

STEELTIMES INTERNATIONAL

EDITORIAL FEATURES 2010

Topic	Editorial Copy Date	Advertising Copy Date	Key Events Covered
JANUARY/FEBRUARY Flat Product Mills Special & Stainless Steels	16 Nov 09	17 Dec	Metal & Steel Cairo, Feb 10-12 *CRU World Steel Egypt, March 24-26 TMS Seattle, Feb 14-18
MARCH Long Product Mills India Conference Report Metal Expo Moscow	21 Jan	4 Mar	Eurocoke Lisbon, 27-29 April
APRIL Continuous Casting Ironmaking Quality, Testing & Analysis Conf Report CRU World Steel	22 Feb	26 Mar	AISTechPittsburgh, May 3-6 Litmash Moscow, May 24-27 Arab Iron & Steel Morocco 12 China Int Met Expo Beijing, 11-14 May
MAY/JUNE BOS & Secondary Steelmaking Process Control Transport Market Conference Report Arab Iron & Steel Union	22 Mar	16 Apr	
JULY/AUGUST Steel Processing Handling Steel Conference Report – AISTech	17 May	18 June	
SEPTEMBER Electric Steelmaking Safety & Training	5 July	27 July	
OCTOBER Structural Steels Environment	18 Aug	17 Sept	IIAFA Oct/Nov Metal Expo Moscow, Nov
NOVEMBER/DECEMBER Coating Minimills Index	20 Sept	16 Oct	STI International Steel Seminar & Expo, India
Foreign Language Chinese: May Sept Russian: May Sept Spanish: Oct Arabic: April Sept	for translation 8 March 9 July 15 Feb 12 June 1 May 7 Feb 1 July	for translation 1 Apr 1 Aug 2 Apr 10 Aug 21 July 7 May 1 Aug	Litmash May Metal Expo Moscow, 16-19 Nov IIAFA

* Provisional - Some events dates may change. To check dates visit www.steeltimesint.com and click on Industry Events

CIRCULATION & READERSHIP

Steel Times International is distributed to 8,000 leading steel professionals and is read by an average of 40,000 per issue. This readership is one of the largest in its sector, with 110 countries currently receiving copies of the magazine. We carefully target the circulation of Steel Times International to ensure that it is delivered to the industry's most authoritative decision makers. We gather specific information on our readership enabling us to provide advertisers with up-to-date information for their campaigns.

ADVERTISING RATES & MECHANICAL DATA

Advertising Rates per insert

£ Sterling - effective from 1 October 2009

	1	3	6	9	12
Full Page	£3,460	£3,244	£2,959	£2,700	£2,517
Half Page	£2,218	£2,086	£1,905	£1,738	£1,584
Quarter Page	£1,428	£1,344	£1,225	£1,118	£1,023

We also offer a range of additional advertising items including gatefolds, belly bands, loose inserts and a year planner. Our sales team can create a bespoke campaign for you, so you reach your target audience.

Special Positions

Front Cover	£3,999	Inside front cover	£3,689
Back Cover	£3,804	Inside back cover	£3,569

NB - All rates refer to 4 colour only. For black and white or additional colours, please contact a member of the sales team.

Mechanical Data



Double Page Spread

Type Area (mm)

265 deep x 394 wide

Bleed (mm)

303 deep x 426 wide

Trim (mm)

297 deep x 420 wide



Full Page

Type Area (mm)

265 deep x 185 wide

Bleed (mm)

303 deep x 216 wide

Trim (mm)

297 deep x 210 wide



1/2 Page (upright)

Type Area (mm)

265 deep x 87 wide

1/2 Page (across)

Type Area (mm)

128 deep x 185 wide



1/4 Page (upright)

Type Area (mm)

128 deep x 87 wide

1/4 Page (across)

Type Area (mm)

61 deep x 185 wide

Payment

Payments to be made 30 days from invoice date. Companies outside the UK are requested to pay by Bank Transfer to avoid possible delays that can occur with currency cheques. If an account is overdue, we reserve the right to suspend insertions until an agreed amount of funds are cleared.

STI Classified Section

Put your product and services in front of Steel Times International's readers. Full classified listings are featured in each magazine.

Boxed entry with logo	4cm x 5cm	£160	for 4 issues
Boxed entry with logo & picture	5cm x 8.8cm	£224	
Boxed entry with logo & picture	5cm x 13.6cm	£336	
Boxed entry with logo & picture	18.4cm x 5cm (horizontal)	£460	
	8.8cm x 11.6cm (vertical)		

OnLine Solution

www.steeltimesint.com is the online platform supporting Steel Times International. With close to 7,000 unique visits per month, www.steeltimesint.com provides the visitor with:

- Up-to-date news - Product listings and reviews - Events Calendar - Recruitment pages

We have worked to ensure our website directs business to you. www.steeltimesint.com complements our printed publication by providing easy to access, continuously updated information. By using both mediums, advertisers can reach a new audience while maintaining a higher profile with existing clients.

Our sales team can create a bespoke advertisement programme for you, combining the strength of paper based advertising with the flexibility and extensive reach of online marketing.

Rolling banner (Size: 468 x 60 pixels, Resolution: 72dpi, Max file size: 20k, File format: GIF or jpeg)

£500 per 3 months £1,000 per 6 months 1,500 per 9 months £2,000 per 12 months

Side button (Size: 120 x 60 pixels, Resolution: 72dpi, Max file size: 15k, File format: GIF or jpeg)

£250 per 3 months £500 per 6 months £750 per 9 months £1,000 per 12 months

Contact

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