

The KEY to Steel Industry Suppliers 2017

Additional distribution

Metallurgy-Lit mash, Tube Russia, June 2017, Moscow, Russia

Blechexpo, November 2017, Stuttgart, Germany

STAHL 2017, November 2017, Düsseldorf, Germany

Publication date: April 28, 2017
Ad-closing date: March 24, 2017
Print run: 5,500 copies

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

5,500 copies will be printed and as of May 2017 be sent out free of charge to selected, named representatives of top and middle management in the steel producing and steel processing industries. Copies will also be distributed at international congresses and trade fairs.

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

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

Advertising rates

1 full page black/white	897,- €
1 full page 2 colours	1.087,- €
1 full page 3 colours	1.277,- €
1 full page 4 colours	1.467,- €
1 half page black/white	450,- €
1 half page 2 colours	640,- €
1 half page 3 colours	830,- €
1 half page 4 colours	1.020,- €
Tailpiece*	225,- €
Bound-in insert (2/1)	1.037,- €
Loose insert	1.364,- €
Bookmark	
if supplied complete with ribbon	% 330,- €
Colour surcharge	
For each of the Euroscale colours*	
red/blue/yellow and HKS 13 or HKS 47	190,- €
Special colour each	380,- €

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

Surcharges positions

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

Series discounts

2 advertisements 5%, 3 advertisements 10%

Agency commission 15 %

THE KEY

TO STEEL INDUSTRY SUPPLIERS
2016

WORKING SOLUTIONS FOR EXTREME CONDITIONS

Expertise without compromise

We plan, develop and manufacture exactly the purpose built machines that you need for your toughest applications:

- Telescopic-de-bricking machines
- Converter tap hole drilling and setting machines
- Gunning manipulators for converter hot repairs
- EAF Charging machines
- Slag raking machines
- Hot slag crawler loaders
- Converter relining machines
- Special attachments and tools

ENGINEERING | PRODUCTION | SERVICE

TML Technik GmbH | A Company of the **TML Group**
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STAHLEISEN

Stahl

Technical data

Book format

148 mm wide x 210 mm high

Type area

full page 120 mm wide x 170 mm high
half page 120 mm wide x 85 mm high
alternatively 60 mm wide x 170 mm high
Tailpiece 120 mm wide x 20 mm high

Bound-in insert 154 mm wide x 216 mm high

Loose inserts 143 mm wide x 205 mm high

Printing and binding

Offset/adhesive binding

Printing, printing material

Offset, perfect binding. Digital data with proof. If requested the Publishers will produce or digitize your advertisement at cost price.

Prices for entries are listed in a separate form:
www.stahleisen.de/products

Contact address

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