

# factsheet | online advertising 2025

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

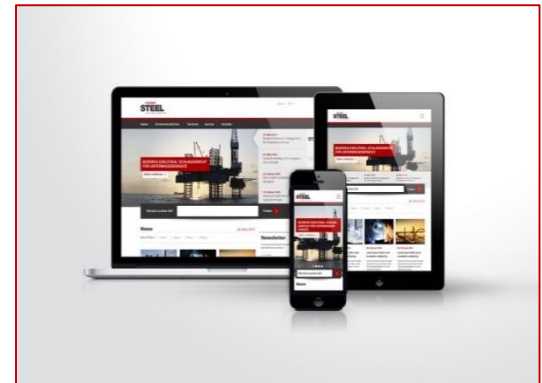
## marketSTEEL: added value for the steel sector

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)



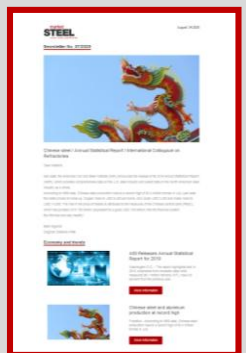
## Content: [www.marketsteel.com](http://www.marketsteel.com)



### 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

## 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.

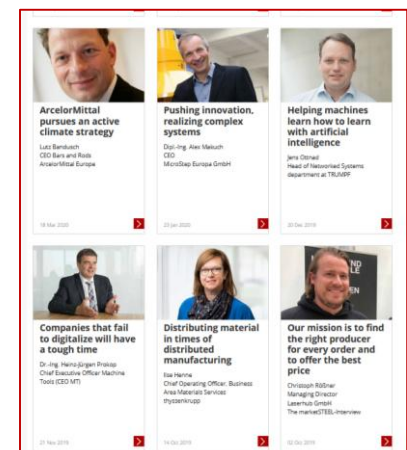
## Key facts/overview

### Target group

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

### Social media

- LinkedIn
- Instagram
- X/Twitter



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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 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](http://www.marketsteel.com/packages.html)**

## Banner/text ad on our homepage

Various banners/text ad to choose

- leaderboard: start page, main column 495,- €/week
- medium rectangle: start page, right column 385,- €/week
- text ad/teaser block: start page, news 510,- €/week

## Banner within newsletter/trade fair newsletter

- banner within newsletter 660,- €/newsletter
- contend Ad/editorial 540,- €/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 3.500,- €/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. 22.000) 540,-€/week

## Key facts/overview marketSTEEL 2024

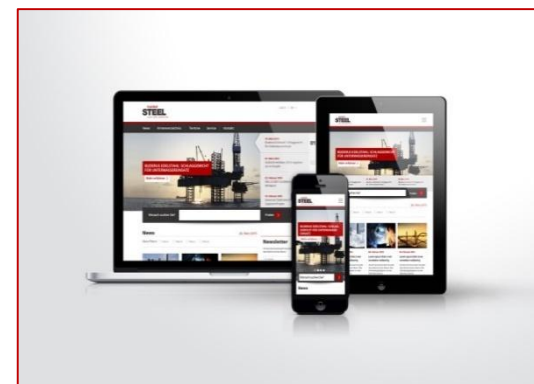
### www.marketsteel.com

Addresses international 22,000

User in 1<sup>st</sup> trimester 2024  
Visitors >4,300

### 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%



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