

factsheet | online advertising 2024

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



- 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

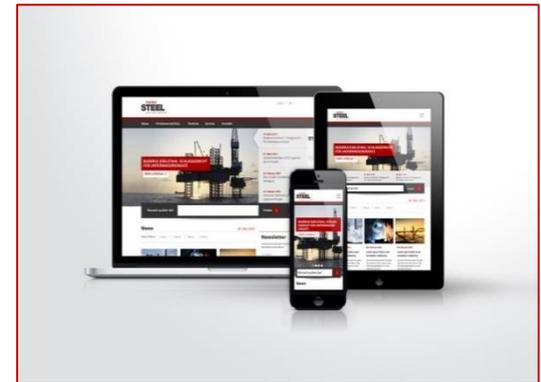


- The international marketSTEEL newsletter is published biweekly every other Monday morning at 8.30/8.45 am. This way you reach the users just before the working week starts.
- approx. 4,400 (international) PLUS approx. 17,600 (European Union) personalised addressees – 22.000 users in total
 - HTML & 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.



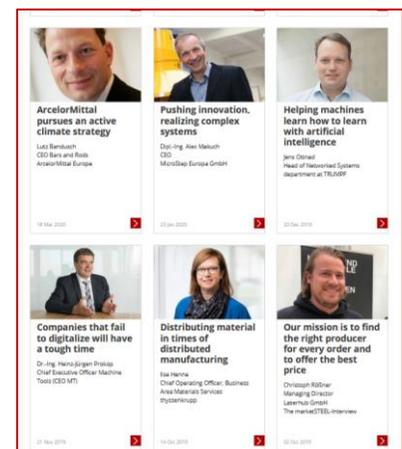
Key facts/overview

Target group

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

Social media

- LinkedIn
- Instagram
- X/Twitter



factsheet | online advertising 2024

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

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

Banner/text ad on our 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

Banner within newsletter/trade fair newsletter

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

Key facts/overview marketSTEEL 2024

www.marketsteel.com

Addresses international 22,000

User in 1st 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%



Mike Mikunda, Media Service, UK and European Union

Telefon: +44 (0)20 8394 1793 Mobil: +44 (0)7785 755087

E-Mail: m.mikunda@marketsteel.com