

think.steel

Transforming the Metals Industry

Media information 2024

Print/Online & Crossmedia

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Titel:
THINK.STEEL
Brief characteristics:

„think.steel“ is a new publication launched to accompany the industry’s transition to zero-emission steelmaking. The magazine and its experienced team is in close touch with the major players in this game: technology suppliers, steel-making companies, mill managers, research institutions, regional international associations, etc. – Many of them established, with a long-standing tradition - others newcomers with new approaches in a period of big change.

Target group:

Steel mill managers, metallurgists, technicians & engineers, as well as plantbuilders and mill equipment suppliers – all people involved in the process of making decisions for investment in mill technology, logistics, digitalisation, and other levels and sublevels that keep steel production going.

Publication frequency:

quarterly

Journal format:

width 210 mm x height 297 mm, A4

Volume:

 2nd volume 2024

Projected regional distribution:

Europe (35%)

Americas (20%)

Asia (20%)

MENA (Middle East / North Africa) (15%)

Australia, Africa, Oceania, etc. (10%)

Projected circulation:

4.500


www.think-steel.com

Keywords:

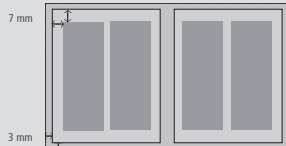
Plantbuilding, Steelmaking, Direct Reduced Iron (DRI), Metallurgy, Flat Products Rolling, Long Products Rolling, Green Steel, AI / Digitalisation, Additive Manufacturing, Project Management, Automation, Material Flow/ Logistics, / Raw Materials Handling, Heat Treatment, Quality Assurance, Special Equipment, Processing, Application, Safety, Transportation and Conveying, National Politics

Issue	Dates	Topics	Fairs and Events
1	Date of Publication: 23 February 2024 Advertising Deadline: 30 January 2024 Print Material Dead- line: 31 January 2024	Main Topic: Long Products Making Energy for Steel Mills/Energy as Markets Electrical Steels Special: DRI / Pelletising Fair special: wire & Tube	International Electrical Steel Sheet Summit, Aachen, Germany, 24 - 25 April 2024 wire & Tube 2024, Düsseldorf, Germany, 15 - 19 April 2024 Hannover Messe, Hanover, Germany, 22 - 26 April 2024 ecoMetals Day, Düsseldorf, Germany, April 2024 AISTech, Columbus, Ohio, USA, 06 - 09 May, 2024
2	Date of Publication: 24 May 2024 Advertising Deadline: 24 April 2024 Print Material Dead- line: 25 April 2024	Main Topic: Raw Materials Management Measuring & Material Control EAF Steelmaking Hydrogen Production Innovation Special: Digitalisation/ ICE (Instrumentation and Control Engineering) Special: Refractories	International Colloquium on Refractories ICR, Aachen, Germany, 18 - 19 September 2024 ANKIRO5, Istanbul, Turkey, 19 - 21 September 2024 Surface Technology Germany, Stuttgart, 04 - 06 June 2024 13th European Electric Steelmaking Conference 2024, Essen, Germany, 03 - 06 June 2024 Sensor + Test, Nuremberg, Germany, 11 - 12 June 2024 Nordic Steel Construction Conference, Lulea, Sweden, 26 - 28 June 2024
3	Date of Publication: 27 September 2024 Advertising Deadline: 03 September 2024 Print Material Dead- line: 04 September 2024	Main Topic: Flat Products Rolling Metallurgy International Green Steel Projects Special: Heat Treatment & Hybrid Heating	9th ECIC - European Coke and Ironmaking Congress, Bardolino, Italy 16 - 18 October 2024 EO5C & CTSI, Vienna, Austria, 17 - 21 October 2024 GIFA Mexico, Mexico City, 16 - 18 October 2024 EuroBLECH, Hanover, Germany, 22 - 25 October 2024 80th HeatTreatmentCongress 2023 + 2nd Steel Innovation, Cologne, Germany, 8 - 10 October 2024
4	Date of Publication: 22 November 2024 Advertising Deadline: 28 October 2024 Print Material Dead- line: 29 October 2024	Main Topic: Logistics, Transportation Smart Steel Regional Focus: India Logistics of Hydrogen Special: Artificial Intelligence / Digitalisation of Mills Special: Additive Manufacturing / 3D-Printing	METEC India, Mumbai, 27 - 29 November 2024

Under reserve. Status September 2023

Data output

- printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
- 3 mm at all outer edges for bleed advertisement
- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



Data transfer

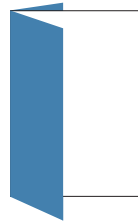
via e-mail (if necessary with download link) to: anzeigen@vulkan-verlag.de
 Create a file with information of magazine-title and issue. File-Name as follows:
 customer_ST_issue_format.pdf
 e.g. Name of customer_ST5_210x297.pdf
 (Please use abbreviations when naming magazine and issue. If possible, do not use more than 16 characters)

Proofs

Please provide proofs (according to ISO 12647-1 with Ugra/FOGRA Media Wedge). Otherwise we cannot guarantee correct colour rendering.

Please send the proof to:
 Vulkan Verlag GmbH
 Frau Melanie Zöller
 Friedrich-Ebert-Straße 55
 45127 Essen/Germany

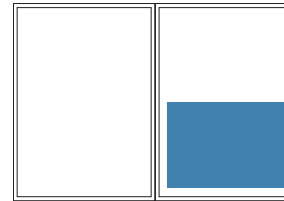
Formats and rates



gate cover

trimming allowance
 size on request

coloured € 5,100.00



inner front cover

right page before technical reports

Format
 200 x 174 mm

coloured € 4,100.00



inside front cover or outside back cover

trimming allowance
 210 x 297 mm + 3 mm bleeding

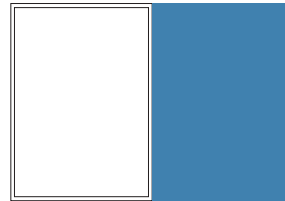
coloured € 4,100.00



inside back cover

trimming allowance
 210 x 297 mm + 3 mm bleeding

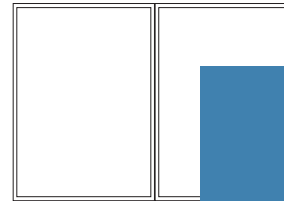
coloured € 3,650.00



1/1 page

trimming allowance
 210 x 297 mm + 3 mm bleeding
 in printed page area
 180 x 250 mm

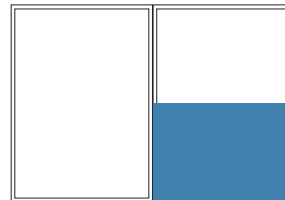
coloured € 3,850.00



junior page

trimming allowance
 152 x 215 mm + 3 mm bleeding
 in printed page area
 140 x 195 mm

coloured € 2,800.00



1/2 page landscape

trimming allowance
 210 x 148 mm + 3 mm bleeding
 in printed page area
 180 x 125 mm

coloured € 2,600.00



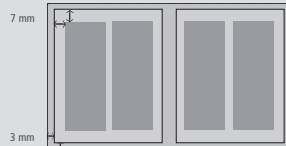
1/2 page portrait

trimming allowance
 102 x 297 mm + 3 mm bleeding
 in printed page area
 87 x 250 mm

coloured € 2,600.00

Data output

- printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
- 3 mm at all outer edges for bleed advertisement
- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



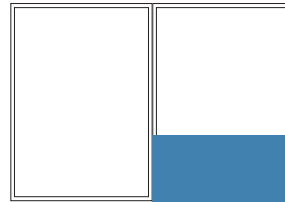
Data transfer

via e-mail (if necessary with download link) to: anzeigen@vulkan-verlag.de
 Create a file with information of magazine-title and issue. File-Name as follows: customer_ST_issue_format.pdf
 e.g. Name of customer_ST5_210x297.pdf
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Proofs

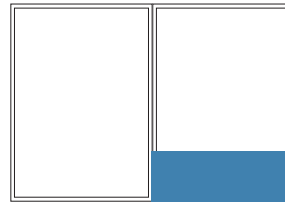
Please provide proofs (according to ISO 12647-1 with Ugra/FOGRA Media Wedge). Otherwise we cannot guarantee correct colour rendering.

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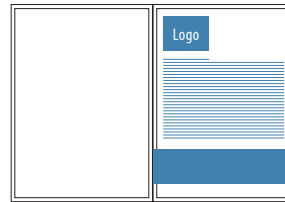
1/3 page landscape

trimming allowance
 210 x 99 mm + 3 mm bleeding
 in printed page area
 180 x 83 mm
 coloured € 2,050.00



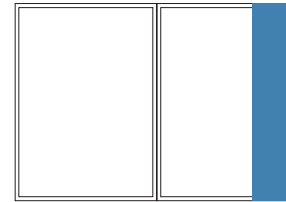
1/4 page landscape

trimming allowance
 210 x 74 mm + 3 mm bleeding
 im Satzspiegel
 180 x 62 mm
 coloured € 1,550.00



company portrait

Your logo
 complete address and telecommunication data.
 Approx. 1600 to 1800 characters
 Max. 4 images on an area of 50 mm height and 182 mm width
 coloured € 2,050.00



1/3 page portrait

trimming allowance
 71 x 297 mm + 3 mm bleeding
 in printed page area
 56 x 250 mm
 Platzierung: Inhaltsverzeichnis/
 Nachrichtenteil
 coloured € 2,050.00

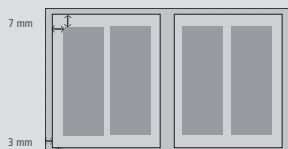


1/4 page portrait

trimming allowance
 102 x 148 mm + 3 mm bleeding
 in printed page area
 87 x 125 mm
 coloured € 1,550.00

Data output

- printable PDF/X-3
- Resolution: 300 dpi
- All fonts used have to be embedded
- 3 mm at all outer edges for bleed advertisement
- in order to avoid bleed within the text we recommend at least 7 mm distance between logo/text and outer edge



Data transfer

via e-mail (if necessary with download link) to: anzeigen@vulkan-verlag.de
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 45127 Essen/Germany

Binder

Weight of bound-in insert: at least 135 g/m²

Format for 1 sheet: 210 x 297 mm + 3 mm bleed on all sides € 2,550.00

Format for 2 sheets: 420 x 297 mm + 3 mm trim on all sides € 4,700.00

Bound inserts must be delivered untrimmed and unfolded. The front and the run of the bound-in insert must be marked. Bound inserts must be of a type and design that eliminates the need for additional preparation and processing. Complications and additional folding and gluing work will be charged separately.

Inserts

2-sided up to format 205 mm wide and 292 mm high up to 25 g, minimum format DIN A6), total circulation: € 2,430,00

4-sided up to format 205 mm wide and 292 mm high up to 25 g, minimum format DIN A6), total circulation: € 4,500.00

Glued-in advertising media:

Postcards, data carriers, product samples, etc. on carrier ads on request.

All prices excl. VAT

Discount and terms of payment

For purchase within 12 months (insertion year)

Frequency schedule			quantity schedule		
for	2 advertisements	3%	for	2 pages	5%
for	4 advertisements	5%	for	3 pages	10%
for	6 advertisements	10%	for	6 pages	15%

terms of payment

All invoices are payable without deduction within 15 days from day of invoice. A 3% discount is deductible in case of payment in advance. The amount of invoice is stated at the confirmation of order. Interest will be charged on arrears of payment. Direct debits facilities are available. If older invoices are outstanding, discount can not be granted

Bank details

Nassauische Sparkasse Wiesbaden

BIC/SWIFT NASSDE55XXX

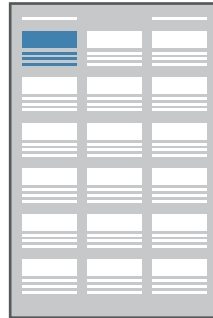
IBAN DE 38 5105 0015 0107 0926 29

USt-IdNr. (VAT): DE 812 959 878

market place
print + online

The think.steel index of companies - the direct way to your target group. Book your company profile now and be present the whole year - 4 issues print and 365 online.

Be present with your **company listing** 365 days a year and link company news directly with your entry!


print

+


online
Basic entry

- company logo
- company address
- phone, e-mail
- your URL
- QR-Code (linked to your website)
incl. first main heading

€ 550.-

each additional main heading

€ 230.-

All prices are excl. VAT / The order will be extended for another year at the valid list price if not cancelled in writing with a notice period of 3 months to the end of the contract.

Business entry

- all features of print entry
- company portrait
- complete your entry with image galleries, company videos and audio files
- direct link to your social media channels
- featuring of your important experts
- product catalogues, brochures and advertising materials for download
- presentation of your online entry at the topic pages
- direct link in the heat processing newsletter to the marketplace online
- incl. 2 keywords

€ 980.-

think.steel online offers:

- profound research for content and B2B knowledge
- daily updated news to all topics of the industry
- relevant trade fairs and dates of the industry
- online marketplace with offering companies and products
- Network with the decisive "heads" of the industry
- latest products and processes
- large book and article shop
- event information
- job advertisements
- and much more
- All pages and functions are also mobile- on smartphone and tablet.

Try it !

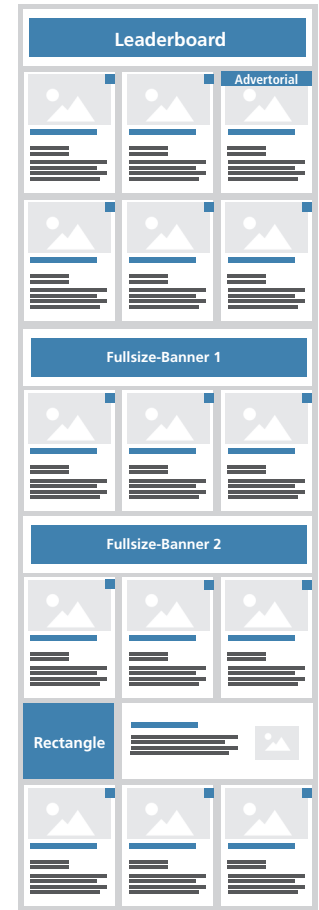
Keyword Advertising?
Get in touch with us.

www.think-steel.com
unites knowledge, markets and users!

Formats and rates

Format	Placement	File format	Format (w x h)	Data volume	Price in €
Leaderboard	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 520.-
Fullsize-Banner 1	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 410.-
Fullsize-Banner 2	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 390.-
Fullsize-Banner 3	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 370.-
Fullsize-Banner 4	Homepage	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 350.-
Rectangle	Homepage	jpg, gif, png	400 x 560 px	max. 40 KB	€ 430.-
Leaderboard	topic page	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 730.-
Fullsize-Banner 1	topic page	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 620.-
Fullsize-Banner 2	topic page	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 580.-
Fullsize-Banner 3	topic page	jpg, gif, png	1280 x 120 px	max. 40 KB	€ 520.-
Rectangle	topic page	jpg, gif, png	400 x 560 px	max. 40 KB	€ 520.-
Online Advertorial	placed on Homepage, incl. publishing in think.steel newsletter and social media channels				€ 2,050.-

booking period: 4 weeks (28 days)
all prices excl. VAT



Formats and rates

Format	File	Width/Height	Price in €
Speakers Corner	Text AD with unique Dispatch max. 150 characters (incl. spaces) incl. 1 picture, logo, link to your homepage, contact details		€ 370,-
Banner Position 1	jpg or png	600 x 120 px	€ 430.-
Banner Position 2	jpg or png	600 x 120 px	€ 410.-
Banner Position 3	jpg or png	600 x 120 px	€ 390.-
Banner Position 4	jpg or png	600 x 120 px	€ 370.-
Video embedding	on request	–	€ 630.-

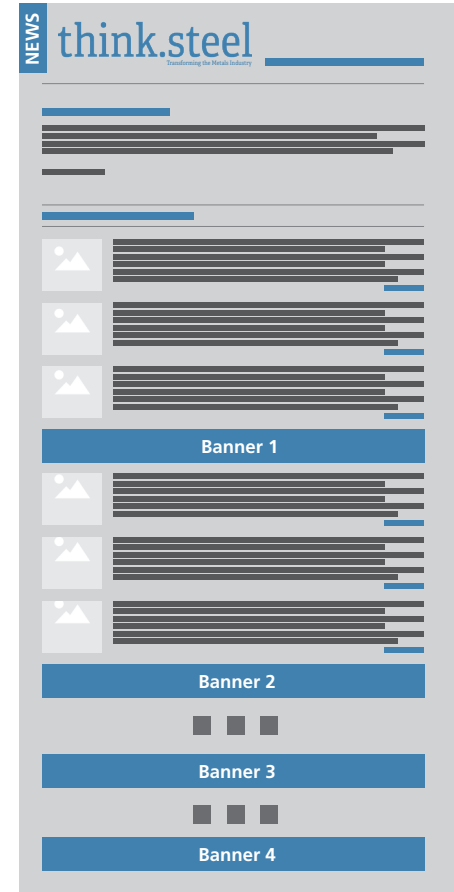
Single Shot Newsletter

Your exclusive company newsletter -
your content - our design
(including text, graphics, images, videos,
links, QR code)

Sending date by arrangement

€ 2.650,-

*all prices excl. Vat





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