

# stahlmarkt

Informationen aus Stahlindustrie,  
Stahlhandel und Stahlverarbeitung

Stahlmarkt und Stahlverarbeitung  
www.stahlmarkt.de  
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2018

- Stahlmarkt weltweit - zwischen Kontinuität und Volatilität
- Stahldistribution und Service-Center - Chancen erschließen
- Stahlrohrindustrie - international aufgestellte Branche

## Media-Information 2018



Strategists read »stahlmarkt«

 STAHLEISEN



## »stahlmarkt«

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»stahlmarkt« Information about the steel industry, steel distribution, steel service center and steel processing.

»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.

Decision-makers in steel distribution enterprises, steel service centres and steel trading firms, as well as from the steel producing and steel processing industries value the facts and background information provided by the journal.

### Target groups:

Decision-makers everywhere in the steel industry:

- Steel distribution
- Steel service centres
- Steel trading
- Steel processing
- Steel production
- Plant engineering
- Information technology
- Logistics & transport

**Actual circulation**  
**6,866** copies

(Annual average from July 2016 – June 2017)

[www.stahlmarkt-magazin.de](http://www.stahlmarkt-magazin.de)



- 1 »stahlmarkt«**
- 2 Brief description:** »stahlmarkt« is a specialised German language technical journal with primary focus on steel trade and steel processing. With topical information on market developments, marketing issue, new steel applications and technical innovations, the journal also addresses steel customers and related industries. Topical articles on developments in the international steel industry scene, with special focus on steel trade, steel production and steel processing are featured on a regular basis. Economic data from the steel processing sectors and information of general interest round off the editorial scope to the journal.
- 3 Target group:** The complete steel trading and processing industry as well as steel users in the related sectors.
- 4 Frequency:** 5<sup>th</sup> working day of each month
- 5 Format:** DIN A4
- 6 Volume:** 68<sup>th</sup> year, 2018
- 7 Purchase price:** per year, annual subscription  
Germany: 112.00 € } e-journal + 5.00 €  
Outside Germany: 126.00 € }
- 8 Official journal of:** -
- 9 Membership/ Participation:** IVW, Verband Deutscher Zeitschriftenverleger e.V.
- 10 Publishing house:** Montan- und Wirtschaftsverlag GmbH  
P.O. Box 10 51 64,  
40042 Düsseldorf, Germany  
Sohnstr. 65, 40237 Düsseldorf, Germany  
Phone: +49 211 6707-0,  
Fax: +49 211 6707-923 553  
www.stahlmarkt-magazin.de  
stahlmarkt@stahleisen.de
- 11 Publisher:** -
- 12 Advertising manager:** Nadine Kopmann  
Phone: +49 211 6707-518  
E-mail: nadine.kopmann@stahleisen.de

- 13 Editorial staff:** Dr.-Ing. Wiebke Sanders, Chief editor
- 14 Breakdown of volume:** 2016 = 12 Issues  
**Total volume:** 852 pages = 100.0%
- 
- Editorial part:** 656 pages = 77.0 %  
**Advertisements:** 196 pages = 23.0 %  
thereof  
Situations vacant and classified ads: 5 pages = 2.6 %  
Advertisements by the publisher: 21 pages = 10.6 %  
Bound-in inserts: 2 pages = 1.0 %  
Loose inserts: 14 pieces
- 15 Analysis of editorial contents:** 656 pages = 100.0%
- 
- Steel International: 143 pages = 21.8 %  
Industrial sector reports: 27 pages = 4.1 %  
Technical topics: 486 pages = 74.1 %  
thereof  
strip, sheet and plate: 27 pages  
Building with steel: 16 pages  
Fabrication (processing, cutting, sawing, bending): 28 pages  
Tables of content, regular columns: 135 pages  
IT, digitalization: 17 pages  
Logistics: 20 pages  
Marking + identifying: 6 pages  
Measuring, testing, quality assurance: 10 pages  
Surface treatment: 28 pages  
Regions - Germany, Austria, Switzerland, Europe: 37 pages  
Tubes and pipes, sections, flanges: 50 pages  
Steel + automotive: 7 pages  
Steel trading + steel service centres: 73 pages  
Steel statistics: 10 pages  
Materials (stainless steel, etc.): 22 pages

Issue	Date	The Topical Theme	Trade fairs / Exhibitions / Additional distribution
1 January	<b>Ad-closing date:</b> 12 December <b>Printing materials:</b> 14 December <b>Publication date:</b> 5 January	<b>Building with steel · Quality, measuring, testing, inspecting</b> · Building industry hopes for continuing boom	Baufachtag West 2018, Essen CONSTRUCT IT, INDUSTRIAL BUILDING; Essen SwissBau, Basel, Schweiz Nortec, Hamburg 10. – 12. Januar 16. – 20. Januar 23. – 26. Januar
2 February	<b>Ad-closing date:</b> 17 January <b>Printing materials:</b> 19 January <b>Publication date:</b> 5 February	<b>Steel trading &amp; steel service centres · IT in steel trading, digitalization · Metal working:</b> e. g. cutting, sawing, drilling, turning, etc. - processing · Mechanical engineering industry banks on moderate growth	Handelsblatt Annual Conference “Steel Market 2018” METAV, Düsseldorf, Germany EuroCIS, Düsseldorf, Germany International Metal Goods Trade Fair, Cologne, Germany 7 – 8 March 20 – 24 February 27 Feb – 1 March 4 – 7 March
3 March	<b>Ad-closing date:</b> 16 February <b>Printing materials:</b> 19 February <b>Publication date:</b> 5 March	<b>Steel trading &amp; steel service centres:</b> Logistics, handling, warehousing - <b>Stainless steel · Tubes and pipes, sections, flanges, etc. – wire &amp; Tube 2018</b> · Automotive industry: Times of change	LogiMat, Stuttgart, Germany wire & Tube 2018, Düsseldorf, Germany 13 – 15 March 16 – 20 April
4 April	<b>Ad-closing date:</b> 16 March <b>Printing materials:</b> 19 March <b>Publication date:</b> 5 April	<b>Tubes and pipes, sections, flanges, etc. – wire &amp; Tube 2018 · Cutting, welding, additive manufacturing, measuring, testing, inspecting</b> · Machine tool industry solidifies top position	wire & Tube 2018, Düsseldorf, Germany Hannover Messe, CeMAT, Hanover, Germany Control, Stuttgart, Germany 16 – 20 April 23 – 27 April 24 – 27 April
5 May	<b>Ad-closing date:</b> 18 April <b>Printing materials:</b> 20 April <b>Publication date:</b> 4 Mai	<b>Germany’s Siegerland region &amp; southern Westphalia · Steel trading &amp; steel service centres · Surface technology:</b> e. g. milling, deburring, grinding, blasting, etc. · Steel processing: Suppliers under pressure of key accounts	SurfaceTechnology (previously O&S), Stuttgart, Germany 5. – 7. Juni
6 June	<b>Ad-closing date:</b> 16 May <b>Printing materials:</b> 18 May <b>Publication date:</b> 5 June	<b>Surface technology:</b> e. g. coating, finishing, galvanizing, etc. · <b>Steel trading &amp; Steel service centres – Digitalization · Stainless steel</b> · Moderate recovery of large plant engineering	Cebit, Hanover, Germany Sensor + Test, Nuremberg, Germany 11 – 15 June 26 – 28 June

7 July	<b>Ad-closing date:</b> <b>Printing materials:</b> <b>Publication date:</b>	18 June 20 June 5 July	<b>The big STEEL statistics</b> · Steel in numbers, worldwide, in China, Europe and Germany · <b>German Federal state of Baden-Württemberg / Bavaria</b> · <b>Manufacturing technology Part 1:</b> Forming (bending, leveling, straightening, etc.) · Electrical engineering industry continues growth trend		
8 August	<b>Ad-closing date:</b> <b>Printing materials:</b> <b>Publication date:</b>	18 July 20 July 6 August	<b>Tubes and pipes, sections, flanges</b> · <b>Manufacturing technology Part 2:</b> Machining (sawing, blasting, cutting, etc.) · Robotics and automation Strong demand continues		
9 September	<b>Ad-closing date:</b> <b>Printing materials:</b> <b>Publication date:</b>	17 August 20 August 5 September	<b>Steel &amp; Automotive</b> · <b>Manufacturing technology Part 3:</b> Metal working · <b>Logistics, handling, warehousing</b> · Metallurgical engineering companies waiting for growing steel industry investments	AMB 2018, Stuttgart, Germany Motek, Stuttgart, Germany	18 – 22 September 8 – 11 October
10 October	<b>Ad-closing date:</b> <b>Printing materials:</b> <b>Publication date:</b>	18 September 20 September 5 October	<b>Great strip, sheet and plate SPECIAL for EuroBLECH</b> · <b>Building with steel</b> · Tool industry: Quality pays off for typical SMEs.	Deutscher Stahlbautag, Duisburg, Germany parts2clean 2018, Stuttgart, Germany EuroBLECH, Hanover, Germany	11 – 12 October 23 – 25 October 23 – 26 October
11 November	<b>Ad-closing date:</b> <b>Printing materials:</b> <b>Publication date:</b>	17 October 19 October 5 November	<b>International Annual Conference STAHL 2018</b> · <b>Steel trading &amp; steel service centres</b> · <b>Edelstahl</b> · <b>Additive manufacturing, 3D printing</b> · <b>Austria/Switzerland</b> · Forging industry to expand abroad manufacturing	STAHL 2018 swisstech, Basel, Switzerland	20 – 23 November
12 December	<b>Ad-closing date:</b> <b>Printing materials:</b> <b>Publication date:</b>	16 November 19 November 5 December	<b>Marking &amp; identifying</b> · <b>Building with steel</b> · <b>Steel art:</b> Steel in art, culture & architecture · Construction machinery industry banks on international markets		

**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
Front page		216 x 183				4,830.00
2/1 page		430 x 303	5,600.00	6,136.00	6,672.00	7,208.00
1/1 page	184 x 260	216 x 303	2,800.00	3,068.00	3,336.00	3,604.00
2/3 page, wide	184 x 174	216 x 192	1,888.00	2,156.00	2,424.00	2,692.00
2/3 page, high	120 x 260	137 x 303	1,888.00	2,156.00	2,424.00	2,692.00
Junior page	128 x 180		1,613.00	1,881.00	2,149.00	2,417.00
1/2 page, wide	184 x 128	216 x 149	1,460.00	1,728.00	1,996.00	2,264.00
1/2 page, high	90 x 260	106 x 303	1,460.00	1,728.00	1,996.00	2,264.00
1/3 page, wide	184 x 85	216 x 106	980.00	1,248.00	1,516.00	1,784.00
1/3 page, high	58 x 260	74 x 303	980.00	1,248.00	1,516.00	1,784.00
1/4 page, high	42 x 260	45 x 303	760.00	1,028.00	1,296.00	1,564.00
1/4 page, wide	184 x 62	216 x 84	760.00	1,028.00	1,296.00	1,564.00
1/4 page, postcard	90 x 128	106 x 145	760.00	1,028.00	1,296.00	1,564.00
1/6 page, wide	184 x 40	216 x 57	525.00	793.00	1,061.00	1,329.00
1/6 page, high	58 x 128	74 x 145	525.00	793.00	1,061.00	1,329.00
1/6 page	90 x 85	106 x 102	525.00	793.00	1,061.00	1,329.00
1/8 page, wide	184 x 30	216 x 47	410.00	678.00	945.00	1,214.00
1/8 page	90 x 62	106 x 84	410.00	678.00	945.00	1,214.00
1/16 page	90 x 30		240.00	508.00	776.00	1,044.00

\* incl. 3 mm bleed (trimming allowance) at all sides · Actual circulation: 6,866 copies

**2 Surcharges:** Cover pages 2 and 4 560 €  
**Position:** Cover page 3 280 €  
 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 HKS 13 268 €  
 4-colour advertisement (European scale) 804 €  
 each special colour 640 €

Metallic and fluorescent colours on request

**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.

**4 Columns:** Situations vacant and job vacancies please see Information Job Market, page 8.

**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	2,085 €
2 Sheet = 4 pages	4,170 €
3 Sheet = 6 pages	6,255 €
4 Sheet = 8 pages	8,340 €

Loose inserts, non-discountable:  
 Not bound in, max. size 205 x 295 mm.  
 German circulation: 1,700 €  
 Total circulation: 2,750 €  
 Circulation: on request

Sticked post cards, patterns: see page 10

**6 Contact:**

Information and booking:  
 Nadine Kopmann, Advertising Manager  
 Phone: +49 211 6707-518  
 Fax: +49 211 6707-923 518  
 E-mail: nadine.kopmann@stahleisen.de  
 Contact for delivery of data, invoicing, voucher copies:  
 Georg Feller  
 Phone: +49 211 6707-566  
 Fax: +49 211 6707-923 566  
 E-mail: disposition@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. 1170 000  
 IBAN DE 31 3004 0000 0117 0000 00

**Job market ad rates and sizes (prices in EURO, surcharges are non-discountable).**

All prices are net, without VAT.

situations vacant					
Size	Width x Hight in mm	basic rates incl. online, b/w €	2-colour €	3-colour €	4-colour €
1/1 page	184 x 260	1,800.00	2,068.00	2,336.00	2,604.00
2/3 page	184 x 172 / 120 x 260	1,090.00	1,358.00	1,626.00	1,894.00
Juniorpage	128 x 180	1,013.00	1,281.00	1,549.00	1,817.00
1/2 page	184 x 128 / 90 x 260	925.00	1,193.00	1,461.00	1,729.00
1/3 page	184 x 85 / 58 x 260	550.00	818.00	1,086.00	1,354.00
1/4 page	90 x 128 / 180 x 62 / 42 x 260	465.00	733.00	1,001.00	1,269.00
1/6 page	90 x 95	380.00	648.00	916.00	1,184.00
1/8 page	90 x 62	295.00	563.00	831.00	1,099.00

Job vacancies which are only published online, we will charge a fee of 500,00 €.

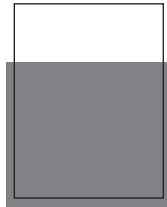
job vacancy				
Size	Width x Hight in mm	only print ad, b/w €	combination print + online, b/w €	only online, b/w €
1/16 page	90 x 30	75.00	included	not possible
1/8 page	90 x 62	120.00	included	not possible
1/4 page	90 x 128 184 x 62 width	155.00	included	not possible
Inklusive box fee, porto offerte and online publication				



- 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:** 184 mm wide, 260 mm high  
2 columns, 90 mm wide each  
3 columns, 58 mm wide each
- 2 Printing and binding method:** Offset, perfect binding
- 3 Transmission of digital data:** disposition@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](http://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 colour values (the media wedge can be purchased from [www.fogra.org](http://www.fogra.org)). Preprint proofs must contain an official print control strip.

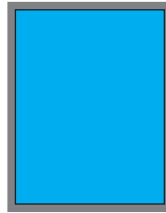
- 7 Archiving of data:** As the data are archived, it is generally possible to use the data in an unchanged version for reprints. However, we do not assume any responsibility for the provided data.
- 8 Warranty:** We accept no responsibility for the printing result, if the data (for texts, colours, artwork)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

Front page



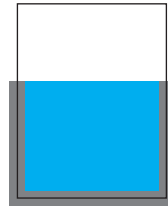
216 x 183 mm

1/1 page



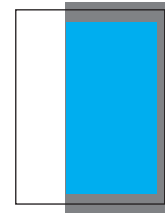
184 x 260 mm  
216 x 303 mm

2/3 page, wide



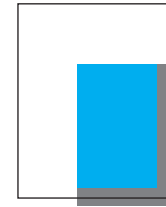
184 x 174 mm  
216 x 192 mm

2/3 page, high



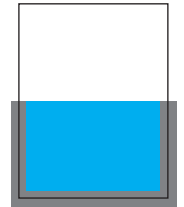
128 x 180 mm  
135 x 183 mm

Juniorpage



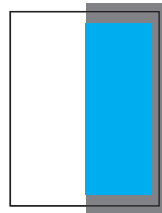
120 x 184 mm  
137 x 200 mm

1/2 page, wide



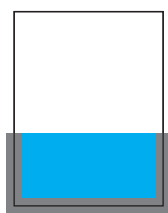
184 x 128 mm  
216 x 149 mm

1/2 page, high



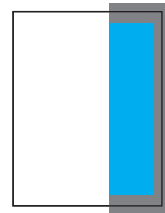
90 x 260 mm  
106 x 303 mm

1/3 page, wide



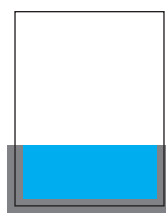
184 x 85 mm  
216 x 106 mm

1/3 page, high



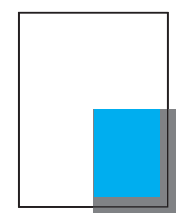
58 x 260 mm  
74 x 303 mm

1/4 page, wide



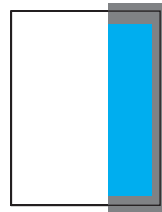
184 x 62 mm  
216 x 84 mm

1/4 page Post card



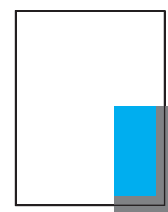
90 x 128 mm  
106 x 145 mm

1/4 page, high



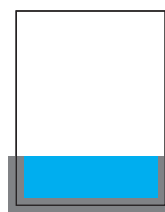
42 x 260  
45 x 303

1/6 page, high



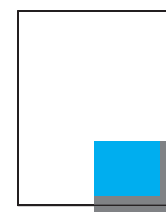
58 x 128 mm  
74 x 145 mm

1/6 page, wide



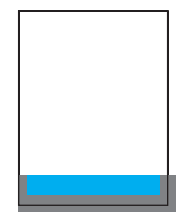
184 x 40 mm  
216 x 57 mm

1/8 page



90 x 62 mm  
106 x 84 mm

1/8 page, wide



184 x 30 mm  
216 x 47 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

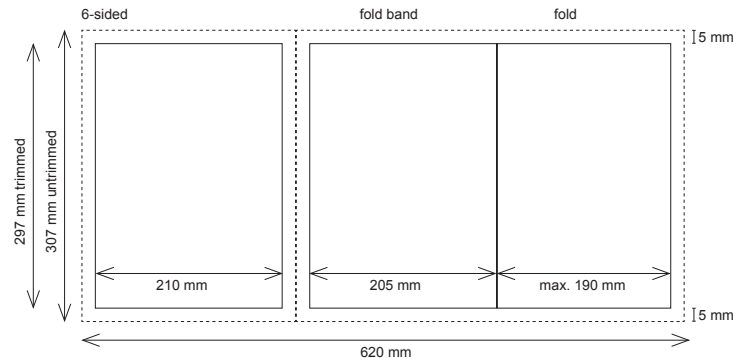
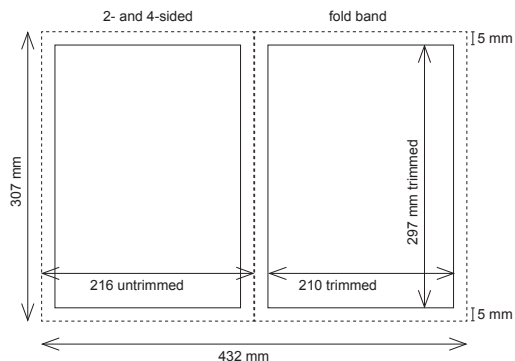
### Technical details:

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 Premium GmbH  
 Industriestraße 5 – 9  
 76275 Ettlingen, Germany  
 Indicate as reference: For „stahlmarkt“, 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

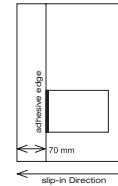
**Deadline for delivery:** Not later than 10 days after ad closing date. (see "Dates and planned topics", pages 2 and 3)

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

**Send to:** Prepaid delivery to:  
Kraft Premium GmbH  
Industriestraße 5 – 9  
76275 Ettlingen, Germany  
Indicate as reference: For „stahlmarkt“, 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 Premium GmbH  
Industriestraße 5 – 9  
76275 Ettlingen, Germany  
Indicate as reference: For „stahlmarkt“, No.

1 Audited by:



2 Distribution:

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

<b>Print run</b>	7,138		
<b>Actual circulation:</b>	6,866	there of outside Germany	1,666
<b>Sold circulation:</b>	824	there of outside Germany	134
Subscribed circulation:	824	there of to members	–
Single copies sold:	–		
Other paid circulation:	–		–
<b>Free copies:</b>	6,042	there of outside Germany	1,532
<b>Surplus, courtesy and archive copies</b>	272		

3 Geographical breakdown:

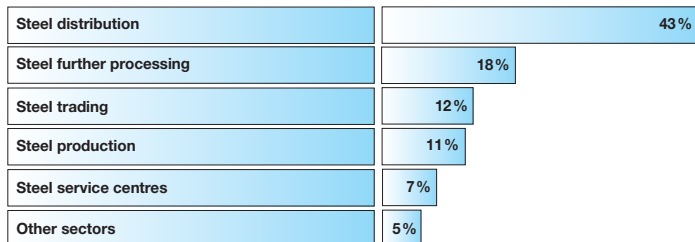
Economic region	Percentage of actual circulation	
	%	copies
Germany	75,74	5,200
Outside Germany	24,26	1,666
Actual circulation	100.00	6,866

Summary of the surveying method

1. Method: Analysis of recipient structure by data evaluation - 100 % survey
2. Population: actual circulation in Germany 5,200 = 100 %
3. Sample: 100 % survey
4. Target persons of the survey: –
5. Period of the survey: July 1st, 2016 to June 30th, 2017
6. Survey conducted by: Montan- und Wirtschaftsverlag GmbH

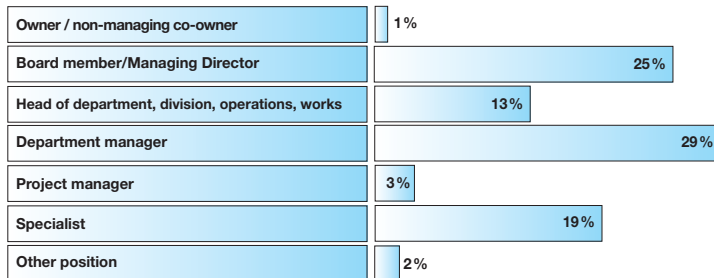
### 1. Trade affiliation

»stahlmarkt« reaches the entire sector



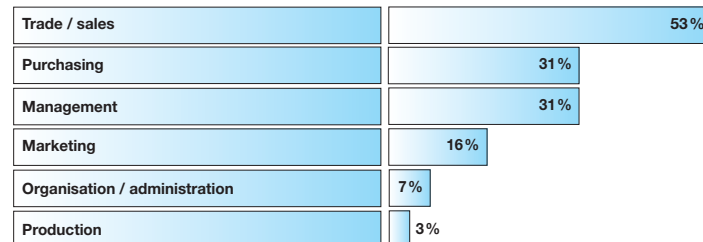
### 2. Position within company

»stahlmarkt« reaches the top decision-makers



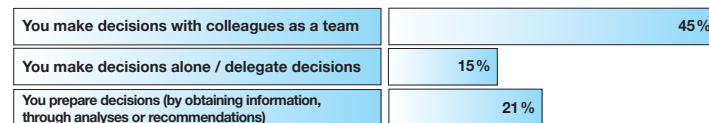
### 3. Area of responsibility within company

»stahlmarkt« is read in all areas of the company

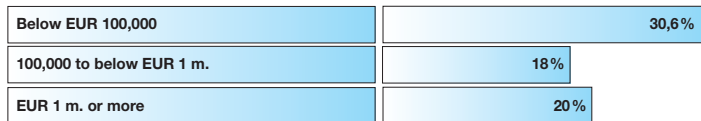


### 4. Decision-making authority for purchases

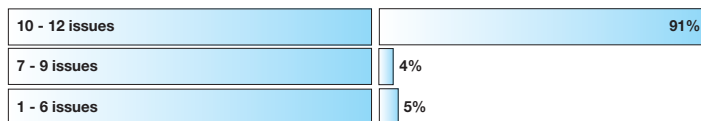
Readers who make or prepare decisions



### 5. Annual spending volumes

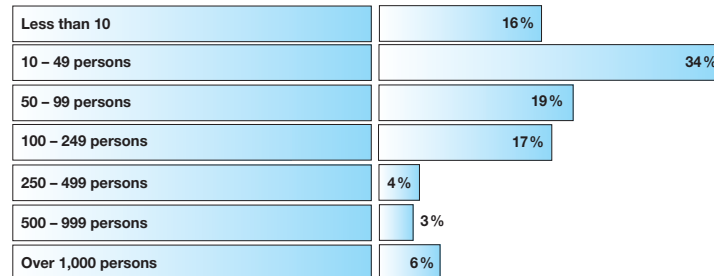


### 6. Exploitation of »stahlmarkt«

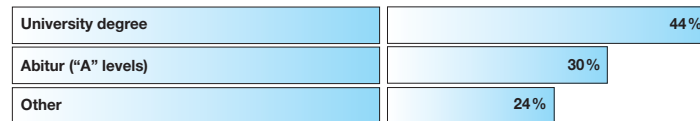


»stahlmarkt« readers do not miss any issues · Each issue is read more than 1.6 times on average and for over 25 minutes · 4.9 readers per issue increases the chances of your advertisement making contact

### 7. Employees in company



### 8. Professional qualifications



#### Brief description of surveying methods

1. Form of survey            Advertising Copy Test, stahlmarkt 4 /2013
2. Population tested        Reader survey, 2013
3. Sampling                 Random sampling from subscribers' file
4. Person surveyed         Determination of reader of test issue in the works. Selection of "highest-ranking" reader
5. Survey method           Telephone interviews (C. A. T. I.)
6. Number of cases         150 interviews (net)
7. Sampling period         05.04.2013 – 03.05.2013
8. Implementation         ProTEC Marketing, Würzburg / Munich

**1 Web address:**

www.stahlmarkt-magazin.de

**2 Brief description:**

Comprehensive Internet offer with topical news, product database and job market

**3 Target group:**

The complete steel trading and processing industry as well as steel users in the related sectors.

**4 Publishing house:**

Montan- und Wirtschaftsverlag GmbH  
Sohnstr. 65, 40237 Düsseldorf  
P.O. Box 105164, 40042 Düsseldorf,  
Germany

**Contact Editorial staff:**

Dr. Wiebke Sanders  
Phone: +49 211 6707 - 538  
E-mail: petra.jung@stahleisen.de

**Contact Online advertising:**

Nadine Kopmann  
Phone: +49 211 6707 - 518  
E-mail: nadine.kopmann@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.
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. 117 0000 · IBAN DE 31 3004 0000 0117 0000 00



- 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:  
nadine.kopmann@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

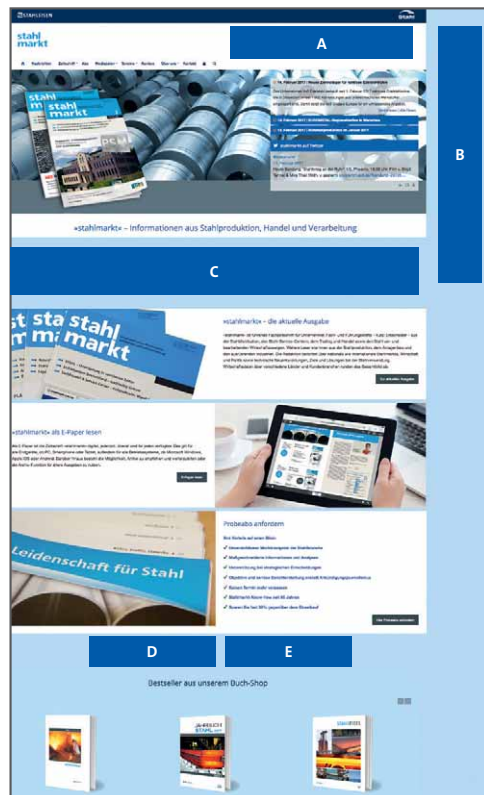
**Reporting:** On request, you will receive an evaluation of the advertising effect and ad clicks.

**4 Contact:** Nadine Kopmann  
Phone: +49 211 6707 - 518  
E-mail: nadine.kopmann@stahleisen.de

**See banner samples on page 16**

Banner types:

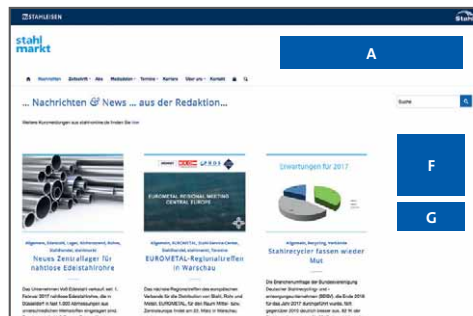
Position on the start page



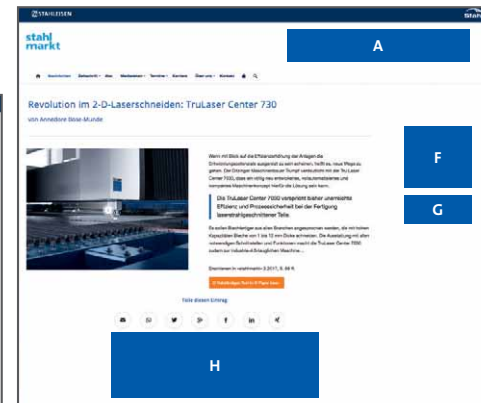
- A Leaderboard**  
Format: 728 x 90 px
- B Skyscraper**  
Format: 160 x 840 px
- C Premium Banner**  
Format: 1600 x 240 px
- D + E Full Banner**  
Format: 468 x 60 px

- F Medium Rectangle**  
Format: 300 x 250 px
- G Content Ad**  
Format: 234 x 60 px
- H Newsbanner under all 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. 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 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 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 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 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 Mayl 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](http://www.stahleisen.de)

01. September 2007

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Mobile: +49 160/97 85 86 73  
E-mail: [henning.schneider@stahleisen.de](mailto:henning.schneider@stahleisen.de)

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Fax: +49 8862 7449  
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E-mail: [hunscheidt@t-online.de](mailto:hunscheidt@t-online.de)

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Fax: +41 44 7211474  
E-mail: [dormann@rdormann.ch](mailto:dormann@rdormann.ch)

**Italy**

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Fax: +39 02 39217082  
E-mail: [grquaini@tin.it](mailto:grquaini@tin.it)

**Great Britain**

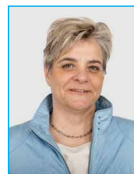
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