

Metallurgical Plant and Technology

**MPT**  
INTERNATIONAL

# Media-Information 2019



Magnetic forces on electrodes and steel bath in the EAF

Pipe ID 4.0: process control system for welded pipe plants



The leading trade magazine for the global iron and steel industry

 STAHLEISEN



**MPT International**

	<b>Page</b>
<b>1 Profile</b>	1
<b>T Dates and planned topics</b>	2–3
<b>P Rate card</b>	4–5
<b>F Formats and technical details</b>	6–9
<b>Special forms of advertisement</b>	10–11
<b>2 Circulation and distribution analysis</b>	12
<b>3-E Analysis of recipient structure</b>	13–15
Additional breakdown by country	16–17

**Website [www.MPT-International.com](http://www.MPT-International.com)**

<b>1 Profile</b>	18
<b>P Rates/Advertising options</b>	18
<b>F Formats and technical details</b>	19–20
<b>Contact</b>	21
<b>General terms and conditions</b>	22–23



**Actual circulation** 9.462

**Print run** 9.840

including printing in India

(Annual average from July 2017 – June 2018)

[www.MPT-International.com](http://www.MPT-International.com)

As an English-language trade journal for the iron and steel industry **MPT International** covers all areas of metallurgy. The editorial part of the Magazine contains technical articles about production plants and equipment and an extensive news section.

The main topics are represented in each issue:

- Iron and steel production
- continuous casting
- hot and cold rolling
- surface coating
- material testing
- automation

**MPT International** informs the middle and top management in the metal producing and forming industry as well as the relevant ministries, authorities and consulting firms. In addition to the English-language international edition, Chinese and Russian country editions are published, which accompany the economic development in the growth markets of Eastern Europe and Asia.

**MPT International** is published six times a year with a circulation of approx. 10,000 copies per issue, which are sent to 124 countries.

**MPT China** is published twice a year in Chinese and is published in is exclusively distributed in the People's Republic of China. Circulation: approx. 9,000.



**MPT GUS** is published twice per year in Russian and is distributed exclusively within the CIS. Circulation: approx. 9,000.

- 1 Profile:** MPT International
- 2 Brief description:** MPT International is the leading English-speaking Trade journal for the iron and steel industry with worldwide distribution
- 3 Target group:** Top and middle management of the metal producing industries and transforming industry as well as the ministries involved in industrial construction, authorities and consulting firms
- 4 Frequency:** 6 times a year
- 5 Format:** DIN A4 standard
- 6 Volume:** Volume 42 2019
- 7 Purchase price:** Annual subscription 209,00 €  
 Single copy 42,00 €  
 Free of charge according to target group-qualification; in the interest of high market-coverage with regard to primary target area.
- 8 Publishing house:** Maenken Kommunikation GmbH  
 Von-der-Wettern-Straße 25  
 51149 Köln, Germany  
 Phone: +49 2203 3584 - 0  
 Fax: +49 2203 3584 - 185  
 www.maenken.com  
 info@maenken.com
- 9 Publisher:** Dr. Wieland Mänken
- 10 Bank account:** Kreissparkasse Köln  
 IBAN: DE34 3705 0299 0000 2826 53  
 BIC: COKSDE33
- 11 Payment terms:** Payment after receipt of invoice without deduction
- 12 Breakdown of volume:** 2017 = 6 issues
- |                                       |                    |
|---------------------------------------|--------------------|
| Total volume:                         | 418 pages = 100.0% |
| Editorial part:                       | 278 pages = 66.5%  |
| Advertisements:                       | 140 pages = 33.5%  |
| there of                              |                    |
| Situations vacant and classified ads: | – pages = –%       |
| Advertisements by the publisher:      | 3 pages = 2.1%     |
| Bound-in inserts:                     | 24 pages = 17.1%   |
| Loose inserts:                        | – pieces           |
- 13 Analysis of editorial contents:** 278 pages = 100.0%
- |                   |                   |
|-------------------|-------------------|
| Original essays   | 223 pages = 80.2% |
| Short news        | 43 pages = 15.5%  |
| table of contents | 12 pages = 4.3%   |

**MPT INTERNATIONAL** reports every 2 months:

– new technologies and processes of the internationally leading plant construction industry for the steel industry

– New construction and conversion projects of the steel industry all over the world  
 – Experiences of steel producers with their technical equipment and processes

Issue	Date	The topical theme	Trade fairs / Exhibitions / Additional distribution
1 February	Ad-closing date: 06 February 2019 Printing material: 08 February 2019 Publication date: 22 February 2019	<b>Leading theme:</b> <b>Rolling mill technology</b>	<b>Metal + Metallurgy China &gt; 13 – 16 March 2019, Shanghai, PR China</b> <b>Stahlmarkt 2019 - 23. Handelsblatt Jahrestagung &gt; 20 – 21 March 2019, Düsseldorf, Germany</b> <b>33. Aachener Stahlkolloquium &gt; 28 – 29 March 2019, Aachen, Germany</b> <b>Eurocoke Summit 2019 &gt; 2 – 4 April 2019, Amsterdam, Niederlande</b>
2 April 	Ad-closing date: 02 April 2019 Printing material: 04 April 2019 Publication date: 18 April 2019	<b>Leading theme:</b> <b>Metallurgy</b> <b>Trade fair innovations I</b>	<b>AISTech 2019 - The Iron &amp; Steel Technology Conference and Exposition &gt; 6 – 9 May 2019, Pittsburgh, USA</b> <b>Made in Steel 2019 &gt; 14 – 16 May 2019, Milan, Italy</b> <b>Metallurgy-Litmash, Tube Russia, Aluminium / Non-Ferrous &gt; 14 – 17 May 2019, Moscow, Russia</b> <b>ECHT European Conference on Heat Treatment &gt; 4 – 7 June, Bardolino, Italy</b>
3 June 	Ad-closing date: 27 May 2019 Printing material: 29 May 2019 Publication date: 14 June 2019	<b>Leading theme:</b> <b>innovations</b> <b>Trade fair innovations II</b>	<b>ESTAD 2019 &gt; 24 – 28 June 2019, Düsseldorf, Germany</b> <b>GIFA / METEC / THERMPROCESS / NEWCAST 2019 &gt; 25 – 29 June 2019, Düsseldorf, Germany</b> <b>STEELSIM 2019 &gt; 13 – 15 August 2019, Toronto, Canada</b>
4 September	Ad-closing date: 14 August 2019 Printing material: 16 August 2019 Publication date: 30 August 2019	<b>Leading theme:</b> <b>automation</b>	<b>Tube &amp; Wire Southeast Asia 2019 &gt; 18 – 20 September 2019, Bangkok, Thailand</b> <b>ESSC &amp; Duplex Conference 2019 &gt; 30 September – 2 October 2019, Vienna, Austria</b>
5 October	Ad-closing date: 01 October 2019 Printing material: 04 October 2019 Publication date: 18 October 2019	<b>Leading theme:</b> <b>Metallurgy</b>	<b>Metal Expo 2019 &gt; November 2019, Moscow, Russia</b> <b>Metal Middle East 2019 &gt; December 2019, Dubai, VAE</b>
6 December	Ad-closing date: 25 November 2019 Printing material: 27 November 2019 Publication date: 11 December 2019	<b>Leading theme:</b> <b>modernization</b>	

**MPT – China**
**COUNTRY EDITIONS**

Issue	Date	The topical theme	Trade fairs / Exhibitions / Additional distribution
1 MPT China March	Publication date: March 2019 Ad-closing date: English motifs: 21 January 2019 Chinese motifs: 28 January 2019 Printing material: 28 January 2019	<b>Special edition in Chinese language. Distribution only in the People's Republic of China</b>	<b>Metal + Metallurgy China &gt; 13 – 16 March 2019, Shanghai, PR China</b> <b>China (Guangzhou) International Metal &amp; Metallurgy Exhibition 2019 &gt; 13 – 15 June 2019 Guangzhou, PR China</b>
2 MPT China October	Publication date: October 2019 Ad-closing date: English motifs: 09 September 2019 Chinese motifs: 16 September 2019 Printing material: 16 September 2019	<b>Special edition in Chinese language. Distribution only in the People's Republic of China</b>	

**MPT – GUS**

1 MPT GUS April	Publication date: April 2019 Ad-closing date: English motifs: 11 March 2019 Chinese motifs: 18 March 2019 Printing material: 18 March 2019	<b>Special edition in Russian language. Distribution only in the CIS</b>	<b>Metallurgy-Litmash, Tube Russia, Aluminium / Non-Ferrous &gt; 14 – 17 May 2019, Moscow, Russia</b>
2 MPT GUS October	Publication date: October 2019 Ad-closing date: English motifs: 09 September 2019 Chinese motifs: 16 September 2019 Printing material: 16 September 2019	<b>Special edition in Russian language. Distribution only in the CIS</b>	<b>Metal Expo 2019 &gt; November 2019, Moscow, Russia</b>

Circulation, target groups, technical data etc. of special editions on request.  
 Editorial overviews of the individual issues are available approx. 8 weeks before the publication date.

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

The respective statutory VAT rate is to be added to all prices.

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
Junior page	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, post card	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: 9,462 copies



**2 Surcharges**

**Position:** Cover pages 2 and 4 778,00 €  
Cover page 3 389,00 €  
other positions can be booked for 10 % surcharge on the b/w rate for the corresponding size (non-discountable).

**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 are not subject to discounts

**Format:** There is no trimming surcharge for advertisements larger than print area.  
For ad specs with a QR code, a surcharge of 100,00 € is charged.

**3 Discounts:**

For a booking period of one year

**Series discount**

2 appearances 3 %  
4 appearances 5 %  
8 appearances 10 %  
12 appearances 15 %  
18 appearances 20 %

**Quantity discount**

ab 2 pages 5 %  
ab 4 pages 10 %  
ab 6 pages 15 %  
ab 8 pages 20 %  
ab 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.  
For the trimming at the top and bottom each 5 mm, outside as well as in the waistband 3 mm each for adhesive binding.  
Only total print run.  
Price includes additional print in India

1 sheet = 2 pages 4.315,00 €  
2 sheet = 4 pages 8.630,00 €

**For printing the Indian circulation we require the respective print-data.**

Loose inserts  
Not bound in, max. size 205 x 295 mm  
Weight up to 25 g 4.281,00 €  
-----  
Glued-on items on request  
-----



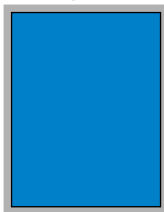


- 1 Size of journal:** 210 mm wide, 297 mm high,  
DIN A4 format untrimmed:  
216 mm wide, 303 mm high.  
3 mm trimming allowance all sides
- Print area:** 174 mm wide x 260 mm high  
2 columns, 85 mm wide each
- 2 Printing and binding method:** Offset, perfect binding
- 3 File formats:** We recommend 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.
- 4 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 “ECI\_Offset\_2009” package is available free of charge at [www.eci.org](http://www.eci.org)).
- 5 Proofs:** Compulsory colour proofs according to “Media Standard Printing” (bvdn). 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](http://www.fogra.org)). Preprint proofs must contain an official print control strip.
- 6 Archiving of data:** As the data is 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.
- 7 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.



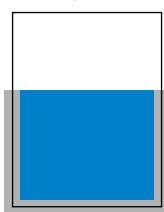


1/1 page



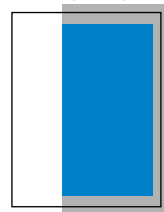
174 x 260 mm  
216 x 303 mm

2/3 page, wide



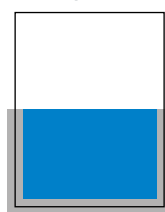
174 x 172 mm  
216 x 194 mm

2/3 page, high



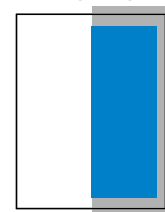
114 x 260 mm  
133 x 303 mm

1/2 page, wide



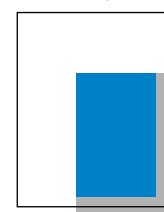
174 x 128 mm  
216 x 148 mm

1/2 page, high



85 x 260 mm  
105 x 303 mm

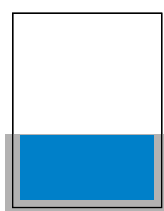
Junior page



128 x 174 mm  
148 x 213 mm

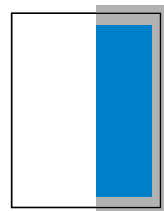
- Type area  
Width x Height
- Trimmed size\*  
Width x Height

1/3 page, wide



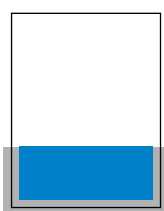
174 x 85 mm  
216 x 103 mm

1/3 page, high



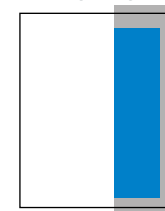
54 x 260 mm  
75 x 303 mm

1/4 page, wide



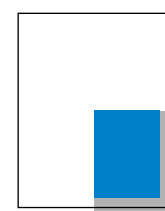
174 x 62 mm  
216 x 85 mm

1/4 page, high



40 x 260 mm  
60 x 303 mm

1/4 Seite, post card



85 x 128 mm  
105 x 148 mm

\* Formats incl. 3 mm bleed

**Bound-in inserts:**

Before acceptance and confirmation of the order by the publisher, a compulsory sample must be furnished. Also a blank sample, with indication of size and weight, will be accepted, if no other material is available. Bound-in inserts must be clearly discernible as advertisement, must not be mistaken for an editorial part of the journal and must only cover the products of an advertiser. Placement of bound-in inserts may be limited by the technical feasibility. For any bound-in insert made of a material other than paper the publishers will first obtain approval from the postal company.

**Quantity needed:**

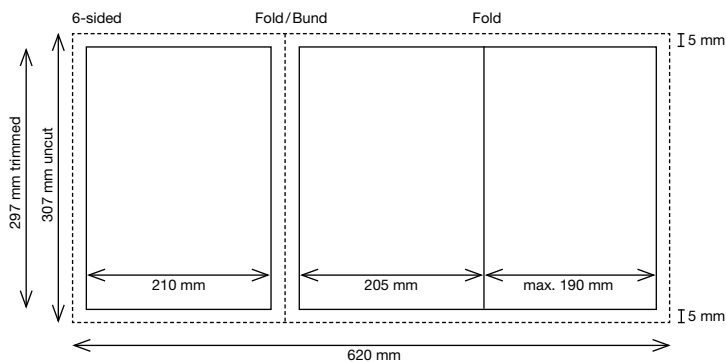
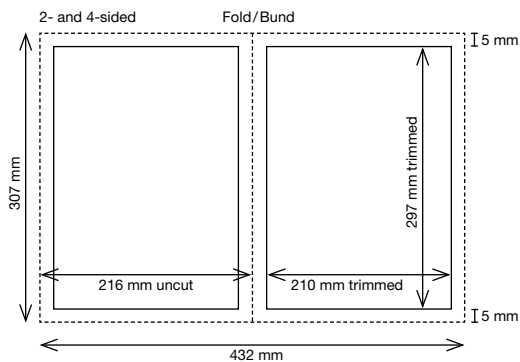
on request

**Technical details:**

Bound-in inserts must be delivered with untrimmed edges. Multi-sheet inserts must be delivered properly folded. The cover page of the insert must be indicated. Inserts must be delivered in such a way that no additional cutting, folding or reworking is necessary. Extras and additional folding or gluing work will be charged separately. Multi-sheet inserts must be folded on the side of the binding. If these preconditions are not met, an extra charge will have to be paid.

**Formats:**

Untrimmed in mm	wide x high
1 sheet (= 2 pages)	216 x 307
2 sheets (= 4 pages)	432 x 307
3 sheets (= 6 pages)	620 x 307
4 sheets (= 8 pages)	= 2 x 2 sheets



**Inserts:** Conditions for order acceptance and confirmation by the publishing house are the presentation of a binding sample, if necessary a dummy sample with size and weight indication. Inserts may only be used for the sales program of an advertiser. The insert must be designed in such a way that the reader does not associate it with the text part of the magazine. The placement will be carried out according to the technical possibilities. Exclusively for MPT International.

**Reference to insert:** Reference to the insert will be included in the advertisers' index free of charge.

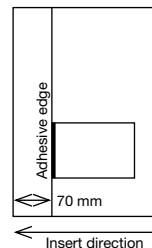
**Quantity needed:** on request

**Deadline for delivery:** At the latest by the printing deadline. (see "Dates and planned topics", pages 2 and 3)

**Format:** Max. 205 x 295 mm

**Technical details:** As the material is inserted loose, i.e. without fixture of any kind, it must be a single piece. The inserted material must be delivered in such a condition that no additional handling or processing is required. Any extra work (e.g. folding) will be separately charged. Inserts printed on a material other than paper will not be accepted unless a compulsory sample has been furnished before, for checking its suitability for processing and shipping. Inserts consisting of several sheets must close up towards the binding, i.e. towards the inserting direction.

**Glued-on items**



**Stick-on advertising material:** Only in combination with a Carrier display.

**For postcards glued** onto inserts or advertisements, the following rates apply: 415.43 €/1,000 pieces incl. postage excl. gluing costs:

– Gluing by machine can be done, if glued-on edge is in parallel to the binding and at a distance between 1 and 7 cm from the binding; the height is variable.

Gluing costs are 125 €/1,000 pieces. In other cases, including affixing at an angle, the rate for manual gluing is 185 €/1,000 pieces.

**For other advertising items** (product samples, CD/DVD etc.), the rate for inserts will apply. Gluing costs will be quoted on request based on a compulsory sample. The glued area will be in parallel to the binding. Items can be affixed at variable height at a distance between 2 and 7 cm from the binding.

**Required edition:** on request

**Loose inserts and Glued-on items to be sent to:**

**Prepaid delivery to:**  
Griebsch & Rochol Druck GmbH  
Gabelsbergerstraße 1  
(Gewerbepark Rhynern)  
59069 Hamm, Germany

**Indicate as reference:**  
For "MPT International",  
Issue No.  
Name of customer  
Name of motif  
Number of copies delivered  
Total number of packages/pallet

## Special forms of advertising – more attention for your print advertising!

Our special forms of advertising are a special form of print advertising, they appear sympathetic and at the same time surprising to the reader and are therefore particularly well perceived and remembered. So your advertising remains present.

### Special advertising formats

- » offer you a particularly prominent advertising placement
- » show our readers - your target group - your innovative power
- » are attention- and/or topic-oriented
- » increase the response effect

Let your creativity run free, draw from the large offer of our innovative special advertising forms or challenge us with your own ideas.

### Print works – we are happy to advise you!

#### The classics

##### Bound inserts



##### Supplements



##### Stickers / Booklets



You will find further special forms of advertising on the following page.

The Exceptionals

Booklet within a booklet



Post-it on carrier advertisement



Banderole

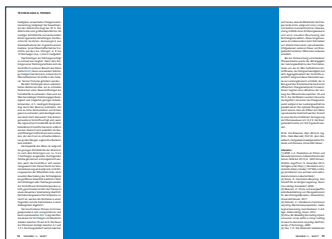


The Individuals

1/6 page, 1-column  
Island display



2x 2/3 page vertical,  
Across booklet waistband



2x 1/3 page,  
tunnel display



Corner frame display



Center column display



L-shaped display



**1 Distribution:**

 Copies per issue, annual average  
 (July 1, 2017 to June 30, 2018)

<b>Print run:</b>	9,840		
<b>Actual circulation:</b>	9,462	Outside Germany	8,056
<b>Sold circulation:</b>	176	Outside Germany	86
Subscribed circulation	176	of which member pieces	–
Single copies sold	–		
Other paid circulation	–		
<b>Free copies:</b>	9,286		
<b>Surplus, courtesy and archive copies:</b>	378		

**2 Geographical breakdown:**

	Percentage of actual circulation	
Economic region	%	Copies
Germany	14.9	1,406
Outside Germany	85.1	8,056
Actual circulation	100.00	9,462

**2.1 Breakdown of circulation outside Germany:**

	Percentage of actual circulation	
Economic region	%	Circulation
Europe	26.4	2,493
Canada / USA	11.0	1,040
Latin America	11.2	1,064
Australia / Oceania	0.8	79
Asia	43.4	4,108
Africa	7.2	678
Actual circulation	100.0	9,462

More detailed country breakdown see pages 16 and 17

**Summary of the surveying method**

1. Method: Analysis of recipient structure by data evaluation - 100 % survey
2. Population: actual circulation in Germany 9.462= 100 % not covered by the study 1,180 = 12.5 %
3. Sample: 100 % survey
4. Target persons of the survey: –
5. Period of the survey: July 1, 2017 – June 30, 2018
6. Survey conducted by: jbd Gesellschaft für Medien und Kommunikation mbH

 A detailed description of the surveying method is available at  
[www.stahleisen.de/erhebungsmethoden](http://www.stahleisen.de/erhebungsmethoden)



### 1.1 Industries/Business sectors/Type of corporate unit

Department/ Group Class	Recipient groups (Listed according to the "business sector classification" by the German Statistical Office)	Share of actual distributed circulation	
		%	Copies
001	Integrated steel plants	22.6	2,138
002	Medium and mini steel mills	12.2	1,155
003	Specialized companies (e.g. cold rolling mills, tube mills, wire mills, bar mills, section mills and tube and pipe drawing, forging, pressing and hammer mills)	6.9	652
004	Ministries and authorities	3.3	309
005	Universities/research institutes	4.3	405
006	Raw material suppliers	1.3	125
007	Engineering and consulting firms	4.1	389
008	Associations, Chambers of Commerce and Industry	1.6	158
009	Plant construction	2.5	237
010	Industrial furnace construction	0.4	37
011	Suppliers of components and supplies	1.7	162
014	Other	4.0	380
015	Non-ferrous smelting	0.5	45
016	Non-ferrous semi-finished products	1.0	91
	not specified	33.6	3,179
	<b>Actual circulation</b>	<b>100.0</b>	<b>9,462</b>

### 1.2 Size of the economic entity

Characteristic is not collected because the evaluation of this journal as an advertising medium is not dependent on it.



## 2.1. Characteristic of the activity

### 2.1.1 Field of activity

Recipient groups (according to classification of economic activities)		Share of actual distributed circulation	
		%	Copies
001	Executive function, ministry/authority	2.6	245
002	Corporate governance	24.7	2,335
003	Staff position in the area of corporate governance	1.9	175
004	Research and development, experimental	2.9	280
005	Production planning	1.7	167
006	Production ore dressing	0.5	46
007	Production of coke	0.3	26
008	Production of pig iron/sponge iron	0.8	76
009	Production of ferroalloys	0.2	24
010	Production of steel	6.6	629
011	Production of continuous casting	0.8	72
012	Production of cast steel	0.5	51
013	Production at hot rolling mills	1.6	147
014	Production of tube mills	0.6	56
015	Production forging	0.2	19
016	Production cold rolling mills/drawing shops	0.9	82
017	Production of non-ferrous metal smelters	0.3	29
018	Production of non-ferrous semi-finished metal products	0.1	8
019	Production surface finishing	0.4	38
020	Quality control	1.7	164
021	Engineering/construction	3.8	359
022	Maintenance	1.6	151
023	Environmental protection/ergonomics	0.1	15
024	Energy industry/heating industry	0.2	20
025	Transportation/warehouse/transport	0.1	5
026	Purchasing/Materials Management	0.8	74
027	Sales area/purchased goods	1.4	130
028	Other	3.6	337
029	Function unknown	5.5	523
	not disclosed	33.6	3,179
<b>Actual circulation</b>		<b>100.0</b>	<b>9,462</b>

## 2.1.2 Position in operation

Recipient groups		Share of actual distributed circulation	
		%	Copies
001	Executive function, ministry/authority	4.9	467
002	Corporate governance	25.9	2,452
003	Staff position in Corporate Management	1.8	172
004	Heads of operations	6.5	615
005	Chief engineers/ chief designers	4.6	432
006	Plant manager/ department manager	5.6	531
007	Plant engineers	3.9	367
008	Consulting engineers	2.3	215
009	Teaching staff	1.5	138
010	all other	3.5	330
011	Position unknown	5.9	564
	not disclosed	33.6	3,179
<b>Actual circulation</b>		<b>100.0</b>	<b>9,462</b>

## Summary of the survey methodology

- Method 1: Receiver structure analysis by file evaluation total census
- Population:
 

Basic population	9,462 = 100.0 %
Not covered by the study	1,180 = 12.5 %
- Sample: total survey
- Target persons of the investigation: the persons recorded in the file personal Recipients in the institutions
- Period of investigation: 1 July 2017 - 30 June 2018
- Conductor of investigation: jbd Gesellschaft für Medien and Communication mbH  
 The detailed survey method can be found at [www.stahleisen.de/erhebungsmethoden](http://www.stahleisen.de/erhebungsmethoden)

Country code	Country name	Permanent Subscriber
<b>Africa</b>		
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	185
302	Cameroon	5
314	Gabon	5
318	PR 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

Country code	Country name	Permanent Subscriber
388	Republic of South Africa	67
389	Namibia	1
391	Botswana	3
393	Swasiland	1
395	Lesotho	1
		<b>678*</b>
<b>Latin America</b>		
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	Colombia	34
484	Venezuela	37
488	Republic of Guiana	5
500	Ecuador	30
504	Peru	55
508	Brazil	261
512	Chile	73
516	Bolivia	35
520	Paraguay	16
524	Uruguay	15
528	Argentina	184
		<b>1,064*</b>

\*Total survey 9 June 2018

Country code	Country name	Permanent Subscriber
<b>Asia</b>		
604	Lebanon	16
608	Syria	60
612	Iraq	40
616	Iran	275
624	Israel	32
628	Jordan	6
632	Saudi Arabia	47
636	Kuwait	21
640	Bahrain	6
644	Qatar	25
647	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 Republic of China	564
728	South Korea	23
732	Japan	38
736	Taiwan	170
740	Hong Kong	7
		<b>4,108*</b>
<b>Australia / Oceania</b>		
800	Australia	68
804	New Zealand	5
815	Fiji	3
819	Western Samoa	3
		<b>79*</b>

Country code	Country name	Permanent Subscriber
<b>Europe</b>		
001	France	92
002	Belgium	43
003	Netherlands	11
004	Germany	1,406
005	Italy	207
006	Great Britain	145
007	Republic of Ireland	2
008	Denmark	2
009	Greece	8
010	Portugal	8
011	Spain	92
012	Luxembourg	28
028	Norway	4
030	Sweden	45
032	Finland	35
038	Austria	39
039	Switzerland	28
046	Malta	2
052	Turkey	135
060	Poland	20
061	Czech Republic	42
063	Slovakia	3
064	Hungary	4
066	Romania	18
068	Bulgaria	5
072	Ukraine	12
075	Russia	48
091	Slovenia	2
093	Bosnia and Herzegovina	3
096	Macedonia	4
		<b>2,493*</b>
<b>Canada / USA</b>		
400	USA	889
404	Canada	151
		<b>1,040*</b>

\*Total survey June 9, 2018

**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 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.

All prices are exclusive of statutory VAT.



**1 File formats:**

gif, jpeg, swf  
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 Deadline:**

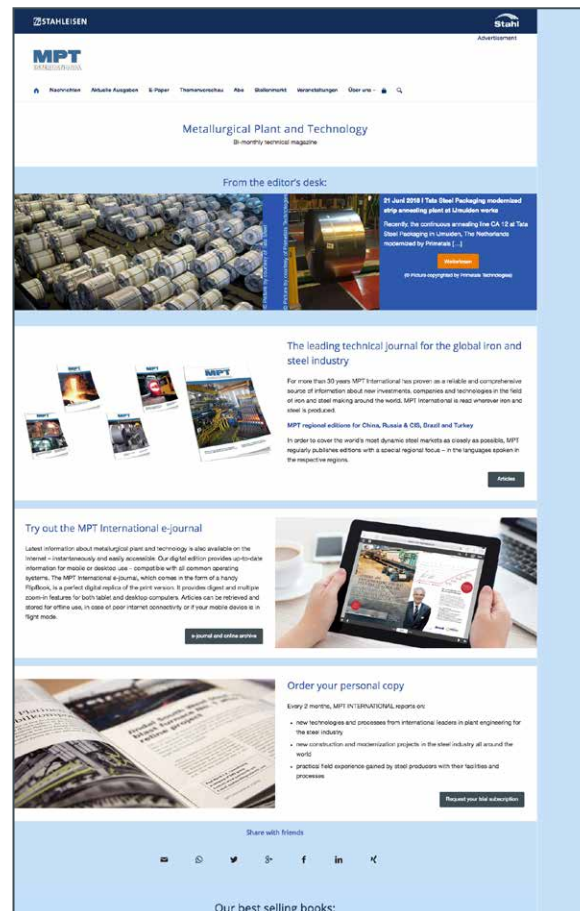
3 days before start of the campaign  
this deadline gives you and us enough time to test the formats and ensure a smooth start of the campaign. We accept no responsibility for delays due to receipt of the material after the above specified deadline.

**3 Delivery:**

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.

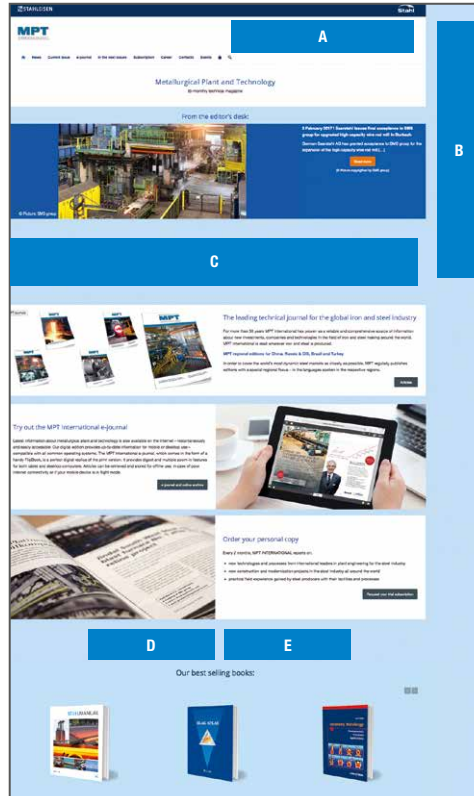


See banner samples on page 20

**Banner shapes:**

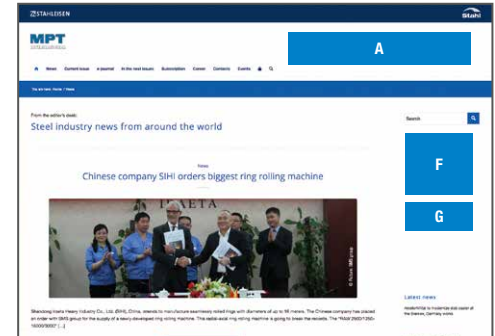
- A Leaderboard**  
Format: 728 x 90 px
- B Skyscraper**  
Format: 160 x 840 px
- C Premium Banner**  
Format: 1600 x 240 px
- D + E Full Banner**  
Format: 468 x 60 px
- F Medium Rectangle**  
Format: 300 x 250 px
- G Content Ad**  
Format: 234 x 60 px
- H Newsbanner under all steel topics**  
(current news and information all around steel)  
Format: 800 x 240 px

Position on the start page

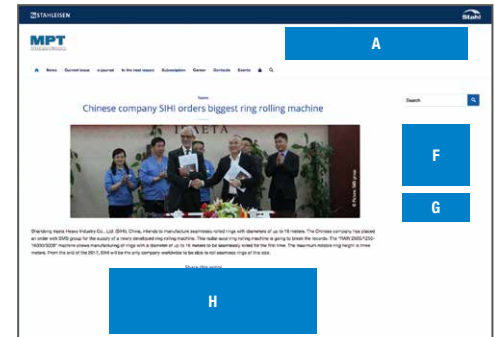


Die Positionen können im Rahmen des technischen Fortschrittes variieren.

Position under the steel news



Position on all subordinate pages





**1 Object management****Wolfgang Locker** (responsible)

Phone: +49 2203 3584-182

E-mail: wolfgang.locker@maenken.com

**2 Editor in chief****Alex Manfred**

Phone: +49 2203 3584-124

E-mail: alex.manford@stahleisen.de

**3 Ads, Advice and Booking****Regina Longerich** (Director)

Telefon: +49 2203 3584-123

E-Mail: regina.longerich@maenken.co

**Susanne Kessler**

Phone: +49 2203 3584-116

E-mail: susanne.kessler@maenken.com

**4 Ads International  
Switzerland****Rico Dormann**

Media Consultant Marketing

Moosstr. 7

8803 Rüschiikon

Phone: +41 44 7208550

Fax: +41 44 7211474

E-mail: dormann@rdormann.ch

**Italy****Quaini Pubblicita**

Via Meloria, 7

20148 Milano

Phone: +39 02 39216180

Fax: +39 02 39217082

E-mail: info@quaini.it

**Great Britain****Mr. Mike Kirk**

12 Emerald Walk, Kings Hill,

West Malling

Kent ME 19 4FY, UK

Phone: +44 1732 52217

Mobil: +44 7957 365149

E-mail: mj.kirk@btinternet.com

**USA****4M Media & Marketing**

12, Walden Place

Huntington, NY, 11743

Phone: +1 631 6730072

E-mail: charlotte@4m-media.com

mjm@4m-media.com

**5 Advertising Sales /  
Order processing****Katharina Flick**

Phone: +49 2203 3584-136

E-mail: katharina.flick@maenken.com

**Bianca Büttner**

Phone: +49 2203 3584-165

E-mail: bianca.buettner@maenken.com

**6 Delivery of print data**

E-mail: anzeigendispo@maenken.com

**7 Bills und Copy shipment****Judith Tannenläufer**

Phone: +49 2203 3584-151

E-mail: judith.tannenlaeuffer@maenken.com

**8 Printing house****Griebsch & Rochol Druck GmbH**

Gabelsbergerstraße 1

(Gewerbepark Rhynern)

59069 Hamm, Germany

## General Terms and Conditions for Advertisements and Third-Party Inserts in Newspapers and Magazines

**Section 1** The "Advertising order" within the meaning of the following General Terms and Conditions of Business is the contract for the publication of one or more advertisements of an advertiser or other advertisers in a printed publication for the purpose of distribution.

**Section 2** In case of doubt, advertisements are to be called for publication within one year of conclusion of the contract. If the right to retrieve individual advertisements is granted within the framework of a contract, the order shall be processed within one year of the publication of the first advertisement, provided that the first advertisement is retrieved and published within the period specified in sentence 1.

**Section 3** In the case of contracts, the client is entitled to call for further advertisements within the agreed period or within the period specified in Section 2 beyond the quantity of advertisements specified in the order.

**Section 4** If an order is not fulfilled for reasons for which the Publisher is not responsible, the Client shall, without prejudice to any further legal obligations, reimburse the Publisher for the difference between the discount granted and the discount corresponding to the actual acceptance. The reimbursement shall not apply if the non-fulfilment is due to force majeure within the publisher's sphere of risk.

**Section 5** Orders for advertisements, supplements and third-party inserts which are declared to be published exclusively in specific numbers, specific editions or at specific places in the publication must be received by the publisher in good time so that the customer can be notified before the advertising deadline if the order cannot be executed in this way. Classified advertisements shall be printed under the relevant heading without this requiring express agreement.

**Section 6** The Publisher reserves the right to reject orders - including individual call-offs within the framework of a contract - on the grounds of content, origin or technical form in accordance with uniform, objectively justified principles of the Publisher if their content violates laws or official regulations or if their publication is unreasonable for the Publisher. This shall also apply to orders placed with branch offices, receiving offices or representatives. Orders for inserts shall not be binding on the Publisher until a sample of the insert has been submitted and approved. Enclosures which, due to their format or presentation, give the reader the impression of being part of the newspaper or magazine or which contain third-party advertisements shall not be accepted. The customer shall be notified immediately of any rejection of an order.

**Section 7** The client is responsible for the timely delivery of the advertisement text and faultless print templates, supplements or inserts. The publisher shall immediately request a replacement for recognisably unsuitable or damaged print documents. The Publisher guarantees the usual print quality for the title within the scope of the possibilities offered by the print templates.

**Section 8** If the advertisement is illegible, incorrect or incomplete in whole or in part, the client shall be entitled to a reduction in payment or a faultless replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired. If the Publisher allows a reasonable period of time set for this purpose to expire or if the replacement advertisement is again not faultless, the Client shall be entitled to a reduction in payment or withdrawal. The Client shall only be entitled to compensation claims in the event of impossibility of performance or default; the amount of the compensation claim shall be limited to compensation for foreseeable damage and to the fee payable for the advertisement or insert in question. This does not apply to intent and gross negligence on the part of the publisher, his legal representative and his vicarious agents. Damages due to the violation of contractual or non-contractual obligations or in the case of contract initiation due to intent or gross negligence on the part of our legal representatives or vicarious agents shall remain unaffected. In the event of culpable breach of material contractual obligations, we shall be liable - except in cases of intent or gross negligence on the part of our legal representatives or vicarious agents - only for foreseeable damage typical of the contract up to the amount of the relevant advertising fee. Complaints must be asserted within four weeks of receipt of invoice and receipt, except in the case of non-obvious defects.

**Section 9** Proofs shall only be supplied upon express request. The customer is responsible for the correctness of the returned proofs. The Publisher shall take into account all error corrections that are communicated to it within the period set when the proof was sent.

**Section 10** If no special size specifications are given, the actual print height customary for the type of advertisement shall be used as the basis for the calculation.

**Section 11** If the client does not pay in advance, the invoice will be sent immediately, but if possible 14 days after publication of the advertisement. The invoice must be paid within the period indicated in the price list, unless another payment period or advance payment has been agreed in individual cases. Any discounts for early payment will be granted according to the price list.

**Section 12** In the event of default in payment or deferment of payment, interest and collection costs shall be charged. In the event of default in payment, the Publisher may postpone further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there is justified doubt as to the solvency of the customer, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and the settlement of outstanding invoice amounts, even during the term of an advertisement contract, irrespective of any originally agreed payment period.

**Section 13** Upon request, the Publisher shall deliver a copy of the advertisement with the invoice. Depending on the type and scope of the advertising order, cutouts of the advertisement, pages of the advertisement or the complete number of the advertisement shall be supplied. If a receipt can no longer be procured, it shall be replaced by a legally binding certificate from the publisher confirming the publication and distribution of the advertisement.

**Section 14** Costs for the production of artwork and drawings as well as for substantial changes to originally agreed designs requested by or for which the customer is responsible shall be borne by the customer.

**Section 15** A reduction in circulation may give rise to a claim for a price reduction in the case of a contract for several advertisements if the total average of the insertion year beginning with the first advertisement is less than the average circulation stated in the price list or otherwise or - if a circulation is not stated - the average circulation sold (in the case of trade journals, if applicable, the average actual circulation) in the previous calendar year. A reduction in circulation is only a defect entitled to a price reduction if it amounts to 20% for a circulation of up to 50000 copies. In addition, price reduction claims are excluded for contracts if the publisher has informed the customer of the decline in circulation in sufficient time to enable the customer to withdraw from the contract before the publication of the advertisement.

**Section 16** Print templates will be returned to the customer upon request. The storage obligation ends after one year.

**Section 17** Place of performance shall be the registered office of the Publisher. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal actions shall be the registered office of the Publisher. If claims of the Publisher are not asserted in the dunning procedure, the place of jurisdiction for non-traders shall be determined by their place of residence. If the domicile or habitual residence of the customer, including in the case of non-traders, is unknown at the time the action is brought or if the customer has moved his domicile or habitual residence outside the scope of the law after conclusion of the contract, the place of jurisdiction shall be the registered office of the Publisher.

### **Additional Terms and Conditions of the Publisher**

- a) In the event of a change in advertising prices, price reductions for current orders shall come into effect immediately, price increases after a waiting period set by the Publisher has expired. Reference is made to the currently valid advertising price list in the magazine's imprint.
- b) The exclusion of competitors can only be agreed for two opposite pages. An exclusion from competition cannot be guaranteed if a certain place has been confirmed as binding for an advertisement.
- c) Verbal confirmations (e.g. of placement) only become binding after written confirmation by the publisher.
- d) Advertising agencies and advertising intermediaries are obliged to adhere to the Publisher's price list in their offers, contracts and settlements with advertisers.

**As of: January 1, 2019**