



Media-Information 2017



The top magazine for the steel industry

 STAHLEISEN



stahl und eisen

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»stahl und eisen« is the leading German-language technical journal covering the complete production and processing stages of iron and steel.

The target groups comprise the total steel producing and processing industries as well as the plant engineering, mechanical engineering and industrial furnace engineering companies supplying equipment to the steel industry.

Industrial sectors covered:

- Steelmaking: Crude steel production and processing through to steel casting
- Steel processing: Hot and cold rolling through to surface finishing
- Steel further processing: Forming – joining – sheet metal working
- Steel industry suppliers

Being the official journal of the Steel Institute VDEh, »stahl und eisen« covers almost 100 % of the segment “decision-makers in the top and middle management of the iron and steel industry” in Germany and to a large extent of all Europe.

91 % of the readers state that »stahl und eisen« provides objective and factual information.

93 % say that the articles are written highly professionally: The provided information is comprehensive, profound and reliable. The “top” columns are: [Topical News](#), [Technology and Trends](#) as well as [Companies and Markets](#).



Actual circulation: 5,033

(Annual average from July 2015 to June 2016)

www.stahlundeisen.de

www.stahleisen.de

Website

Visits: 23,813

(Annual average from July 2015 to June 2016)

- 1 stahl und eisen**
- 2 Brief description:** »stahl und eisen« is the leading German-language technical journal covering the complete production and processing stages of iron and steel.
- 3 Target group:** The steel producing and processing industries as well as the plant engineering, mechanical engineering and industrial furnace engineering companies supplying equipment to the steel industry. For further information, please see IVW (German Audit Bureau of Circulation) data and our readership analysis.
- 4 Frequency:** monthly, on the 15th of each month
- 5 Format:** DIN A4 standard
- 6 Volume:** 137th year, 2017
- 7 Purchase price:** Annual subscription
Germany: 228.- € } e-journal + 5.- €
Outside Germany: 299.- € }
Single copy: 30.- €
- 8 Official journal of:** Steel Institute VDEh and German Steel Federation
- 9 Membership/ Participation:** IVW, Verband Deutscher Zeitschriftenverleger e.V.
- 10 Publishing house:** Verlag Stahleisen GmbH
P.O. Box 105164, 40042 Düsseldorf, Germany
Sohnstraße 65, 40237 Düsseldorf, Germany
Phone: +49 211 6707-0, Fax: +49 211 6707-923 553
www.stahleisen.de
stahl_und_eisen@stahleisen.de
- 11 Publisher:** Hans Jürgen Kerkhoff · President, German Steel Federation · Chairman, Steel Institute VDEh
Dr. Peter Dahlmann · Executive Member of the Managing Board, Steel Institute VDEh
- 12 Advertising manager:** Sabine Dudek
Phone: +49 211 6707-553
E-mail: sabine.dudek@stahleisen.de

13 Editorial staff: Dipl.-Ing. Ulrich Ratzek, Chief editor
M. A. Antek Schwarz, Editor

14 Breakdown of volume: 2015 = 11 issues
Total volume: 1,526 pages = 100 %

Editorial part:	1,227 pages = 80.4 %
Advertisements:	290 pages = 19.6 %
there of	
Situations vacant and classified ads:	4 pages = 1.4 %
Advertisements by the publisher:	11 pages = 3.8 %
Bound-in inserts:	28 pages = 9.6 %
Loose inserts:	6 pieces

15 Analysis of editorial contents: 1,227 pages = 100.0 %

Technical topics:	
Metallurgy and raw materials	74 pages
Surface finishing	-
Metal forming	22 pages
Plant engineering	160 pages
Energy and environment	9 pages
Material steel	11 pages
Innovation	68 pages
Brief technical information on a.m. topics	36 pages
Topics of professional interest:	
Topical themes	374 pages
Steel industry	117 pages
Events calendar (trade fairs and congresses)	7 pages
Business news	71 pages
Training and careers information	133 pages
Company profiles	6 pages
History of technology	44 pages
Tables of contents and documentation	115 pages

Issue	Date	The Topical Theme	Trade fairs / Exhibitions / Additional distribution	
1 January	Ad-closing date:	4 January	Metallurgy all about automation, Hamburg, Germany Stahlmarkt 2017 – 21 st Annual Meeting, Düsseldorf, Germany	
	Printing material:	6 January		25 – 26 February
	Publication date:	18 January	16 – 17 February	
2 February	Ad-closing date:	1 February	Plant engineering all about automation, Friedrichshafen, Germany	
	Printing material:	3 February		8 – 9 March
	Publication date:	15 February		
3 March	Ad-closing date:	1 March	Metal Forming maintenance Dortmund 2017, Dortmund, Germany MSR – Special Fair, Halle, Germany	
	Printing material:	3 March		29 – 30 March
	Publication date:	15 March		5 April
4 April	Ad-closing date:	31 March	Metallurgy HANNOVER MESSE, Hanover, Germany ASK – Aachener Steel Colloquium Metallurgy, Aachen, Germany Control – International Trade Fair for Quality Assurance, Stuttgart, Germany AISTech 2017 – The Iron & Steel Technology Conference and Exposition, Nashville, USA maintenance Stuttgart 2017, Stuttgart, Germany	
	Printing material:	3 April		24 – 28 April
	Publication date:	18 April		4 – 5 May
				9 – 12 May
				8 – 11 May
				17 – 18 May
5 May	Ad-closing date:	28 April	Metal Forming SENSOR + TEST 2017 – The Measurement Fair Nuremberg, Germany MSR – Special Fair, Hamburg, Germany SCT 2017 – 5 th International Conference on Steels in Cars and Trucks Amsterdam, The Netherlands	
	Printing material:	2 May		30 May – 1 June
	Publication date:	15 May		14 June
			18 June	

6 June	Ad-closing date: Printing material: Publication date:	31 May 2 June 16 June	Plant engineering	all about automation, Essen, Germany ESTAD 2017 – European Steel Technology and Application Days, Wien, Austria	21 – 22 June 26 – 29 June
7 July	Ad-closing date: Printing material: Publication date:	30 June 4 July 17 July	Metallurgy		
8 August	Ad-closing date: Printing material: Publication date:	1 August 3 August 15 August	Plant engineering	4 th International ECCC Creep & Fracture Conference, Düsseldorf, Germany MSR – Special Fair, Brunswick, Germany	10 September 13 September
9 September	Ad-closing date: Printing material: Publication date:	1 September 4 September 15 September	Metallurgy	Schweissen & Schneiden – International Trade Fair Joining Cutting Surfacing, Düsseldorf all about automation, Leipzig, Germany Materials Week – Exhibition for innovative Materials, Procedures and Applications, Dresden, Germany 51 st Annual Meeting of the World Steel Association 60 th International Colloquium on Refractories, Aachen, Germany	25 – 29 September 27 – 28 September 27 - 29 September October 18 – 19 October
10 October	Ad-closing date: Printing material: Publication date:	28 September 29 September 16 October	Metal forming	MSR – Special Fair, Landshut, Germany SPS IPC Drives – Electric Automation – System & Components, Nuremberg, Germany	25 October 28 – 30 November
11 November	Ad-closing date: Printing material: Publication date:	20 October 20 October 9 November	Special Edition:	STAHL 2017 The conference issue contains one additional part, with a separate cover.	9 November
12 December	Ad-closing date: Printing material: Publication date:	1 December 4 December 15 December	Metallurgy	Conference Report STAHL 2017	

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

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
2/1 page		420 x 297	5,524	6,060	6,596	7,132
1/1 page	180 x 260	210 x 297	2,852	3,120	3,388	3,656
2/3 page, wide	180 x 172	210 x 191	1,877	2,145	2,413	2,681
2/3 page, high	118 x 260	127 x 297	1,877	2,145	2,413	2,681
Juniorspage	128 x 180		1,589	1,857	2,125	2,393
1/2 page, wide	180 x 128	210 x 145	1,436	1,704	1,972	2,240
1/2 page, high	87 x 260	102 x 297	1,436	1,704	1,972	2,240
1/3 page, wide	180 x 87	210 x 95	974	1,242	1,510	1,778
1/3 page, high	56 x 260	67 x 297	974	1,242	1,510	1,778
1/4 page, wide	180 x 62	201 x 82	745	1,013	1,281	1,549
1/4 page, high	40 x 260	50 x 297	745	1,013	1,281	1,549
1/4 page, post card	87 x 128		745	1,013	1,281	1,549
1/6 page, wide	180 x 42	210 x 62	517	785	1,053	1,321
1/6 page, high	56 x 128		517	785	1,053	1,321
1/8 page, wide	180 x 30	210 x 50	399	667	935	1,203
1/8 page, high	40 x 128		399	667	935	1,203
1/8 page	87 x 62		399	667	935	1,203
1/16 page	87 x 30		228	496	764	1,032

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

Actual circulation: 5,033 copies

2 Surcharges Cover pages 2 and 4 570.40 €
Position: Cover page 3 285.20 €
 other positions can be booked for 10 % surcharge on the b/w rate for the corresponding size (non-discountable).

Colours: Rates apply to ISO colours. Surcharge for other colours (non discountable).

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	
3 – 5 advertisements	5 %	2 pages	5 %
6 – 9 advertisements	10 %	3 – 5 pages	10 %
10 – 12 advertisements	15 %	6 – 9 pages	15 %
13 – 23 advertisements	20 %	10 – 12 pages	20 %
24 advertisements	25 %	from 13 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: Situations vacant 1/1 page 1,813 €
 (see Information Job Market, page 6).
 Want ads 1/16 page 55 € incl.
 free for box no./postage for offers and Internet

5 Special forms of advertisement:

Bound-in inserts
 Discountable, 1 bound-in insert = 1/1 page ad
 Weight up to 11g/sheet. Only total circulation
 1 sheet = 2 pages 3,289 €
 2 sheet = 4 pages 6,142 €

Loose inserts:
 Not bound in, max. size 205 x 295 mm.
 Weight up to 25g 3,100 €

Glued-on items on request

„stahl und eisen“ digital
 e-journal · Link with homepage, etc.: on request

6 Contact:

Information and booking:
 Sabine Dudek, Advertising Manager
 Phone +49 211 6707-553
 Fax +49 211 6707-923 553
 E-mail sabine.dudek@stahleisen.de

Contact for delivery of data, invoicing, voucher copies:
 Georg Feller, Order handling
 Phone +49 211 6707-566
 Fax +49 211 6707-923 566
 E-mail georg.feller@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:

Commerzbank AG Düsseldorf (BLZ 300 400 00)
 Account no. 1141 431
 IBAN DE 88 3004 0000 0114 1431 00

Advertisement formats and rates for situations vacant

Format	Width x Hight in mm	Basic rates b/w, €	2-colour €	3-colour €	4-colour €
1/1 page	180 x 260	1,813	2,081	2,349	2,617
2/3 page	180 x 172 / 118 x 260	1,208	1,476	1,744	2,012
Juniorpage	128 x 180	1,013	1,281	1,549	1,817
1/2 page	180 x 128 / 87 x 260	906	1,174	1,442	1,710
1/3 page	180 x 85 / 56 x 260	604	872	1,140	1,408
1/4 page	87 x 128 / 180 x 62 / 40 x 260	454	722	990	1,258
1/6 page	180 x 42 / 56 X 128	302	570	838	1,106
1/8 page	87 x 62 / 180 x 30 / 40 x 128	226	494	762	1,030
1/16 page	87 x 30	113	381	694	917

Advertisement net rates black/white calculated on series discounts for annual contracts.

Format	Width/Hight		1–2 Ins. €	3–5 Ins. /. 5% €	6–9 Ins. /. 10% €	10–12 Ins. /. 15% €	13–23 Ins. /. 20% €	24 u.m. Ins. /. 25% €
	mm	mm						
2/3	118 x 260 or 180 x 172		1,877.00	1,783.15	1,689.30	1,595.45	1,501.60	1,407.75
Juniorpage	128 x 180		1,589.00	1,509.55	1,403.10	1,350.65	1,271.20	1,191.75
1/2	87 x 260 or 180 x 128		1,436.00	1,364.20	1,292.40	1,220.60	1,148.80	1,077.00
1/3	56 x 260 or 180 x 85		974.00	925.30	876.60	827.90	779.20	730.50
1/4	87 x 128 or 180 x 62		745.00	707.75	670.50	633.25	596.00	558.75
1/6	56 x 128 or 180 x 42		517.00	491.15	465.30	439.45	413.60	387.75
1/8	87 x 62 or 180 x 30		399.00	379.05	359.10	339.15	331.20	299.25
1/16	87 x 30		228.00	216.60	205.20	193.80	182.40	171.00

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

Advertisement net rates black / white calculated on quantity discounts for annual contracts.

Pages	%	€
2	5	2,709.40
3 – 5	10	2,566.80
6 – 9	15	2,424.20
10 – 12	20	2,281.60
ab 13	25	2,139.00

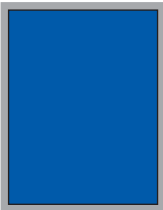
Bound-in	%	€
2	5	3,124.55
3 – 5	10	2,960.10
6 – 9	15	2,795.65
10 – 12	20	2,631.20
ab 13	25	2,466.75



- 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:** 180 mm wide, 260 mm high
2 columns, 87 mm wide each
3 columns, 56 mm wide each
- 2 Printing and binding method:** Offset, perfect binding
- 3 Transmission of digital data:** georg.feller@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 “ECI_Offset_2009” package 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.

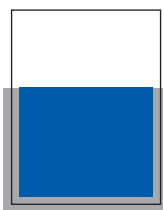
- 7 Archiving of data:** As the data are archived, it is generally possible to use the data in an unchanged version for reprints. However, we do not assume any responsibility for the provided data.
- 8 Warranty:** We accept no responsibility for the printing result, if the data (for texts, colours, artwork) 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:** Georg Feller, Order Processing
Phone: +49 211 6707-566

1/1 page



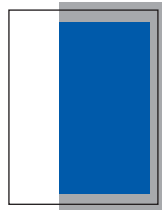
180 x 260 mm
216 x 303 mm

2/3 page, wide



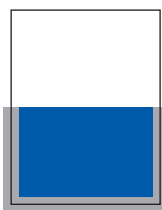
180 x 172 mm
216 x 194 mm

2/3 page, high



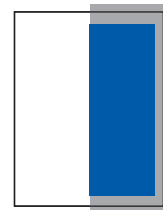
118 x 260 mm
130 x 303 mm

1/2 page, wide



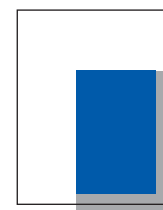
180 x 128 mm
216 x 148 mm

1/2 page, high



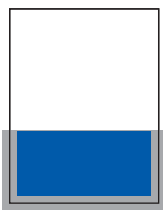
87 x 260 mm
105 x 303 mm

Juniorpage



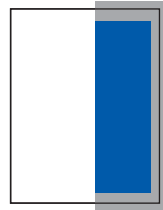
128 x 180 mm
133 x 183 mm

1/3 page, wide



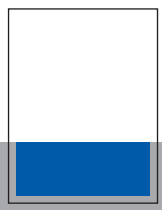
180 x 87 mm
216 x 98 mm

1/3 page, high



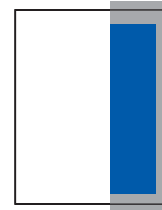
56 x 260 mm
70 x 303 mm

1/4 page, wide



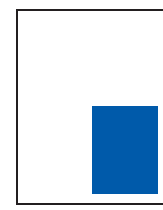
180 x 62 mm
216 x 85 mm

1/4 page, high



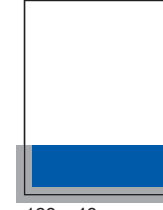
40 x 260 mm
53 x 303 mm

1/4 page, post card



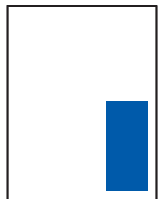
87 x 128 mm

1/6 page, wide



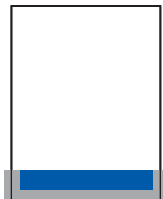
180 x 40 mm
216 x 65 mm

1/6 page, high



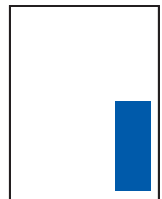
56 x 128 mm

1/8 page, wide



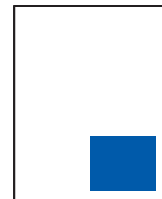
180 x 30 mm
216 x 53 mm

1/8 page, high



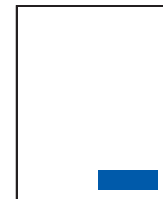
40 x 128 mm

1/8 page



87 x 62 mm

1/16 page



87 x 30 mm

■ Type area
■ Trimmed size*

* 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 feasible. For any bound-in insert made of a material other than paper the publishers will first obtain approval from the postal company.

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

Quantity needed:

on request

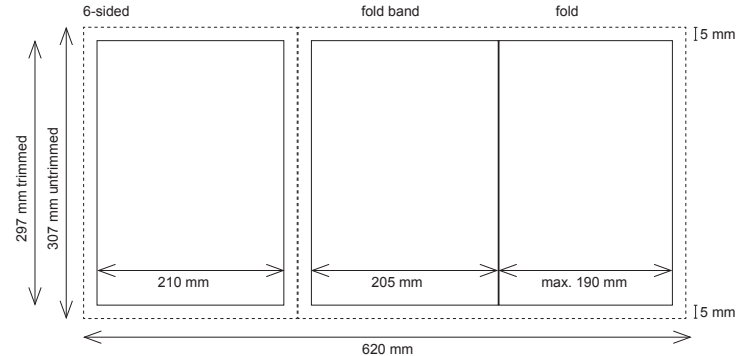
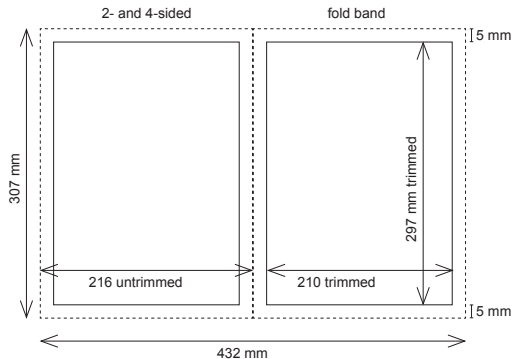
Technical details:

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.

Send to:

Prepaid delivery to:

Kraft Druck GmbH
Industriestraße 5-9
76275 Ettlingen, Germany
Indicate as reference: For „stahl und eisen“, No.



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. Inserts may only refer to the advertiser's products. They must be designed in such a way that they are clearly discernible as advertising. Placement options as technically feasible.

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

Quantity needed: on request

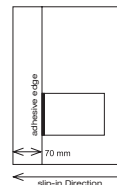
Deadline for delivery: Not later than 10 days after ad closing date. (see "Dates and planned topics", pages 2 and 3)

Format: Max. 205 x 295 mm

Send to: Prepaid delivery to:
Kraft Druck GmbH
Industriestraße 5 – 9
76275 Ettlingen, Germany
Indicate as reference: For „stahl und eisen“, No.

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



Quantity needed:

Glued-on items
to be sent to:

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.

on request

Prepaid delivery to:
Kraft Druck GmbH
Industriestraße 5 – 9
76275 Ettlingen, Germany
Indicate as reference: For „stahl und eisen“, No.

1 Audited by:



2 Distribution:

Copies per issue, annual average
(July 1, 2015 to June 30, 2016)

Print run	5,372		
Actual circulation:	5,033	thereof outside Germany	584
Sold circulation:	2,248	thereof outside Germany	388
Subscribed circulation:	2,248	thereof to members	1,430
Single copies sold:	–		
Other paid circulation:	1,461		
Free copies:	2,785		
Surplus, courtesy and archive copies	339		

3 Geographical breakdown:

Economic region	Percentage of actual circulation	
	%	copies
Germany	88.97	4,449
Outside Germany	11.03	584
Actual circulation	100.00	5,033

3.1 Breakdown of circulation outside Germany

Economic region	Percentage of actual circulation	
	%	Circulation
Western Europe (15 countries)	81.5	476
Eastern Europe (8 countries)	6.5	38
North America (2 countries)	4.8	28
Latin America (3 countries)	1.0	6
Australia (1 country)	0.2	1
Asia (9 countries)	5.3	31
Africa (2 countries)	0.7	4
Actual circulation	100.0	584

For more specific geographical distribution in relation to crude steel production as a sector-specific market indicator, see page 13.

Summary of the surveying method

1. Method: Analysis of recipient structure by data evaluation - 100 % survey
2. Population: actual circulation in Germany 5,033 = 100 %
3. Sample: 100 % survey
4. Target persons of the survey: –
5. Period of the survey: July 1, 2015 – June 30, 2016
6. Survey conducted by: Verlag Stahleisen GmbH

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

Circulation	Crude Steel 2015 in Mill. t
Home	
4.449 Germany	42.7
Western Europe	
24 Belgium	7.2
1 Denmark	–
12 Finland	4.0
12 France	15.0
21 United Kingdom	10.9
27 Italy	22.0
1 Liechtenstein	–
34 Luxembourg	2.1
46 Netherlands	7.0
2 Norway	0.6
209 Austria	7.7
5 Spain	14.9
12 Sweden	4.4
66 Switzerland	–
4 Turkey	31.5
476	
Australia	
1 Australia	4.9
1	

Circulation	Crude Steel 2015 in Mill. t
Eastern Europe	
1 Croatia	0.1
4 Poland	9.1
7 Russia	71.1
2 Slovakia	4.5
6 Slovenia	0.6
11 Czech. Republic	5.2
3 Ukraine	22.9
4 Hungary	1.7
38	
North America	
3 Canada	12.4
25 United States / USA	78.9
28	
Africa	
3 South Africa	7.6
1 Tanzania	–
4	

Circulation	Crude Steel 2015 in Mill. t
Asia	
4 China People's Rep.	803.8
3 India	89.6
1 Iran	16.1
17 Japan	105.1
2 Malaysia	–
1 Philippines	–
1 South Korea	69.7
2 Taiwan	21.5
31	
Latin America	
4 Argentina	5.0
3 Brazil	33.2
1 Mexico	18.3
6	



1.1 Industries/Business sectors/Type of corporate unit

1.1.1 Industries/Business sectors

WZ 2008 Code	Recipient groups Listed according to the „business sector classification“ by the German Statistical Office	Percentage of readers surveyed	
		%	Projection (approx.)
27.10	Ironmaking	8	390
23.10	Coking plants	5	250
–	Burden preparation	6	290
–	Blast furnace	6	290
–	Iron ore reduction	3	150
–	Steelmaking	22	1,080
–	Basic oxygen steelmaking plants and secondary metallurgy	14	690
–	Electro steelmaking plants and secondary metallurgy	15	740
–	Primary forming and surface finishing	21	1,030
–	Primary forming, e. g. continuous casting etc.	10	490
–	Hot rolling mills for long products	11	540
–	Hot rolling mills for flat steel products	10	490
–	Forging, ring rolling mills, extrusion presses	8	390
–	Cold rolling mills	8	390
–	Surface finishing	8	390
–	Other steel making	4	200
–	Downstream steel processing	14	690
28.11	Suppliers to the steel processing	41	2,010
–	Others	12	590
–	Student, pensioner	7	340
	Actual circulation		4,906

Multiple responses

2.1. Occupational features

2.1.1 Field of responsibility

	Percentage of readers surveyed	
	%	Projection (approx.)
Technical corporate management	40	1,960
Commercial corporate management	24	1,180
Production, production planning, job planning	24	1,180
Staff department in corporate management	6	290
Research and development	28	1,370
Quality control, acceptances	24	1,180
Project, design and plant engineering	24	1,180
Maintenance, workshops	9	440
Construction businesses	3	150
Thermal engineering departments	4	200
Energy supply and managements	8	390
Public transport, stores / warehouses, transport	6	290
Controlling, business administration	15	740
Sales and marketing, market research, advertising	34	1,670
Purchasing, materials management	16	780
Administration, accounting	8	390
Personnel department	12	590
Others	8	390
Student, pensioner	7	340
Actual circulation		4,906

Multiple responses

1.2 Size of corporate unit

Size of business	Percentage of readers surveyed	
	%	Projection (approx.)
1 – 49	19	930
50 – 99	10	490
100 – 199	5	250
200 – 499	8	390
500 – 999	6	290
1.000 and over	42	2,060
Student, pensioner	7	340
No comment	3	150
Rounding difference		6
Actual circulation	100	4,906

2.2 Socio-demography

2.2.2 Professional training

	Percentage of readers surveyed	
	%	Projection (approx.)
Company apprenticeship	4	200
Specialized secondary school, technical college	6	290
Polytechnic degree or vocational engineering qualification	28	1,370
University degree, engineering degree	56	2,750
Others	4	200
No comment	2	100
Actual circulation	100	4,906

Summary of surveying method

1. Method: Analysis of readership structure based on interviews by telephone – Random calls

2. Population:

Population = actual population:

4,949 = 100 %

Number not considered 923 = 18.7 %

3. Sample: 250 cases net, interviews; 70.4 % exploitation, random selection

4. Target persons of the survey: First recipient

5. Period of the survey: Interviews by telephone from June 25 to August 12, 2008

6. Survey conducted by: teleResearch GmbH – Institut für Marktforschung, Mannheim

A detailed description of the surveying method is available at

www.stahleisen.de/erhebungsmethoden

2.1.2 Position in company

	Percentage of readers surveyed	
	%	Projection (approx.)
Owner, Chairman/member of management board	31	1,520
Site manager	4	200
Plant manager, plant, division or department director	14	690
Department, facility manager	22	1,080
Other executive position/manager	4	200
Plant engineer, design engineer	3	150
Consulting engineer, technical consultant	3	150
Other engineering employee	3	150
Other commercial employee	4	200
Assistant, scientific assistant	2	100
Other	2	100
Student, pensioner	7	340
No comment	1	50
Rounding difference		-24
Actual circulation	100	4,906

2.2.3 Age

	Percentage of readers surveyed	
	%	Projection (approx.)
up to 29 years	5	250
30 – 39 years	12	590
40 – 49 years	23	1,130
50 – 64 years	30	1,470
65 years and over	28	1,370
No comment	2	100
Actual circulation	100	4,906

1 Web address:

www.stahlundeisen.de

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. Raw material suppliers to iron and steel works/steel processors as well as steel users and metal sheet processors.

4 Publishing house:

Verlag Stahleisen GmbH
Sohnstr. 65, 40237 Düsseldorf
P.O. Box 105164, 40042 Düsseldorf,
Germany

Contact

Editorial staff:

Antek Schwarz

Phone: +49 211 6707-548

E-mail: antek.schwarz@stahleisen.de

Contact

Online advertising:

Sabine Dudek

Phone: +49 211 6707-553

E-mail: sabine.dudek@stahleisen.de

1 Rates and advertising options:

Type 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.
Full Banner	Start page in rotation sequence	468 x 60	100 KB	398,00 per mo.
Newsbanner	Under the steel news in rotation sequence	800 x 240	100 KB	498,00 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: Commerzbank AG Düsseldorf (BLZ 300 400 00)
Account no. 1141 431 · IBAN DE 88 3004 0000 0114 1431 00



- 1 File formats:** gif, png, 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:
sabine.dudek@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

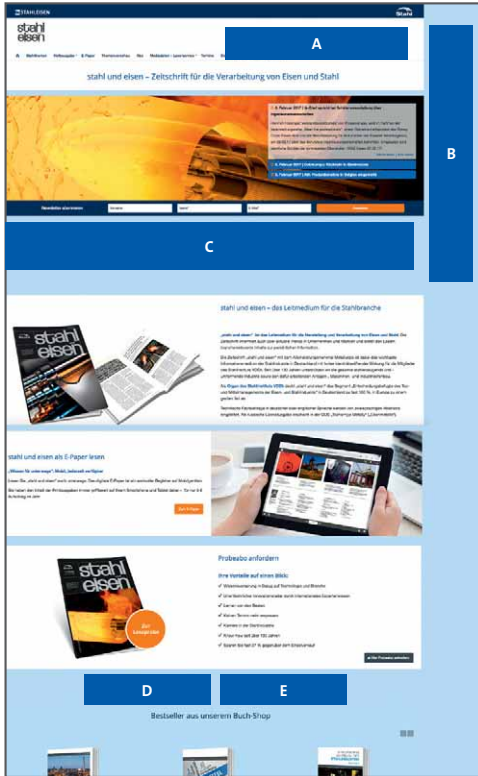
Reporting: On request, you will receive an evaluation of the advertising effect and Ad clicks.

- 4 Contact:** Sabine Dudek
Phone: +49 211 6707-553
E-mail: sabine.dudek@stahleisen.de

See banner samples on page 18

1 Banner types:

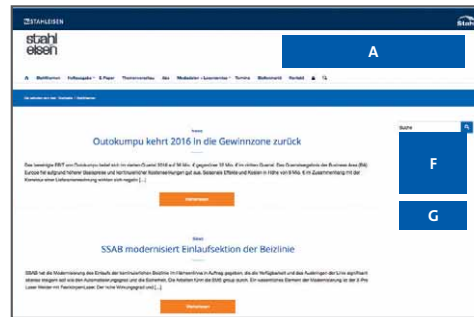
Position on the start page



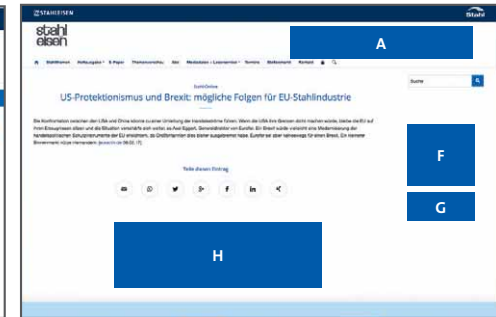
- A Leaderboard**
Format: 728 x 90 px
- B Skyscraper**
Format: 160 x 840 px
- C Premium Banner**
Format: 1600 x 240 px
- D + E Full Banner**
Format: 468 x 60 px

- F Medium Rectangle**
Format: 300 x 250 px
- G Content Ad**
Format: 234 x 60 px
- H Newsbanner under the steel news**
(current news and information about steel)
Format: 800 x 240 px

Position on all subordinate pages



Position under the steel news



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.

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 remaining 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

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.

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

01. September 2007

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.

The World of Steel



stahl und eisen

is the leading - internationally widely read - German-language technical journal covering the complete production and processing stages of iron and steel.



MPT International

is the leading English language technical journal for the global iron & steel industry. MPT International covers all aspects of metallurgy. Editorial contents include major articles on plant and equipment and many short news items.

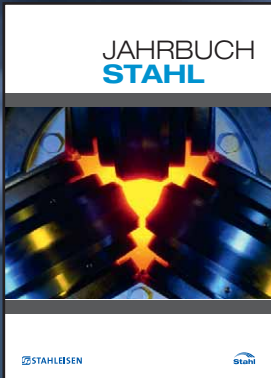
Country editions

In addition to the international English language magazine special issues are published in Chinese, Russian, Portuguese and Turkish language.



stahlmarkt

is the leading German language medium for the steel distribution industry with a unique mix of economic and technological topics from the steel sector.



Jahrbuch Stahl

3 volume directory for the steel industry, published by Steel Institute VDEh and German Steel Federation

Volume 1:

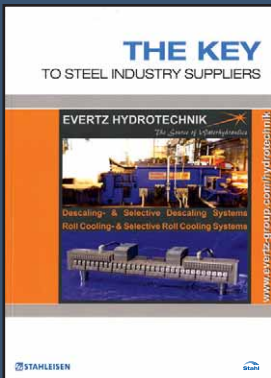
Profiles of member companies, technical and economic information

Volume 2:

Addresses of key organizations, member index of the Steel Institute VDEh

Volume 3:

Data of suppliers to the steel making and steel processing industries.



The KEY to Steel Industry Suppliers

Suppliers to the international steel making and steel processing industries.

Compiled in a clearly structured form, including addresses, contact data and product information

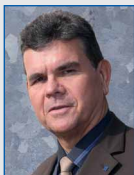
Germany



Advertising Manager

Sabine Dudek

Sohnstr. 65
40237 Düsseldorf, Germany
Phone: +49 211 6707-553
Fax: +49 211 6707-923553
E-mail: sabine.dudek@stahleisen.de



Editor-in-chief

Ulrich Ratzek

Phone: +49 211 6707-579
Fax: +49 211 6707-436
E-mail: ulrich.ratzek@stahleisen.de



Antek Schwarz

Phone: +49 211 6707-548
Fax: +49 211 6707-436
E-mail: antek.schwarz@stahleisen.de

International

Italy

Quaini Pubblicita
Via Meloria, 7 · 20148 Milano
Phone: +39 02 39216180
Fax: +39 02 39217082
E-mail: grquaini@tin.it

Great Britain

Mike Kirk
12 Emerald Walk, Kings Hill,
West Malling
Kent ME 19 4FY
Phone: +44 1732 522174
Fax: +44 7957 365149
E-mail: mj.kirk@btinternet.com

Switzerland

Rico Dormann
Media Consultant Marketing
Moosstr. 7
8803 Rüschnikon
Phone: +41 44 7208550
Fax: +41 44 7211474
E-mail: dormann@rdormann.ch

USA

4M Media & Marketing
12, Walden Place
Huntington, NY, 11743
Phone: +1 631 6733199
Fax: +1 631 6730072
E-mail: mjm@4m-media.com

Sebastian Adelhütte

at the publishing house
Phone: +49 211 6707-576
Fax: +49 211 6707-585
Mobil: 01 60/97 85 86 58
E-mail: sebastian.adelhuette@stahleisen.de

Henning Schneider

at the publishing house
Phone: +49 211 6707-575
Fax: +49 211 6707-585
Mobil: 01 60/97 85 86 73
E-mail: henning.schneider@stahleisen.de

Bayern

Verlagsbüro Hubert Hunscheidt
Am Falchen 46
86983 Lechbruck
Phone: +49 8862 8146
Fax: +49 8862 7449
Mobil: 01 57/71 75 13 43
E-mail: hunscheidt@t-online.de