market STEEL
YOUR B2B PLATFORM

International
www.marketsteel.com

factsheet I online advertising 2027

marketSTEEL – The leading B2B medium for the international steel sector: marketsteel.com

marketSTEEL: added value for the steel sector

marketSTEEL is the online platform for the steel sector. We report daily about steel production, steel trade/steel service centre, plant & mechanical engineering as well as processing. To that news, background reports, statistics and trends.
You reach our users from marketSTEEL by

- website
- company database
- newsletter
- special exhibition newsletters
- standalone newsletters
- social media (Twitter, Xing, LinkedIn, Instagram)

Language: English

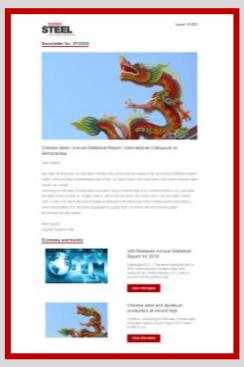
Content: www.marketsteel.com

marketsteel.com provides contents:

- Large company database with microsite, news, contacts
- Sector news
- Company news
- Product news
- Comments/interviews
- Trends/market research, statistics
- Events: exhibitions, congresses, seminars, sector talks

In addition, AI-powered search systems are becoming increasingly important. Systems such as ChatGPT, Perplexity AI and Google AI Overviews often draw on structured specialist content from trusted industry sources when generating answers.

Biweekly newsletter international



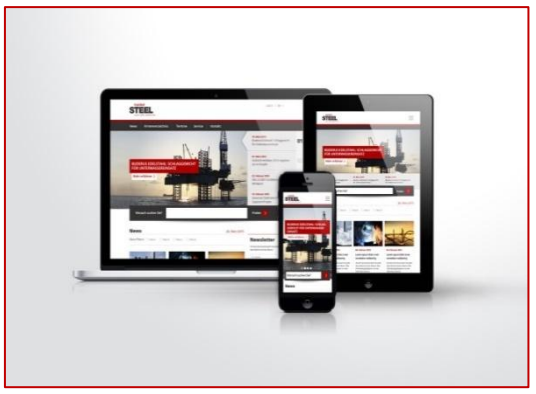
The international marketSTEEL newsletter is published biweekly every other Monday morning at 8.30/8.45 am.
This way you reach the users just before the working week starts.

- approx. 4,400 (international) PLUS approx. 17,600 (European Union) personalised addressees – 22.000 users in total
- HTML & text & images

- Format can be booked as a standalone newsletter as well (except on Mondays)

Social media

Important industry news are posted on social media - if desired, your news as well.



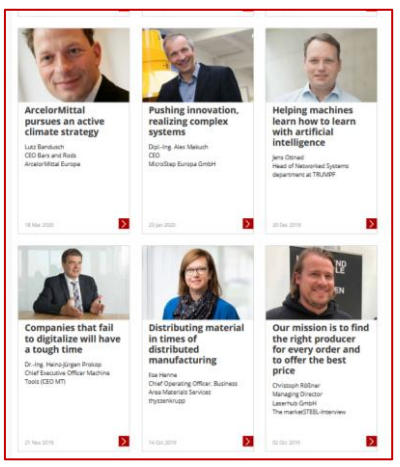
Key facts/overview

Target group

- owners, managing directors
- decision-makers sales
- decision-makers buyers
- decision-makers marketing
- research, science

Social media

- LinkedIn
- Instagram
- X/Twitter



marketSTEEL Media GmbH
Unter den Eichen 51
40625 Dusseldorf/Germany
marketsteel.de + marketsteel.com

Phone: +49 211 925 24 120
Commercial register:
Düsseldorf HRB 86351
VAT No. DE325262155

Herr Mikunda Mobil: +44 (0)7785 755087 Email: m.mikunda@marketsteel.com
Frau Dieterle Mobil: +49 (0)179 453 9335 Email: dieterle@marketsteel.de
D-A-CH:
Herr Kurowski Mobil: +49 (0)173 300 0834 Email: m.kurowski@marketsteel.de

market STEEL
YOUR B2B PLATFORM

International
www.marketsteel.com

factsheet I online advertising 2027

marketSTEEL – The leading B2B medium for the international steel sector: marketsteel.com

Language: English

Company entry

Market Steel includes a comprehensive database with an intelligent full-text search for products and companies used by key decision makers throughout the World to source products and suppliers. Decision-makers inform themselves in their competitive context. As an advertising and content partner you differentiate yourself from your competitors and we provide direct contact with your customers.

- premium package 3.800,- €/year
- comfort package 1.900,- €/year
- starter package 780,- €/year
- basic entry (without links) cost-free

Comfort and premium packages include: complete company address with link and company portrait, potentially with link to products and news attached to the posted content as well as contact details, images, videos, downloads, contact form, etc.

More detailed information on www.marketsteel.com/packages.html

Banner/text ad on our homepage

Various banners/text ad to choose

- leaderboard: start page, main column 700,- €/week
- medium rectangle: start page, right column 420,- €/week
- text ad/teaser block: start page, news 580,- €/week

Banner within newsletter/trade fair newsletter

- banner within newsletter 700,- €/newsletter
- contend Ad/editorial 580,- €/newsletter

circulation newsletter: approx. 22,000 addresses

Standalone newsletter

- marketSTEEL sends and designs the newsletter. The client decides on contents and diagrams/images. Look & feel from marketSTEEL – The newsletter is exclusively about you!
  circulation standalone newsletter: approx. 17,000 addresses 3.800,- €/newsletter

Special advertising formats

- premium TOP-news / start page 995,- € /week
  news website TOP-news (start page news top of page)
  + news website + news newsletter + social media

- news in newsletter + website (circulation approx. 22.000) 580,-€/week

Mike Mikunda, Media Service, UK and European Union
Telefon: +44 (0)20 8394 1793 Mobil: +44 (0)7785 755087
E-Mail: m.mikunda@marketsteel.com

Key facts/overview marketSTEEL 2027

www.marketsteel.com

Addresses international	22,000

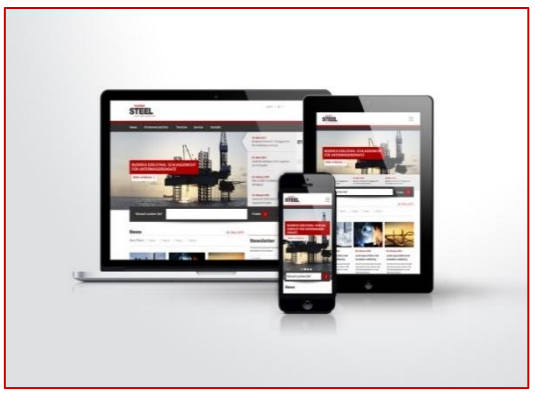
Regional split of visitors (in % of total: marketsteel.com

➢ Asia	22,4%
– China	4,7%
– Russia	4,0%
➢ Europe	62,0%
– Germany	7,5%
– Spain	22,0%
➢ North America	13,9%
– USA	12,3%

Monthly visitor overview*: marketsteel.com

Visitors	2.516
Page views	3.343
Avg. time spent on site	47 Sec

*matomo 02/2027



marketSTEEL Media GmbH
Unter den Eichen 51
40625 Dusseldorf/Germany
marketsteel.de + marketsteel.com

Phone: +49 211 925 24 120
Commercial register:
Düsseldorf HRB 86351
VAT No. DE325262155

Herr Mikunda Mobil: +44 (0)7785 755087 Email: m.mikunda@marketsteel.com
Frau Dieterle Mobil: +49 (0)179 453 9335 Email: dieterle@marketsteel.de
D-A-CH:
Herr Kurowski Mobil: +49 (0)173 300 0834 Email: m.kurowski@marketsteel.de