market STEEL
YOUR B2B PLATFORM

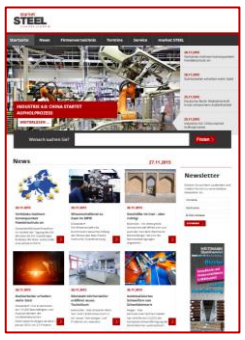
marketsteel.de

factsheet I online advertising 2027

marketSTEEL – The leading B2B medium for the D-A-CH steel sector

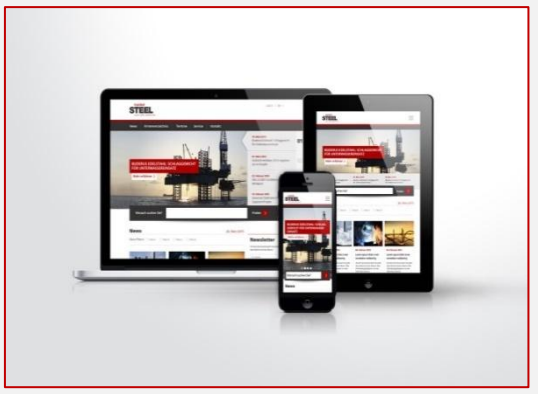
marketSTEEL: added value for the steel sector

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

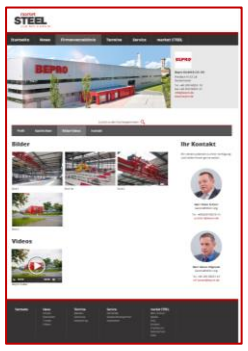


- website
- company database
- weekly newsletter
- special exhibition newsletters
- standalone newsletters
- social media (LinkedIn, Instagram)

Language: German



Content: www.marketsteel.de



marketsteel.de provides contents:

- large company database with microsite, news, contacts
- sector news, company/product news
- comments/interviews
- trends/market research, statistics
- dates: exhibitions, congresses, seminars, sector talks

Additional content on www.marketsteel.de

- steel law
- jobs
- services/networking

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.

Weekly newsletter

The English-language marketSTEEL newsletter is published every week, every Monday at 8.30/8.45 am (German time).
Thus you reach the users before working week.

- Every two weeks on mondays
- approx. 8.000 personalised addressees
- HTML & text & images

- You 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

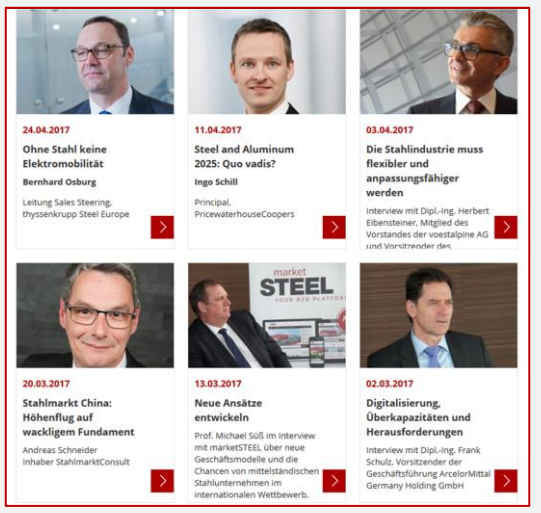
- owners, managing directors
- decision-makers sales
- decision-makers buyers
- decision-makers marketing
- research, science

Sector

- 5 % steel producing
- 25 % plant engineering
- 40 % steel processing
- 25 % steel trade as well as steel service centre
- 5 % research, science

Social media

- Linked
- 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

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Company entry

marketSTEEL gives an extensive database with an intelligent full-text search for products and companies. 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 und premium packages include: complete address with link and company portrait, potentially with link to products and news within the entry and contacts with pictures
And contact details, images, videos and download and contact form, Google map
More detailed information on www.marketsteel.de/die-pakete.

Banner/text ad 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

Newsletter/trade fair newsletter

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

circulation newsletter: approx. 8.000

Standalone newsletter

- marketSTEEL sends and designs the newsletter. The client decides on contents and diagrams/images. Look & feel from marketSTEEL – The newsletter is exclusively for you!
  circulation standalone newsletter: approx. 6.000-8.000 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. 8.000) 580,-€/week

Key facts/overview

marketSTEEL 2027

www.marketsteel.de

Facts marketSTEEL 2027

User numbers per month *

Page views	**44.431**
Time spent on site	1:24
Page views	8.460
Actions per visit	1,5

*matomo

Gender

Male	70.6
Female	29.4

invocations

Home page	9.516
Calls Company directory	5,002

target audience – marketsteel.de

Users	40,749
Germany	31,556
USA	2,198
Switzerland	1,505
Austria	1,130
Norway	511
France	401
United Kingdom	357
Netherlands	350
Belgium	290
Poland	177

Newsletter

- approx. 8.000 addresses
- 25-30 % opening rate
- Read on average for 2,8 minutes

source: matomo, CleaverReach (Newsletter)

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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