

# factsheet | online advertising 2023

**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 engineering as well as processing. To that background reports, statistics and trends.

You reach our users from marketSTEEL by



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



## Content: [www.marketsteel.com](http://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

## Monthly newsletter international



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

You reach the users before working week.

- 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

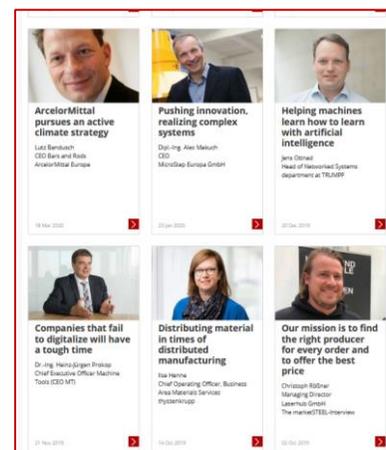
- owners, managing directors
- decision-makers sales
- decision-makers buyers
- decision-makers marketing
- research, science

### 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
- LinkedIn
- Instagram



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Language:  
English

## 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 3.600,- €/year
- comfort package 1.800,- €/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.com/packages.html](http://www.marketsteel.com/packages.html)**

## Banner/text ad homepage

Various banners/text ad to choose

- leaderboard: start page, main column 460,- €/week
- medium rectangle: start page, right column 350,- €/week
- text ad/teaser block: start page, news 510,- €/week

## Newsletter/trade fair newsletter

- banner within newsletter 660,- €/newsletter
- contend Ad/editorial 510,- €/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 3.500,- €/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) 510,-€/week

## Key facts/overview

### marketSTEEL 2023

**[www.marketsteel.com](http://www.marketsteel.com)**

**[www.marketsteel.de](http://www.marketsteel.de)**

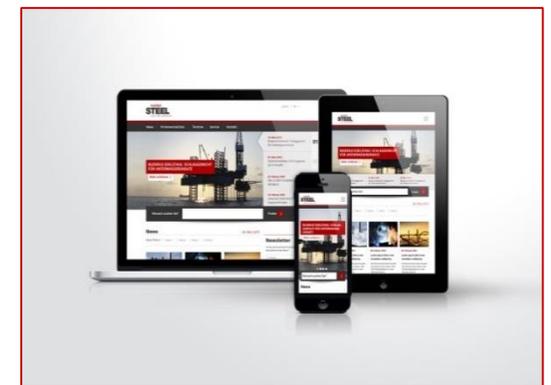
### Facts marketSTEEL

User numbers 2022

Pageviews per month	32,961
Pageviews per day	10,000-15,000
Sessions per day	3,815
Hits per day	150,000
Files per day	80,000

### Gender

Male	70.6
Female	29.4



### target audience: marketsteel.com

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

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