



# StainlessSteelFocus

THE JOURNAL FOR THE STAINLESS STEEL SPECIALIST

## Media data 2021

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THE JOURNAL FOR THE  
STAINLESS STEEL SPECIALIST



## Target groups:

Decision makers from the stainless steel industry,

- Stainless steel distribution, manufacture
- Stainless steel service centres
- Processing companies
- Logistics & Transport
- Information Technology

## Circulation:

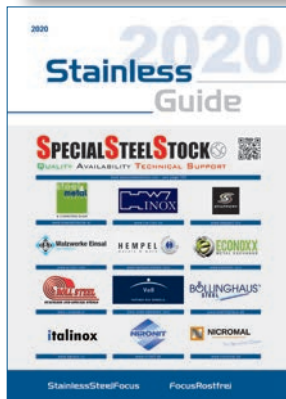
**StainlessSteelFocus:** 8,900 copies

**StainlessGuide:** 20,000 copies

## Frequency:

**StainlessSteelFocus:** 10 times a year

**StainlessGuide:** annual



THE WORLDWIDE  
STAINLESS STEEL DIRECTORY



## Unrivalled access to key decision makers:

### Job title analysis:

Senior management 27%  
Procurement 29%  
Management 22%  
Steel specialist 19%  
Other 3%

### Purchasing influence:

Joint responsibility 43%  
Sole responsibility 38%  
Advisory role 29%

# Media data 2021 Content



## General information

**StainlessSteelFocus** is published monthly and provides news, comment, and analysis of both local and international stainless steel markets. Contents include company news and company profiles, market supply and demand, forecasts, prices, processing and processors, applications and users. Particular attention is paid to the raw material markets – nickel, chrome and stainless steel scrap – which provide key insights into likely stainless steel market movements.

**StainlessSteelFocus** is the only stainless steel publication that provides this vital data and analysis 10 times a year to senior management and key decision makers within companies active in the stainless steel industry with Europe, the Far East and the Americas.

## Magazine format

DIN A4 - 210mm width x 297mm height

## Subscriptions

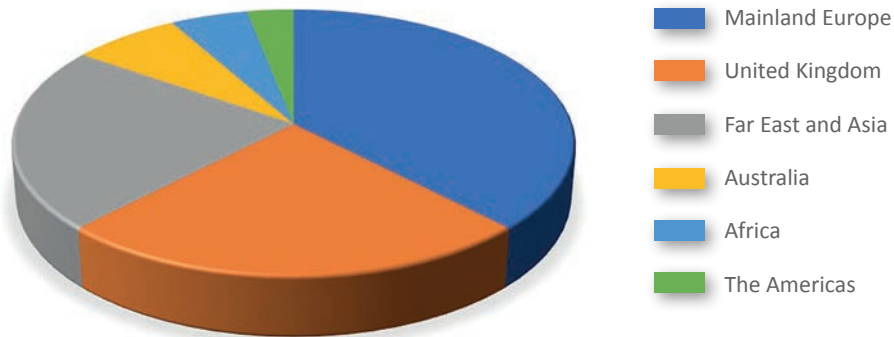
Subscriptions are for one year initially and are renewed automatically unless cancelled 8 weeks prior to date of expiry. VAT will be added to the subscription price if applicable.

## Subscription rates:

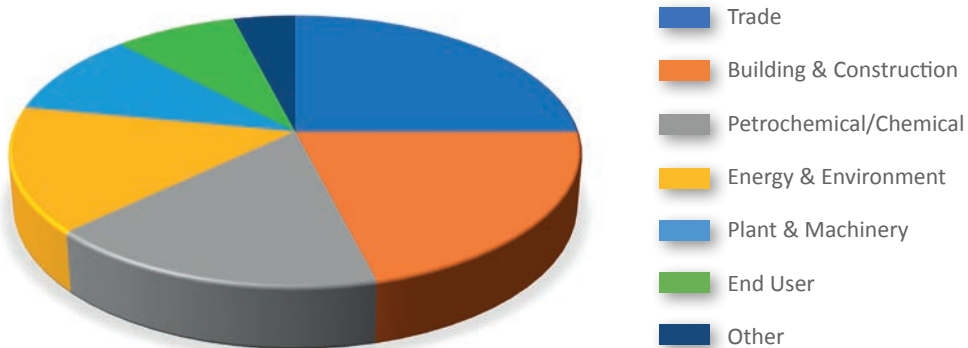
Europe:	EUR 317.-	UK£ 248.-
Overseas:	EUR 350.-	UK£ 292.-

# Media data 2021 Circulation

Regional distribution



Distribution by end-use sector



# Media data 2021 Features & Dates

Month	Deadline	Feature
December/January	December 14, 2020	Stainless Steel Long Products, Nickel Alloys, Lean Duplex
February	January 18, 2021	Architecture, Building & Construction, Seamless & Welded Tubes Made in Steel Exhibition preview (March 17th-19th, Milano)
March	February 15, 2021	The BREXIT issue, the new opportunities facing Europe Handling & Logistics, Stainless Steel Scrap
April	March 15, 2021	Stainless 2021 Exhibition preview issue (May 5th - 6th, Brno, Czech Republic) Chemical, Petrochemical, Offshore, Energy & Environment Titanium Europe Preview (May 3rd-5th, Dublin, Ireland)
May	April 19, 2021	Stainless 2021 Exhibition issue (Brno, Czech Republic) Focus on India, Power Generation
June	May 17, 2021	Aerospace, Paris Air Show preview, Focus on Germany
July/August	June 21, 2021	Offshore Europe Exhibition preview (September 7th - 10th, Aberdeen, Scotland) Oil & Gas, Duplex & Super Duplex
September	August 16, 2021	EMO Exhibition Issue + Focus on Cutting & Welding Focus on China & the Far East, Stainless Steel Flat Products
October	September 20, 2021	Titanium, Polishing & finishing, Automotive, Railway & Transport
November	October 18, 2021	Focus on Italy, Maastricht Exhibition issue, Nuclear Power

# Media data 2021

## Advertisement rates

Size	Formats [width x height]	Rates [full colour]
1/1	170mm x 270 mm 216mm x 303 mm	EUR 2,310.- UK£ 2,100.-
Juniorpage	126mm x 180 mm	EUR 1,260.- UK£ 1,145.-
1/2	130mm x 170 mm 82mm x 274mm 216mm x 150mm	EUR 1,260.- UK£ 1,145.-
1/3 Quer	216mm x 100mm	EUR 990.- UK£ 900.-
1/4	170mm x 65mm 82mm x 130mm 39mm x 270mm 216mm x 85mm 65mm x 303mm	EUR 690.- UK£ 627.-
1/8	170mm x 30mm 82mm x 65mm 39mm x 130mm	EUR 380.- UK£ 345.-

### Surcharges

Position:	inside front cover	EUR 350.-	UK£ 320.-
	inside back cover	EUR 350.-	UK£ 320.-
	outside back cover	EUR 690.-	UK£ 630.-
Colours:	for each special colour:	EUR 390.-	UK£ 355.-
	(not discountable)		
Magazine format:	DIN A4 - 210mm width x 297mm height		
Discounts:	for a booking period of one year		
	3 advertisements: 10%		
	6 advertisements: 15%		
	12 advertisements: 20%		
Loose inserts:	up to 20g	EUR 2,390.-	UK£ 2,150.-
	up to 50g	EUR 2,590.-	UK£ 2,350.-
	maximum format for loose inserts DIN A4		

### The GOLD standard Cover Story Package

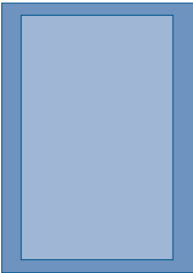
ultimate marketing opportunity for any company as a part of a very elite group - only ten companies a year can join.

- The most powerful way to reach out to the stainless industry and improve awareness of your company
- The exclusive front cover image with full references on the contents page
- The leading article of up to 6 pages plus images
- A follow up advertisement program
- Article reproduced online
- Reprints for promotional purposes
- NEW: Link to the cover story on an e-shot to our database which in turn we can link to both websites where it would be possible to create additional new client data.

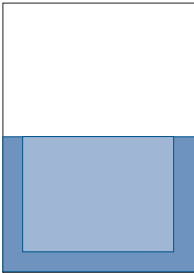
**Price on request**

# Media data 2021

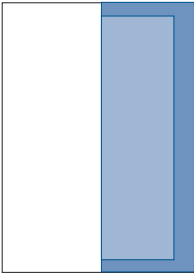
## Advertisement formats



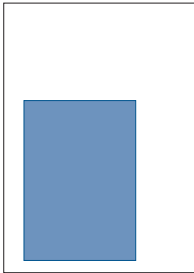
1/1 page  
216mm x 303mm  
170mm x 270mm



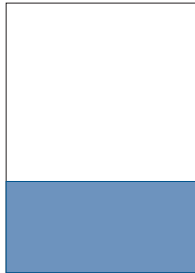
1/2 page  
216mm x 150mm  
170mm x 130mm



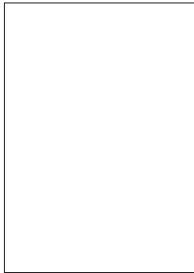
1/2 page  
105mm x 303mm  
82mm x 274mm



1/2 page, Juniorpage  
126mm x 180mm



1/3 page  
216mm x 100mm

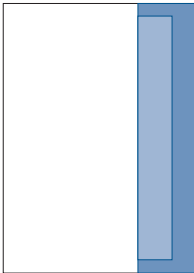


1/4 page  
216mm x 85mm  
170mm x 65mm

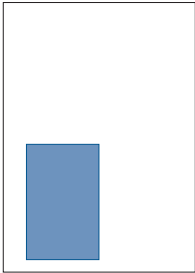
Type area  
width x height

Trimmed size\*  
width x height

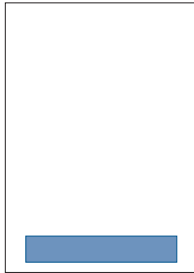
\*Formats incl.  
3mm bleed.



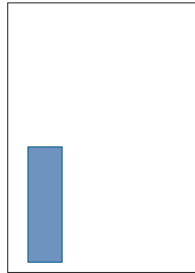
1/4 page  
65mm x 303mm  
39mm x 270mm



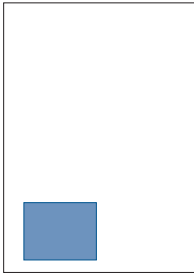
1/4 page  
82mm x 130mm



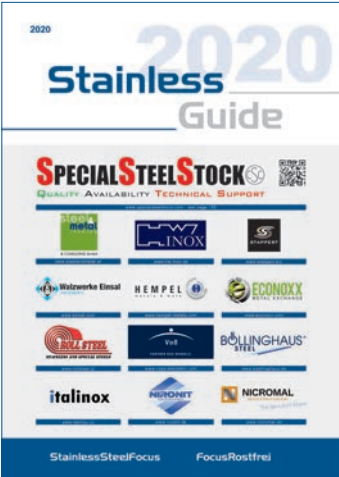
1/8 page  
170mm x 30mm



1/8 page  
39mm x 130mm



1/8 page  
82mm x 65mm



### StainlessGuide - THE WORLDWIDE STAINLESS STEEL DIRECTORY

With a circulation of 20,000 copies, and providing detailed information on several thousand suppliers - producers, traders, service centres and stockholders - of stainless steel semi-finished products - coil, sheet, plate, tubular and long products - worldwide, **StainlessGuide** 2020 is the reference source for suppliers and buyers of stainless steel. This publication is also, of course, an ideal vehicle for promoting your company's products and services to customers and potential customers around the globe.

We would like to remind readers that it is very important that you contact us if you wish to be included in subsequent editions, or if you need to make amendments to your entry.

Just go to [www.stainless-guide-entry.com](http://www.stainless-guide-entry.com), where you can include an entry, change your entry, and book advertisement space.

**Frequency:** annual

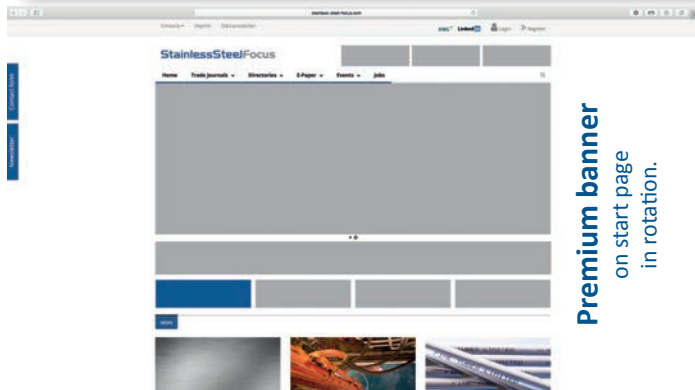
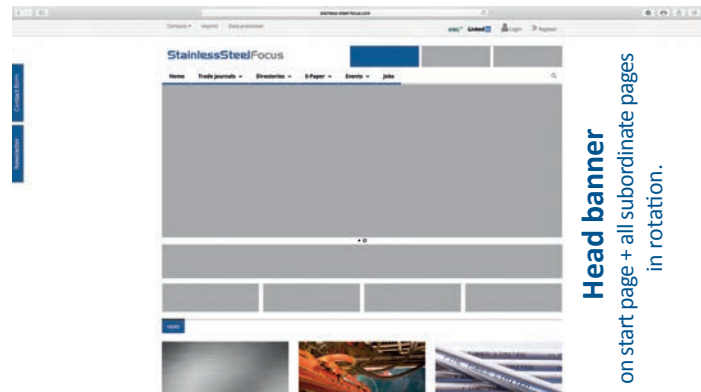
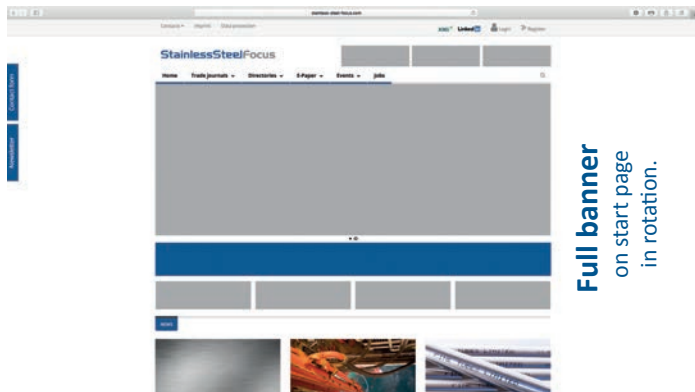
**Format:** DIN A5

<b>Prices:</b>	Premium entry	EUR 49.-	UKE 45.-
	Silver entry	EUR 175.-	UKE 160.-
	Gold entry	EUR 890.-	UKE 810.-
	Platinum entry	EUR 1,790.-	UKE 1,627.-
	Diamond entry	EUR 2,570.-	UKE 2,336.-
	Logo front page	EUR 780.-	UKE 710.-
	Bookmark	EUR 2,950.-	UKE 2,682.-

**Bookings and examples:** [www.stainless-guide-entry.com](http://www.stainless-guide-entry.com)



# Media data 2021 Homepage



Form of banner	Formats/Size [Pixel]	Price per month
Head banner	200 x 60	EUR 298,00 UK£ 270.-
Premium banner	281 x 74	EUR 189,00 UK£ 170.-
Full banner	1170 x 100	EUR 650,00 UK£ 590.-

## Discounts:

Duration: 3 months	10%
6 months	15%
12 months	25%

## Technical requirements:

File formats: JPG/GIF  
Data delivery: by email  
to [info@focus-rostfrei.com](mailto:info@focus-rostfrei.com)

# Media data 2021

## Technical details

<b>Format:</b>	210mm wide x 297mm high, DIN A4
<b>Printing/binding:</b>	Offset/Perfect Bound
<b>Transmission of digital data:</b>	printable pdf-file, 300dpi
<b>Warranty:</b>	We assume no liability for the printed result in case of incomplete or deviating data provided.
<b>Archiving of data:</b>	Your data is archived and can usually be repeated unchanged. However, no guarantee is given.

**Terms of payment:** 30 days from invoice date  
Cover story: 50% down payment after placing the order

**Bank account:** HSBC Bank plc, 75-77 High Street, Sutton, Surrey, SM1 1DU, UK Sort Code: 40-43-26  
Account Number: 71578596  
IBAN: GB95HBUK40432671578596  
BIC: HBUKGB4157V  
SWIFT CODE: HBUKGB4B  
VAT Reg. No: GB 855 6390 93  
Registration No: 4960623

# Media data 2021 Further publications



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