

factsheet | online advertising 2020/2021

marketSTEEL – The leading B2B medium for the international steel sector: market-steel.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 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 (Twitter, Xing, LinkedIn, Instagram)



Content: www.market-steel.com



market-steel.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

2-weekly newsletter international



The international marketSTEEL newsletter is published every second Monday at 8.30/8.45 am.

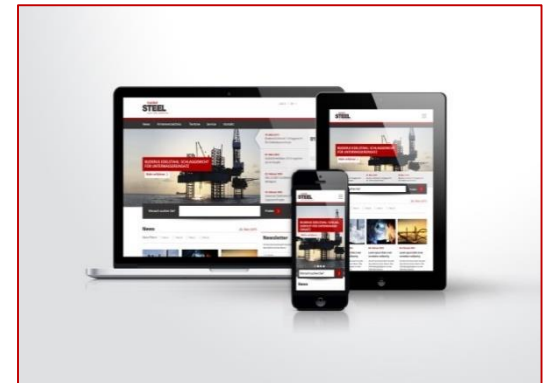
You reach the users before working week.

- every second Monday approx. 4,400 (international) PLUS approx. 17,600 (European Union) personalised addressees
- HTML & text & images
- 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

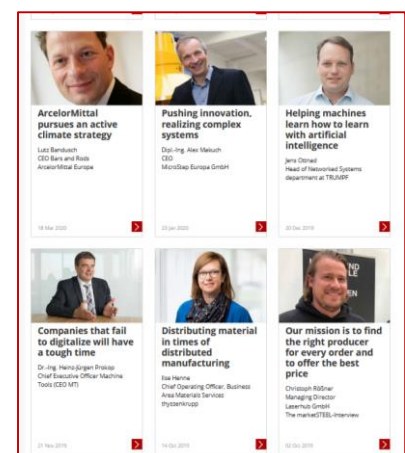
- owners, managing directors
- decision-makers sales
- decision-makers buyers
- decision-makers marketing
- research, science

Sector

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

Social media

- Twitter
- Xing / LinkedIn
- Instagram



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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 3.500,- €/year
- comfort package 1.750,- €/year
- starter package 750,- €/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.market-steel.com/packages.html

Banner/text ad homepage

Various banners/text ad to choose

- leaderboard: start page, main column 450,- €/week
- medium rectangle: start page, right column 350,- €/week
- text ad/teaser block: start page, news 450,- €/week

Newsletter/trade fair newsletter

- banner within newsletter 650,- €/newsletter
- contend Ad/editorial 495,- €/newsletter

circulation newsletter: approx. 17.600

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. 15.000-17.600 3.200,- €/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) 495,-€/week

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Key facts/overview

Market-STEEL 2020/2021

www.market-steel.com

Facts marketSTEEL 2020/2021

User numbers per month (average)

Pageviews	41,031
Sessions	11,815
Hits	225,290
Files	176,120

Gender

Male	70.6
Female	29.4

target audience: market-steel.com

Asia	104
Europe (without D)	17,583
Germany	2,054
India	122
Middle East	238
Austria	1,130
North America	128
Russia	92

Newsletter

- approx. 21,946 addresses
- 20-25 % opening rate
- Read on average for 2,8 minutes

source: Google-Analytics, Cleverreach, STRATO