = 2 pages 4,315.00 €

2 sheet = 4 pages 8,630.00 €

For the circulation printed in India we need the corresponding print data.

Loose inserts:

Not bound in, max. size 205 x 295 mm.

Weight up to 25g 4,281.00 €

Glued-on items on request

6 Contact:

Information, booking, invoicing:
Sigrid Klinge, Advertising manager
Phone +49 211 6707-552
Fax +49 211 6707-923552
E-Mail sigrid.klinge@stahleisen.de

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:

Kreissparkasse Köln
IBAN DE61 3705 0299 0151 2972 96
BIC: COKSDE33XXX

- 1 Size of journal:** 210 mm wide, 297 mm high, DIN A4 format untrimmed: 216 mm wide, 303 mm high. 3 mm trimming allowance at all sides
- Print area:** 174 mm wide, 260 mm high
2 columns, 85 mm wide each
- 2 Printing and binding method:** Offset, perfect binding
- 3 Transmission of digital data:** mpt-daten@stahleisen.de
- 4 File formats:** We recommend PDF/x-3 data files. The transmission of open data (e.g. InDesign, Quark Xpress, etc) should be avoided. The file must be printable, i.e. with all used fonts embedded in the file. Half-tone images should have a resolution of 300 dpi, line-art images a resolution of at least 600 dpi.
- 5 Colours:** European scale (CMYK) according to ISO 12647-2 (PSO), spot colours on request. For conversion and control of the colour space (ICC Color Management), please refer to the standard ECI offset profiles. (The profil "ISO Coated v2" (ECI) in the package "ECI_Offset_2009" is available free of charge at www.eci.org).
- 6 Proofs:** Compulsory colour proofs according to "Media Standard Printing" (bvdm). Digitally produced proofs must be delivered with the FOGRA media wedge which is used to control color values (the media wedge can be purchased from www.fogra.org). Preprint proofs must contain an official print control strip.

7 Archiving of data:

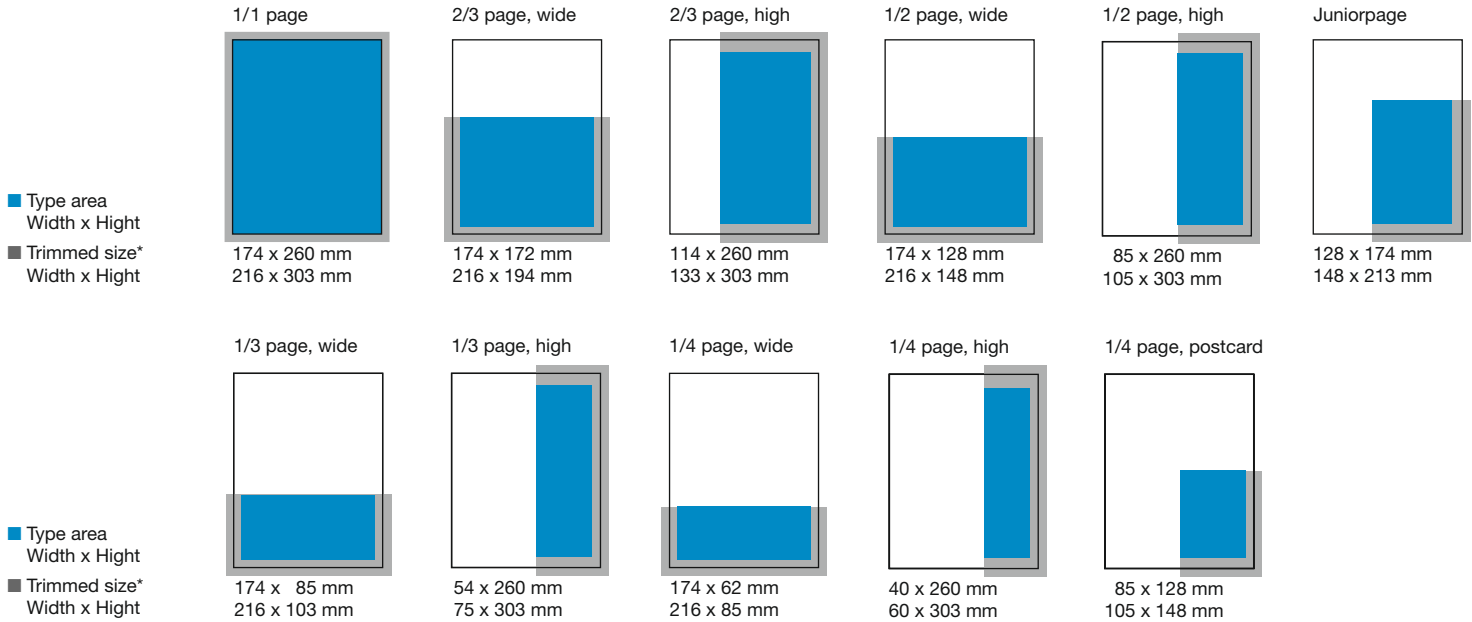
As the data are archived, it is generally possible to use the data in an unchanged version for reprints. However, we do not assume any responsibility for the provided data.

8 Warranty:

We accept no responsibility for the printing result, if the data (for texts, colours, artwork) provided are incomplete or deviate from the proof. Wrong exposures due to incomplete or faulty files, wrong settings or incomplete instructions will be charged extra. Also additional typesetting or copying effort and the production of faulty proofs will be extra charged.

9 Contact:

Sigrid Klinge, Order Processing
Phone: +49 211 6707-552



* Formats incl. 3mm bleed.

1 Distribution:

 Copies per issue, annual average
 (July 1, 2016 to June 30, 2017)

Print run	10,058		
Actual circulation:	9,600	thereof outside Germany	8,014
Sold circulation:	181	thereof outside Germany	83
Subscribed circulation:	181	thereof to members	–
Single copies sold:	–		
Other paid circulation:	–		
Free copies:	9,419		
Surplus, courtesy and archive copies	458		

2 Geographical circulation analysis:

Economic region	Percentage of actual circulation	
	%	copies
Germany	16.5	1,586
Outside Germany	83.5	8,014
Actual circulation	100.0	9,600

2.1 Distribution of non-German circulation

Economic region	Percentage of actual circulation	
	%	copies
Europe	27.6	2,598
Canada/USA	10.9	1,045
Latin America	11.2	1,074
Australia/Oceania	0.8	79
Asia	42.9	4,118
Africa	7.2	686
Actual circulation	100.0	9,600

For more specific geographical distribution see pages 14 and 15.

Summary of the surveying method

1. Method: Analysis of recipient structure by data evaluation - 100 % survey
2. Population: actual circulation 9,600 = 100.0 %
Not considered in the survey: 1,677 = 17.5 %
3. Sample: 100 % survey
4. Target persons of the survey: –
5. Period of the survey: July 1, 2016 – June 30, 2017
6. Survey conducted by: Verlag Stahleisen GmbH

 A detailed description of the surveying method is available at
www.stahleisen.de/erhebungsmethoden


1.1 Industries/Economic sectors/Company types:

Dept./group/class	Branches (as per classification of economic sector)	Percentage of actual distribution	
		%	copies
001	Integrated Steel Works	22.3	2,145
002	Midi & Mini Steel Works	12.1	1,160
003	Specialized firms with restricted ranges e.g. cold rolling mills. tube mills. wire manufacture	6.8	652
004	Ministries and Civil Servants	3.2	309
005	Universities & Research Institutes	4.2	405
006	Suppliers of Raw Materials	1.3	125
007	Engineering Consultants	4.1	391
008	Trade and Commercial Associations	1.7	158
009	Equipment Suppliers	2.5	239
010	Furnace Construction	0.4	37
011	Suppliers of Components	1.7	162
014	Others	4.0	384
015	Manufacturers of non-ferrous metals & aluminium	0.5	45
016	Users of non-ferrous metals & aluminium	1.0	91
	No indication	34.3	3,297
Actual circulation		100.0	9,600

1.2 Size of business unit:

Details were not requested because the useful value of this journal is not dependent on this.

2.1. Occupational features

2.1.1 Field of responsibility

Branches (as per classification of economic sector)		Percentage of actual distribution	
		%	copies
001	Senior civil servants & ministerial staff	2.6	245
002	Management	24.6	2,365
003	Group subsidiary management	1.8	175
004	Research & Development and pilot plant	2.9	280
005	Production planning	1.7	167
006	Production: ore refining	0.5	46
007	Production: coke	0.3	26
008	Production: pig and sponge iron	0.8	76
009	Production: ferro-alloys	0.2	24
010	Production: steel	6.5	629
011	Production: continuous casting	0.8	72
012	Production: steel casting	0.5	51
013	Production: hot rolling	1.5	147
014	Production: tubes	0.6	56
015	Production: forging	0.2	19
016	Production: cold rolling mills/drawing	0.9	82
017	Production: non-ferrous metals	0.3	29
018	Production: non-ferrous metals (semi-finished)	0.1	8
019	Production: surface treatment	0.4	38
020	Quality control	1.7	164
021	Planning & Design	3.7	356
022	Maintenance	1.6	151
023	Environmental protection/ergonomics	0.1	15
024	Energy	0.2	20
025	Transport/storage	0.1	5
026	Purchasing	0.8	74
027	Sales	1.4	130
028	Others	3.5	337
029	Unknown	5.4	516
	No indication	34.3	3,297
Actual circulation		100.0	9,600



2.1.2 Position in the works

Groups of recipients		Percentage of actual distribution	
		%	copies
001	Senior personnel in a Ministry or official organisation	4.9	467
002	Company Directors	25.8	2,472
003	Senior Management	1.8	172
004	Works Directors	6.4	615
005	Chief Engineers/Designers	4.5	432
006	Works Managers, Departmental Managers	5.5	531
007	Works Engineers	3.8	367
008	Consulting Engineers	2.3	215
009	Educational	1.4	138
010	Others	3.4	330
011	Position unknown	5.9	564
	No indication	34.3	3,297
Actual circulation		100.0	9,600

Summary of the surveying method

1. Method: Analysis of recipient structure by data evaluation - 100 % survey
2. Population: actual circulation 9,600 = 100.0 %
Not considered in the survey: 1,677 = 17.5 %
3. Sample: 100% survey

4. Target persons of the survey: personal recipients in the institutions contained in the data pool
5. Period of the survey: July 1, 2016 – June 30, 2017
6. Survey conducted by: Verlag Stahleisen GmbH

A detailed description of the surveying method is available at www.stahleisen.de/erhebungsmethoden

Code	Country	Regular Receivers
Africa		
204	Morocco	14
208	Algeria	17
212	Tunisia	18
216	Libya	6
220	Egypt	36
224	Sudan	30
232	Mali	2
240	Niger	5
260	Republic of Guinea	2
268	Liberia	8
276	Ghana	47
280	Togo	4
284	Benin	1
288	Nigeria	193
302	Cameroon	5
314	Gabon	5
318	Democratic Rep. of the Congo	4
322	Zaire	22
324	Rwanda	1
328	Burundi	1
334	Ethiopia	48
342	Somalia	2
346	Kenya	22
350	Uganda	12
352	Tanzania	55
366	Mozambique	3
370	Madagascar	6
373	Mauritius	3
378	Zambia	15
382	Zimbabwe	21
386	Malawi	5

Code	Country	Regular Receivers
388	Republic of South Africa	67
389	Namibia	1
391	Botswana	3
393	Swaziland	1
395	Lesotho	1
		686*
Latin America		
412	Mexico	183
416	Guatemala	7
424	Honduras	9
428	El Salvador	8
432	Nicaragua	8
436	Costa Rica	7
442	Panama	15
448	Cuba	46
456	Dominican Republic	11
464	Jamaica	7
469	Barbados	2
472	Trinidad and Tobago	16
480	Columbia	34
484	Venezuela	37
488	Guyana	5
500	Ecuador	30
504	Peru	55
508	Brazil	271
512	Chile	73
516	Bolivia	35
520	Paraguay	16
524	Uruguay	15
528	Argentina	184
		1,074*

Code	Country	Regular Receivers
Asia		
604	Lebanon	16
608	Syria	60
612	Iraq	40
616	Iran	285
624	Israel	32
628	Jordan	6
632	Saudi-Arabia	47
636	Kuwait	21
640	Bahrain	6
644	Qatar	25
647	United Arab Emirates	25
649	Oman	1
662	Pakistan	84
664	India	2,000
666	Bangladesh	18
669	Sri Lanka	49
672	Nepal	6
676	Myanmar	28
680	Thailand	96
690	Vietnam	6
700	Indonesia	191
701	Malaysia	127
706	Singapore	17
708	Philippines	130
720	People's Rep. of China	564
728	South Korea	23
732	Japan	38
736	Taiwan	170
740	Hong Kong	7
		4,118*
Australia/Oceania		
800	Australia	68
804	New Zealand	5
815	Fiji	3
819	Western Samoa	3
		79*

Code	Country	Regular Receivers
Europe		
001	France	88
002	Belgium	43
003	Netherlands	11
004	Germany	1,586
005	Italy	197
006	Great Britain	135
007	Rep. of Ireland	2
008	Denmark	2
009	Greece	8
010	Portugal	8
011	Spain	92
012	Luxembourg	18
028	Norway	4
030	Sweden	40
032	Finland	30
038	Austria	39
039	Switzerland	23
046	Malta	1
052	Turkey	130
060	Poland	20
061	Czech Republic	37
063	Slovakia	2
064	Hungary	3
066	Romania	18
068	Bulgaria	5
072	Ukraine	12
075	Russia	38
091	Slovenia	1
093	Bosnia-Herzegovina	2
096	Macedonia	3
		2,598*
Canada/USA		
400	USA	891
404	Canada	154
		1,045*

*As at 09 June 2017

1 Web address:

www.MPT-International.com

2 Brief description: Comprehensive Internet offer with topical news, product database and job market

3 Target group: Professional decision-makers in the iron and steel industry, including steel forming plants as well as plant, machine and industrial furnace builders supplying to the iron and steel industry.

4 Publishing house:

jbd Gesellschaft für Medien und Kommunikation mbH
 Graf-Recke-Straße 82,
 40239 Düsseldorf, Germany

Contact Editorial staff:
 Arnt Hannewald
 Phone: +49 211 6707-568
 E-mail: arnt.hannewald@stahleisen.de

Contact Online advertising:
 Sigrid Klinge
 Phone: +49 211 6707-552
 E-mail: sigrid.klinge@stahleisen.de

1 Rates and advertising options:

Typ of advertising	Position	Format / size in pixels	Max. data volume	Rate in € per time unit
Leaderboard	Start page + subordinate pages in rotation sequence	728 x 90	100 KB	990,00 per mo.
Skyscraper	Start page in rotation sequence	160 x 840	100 KB	498,00 per mo.
Premium Banner	Start page in rotation sequence	1600 x 240	100 KB	498,00 per mo.
Newsbanner	Under the steel news in rotation sequence	800 x 240	100 KB	498,00 per mo.
Full Banner	Start page in rotation sequence	468 x 60	100 KB	398,00 per mo.
Medium Rectangle	All subordinate pages in rotation sequence	300 x 250	100 KB	298,00 per mo.
Content Ad	All subordinate pages in rotation sequence	234 x 60	100 KB	298,00 per mo.

2 Discounts: on request

3 Columns: –

4 Special topics: –

5 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: Kreissparkasse Köln
 IBAN DE61 3705 0299 0151 2972 96 · BIC: COKSDE33XXX

- 1 File formats:** gif, jpg, swf max. 100 kB
The data volumes (kB) indicated are maximum values, including all data required to define the advertisement (incl. data to be downloaded, sniffer code, artwork, flash, etc.).
- 2 To be sent to:** Please send the material for your advertising campaign to:
sigrid.klinge@stahleisen.de
- 3 Deadline:** 3 days before start of the campaign
This deadline gives you and us enough time to test the formats and ensure a smooth start of the campaign. We accept no responsibility for delays due to receipt of the material after the above specified deadline.

Along with the delivered data, we need the following meta-information:

- Name of customer
- Name of campaign
- Period booked
- Site covered
- Positioning of the site
- Type of advertising
- Customer's point of contact
- Name of motif (optional)
- Click URL

Reporting: On request, you will receive an evaluation of the advertising effect and Ad clicks.

4 Contact: Sigrid Klinge
Phone: +49 211 6707 - 552
E-mail: sigrid.klinge@stahleisen.de

See banner samples on page 20

Bannertypes:

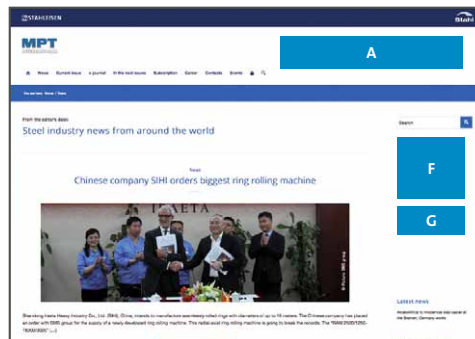
Position on the start page: www.MPT-International.com



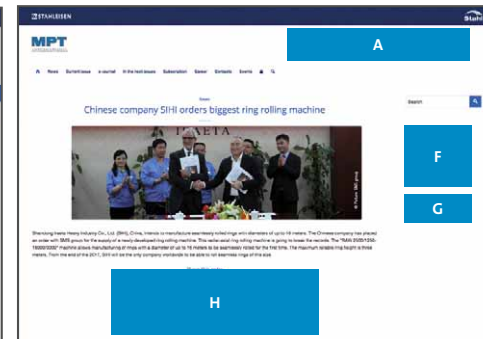
- A Leaderboard**
Format: 728 x 90 px
- B Skyscraper**
Format: 160 x 840 px
- C Premium Banner**
Format: 1600 x 240 px
- D + E Full Banner**
Format: 468 x 60 px

- F Medium Rectangle**
Format: 300 x 250 px
- G Content Ad**
Format: 234 x 60 px
- H News banner under all steel topics**
(current news and information relating to steel)
Format: 800 x 240 px

Position on all subordinate pages



Position under the steel news



We reserve the right to alter positions within the scope of technical progress.

General terms and conditions of business for advertising and insert supplements in newspapers and periodicals

Section 1 The “advertising order” – as it is intended in the following general terms and conditions of business – is the contract for publication of one or more advertisements by an advertiser in a publication for the purpose of distribution.

Section 2 In case of doubt, advertisements shall be requisitioned for publication within one year after the publishing agreement is concluded. If the right to requisition individual advertisements is granted under the terms of an agreement, the order must be carried out within one year after publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the time period designated in Section 1.

Section 3 With the closing of agreements, the Ordering Party is also entitled to requisition other advertisements, in addition to the number of advertisements named in the order within the time period agreed upon, or that which is cited in Section 2.

Section 4 If an order is not filled for reasons that are not the fault of the publisher, the Ordering Party, notwithstanding additional legal obligations, shall pay the publisher the difference between the promised discount and the discount corresponding to the actual purchase. This payment is not required, if the non-fulfillment is due to force majeure within the risk area of the publisher.

Section 5 Orders for advertisements and inserts, which are expressly to be published exclusively in specific numbers, issues or in specific places of the publication, must be received by the Publisher in sufficient time, so that the Ordering Party can be informed prior to completion of the advertisement, in the event that the order cannot be executed in this manner. Categorized advertisements shall be printed in their respective categories, without requiring this to be expressly agreed upon.

Section 6 The Publisher reserves the right to refuse advertising orders – as well as individual requisitions within the terms of a contract – and insert orders based on the content, the source or the technical form according to uniform, fact-based principles established by the Publisher, if their content violates applicable laws or official regulations or if their publication is unreasonable for the Publisher. This also applies to orders placed by agencies, receiving agents or representatives. Insert orders are only binding for the Publisher after presentation and approval of a sample of the insert. Inserts having a design or presentation that create the impression for the reader that they are part of the publication, or which contain third-party advertisements, shall not be accepted. The Ordering Party will be informed immediately regarding the refusal of an order.

Section 7 The Customer is responsible for the punctual delivery of the advertisement copy and error-free print documents or inserts. For recognizably unsuitable or damaged print documents, the Publisher shall request a replacement immediately. The Publisher guarantees the printing quality customary for the designated publication, within the limits set by the printing documents.

Section 8 In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the Ordering Party is entitled to a reduction in payment or to a correct substitute advertisement, but only to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable time period set for the publication of the substitute advertisement, or if the substitute advertisement again contains errors, the Ordering Party has the right to reduction in payment or a cancellation of the order. Indemnity claims arising from positive breach of obligation, negligence in contracting and mishandling are excluded – including orders placed by telephone; indemnity claims due to impossibility of performance and delay are limited to the replacement of foreseeable damages and, in the monetary amount, to the compensation to be paid for the affected advertisement or insert. This does not apply to intentional and gross negligence of the Publisher, its legal representatives and agents. The liability of the Publisher for damages due to lack of guaranteed qualities shall remain unaffected. Furthermore, the Publisher is not responsible for the gross negligence of its agents in commercial transactions; in all other cases, the liability for gross negligence with respect to businesspersons is limited in its extent to the foreseeable damages up to the amount of the cost of the affected advertisement. With the exception of defects that are not obvious, complaints must be put forward within 4 weeks of receiving the invoice and receipt.

Section 9 Proofs are provided only when expressly requested. The Ordering Party bears responsibility for the correctness of returned proofs. The Publisher shall take into account all error corrections which are communicated to it within the period set at the time of forwarding the proofs.

Section 10 If no specific size has been stipulated, the actual print size customary for the type of advertising shall be the basis for invoicing.

Section 11 In the event that the Ordering Party does not pay in advance, the invoice shall be sent immediately, if possible, however, fourteen days after publication of the advertisement. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Possible discounts for early payments are granted according to the price list.

Section 12 In the case of delayed payments, or those allowed an extended time for payment, interest and collection fees will be charged. In case of delayed payment, the Publisher can hold back further execution of the current order until payment has been made, and can demand prepayment for the reMaying advertisements. In case of reasonable doubt of the Ordering Party's ability to pay, the Publisher shall be entitled to make the appearance of further advertisements dependent on prepayment of the amount and the settlement of any open invoice amounts, even within the duration of an advertisement contract, regardless of the terms of payment that were originally agreed upon.

Section 13 Upon request, the Publisher shall deliver a specimen of the advertisement along with the invoice. Depending upon the type and scope of the advertising order, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be obtained, the Publisher shall provide instead a legally binding certification of the publication and distribution of the advertisement.

Section 14 The Ordering Party shall bear the costs for the production of ordered printing documents and drawings, as well as for the considerable modification of previously agreed upon versions, which the Ordering Party has requested or for which he is responsible.

Section 15 In case of a contract for multiple advertisements, a claim to reduction in price may result from a reduction in circulation, if the average circulation for the insertion year, beginning with the first advertisement, is below the average circulation stated in the price list or otherwise, or – if no circulation quantity is stated – is less than the average circulation sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A drop in circulation only grants the right to price reduction when – for circulations of up to 50,000 – it amounts to 20%. Furthermore, claims to price reduction are excluded, if the Publisher has informed the Ordering Party in due time of the drop in circulation, allowing time for withdrawing from the contract prior to publication.

Section 16 In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the offers as would a responsible businessman. Registered and express MayI responses to keyed advertisements shall only be forwarded by conventional post. Responses to keyed advertising shall be kept for four weeks. Responses not collected within this time period will be destroyed. The Publisher will return valuable documents without being obligated to do so. The Publisher reserves the right, in the interest of the Ordering Party and for the protection of same, to open incoming offers for inspection purposes, so that the misuse of keyed advertising services is prevented. The Publisher is not bound to forward business recommendations or offers to act as agents.

Section 17 Print documents are returned to the Ordering Party on express request. The obligation of retention shall end after a period of one year.

Supplementary terms and conditions of business of the Publisher

- a) In regard to changes in advertising prices, reduction in prices for current orders take effect immediately and price increases take effect following a waiting period set by the publisher. Reference to the corresponding valid price list may be found in the Imprint.
- b) The exclusion of competing companies can only be agreed upon for two pages lying opposite of one another. Excluding the competition cannot be guaranteed, when a specific advertisement has been bindingly accepted and confirmed.
- c) Verbal acceptance (such as for placement) first becomes binding with written confirmation by the Publisher.
- d) Advertising agencies and other advertisers are obliged to adhere to the price list of the Publisher in their offers, contracts and invoices in respect of advertisers.

We also offer our general terms and conditions of business as a **PDF file for downloading**. In that way, you may read them offline at your leisure.

In the event that you do not have the Acrobat Reader necessary for reading the PDF file, you may obtain this free of charge at the **Adobe Web site**.

In case of changes the actual version of these General Terms are to be found at the internet site www.stahleisen.de

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