

# factsheet | Video 2026

marketSTEEL – The leading B2B medium for the international steel sector: [marketsteel.com](http://marketsteel.com)

## Why videos?

Videos make complex services easier to understand, evoke emotion and create a sense of connection, thereby building trust. Videos help to raise your brand's profile, demonstrate your expertise and convince potential customers more quickly.

Producing journalistic-style videos at trade fairs and events is an excellent strategy for strengthening your market presence:

- **Enhanced authenticity and trust:**
- Presented trade fair and event videos have a live, journalistic feel, elevating them to the highest level of expertise. Through targeted questioning techniques, we create a sense of connection that builds lasting trust with potential business partners.
- **Effective knowledge transfer:**
- Complex technical products or industrial innovations can be demonstrated on-site at the exhibition stand in a far more comprehensible and vivid manner than through purely static marketing material.
- **Increased reach and visibility:**
- By publishing videos on platforms such as marketSTEEL, you can also reach those decision-makers who were unable to attend in person, whilst standing out positively from the digital noise of the competition.
- **Long-term content value:**
- Trade fair and event videos are not a fleeting commodity; they remain permanently available as a source of information in digital channels and AI systems, thereby increasing your ROI in the long term.



## marketSTEEL Key facts

### Target group

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

### Social media

- LinkedIn
- Instagram
- X/Twitter



## marketSTEEL offer: Video production + publication

marketSTEEL is one of the leading platforms in the steel and metals industry

- Approx. 40,000 visitors every month
- Editorial content from the steel and metal industry, such as business/trends, company news, product information, question of the month, job vacancies and much more
- Weekly newsletter in German
- Fortnightly newsletter in English
- Social media (LinkedIn, Instagram, X/Twitter)
- Distribution via your own channels such as your website, social media, newsletters and sales materials.
- You will receive the video as a download for your unrestricted use.



## Social media



Important industry news are posted on social media - if desired, your news as well.

# factsheet | online advertising 2026

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## Trade fair video: Interview about the company or product

- Professional presentation meets video journalism + video editing, 1 hour on-site at your exhibition stand
- Interview with up to 2 interviewees
- Coordination of questions (approx. 3 questions/answers in advance)
- Exhibitor logo, background music
- Video length 2–3 minutes (perfect for your website)
- 1 round of revisions, delivered via download link for your own use. You will receive the usage rights.
- Publication – You can embed the video on your website. This allows you to explain your products.
- Publication – Your video will appear on marketSTEEL and in the marketSTEEL newsletter.
- Language: English. Also available in German on request



Languages:  
English or  
German

### Optional extras: :

- several short individual clips for social media
- Filming over several days
- Incorporation of your own video or photo material

**A hosted trade fair video to embed on your website**

**Topic: Company or product video**

**Publication on your website, on marketSTEEL and in the marketSTEEL newsletter**

### Benefit: Trade fair and event videos from marketSTEEL vs. hiring your own videographer

- **Industry expertise:** Unlike a general videographer, marketSTEEL understands the specific requirements and terminology of the steel and metal industry, meaning there is no need for lengthy training periods.
- **Direct distribution channels:** The video is not only produced, but also reaches its specialist target audience directly on a highly relevant B2B platform via marketSTEEL, rather than ending up unused in an archive.
- **Credibility through context:** Being embedded within a specialist media environment enhances your company's standing in the eyes of the target audience, as you are perceived as part of a trusted and established industry community.
- **Synergy effects:** Thanks to the team's many years of experience, valuable links are often created with other content, news or expert interviews on the platform, which promote your content more effectively than a single, isolated video could.
- **Focus on B2B relevance:** Whilst general service providers often focus on aesthetics, marketSTEEL's approach is designed to generate measurable benefits in B2B business and to provide targeted support for decision-making processes within the industry.

## Trade fair videomarketSTEEL 2026

**Price: €2,900 plus VAT** Early bird discount  
until 30 October 2026

Professional video interview  
Book a slot now!  
Limited availability: First come  
served  
Standard price: €3,500

600 €  
Early bird  
discount



### Additional features:

- Add to your video  
Social media clips highlighting key moments  
Length: 30–45 seconds  
1 clip €450  
3 clips €1,000  
(only available in combination with trade fair video)
- Pre-production consultation: Let us know your key topics, from highlights and USPs to recruitment.

