

# Media-Information 2020



**Many innovations in 2020**



Circulation: 4.650



Circulation: 9.840

The leading trade magazines for the global iron and steel industry

**maenken**  
kommunikation

Issue	Date	The topical theme	Trade fairs / Exhibitions / Additional distribution
<b>1/2</b>	Ad-closing date: 15 <sup>th</sup> January Printing material: 20 <sup>th</sup> January <b>Publication date:</b> 1 <sup>st</sup> February	<b>System engineering</b>	<b>Nortec</b> , Hamburg (GER) 16. – 24. Januar <b>Handelsblatt Jahrestagung Zukunft Stahl</b> , Düsseldorf (GER) 04. – 05. Februar
<b>3</b>	Ad-closing date: 23 <sup>th</sup> February Printing material: 28 <sup>th</sup> February <b>Publication date:</b> 11 <sup>th</sup> March	<b>Metallurgy Decarbonisation</b>	<b>METAV</b> , Düsseldorf (GER) 10. – 13. März <b>Aachener Stahlkolloquium „steel &amp; more“ wire – tube 2020</b> , Düsseldorf (GER) 26. – 27. März 30. März – 04. April <del><b>Coiltec Deutschland 2020</b>, Ulm (GER) 01. – 02. April</del>
<b>4</b>	Ad-closing date: 06 <sup>th</sup> March Printing material: 11 <sup>th</sup> March <b>Publication date:</b> 23 <sup>rd</sup> March	<b>Innovation Additive Manufacturing</b>	<del><b>Eurocoke</b>, Amsterdam (NL) 20. – 22. April</del> <del><b>AISTech 2020</b>, Cleveland (USA) 04. – 07. Mai</del>
<b>5</b>	Ad-closing date: 15 <sup>th</sup> April Printing material: 20 <sup>th</sup> April <b>Publication date:</b> 02 <sup>nd</sup> May	<b>Forming technology Country focus Austria</b>	<del><b>control 2020</b>, Stuttgart (GER) 05. – 08. Mai</del> <del><b>Smart Automation Austria</b>, Wien (AT) 12. – 14. Mai</del> <b>Intertool</b> , Wien (AT) 12. – 15. Mai
<b>6</b>	Ad-closing date: 13 <sup>rd</sup> May Printing material: 18 <sup>th</sup> May <b>Publication date:</b> 29 <sup>th</sup> May	<b>Automotive Logistic</b>	<del><b>Steel in Cars &amp; Trucks 2020</b>, Mailand (IT) 14. – 18. Juni</del> <del><b>2. CastForge</b>, Stuttgart (GER) 16. – 18. Juni</del> <b>10<sup>th</sup> European Conference on Continuous Casting</b> , Bari (IT) 17. – 19. Juni <b>Galvatech 2020</b> , Wien (AT) 08. – 12. November
<b>7</b>	Ad-closing date: 17 <sup>th</sup> June Printing material: 22 <sup>nd</sup> June <b>Publication date:</b> 03 <sup>rd</sup> July	<b>Industrie 4.0 Coke oven technology</b>	

Issue	Date	The topical theme	Trade fairs / Exhibitions / Additional distribution
<b>8</b>	Ad-closing date: 15 <sup>th</sup> July Printing material: 20 <sup>th</sup> July <b>Publication date:</b> 31 <sup>st</sup> July	<b>System engineering Country focus Switzerland</b>	
<b>9</b>	Ad-closing date: 12 <sup>th</sup> August Printing material: 17 <sup>th</sup> August <b>Publication date:</b> 28 <sup>th</sup> August	<b>Metallurgy Measures-, control- and sensor technology</b>	<b>Internationales Feuerfest-Kolloquium 2020</b> , online September <del>EEC2020-12<sup>th</sup> European Electric Steelmaking Conference</del> , <del>Sheffield (UK)</del> 16. – 18. September
<b>10</b>	Ad-closing date: 16 <sup>th</sup> September Printing material: 21 <sup>st</sup> September <b>Publication date:</b> 02 <sup>nd</sup> October	<b>Forming technology Automation</b>	<del>Euroblech 2020</del> , Hannover (GER) 27. – 30. Oktober <del>Ironmasters 2020</del> , Wien (AT) 28. – 30. Oktober
<b>11</b>	Ad-closing date: 14 <sup>th</sup> October Printing material: 19 <sup>th</sup> October <b>Publication date:</b> 03 <sup>rd</sup> November	<b>Circular Economy Steel International</b>	<del>Metec India 2020</del> , Mumbai (IND) 23. – 25. November
<b>12</b>	Ad-closing date: 11 <sup>th</sup> November Printing material: 16 <sup>th</sup> November <b>Publication date:</b> 27 <sup>th</sup> November	<b>Metallurgy Preview 2021</b>	

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

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

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

Size	Size of print area Width x height in mm	Trimmed size Width x height in mm*	Rate
2. + 4. cover page		210 x 297	4.630,-
3. cover page		210 x 297	4.350,-
2/1 page		420 x 297	6.750,-
1/1 page	180 x 260	210 x 297	3.900,-
2/3 page, wide	180 x 172	210 x 191	2.815,-
2/3 page, high	118 x 260	127 x 297	
1/2 page, wide	180 x 128	210 x 145	2.352,-
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	1.650,-
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	1.350,-
1/6 page, high	56 x 128		
1/8 page, wide	180 x 30	210 x 50	1.290,-
1/8 page, high	40 x 128		
1/8 page	87 x 62		
1/16 page	87 x 30		1.090,-

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

## 2. Discounts:

### 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
<b>1</b>	Ad-closing date: 04 <sup>th</sup> March Printing material: 09 <sup>th</sup> March <b>Publication date:</b> 18 <sup>th</sup> March	<b>Rolling mill technology</b>	<del>Stainless Steel World Middle East 2020, Oman</del> 09 – 11 March <del>METAV, Düsseldorf (GER)</del> 10 – 13 March <del>wire – tube 2020, Düsseldorf (GER)</del> 30 March – 4 April <del>PM China 2020, Shanghai (PR China)</del> 24 – 26 March
<b>2</b>	Ad-closing date: 28 <sup>th</sup> March Printing material: 03 <sup>rd</sup> April <b>Publication date:</b> 16 <sup>th</sup> April	<b>Metallurgy</b>	<del>Eurocooke, Amsterdam (NL)</del> 20 – 22 April <del>AISTech 2020, Cleveland (USA)</del> 4 – 7 May <del>Smart Automation Austria, Cleveland (USA)</del> 12 – 14 May <del>Metal + Metallurgy, Shanghai (PR China)</del> 13 – 16 May <del>MOLTEN 2020, Seoul (South Korea)</del> 25 – 29 May <del>Metallurgy 2020, Moscow (Russia)</del> 8 – 11 June <del>Steel in Cars &amp; Trucks 2020, Milan (IT)</del> 14 – 18 June
<b>3</b>	Ad-closing date: 28 <sup>th</sup> May Printing material: 03 <sup>rd</sup> June <b>Publication date:</b> 13 <sup>th</sup> June	<b>Innovations Decarbonization</b>	<del>Galvatech 2020, Vienna (A)</del> 08 – 12 November <del>TMP 2020, Shenyang (PR China)</del> 24 – 26 June
<b>4</b>	Ad-closing date: 29 <sup>th</sup> July Printing material: 03 <sup>rd</sup> August <b>Publication date:</b> 13 <sup>th</sup> August	<b>Automation Industry 4.0</b>	<del>Internationales Feuerfest-Kolloquium 2020, online</del> September <del>EEC2020 12<sup>th</sup> European Electric Steelmaking Conference</del> <del>2020, Sheffield (UK)</del> 16 – 18 September <del>4<sup>th</sup> MET &amp; 14<sup>th</sup> HTS, Mumbai (IND)</del> 13 – 15 October <del>ABM Week, Sao Paulo (Brazil)</del> October
<b>5</b>	Ad-closing date: 30 <sup>th</sup> September Printing material: 05 <sup>th</sup> October <b>Publication date:</b> 16 <sup>th</sup> October	<b>Metallurgy Additive Manufacturing</b>	<del>EuroBLECH 2020, Hannover (GER)</del> 27 – 30 October <del>Ironmasters 2020, Vienna (A)</del> 28 – 30 October <del>Metal-Expo 2020, Moscow (Russia)</del> November <del>Ankiros 2020, Istanbul (Turkey)</del> 12 – 14 November <del>Metec India 2020, Mumbai (IND)</del> 23 – 25 November
<b>6</b>	Ad-closing date: 25 <sup>th</sup> November Printing material: 02 <sup>nd</sup> December <b>Publication date:</b> 14 <sup>th</sup> December	<b>Modernization</b>	

## MPT – China

Termine		Themen   Schwerpunkt	Messen   Ausstellungen   Veranstaltungen
Ad-closing date:	28 <sup>th</sup> October	<b>Special edition in Chinese language. Distribution only in the People's Republic of China</b>	<b>Shanghai Metallurgy Expo</b> <a href="http://www.metallurgyexpo.net/">www.metallurgyexpo.net/</a> SNIIEC (Shanghai)  REMARKS: Scale of this one is smaller, and the major organizer is Bao Steel. We have not co-operate with them before, but we will do some more research works to see if it is worth taking part in.
Printing material:	03 <sup>rd</sup> November		
<b>Publication date:</b>	16 <sup>th</sup> November		
			03 – 05 December

## MPT – GUS

Date		The topical theme	Trade fairs / Exhibitions / Additional distribution
Ad-closing date:	06 <sup>th</sup> October	<b>Special edition in Russian language. Distribution only in the CIS</b>	<b>Metal Expo</b> Russia
Printing material:	12 <sup>th</sup> October		
<b>Publication date:</b>	26 <sup>th</sup> October		
			10 – 13 November

## 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
2. + 4. cover page		210 x 297	5.670,-
3. cover page		210 x 297	5.280,-
2/1 page		420 x 297	8.750,-
1/1 page	180 x 260	210 x 297	4.950,-
2/3 page, wide	180 x 172	210 x 191	3.650,-
2/3 page, high	118 x 260	127 x 297	
1/2 page, wide	180 x 128	210 x 145	2.950,-
1/2 page, high	87 x 260	102 x 297	
1/3 page, wide	180 x 87	210 x 95	2.300,-
1/3 page, high	56 x 260	67 x 297	
1/4 page, wide	180 x 62	210 x 82	1.950,-
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	1.720,-
1/6 page, high	56 x 128		
1/8 page, wide	180 x 30	210 x 50	1.600,-
1/8 page, high	40 x 128		
1/8 page	87 x 62		
1/16 page	87 x 30		1.450,-

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

## 2. Discounts:

For a booking period of one year

Series discount	Quantity discount
3 – 5 appearances 5%	2 pages 5%
6 – 9 appearances 10%	3 – 5 pages 10%
10 – 12 appearances 15%	6 – 9 pages 15%
13 – 23 appearances 20%	10 – 12 pages 20%
ab 24 appearances 25%	ab 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	4.380,- €
2 sheet = 4 pages	8.690,- €

**Loose inserts:** max. size 205 x 295 mm

Weight up to 25 g 4.430,- €

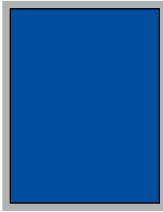
**Glued-on items:** on request

**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:

<b>2/1 pages</b> , 4c + 2–5 pictures (6000 characters including spaces)	8.750,- €
<b>1/1 page</b> , 4c + 1–2 pictures (3000 characters including spaces)	4.890,- €
<b>1/2 page</b> , 4c + 1 picture (1500 characters including spaces)	3.020,- €

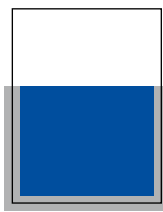
Other sizes and special forms of advertisements on request.

**1/1 page**



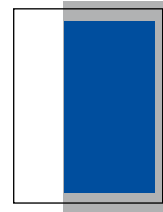
180 x 260 mm  
216 x 303 mm

**2/3 page, wide**



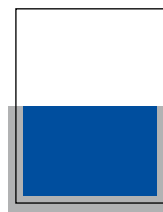
180 x 172 mm  
216 x 194 mm

**2/3 page, high**



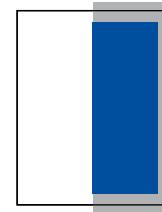
118 x 260 mm  
130 x 303 mm

**1/2 page, wide**



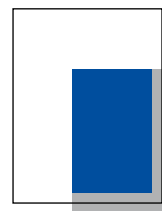
180 x 128 mm  
216 x 148 mm

**1/2 page, high**



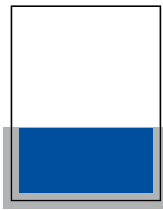
87 x 260 mm  
105 x 303 mm

**Juniorpage**



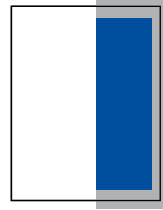
128 x 180 mm  
133 x 183 mm

**1/3 page, wide**



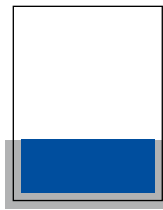
180 x 87 mm  
216 x 98 mm

**1/3 page, high**



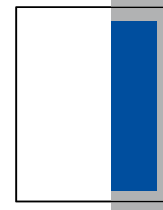
56 x 260 mm  
70 x 303 mm

**1/4 page, wide**



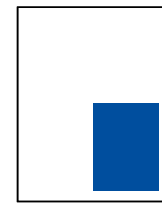
180 x 62 mm  
216 x 85 mm

**1/4 page, high**



40 x 260 mm  
53 x 303 mm

**1/4 page, post card**



87 x 128 mm

**page**



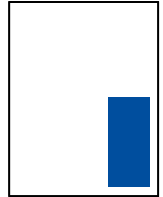
180 x 40 mm  
216 x 65 mm

■ Type area  
Width x Height

■ Trimmed size\*  
Width x Height

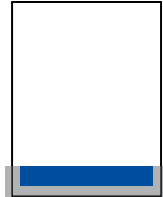
\* Formats incl.  
3 mm bleed

**1/6 page, high**



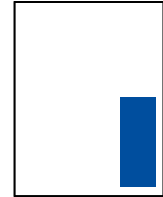
56 x 128 mm

**1/8 page, wide**



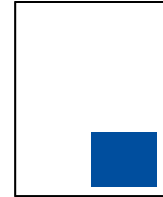
180 x 30 mm  
216 x 53 mm

**1/8 page, high**



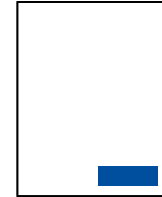
40 x 128 mm

**1/8 page**



87 x 62 mm

**1/16 page**



87 x 30 mm



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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.