

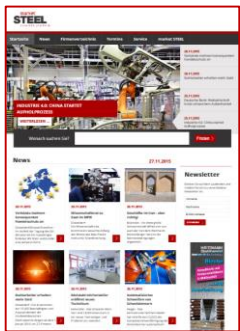
factsheet | online advertising 2020/2021

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

marketSTEEL: added value for the steel sector

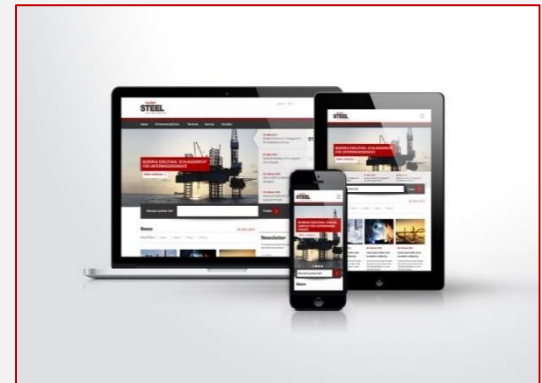
marketSTEEL is the online platform for the steel sector. We report daily about steel production, steel trade/steel service centre, plant engineering as well as processing. To that background reports, statistics and trends.

You reach our users from marketSTEEL by

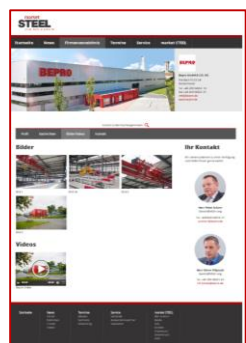


- website
- company database
- weekly newsletter
- special exhibition newsletters
- standalone newsletters
- social media (Twitter, Xing, LinkedIn, Instagram)

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

Weekly newsletter



The marketSTEEL newsletter is published weekly, every Monday at 8.30/8.45 am.

Thus you reach the users before working week.

- weekly on Mondays
- approx. 8.000 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

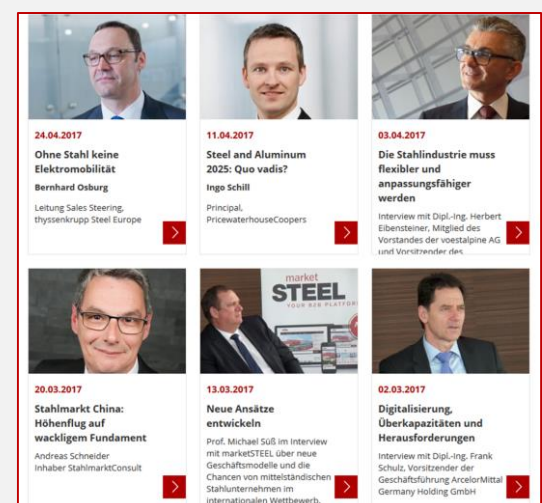
- owners, managing directors
- decision-makers sales
- decision-makers buyers
- decision-makers marketing
- research, science

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 / Linked
- 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.marketsteel.de/die-pakete.

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. 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 3.200,- €/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

marketSTEEL 2020/2021

www.marketsteel.de

Facts marketSTEEL 2020/2021

User numbers per month	
Users	7,605
Visits	40,749
Pages called up	379,683
Files	548,541

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
- 20-25 % opening rate
- Read on average for 2,8 minutes

source: Google-Analytics, Cleverreach, Mittwald