

# STEEL GRIPS

JOURNAL OF STEEL AND RELATED MATERIALS

online

## Media Kit 2012

**STEEL GRIPS** online - Journal of Steel and Related Materials provides its readers with the latest information about modern materials. While focusing on steel, it will always keep an eye on other materials and their application close to and around steel.

With its unique concept, **STEEL GRIPS** online takes into account recent development: Each issue highlights an individual topic of common interest from three points of view, i.e.: from TOP (Technology and Operational Practice); from R&D (Research and Development); from P&S (Plantmakers and Suppliers).

Furthermore, top-ranking managers of this industry deliver insight in their companies and strategies which you can read in the STEEL VIPs and STEEL CLIPs series.

During recent years, engineers working in each of these fields have been more and more concentrating on their project tasks. This has caused them a very high degree of job specialisation. Simultaneously, a knowledge gap has formed between the fields of practical operation, plant equipment available and also the results of research and development, because there is no or not much interchange between these highly specialised experts. As a consequence, engineers in the steel and metal making industry often have no idea that plant suppliers already offer the solution they need to make production (almost) trouble-free. And contrarily, those employed with the suppliers are not always informed of the daily obstacles production engineers have to overcome.

No matter what topic you are discussing, **STEEL GRIPS** online - Journal of Steel and Related Materials is the central meeting point for everybody involved in materials and technology.

Language: English

The screenshot displays the STEEL GRIPS online website. At the top, the logo 'STEEL GRIPS' is prominent, with the subtitle 'JOURNAL OF STEEL AND RELATED MATERIALS' below it. A search bar is located in the top right corner. On the left side, there is a vertical navigation menu with links for 'home', 'editor's blog', 'from TOP', 'from R&D', 'business news', 'from P&S', 'steel VIPs', 'a bit of art', 'rounding up', 'steel events', 'reader's comment', and 'author's guide'. Below the menu are social media icons for Facebook and Twitter, and a 'Sign up to our email alert' button. The main content area features a large article titled 'ThyssenKrupp Steel Europe to modernize hot strip rolling mill in Duisburg-Bruckhausen, Germany'. The article includes a photograph of industrial machinery and text describing the modernization project. Below the main article, there are several smaller news snippets under the heading 'from P&S', including 'JNM Steel, India, to construct a pickling line / tandem cold mill', 'New generation of hot mill at Georgsmarienhütte, Germany', 'Latest supply/demand roundup of hot rolled coil', 'World crude steel production', and 'June 2011 crude steel production'. On the right side, there are several promotional banners for related events and publications, such as 'The Best World of Metals', 'M 20 E FOLLUM METAL FORGING', and 'adpho5'. The bottom of the page features the 'STEEL GRIPS 10 (2012)' logo and a small '1' in the bottom right corner.

## Target Groups and Circulation

**Advertising** on **STEEL GRIPS** online is an efficient way to reach the people who are working to shape the global steel industry. Attract a qualified audience of registered subscribers directly in their workplace.

### Target groups

**STEEL GRIPS** online - Journal of Steel and Related Materials is the information interface for everybody dealing with the material steel. Our readers either fill upper management positions with the authority to decide in the steel and metals industry and their suppliers, being instrumental in the formation of opinions. Or, working in R&D Departments they promote innovation and progress. The high intellectual level of the journal meets the demands of its target group.

### Readership

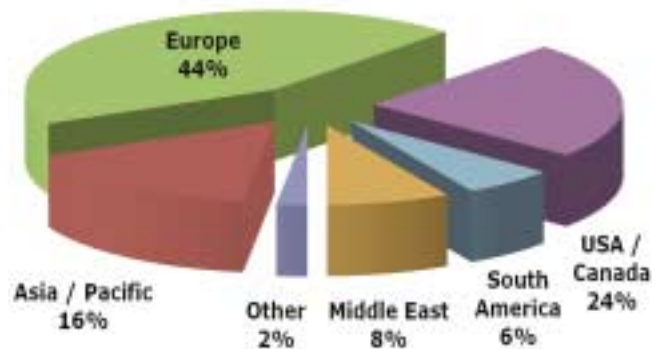
We know most of our subscribers personally, either from our editorial work or from congresses, symposia, technical fairs etc. Some of these are hand-picked readers who receive a special issue congruently fitting their individual field of interest. We inform our readers with an e-newsletter about new and interesting articles on **STEEL GRIPS** online.

### Circulation analysis:

Readers on monthly average:		
Visitors:	about	12.000
Page views:	about	280.000

### Circulation analysis by marketing area:

Economic area:	%
Europe	44
USA/Canada	24
South America	6
Middle East	8
Asia Pacific	16
other	2



[www.steel-grips.com](http://www.steel-grips.com)

### Geographical breakout of qualified circulation

Currently, **STEEL GRIPS** online is being visited from more than 90 countries (red). Detailed distribution figures are given online: [www.steel-grips.com](http://www.steel-grips.com)



## Online advertisement formats

### Banner

Banner ads are largely anchoring or branding devices. In the same way, most banner ads are generally not designed to generate immediate click-throughs. They are designed to be an awareness and anchoring device.

An online advertising campaign including banner advertising via GRIPS media can:

- Notify site visitors of your business or services
- Raise brand and product awareness
- Increase the number of visitors to your website

When a visitor clicks on a linked banner ad, he is sent to your web site. You may select the page of your site you wish to have the banner linked to. This page will open in a new browser window.

### Size and placement

We can place your banner on the STEEL GRIPS homepage or on any other page you prefer. The ads are placed in a column on the right side of the page.

The banner size is 150x250 pixel (vertical), 150x150 pixel (square) or 150x100 pixel (rectangle). Other sizes and placements are possible.

If you do not specify a placement page, we will display your ad on what we consider to be an appropriate page for your banner content and business category.

Purchasing a few of our banners is an excellent way in which to get your business seen in several places on our site!

We accept your banner as GIF-, JPEG-, PNG- or SWF- (Flash) files.

Acceptable file formats	
<b>GIF</b>	Reduced colour up to 256 bit, ideal for logos (static or simply animated)
<b>JPG</b>	Compressed, ideal for photographs
<b>PNG</b>	True colour, ideal for complex images or graphics
<b>SWF</b>	Flash files, animated videos (needs player)

### Content ad (medium rectangle)

The medium rectangle stands out due to its positioning in the editorial area. This placement presents sponsors with enhanced brand presence, a high awareness and makes the ad more trustworthy.

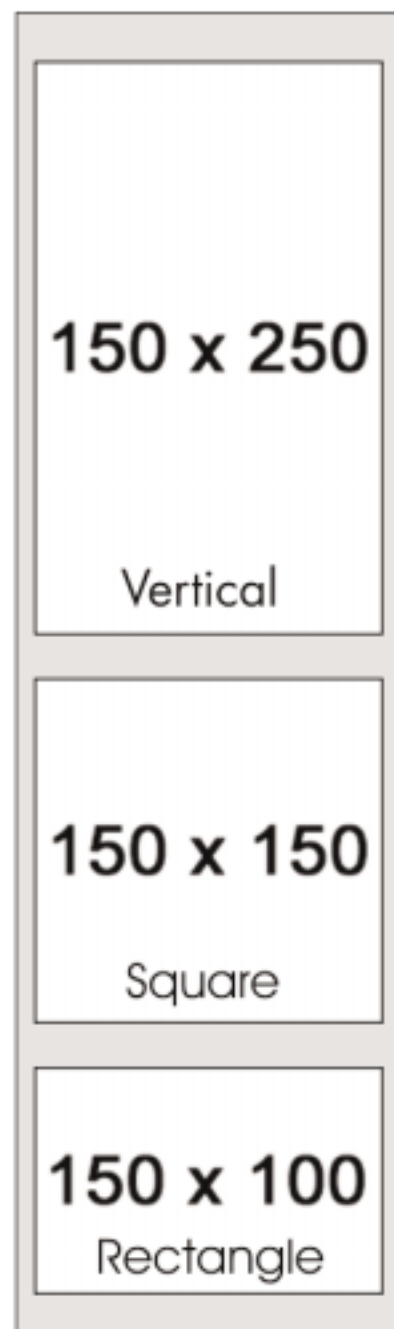
Because of the generous dimensions the advertiser has ample space available for design and information. It provides the best option for reaching the user's field of vision.

Content ads can be compared with island positions in printed magazines.

### Flash Layer

Flash layers appear uninitiated, superimposed over a user-requested page, and disappear or become unobtrusive after a specific time period. They may provide a means of escape, such as a close button.

The most basic floating ads simply appear over the web page, either full screen or in a smaller rectangular window. More sophisticated versions can come in any shape or size and include sound, animation, and interactive components.



Floating ads grab the viewer's attention and are more memorable and have a greater branding effect as a result than other formats.

The impact of a Flash Layer can be compared with a full page ad in a printed journal.

### Streaming video

Video ads are like a miniature TV commercials. They might include a demonstration of a product, a testimonial about its effectiveness, or employ a clever "plot" to achieve better brand awareness or recognition for the items or services in question.

Audiences have high interaction rates with video ads, users click the "play" button more than they click on image ads.

Streaming video can be run in the autostart mode or be started interactively by the reader. Different formats and positioning is available.

### Newsletter sponsoring

E-newsletters allow you to benefit from an established readership base where recipients trust the sender and are more likely to open the e-mail, versus delivering the same message on your own.

We send our e-newsletters to more than 9,000 subscribers in 80 steel relevant countries around the world. Subscribers to the **STEEL GRIPS** e-newsletter are decision makers in international steel works who get their well founded, selected and always up-to-date information from our e-journal.

Every receiver has personally subscribed (opt-in) to the e-newsletter or has been recommended by one of our subscribers.

Acting as multipliers, subscribers pass each issue to a wide range of co-workers and associates. Thus each issue is forwarded to about 10,000 readers. If you want us to send the e-newsletter to your selected addresses you may send us additional data to add to our address pool. This can be done even for only one campaign.

Make a direct contact to potential customers addressing them personally with the **STEEL GRIPS** e-newsletter. Sponsoring the e-newsletter is a very cost-effective method of reaching a highly-focused

and active market audience in the international steel industry.

### About the newsletter

E-newsletters are largely anchoring or branding devices. **STEEL GRIPS** e-newsletter is generally not designed to generate immediate click-throughs but to raise awareness of your brand and service. The e-newsletter is an independent reliable technical/scientific container for your message.

The **STEEL GRIPS** newsletter is a personalised HTML/text e-newsletter that notifies subscribers of new and interesting articles published on **STEEL GRIPS** online.

Our b2b-newsletters are published occasionally, depending on the news, but on a regular schedule. We normally publish 10 issues per year, allowing you to establish a sustained presence with your target audience

As a sponsor, your name and/or business name and logo will appear prominently on the newsletter. We can also send a special e-newsletter only with your content and images.

Your logo or banner is directly linked to your company's homepage or any webpage you specify. For the duration of the campaign we additionally can present an article describing your business/service on our Website (Steel Clip).

On the average 30% of the subscribers open the e-newsletter on the same day we sent it, with some delay around the globe. Another 30% to 40% read the newsletter in the following days.

An online advertising campaign including the **STEEL GRIPS** e-newsletters can raise brand and product awareness - Focus your company/product/services to a dedicated and targeted audience in the international steel industry, helping to increase awareness and visibility of your brand.

### Camera-ready art

Advertisement copy material can only be accepted in electronic format (Mac, PC). Contact our production department to discuss which file formats are acceptable.

## Schedule and Topics

### Content analysis of the editorial part:

<b>From TOP</b>	Technology and Operational Practice
<b>From P&amp;S</b>	Plantmakers & Suppliers technical news (Europe; The Americas; Middle East; Asia/Oceania)
<b>business news</b>	steel production; steel prices
<b>From R&amp;D</b>	Research and Development
<b>A Bit of Art</b>	

### No. 1

**Topic: Automation**

**Permanent Rubrics:**

from TOP / from P&S / from R&D  
A Bit of Art

### No. 2

**Topic: Process technology**

**Permanent Rubrics:**

from TOP / from P&S / from R&D  
A Bit of Art

### No. 3

**Topic: Surface technology**

**Permanent Rubrics:**

from TOP / from P&S / from R&D  
A Bit of Art

### No. 4

**Topic: Products & Quality**

**Permanent Rubrics:**

from TOP / from P&S / from R&D  
A Bit of Art

### No. 5

**Topic: Plants & Equipment**

**Permanent Rubrics:**

from TOP / from P&S / from R&D  
A Bit of Art

### No. 6

**Topic: Application**

**Permanent Rubrics:**

from TOP / from P&S / from R&D  
A Bit of Art

In order to make the online journal reader friendly, we have kept the structure of the 6 issues. This helps the readers to find their articles of interest, meets their habit of reading a journal, and makes it easy to cite a publication. You will soon find online tables of contents of every „virtual“ issue, as you have been accustomed to in the preceding printed ones. Another option to find your articles of interest is to have a look at the list of the latest publications in the journal.

For authors as well as readers, this means: As soon as a manuscript is ready "for printing", it will appear online being included with the issue focusing the respective topic. As the chronological appearance of printed paper must no more be considered, the 6 online issues exist in parallel and are thus being filled „on demand“ or „meeting the topical theme“.

Calendar your conference in **steelEvents**  
on the STEEL GRIPS website  
[www.steel-grips.com/steelevent](http://www.steel-grips.com/steelevent)

**Editorial Office:**

**STEEL GRIPS** online -  
Journal of Steel and Related Materials

**Vol./year of publication:**

Volume 10 (2012)

**Frequency:**

6 'virtual' issues per annum  
Website: www.steel-grips.com

**Editor-in-Chief:**

Dipl.-Ing. Kerstin Garbracht  
Eduard-Schloemann-Str. 57  
40237 Düsseldorf, Germany  
phone:+49 (0) 211 59810939  
e-mail: kg@grips-team.com

**Editorial Assistant:**

N.N.  
e-mail:  
info@grips-team.com

**Published by:**

GRIPS Intermedia GmbH  
In der Fleute 46  
42389 Wuppertal, Germany  
phone: +49 (0)202 27169 0  
web:  
www.gripsmedia.info

**Advertising Management:**

Sven Anacker  
IMP InterMediaPartners GmbH  
In der Fleute 46  
42389 Wuppertal, Germany  
phone: +49 (0)202 27169 11  
fax: +49 (0)202 27169 20  
e-mail:  
sanacker@intermediapartners.de  
web:  
www.intermediapartners.de

**Price list No. 12** Valid from: 1.9.2011

**Banner advertising rates**

Banner size [px]	placement	period	price* in EUR
150 x 250	homepage	3 months	900.00
150 x 250	category listing	3 months	600.00
150 x 150	homepage	3 months	600.00
150 x 150	category listing	3 months	500.00
150 x 100	homepage	3 months	500.00
150 x 100	category listing	3 months	400.00
Other formate	other page	3 months	pls.contact

**Online-Promotion**

Prices\* in EUR

**Newsletter**

<b>STEEL GRIPS</b> Sponsored Newsletter non-exclusive, with Link to your website	2000.00
+ Logo (online-period: special agreement)	700.00
<b>STEEL GRIPS</b> Newsletter exclusive	2400.00
+ Link (online-period: special agreement)	700.00
+ Logo (online-period: special agreement )	700.00
<b>STEEL GRIPS</b> Newsletter reminder non-exclusive	1000.00

**Announcement**

Listing in <b>STEEL GRIPS</b> online Event Calendar	300.00
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**Interview and company presentation**

STEEL CLIP	2500.00
STEEL VIP	2500.00
Sponsored publication	
Sponsoring of an "invited lecture" from your company symposium, conference etc. (incl. techn. editing, language brush-up, image processing; not included: translation)	1400.00

**Technical News and Business News**

Inclusion of News with 1 photo in either of these <b>STEEL GRIPS</b> headline sections	700.00
+ Logo	700.00
+ Link to company website	700.00

\* all prices + VAT

**Discount:**

From 3 ads. Ask for conditions.  
Discount applies for the number of ads within one calendar year.

**Payment terms**

14 days net. The advertiser shall bear all costs associated with international bank transfers.  
VAT reg.no.: DE 813632702