

Media-Information 2020



Many innovations in 2020



Circulation: 6.700

The leading trade magazines for the global iron and steel industry

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kommunikation

Issue	Date	The topical theme	Trade fairs / Exhibitions / Additional distribution
1/2	Ad-closing date: 20 th January Printing material: 28 th January Publication date: 08 th February	Steeltrade & Steel-Service-Center, Metal Processing	Annual Conference Handelsblatt Steel future, Düsseldorf (GER) 04 – 05 February
3	Ad-closing date: 07 th February Printing material: 12 th February Publication date: 26 th March	Pipes, Profiles Flanges & Co – wire & Tube 2020, Logistic	METAV, Düsseldorf (GER) 10 – 13 March Steel Colloquium Aachen „steel & more“ 18 – 19 November wire – tube 2020, Düsseldorf (GER) 07 – 11 December Coiltec Germany 2020, Ulm (GER) 08 – 09 July
4	Ad-closing date: 18 th March Printing material: 27 th March Publication date: 08 th April	Pipes, Profiles Flanges & Co – wire & Tube 2020, Quality, Quantify, Proof, Survey	Eurocoke, Amsterdam (NL) is pending AISTech 2020, Cleveland (USA) 31 Aug. – 03 Sept.
5/6	Ad-closing date: 29 th May Printing material: 05 th June Publication date: 18 th June	Siegerland & South Westfalia, Surfaces, Quality, Quantify, Proofs, Survey Special: Who is Who	Steel in Cars & Trucks 2020, Mailand (IT) 14 – 18 June 2nd CastForge, Stuttgart (GER) 16 – 18 June 10th European Conference on Continuous Casting, Bari (IT) 21 – 23 October Galvatech 2020, Wien (AT) 08 – 12 November
7	Ad-closing date: 26 th June Printing material: 03 rd July Publication date: 17 th July	Tall Steel Statistic: Steel in Numbers, worldwide, takes place in China, Europe und Germany, Baden-Wuerttemberg/ Bavaria	

Issue	Date	The topical theme	Trade fairs / Exhibitions / Additional distribution
8	Ad-closing date: 22 th July Printing material: 29 th July Publication date: 14 th August	Production Engineering, Stainless Steel	
9	Ad-closing date: 21 th August Printing material: 27 th August Publication date: 11 th September	Steel & Automobile/ Vehicles, Logistic & Handling, Storage Technology	International Fireproof Colloquium 2020, 16 – 17 September online EEC2020 12th European Electric Steelmaking Conference, 16 – 18 September Sheffield (UK)
10	Ad-closing date: 18 th September Printing material: 25 th September Publication date: 09 th October	Huge Special Euro Sheet Metal, tapes & Euro Sheet, Construction with Steel	Euroblech 2020, Hannover (GER) 27 – 30 October Ironmasters 2020, Wien (AT) 28 – 30 October
11	Ad-closing date: 16 th October Printing material: 23 th October Publication date: 06 th November	Additive Production, 3-D-Print, Austria/ Switzerland	Metec India 2020, Mumbai (IND) 23 – 25 November
12	Ad-closing date: 13 th November Printing material: 20 th November Publication date: 04 th December	Mark & Tag, Steel Art	

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*	Rate
1. cover page		210 x 297	4.990,-
2. + 4. cover page		210 x 297	4.310,-
3. cover page		210 x 297	4.030,-
2/1 page		420 x 297	7.550,-
1/1 page	180 x 260	210 x 297	3.750,-
Juniorpage	128 x 180	210 x 145	2.540,-
1/2 page, wide	180 x 128	210 x 145	2.375,-
1/2 page, high	87 x 260	102 x 297	
1/2 page, wide	180 x 128	210 x 145	2.375,-
1/2 page, high	87 x 260	102 x 297	
1/3 page, wide	180 x 87	210 x 95	1.870,-
1/3 page, high	56 x 260	67 x 297	
1/4 page, wide	180 x 62	210 x 82	1.645,-
1/4 page, high	40 x 260		
1/4 page, post card	87 x 128	50 x 297	
1/6 page, wide	180 x 42	210 x 62	1.395,-
1/6 page, high	56 x 128		
1/8 page, wide	180 x 30	210 x 50	1.275,-
1/8 page, high	40 x 128		
1/8 page	87 x 62		
1/16 page	87 x 30		1.095,-

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

2. Discounts: For a booking period of one year

Series discount

3 – 5 appearances	5%
6 – 9 appearances	10%
10 – 12 appearances	15%
13 – 23 appearances	20%
from 24 appearances	25%

Quantity discount

2 pages	5%
3 – 5 pages	10%
6 – 9 pages	15%
10 – 12 pages	20%
from 13 pages	25%

No discount on 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.

3. Special forms of advertisement:

Supplement: 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.

1 sheet = 2 pages	3.350,- €
2 sheet = 4 pages	6.200,- €

Loose inserts: max. size 205 x 295 mm

Weight up to 25 g 3.250,- €

Glued-on items: on request

4. Advertorial: Ideal complementation to your classical ad with editorial similar background. You are going to provide text and picture material, we are going to layout in magazine design:

2/1 pages, 4c + 2–5 pictures (6000 characters including spaces) 7.900,- €

1/1 page, 4c + 1–2 pictures (3000 characters including spaces) 4.100,- €

1/2 page, 4c + 1 picture (1500 characters including spaces) 2.650,- €

Other sizes and special forms of advertisements on request.

Issue	Date	The topical theme	Trade fairs / Exhibitions / Additional distribution
1	Ad-closing date: 06 th March Printing material: 11 th March Publication date: 21 st March	Steel international Italy and Southern Europe Steel Distribution & Steel Service Centers wire & Tube 2020	METAV, Düsseldorf (GER) 10 – 13 March Aachener Stahlkolloquium „steel & more“ , Aachen (GER) 18 – 19 November wire – tube 2020 , Düsseldorf (GER) 07 – 11 December Goitec Deutschland 2020, Ulm (GER) 08 – 09 July
2	Ad-closing date: 25 th September Printing material: 02 nd October Publication date: 17 th October	Steel international Central and Eastern Europe Steel Distribution & Steel Service Centers EuroBLECH 2020	Euroblech 2020, Hannover (GER) 27 – 30 October Ironmasters 2020, Wien (AT) 28 – 30 October

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1/2 page, high	87 x 260	102 x 297	
1/2 page, wide	180 x 128	210 x 145	2.375,-
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1/3 page, wide	180 x 87	210 x 95	1.870,-
1/3 page, high	56 x 260	67 x 297	
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Loose inserts: max. size 205 x 295 mm

Weight up to 25 g 3.250,- €

Glued-on items: on request

4. Advertorial: Ideal complementation to your classical ad with editorial similar background. You are going to provide text and picture material, we are going to layout in magazine design:

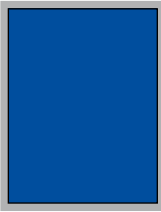
2/1 pages, 4c + 2–5 pictures (6000 characters including spaces) 7.900,- €

1/1 page, 4c + 1–2 pictures (3000 characters including spaces) 4.100,- €

1/2 page, 4c + 1 picture (1500 characters including spaces) 2.650,- €

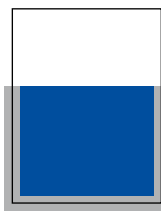
Other sizes and special forms of advertisements on request.

1/1 page



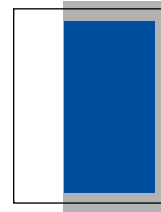
180 x 260 mm
216 x 303 mm

2/3 page, wide



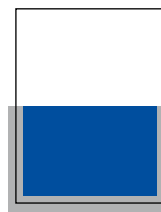
180 x 172 mm
216 x 194 mm

2/3 page, high



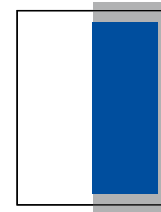
118 x 260 mm
130 x 303 mm

1/2 page, wide



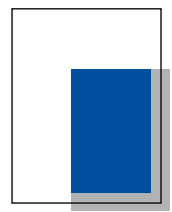
180 x 128 mm
216 x 148 mm

1/2 page, high



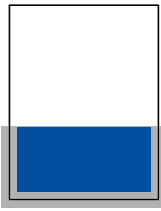
87 x 260 mm
105 x 303 mm

Juniorpage



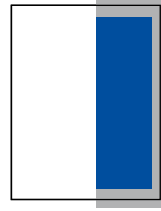
128 x 180 mm
133 x 183 mm

1/3 page, wide



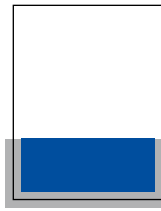
180 x 87 mm
216 x 98 mm

1/3 page, high



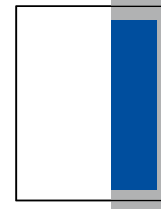
56 x 260 mm
70 x 303 mm

1/4 page, wide



180 x 62 mm
216 x 85 mm

1/4 page, high



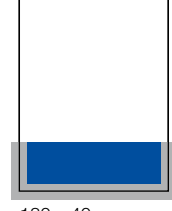
40 x 260 mm
53 x 303 mm

1/4 page, post card



87 x 128 mm

page



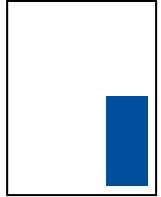
180 x 40 mm
216 x 65 mm

■ Type area
Width x Height

■ Trimmed size*
Width x Height

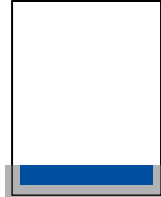
* Formats incl.
3 mm bleed

1/6 page, high



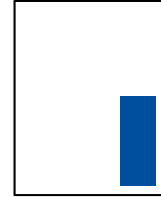
56 x 128 mm

1/8 page, wide



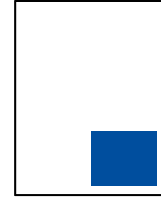
180 x 30 mm
216 x 53 mm

1/8 page, high



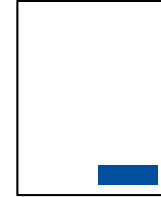
40 x 128 mm

1/8 page



87 x 62 mm

1/16 page



87 x 30 mm

1. Object management

Wolfgang Locker (responsible)
Telefon: +49 2203 3584 - 182
E-Mail: wolfgang.locker@maenken.com

2. Editor

Philipp Isenbart (Leitung)
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3. Ads, Advice and Booking

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E-Mail: caroline.aguilar@maenken.com

Susanne Kessler

Telefon: +49 2203 3584 - 116
E-Mail: susanne.kessler@maenken.com

4. Ads International Italy

Quaini Pubblicita
Via Meloria, 7
20148 Milano
Telefon: +39 02 39216180
Telefax: +39 02 39217082
E-Mail: info@quaini.it

5. Advertising Sales /Order processing

E-Mail: anzeigendispo@maenken.com

6. Bills und Copy shipment

Judith Tannenläufer
Telefon: +49 2203 3584 - 151
E-Mail: judith.tannenlaeuer@maenken.com

7. Printing house

D+L Reichenberg GmbH
Schlavenhorst 10
46395 Bocholt

1. An order for placing an advertisement pursuant to the following general terms and conditions of sale is deemed to be an order covering the publication of one or several client advertisements in the respective issue for the purpose of circulation.
2. In case of doubt, advertisements shall be called off for publication within 12 months from the date of conclusion of the order. If, within the scope of an order, the right has been granted to call off advertisements one by one, then said order shall be completed within 12 months from the date the initial advertisement appears.
3. The buyer is entitled, upon conclusion of an order, to call off further advertisements within the agreed period stated in § 2 over and above the quantity listed in the order.
4. Should an order not be fulfilled for reasons beyond the control of the seller, the buyer, without prejudice to further legal obligations, shall refund the difference between the quantity ordered and the actual quantity purchased to the seller. Refunding shall not take place when non-fulfilment is due to force majeure within the scope of the seller's risk.
5. Orders covering advertisements and external supplements intended – as specified in the order – exclusively for publication in certain issues or at special places must be received in good time by the seller, thus enabling the buyer if the order cannot be executed in this manner to be informed prior to the publication deadline.
6. Advertisements, which by reason of their editorial layout are not recognisable as being advertisements, shall be clearly marked by the seller as such by the word "promotion" in accordance with the press law.
7. The seller reserves the right to refuse or cancel an order in connection with orders for advertisements and for individual call-offs within the scope of the contract as well as orders for supplements by reason of their content, origin or technical form in accordance with the seller's or publisher's uniform, justified principles. This applies in particular, but not exclusively, when the content of the advertisement or supplement breaches laws or regulations issued by the authorities, or their publication is unreasonable for the seller or the publisher. Orders for supplements only become binding when a firm specimen and its approval have been presented. Supplements containing external advertisements or which, as a result of their form or content, give the impression that they are a part of the magazine are categorically refused. Any eventual refusal shall be immediately communicated to the buyer.
8. The buyer is responsible for the provision of the text of the advertisement as well as for perfect printing manuscripts (data) in the form of a PDF file, or for provision of the supplements, in good time. The seller requests the replacement of clearly unsuitable or damaged data. The seller accepts no liability for hidden faults. The seller guarantees quality of printing in line with that normally supplied for Parking trend international and within the scope provided by the printing data. No liability is accepted for advertisements which prove to be imperfect as a result of unsuitable printing data.
9. The buyer has the right to claim a reduction of the amount payable or demand perfect replacement in the event that the printed specimen copy of his advertisement is partially or completely illegible, incorrect or incomplete. This applies, however, solely to the extent that the purpose of the advertisement is impaired. Claims must be submitted by the buyer within 2 weeks from receipt of invoice and specimen.
10. A specimen copy of the advertisement for the purpose of approval to print (PDF) is only supplied upon express request. The buyer accepts responsibility for checking the contents and issuing approval. Approval is deemed to have been given should the buyer not return the PDF specimen copy by fax within the period of time set.
11. Unless otherwise agreed, the actual print size of the advertisement forms the basis for invoicing.
12. Payment: Payment shall be effected immediately upon receipt of invoice, net. The seller grants 2% cash discount on advance payments. All payments are to be remitted to: Maerken Kommunikation GmbH, Von-der-Wettern-Strasse 25, 51149 Cologne/Germany.
13. In the case of delayed payment and justified doubt about the buyer's financial solvency, the seller is entitled to either cancel orders on hand or make the performance of orders on hand dependent on the payment of outstanding invoices, or demand advance payment of accounts on hand regardless of the due date of payment originally agreed.
14. The seller shall supply, upon request, a complete specimen copy of the advertisement along with the invoice.
15. The costs of producing layouts, final artwork, drawings, reproductions, image processing and PDF files as well as any considerable modification to the originally agreed work, either requested by or caused by the buyer, shall be borne by the buyer.
16. Printing data are only returned to the buyer upon express demand. The obligation to keep such data expires 3 months after fulfilment of the contract.
17. Authorised advertising agents receive 15% agency commission on their orders. Commission is paid on the basis of the net price of the advertisement less any eventual discounts granted.
18. All orders are concluded exclusively on the basis of the aforementioned general terms and conditions of sale. Contradictory terms are not accepted, unless they have been agreed upon in writing. Verbal agreements are invalid. All agreements are required in writing. In the case of non-appearance of an advertisement as a result of force majeure the seller accepts no liability for fulfilment of contracts and payment of damages. The place of fulfilment and place of jurisdiction for both parties to the contract is Cologne/Germany.