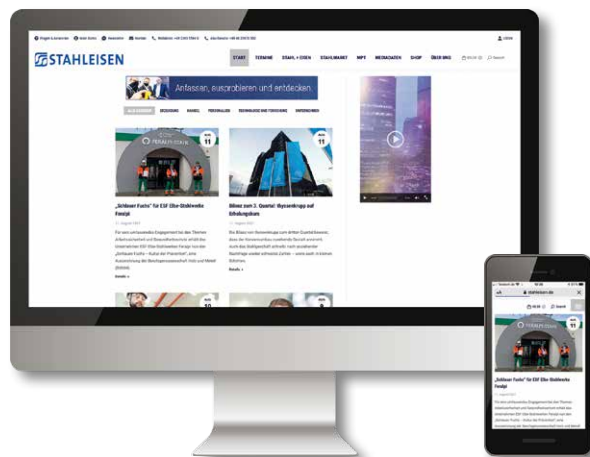


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Ads, Advice and Booking



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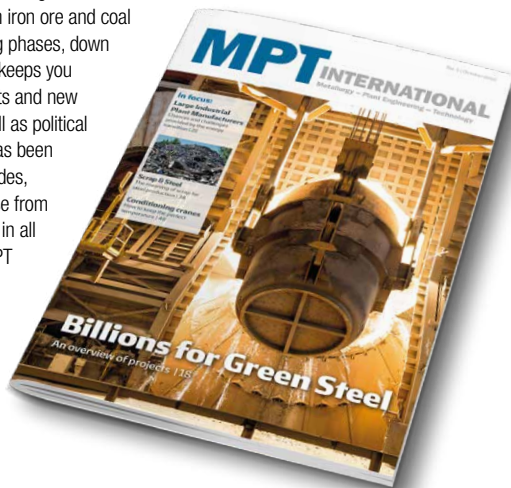


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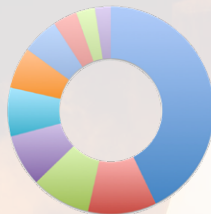
MPT International

MPT International is the independent magazine (source) for steel plant operators and managers along the production chain of steelmaking. We cover the technologies involved in any step of the process – from iron ore and coal supply via the liquid and rolling phases, down to storage and dispatch. MPT keeps you updated about ongoing projects and new technical developments as well as political and administrative issues. It has been a reliable source for four decades, receiving its input and expertise from the experiences made at mills in all countries on all continents. MPT International is published six times per year.



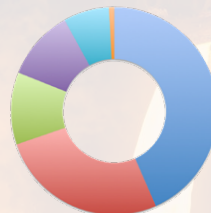
Published: 6 x per year · Magazine format: DIN A4 (210 x 297 mm) · Circulation: 9,840 copies

Readers & their positions



43%	Corporate executive management
11%	Plant managers
9%	Heads of operations/units
8%	Senior position at institutions/associations
8%	Chief engineers/technicians
6%	Production engineers
6%	Others
4%	Advisory engineers
3%	Advisors to the management
2%	Teachers

International distribution

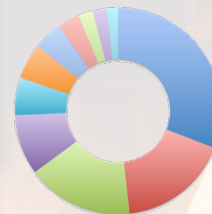


4108	Asia
2493	Europe
1064	Latin America
1040	USA/Canada
678	Africa
79	Australia

Profile

Circulation · Distribution · Target groups

Companies



30,9%	Integrated mills
17,3%	Miscellaneous
16,7%	Mini (& Mid) mills
9,4%	Associated operations
5,9%	Universities and research institutes
5,6%	Engineering and consulting firms
4,5%	Ministries and public bodies
3,4%	Plantbuilders
2,3%	Suppliers of materials and components
2,2%	Associations, industry organisations
1,8%	Raw materials producers

Issue	Date		The topical theme	Trade fairs Exhibitions Additional distribution	
1	Ad-closing date: Printing material: Publication date:	23 th January 03 th February	<ul style="list-style-type: none"> • Rolling Mills, Flat Products • Logistics 	Coiltech Deutschland Ulm, Germany LogiMAT Stuttgart, Germany	29. – 30. March 25. – 27. April
2	Ad-closing date: Printing material: Publication date:	23 th March 04 th April	<ul style="list-style-type: none"> • Long products rolling technology • Tubes • Furnaces 	Hannover Messe Hanover, Germany METPACK Essen, Germany Blech India Mumbai, India AISTech Toledo, USA Made in Steel Milan, Italy Stainless Brønn, Czech Republic Western Manufacturing Technology Show (WMTS) Edmonton, Canada	17. – 21. April 02. – 06. May 04. – 06. May 08. – 11. May 09. – 11. May 10. – 11. May 30. May – 01. June
3	Ad-closing date: Printing material: Publication date:	24 th May 06 th June	<ul style="list-style-type: none"> • Low-carbon steel: approaches & initiatives • Flat rolling • Energy management • Digitalisation/AI • DRI Technology 	Metec, Gifa und Co. Dusseldorf, Germany 6th ESTAD Dusseldorf, Germany Thermotec Tokyo, Japan	12. – 16. June 12. – 16. June 01. July
4	Ad-closing date: Printing material: Publication date:	24 th July 04 th August	<ul style="list-style-type: none"> • Mill management • Innovative manufacturing • EAF steelmaking 	Vietnam Manufacturing Expo Hanoi, Vietnam World of Metal Mumbai, India EMO Hanover, Germany wire and Tube Southeast Asia Bangkok, Thailand International Metal Technology (IMT) Jakarta	09. – 11. August 01. – 03. September 18. – 23. September 20. – 22. September 21. – 23. September
5	Ad-closing date: Printing material: Publication date:	26 th September 06 th October	<ul style="list-style-type: none"> • Coil & strip production & processing • Additive manufacturing • Sheet manufacturing 	MTM Shanghai, China Galvatech Seoul, Korea Metec India Mumbai, India BlechExpo Stuttgart, Germany	October 15. – 19. October 17. – 21. October 07. – 10. November
6	Ad-closing date: Printing material: Publication date:	23 th November 05 th December	<ul style="list-style-type: none"> • Mill safety • Direct-reduced iron • Raw materials 	Engimach Gandhinagar, India	06. – 10. December

MPT Russian/CIS

Issue	Date	The topical theme	Trade fairs Exhibitions Additional distribution
1	Ad-closing date: Printing material: Publication date:	for the time being exposed	<ul style="list-style-type: none"> • Special edition in Russian language. Distribution only in the CIS
2	Ad-closing date: Printing material: Publication date:	for the time being exposed	<ul style="list-style-type: none"> • Special edition in Russian language. Distribution only in the CIS

MPT China

Issue	Date	The topical theme	Trade fairs Exhibitions Additional distribution
1	Ad-closing date: Printing material: Publication date:	03 th May 24 th May	<ul style="list-style-type: none"> • Special edition in Chinese language. Distribution only in the People's Republic of China
2	Ad-closing date: Printing material: Publication date:	27 th September 18 th October	<ul style="list-style-type: none"> • Special edition in Chinese language. Distribution only in the People's Republic of China

Topics may be subject to change

1. Ad rates, priority placement and sizes

Size	Size of print area Width x height in mm	Trimmed size Width x height in mm*	Rate
2. cover page	178 x 250	213 x 303	6.080,-
3. cover page	178 x 250	213 x 303	5.775,-
4. cover page	178 x 250	213 x 303	6.220,-
2/1 page	400 x 250	426 x 303	6.295,-
1/1 page	178 x 250	213 x 303	5.375,-
Juniorpage	120 x 174	153 x 213	3.400,-
1/2 page, wide	178 x 122	213 x 144	3.255,-
1/2 page, high	86 x 250	107 x 303	
1/3 page, wide	178 x 80	213 x 102	2.540,-
1/3 page, high	56 x 250	77 x 303	
1/3 page, high next to editorial	56 x 250	77 x 303	3.300,-
1/4 page, wide	178 x 58	213 x 80	2.165,-
1/4 page, high	41 x 250	62 x 303	

Prices in euro, surcharges non-discountable. The respective statutory VAT rate is to be added to all prices.

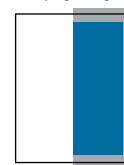
1/1 page



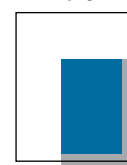
1/2 page, wide



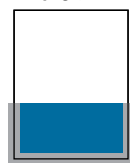
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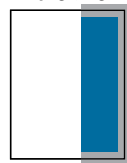
Juniorpage



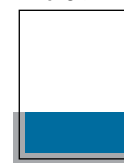
1/3 page, wide



1/3 page, high



1/4 page, wide



1/4 page, high



■ Type area Width x Height

■ Trimmed size* Width x Height

* All „trimmed“ sizes need an extra of 3mm on each side to the page's edges.

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 305 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	4.600,— €
2 sheet = 4 pages	9.125,— €

Loose inserts: max. size 205 x 295 mm

Weight up to 25 g	4.690,— €
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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)	8.300,— €
1/1 page, 4c + 1 – 2 pictures (3000 characters including spaces)	4.330,— €
1/2 page, 4c + 1 picture (1500 characters including spaces)	2.800,— €

Imprint / Contact

Publisher

Dr. Wieland Mänken

Publishing house



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Printing house

Silber Druck oHG
Otto-Hahn-Str. 25
34253 Lohfelden / Germany

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: Maenken 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 fulfillment 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.

Effective from: January 2023