

STEELTIMES INTERNATIONAL

Since
1866

Proud to serve the steel industry for over 150 years

C O N N E C T I N G T H E S T E E L M A N U F A C T U R I N G I N D U S T R Y

EDITORIAL STATEMENT

Steel Times International is a leading publication serving the global steel industry and offering its readers a strong focus on all aspects of the production process embracing both basic oxygen and electric steelmaking.

There are eight English language print editions of Steel Times International all of which are available digitally. In addition, we produce four digital-only publications. The brand has built up a strong reputation for its regular output of comprehensive technical articles written by leading process technology experts from around the world and also excels in its country-by-country analysis of business and economic trends affecting the steel industry.

Steel Times International's editorial team regularly attends and covers important industry conferences and events around the world and has a strong presence at a range of global exhibitions where its correspondents conduct exclusive face-to-face interviews with leading steel industry figures.

A regularly updated, news-driven website supports the magazines and digital publications and is complemented by an annual directory detailing the wide variety of suppliers and services offered to the global steel industry.

Steel Times International is also the driving force behind the pioneering and highly successful Future Steel Forum conference and exhibition, which is the only steel conference focused 100% on Industry 4.0 and its application to the steelmaking process.

The magazine is also known for its Free Webinar Programme, which keeps readers informed on important steel industry-related subjects. Webinars continue to be a part of the magazine's editorial remit.

Steel has been described as 'the fabric of life' and is widely regarded as one of the world's most essential materials, fundamental to every aspect of our lives and, best of all, infinitely recyclable. It is used to make tiny parts for precision instruments and forms the backbone of the world's big structures, be they bridges or skyscrapers. It is also of growing importance to the automotive industry in its quest to reduce CO₂ emissions and improve safety.

In addition to accepting articles for publication, Steel Times International is always on the look out for news stories for both the hard copy and weekly email news bulletins. Subscribe online now to make sure you aren't missing out. www.steeltimesint.com



MATTHEW MOGGRIDGE
EDITOR

Steel Times International Magazine
matthewmoggridge@quartzltd.com

3
READERSHIP

STEEL TIMES INTERNATIONAL READERSHIP

Delivering more editorial content than any other printed publication within the industry, our portfolio brings together the best of the international steel market.

Steel Times International reaches the highest level of decision makers and purchasing influencers, but it is also widely read by members of research organisations, technical and business consultants from across the steel industry.

TRUSTED BY AMONG MANY OTHERS...



WWW.STEELTIMESINT.COM

4
AUDIENCE



OUR AUDIENCE



5,500 • PRINT

21,000 • EMAIL

13,634 • WEBSITE PAGE VIEWS

*(Monthly average for the period
January to June 2023)*

5,800 • FOLLOWERS ON
SOCIAL MEDIA



67% • OF OUR READERS ARE IN
CORPORATE MANAGEMENT

19% • SALES & MARKETING

29% • TECHNICAL MANAGEMENT



Official Publication For

FUTURE
STEEL FORUM

SUSTAINABLE  **STEEL**
STRATEGIES SUMMIT
IN ASSOCIATION WITH **STEEL TIMES INTERNATIONAL**

5
EDITORIAL FEATURES

JANUARY	FEBRUARY	MARCH	APRIL	MAY/JUNE	JUNE
<p>Direct Reduced Iron: An examination of the processes involved and all aspects of the production processes, including the production of DR-grade lump ore, DRI use in processes and environmental issues, including CO2 recovery, Green Steelmaking and Decarbonization.</p> <p>Testing & Analysis: Mechanical testing; non-destructive testing; spectrograph analysis; infra-red imaging; sample preparation; sample tracking.</p>	DIGITAL EDITION	<p>Pipe & Tubes: Everything from this important sector of the steel production industry including market trends, industry requirements, production technologies, maintenance, quality testing and environmental considerations.</p> <p>Continuous casting: Slab, billet and thin slab casters; metal level control; electromagnetic stirrers and brakes; mould powers; water spray cooling; bearings; caster maintenance; cut-off machines; shears.</p> <p>Industry 4.0: A look at the various facets of 'smart manufacturing' and what they can offer steelmakers. Continuous strip coating; galvanising; priming; painting; strip welding</p> <p>Tube, Düsseldorf, Germany (15-19 April) Wire, Düsseldorf, Germany (15-19 April)</p>	<p>Electric Steelmaking: Electric arc furnaces, scrap, DRI and pig charging; burners; control; electrodes; refractories; gunning; flue gas analysis; water panels; power supply; transformers; energy use, CO2 emissions; dust collection; analysis; recycling; water treatment.</p> <p>Furnaces: Heat treatment; continuous annealing; furnace control; burners; emissions.</p> <p>Environment: Energy use, CO2 emissions; dust collection; analysis; recycling; water treatment; 'green steelmaking'.</p> <p>Plant Safety: An examination of health and safety practices in steel plants. How is the industry safeguarding its employees?</p> <p>AISTech2024, Columbus, Ohio, USA (May 6-9)</p>	<p>Structural steels: Long product rolling; I&H beams, LWT (welded) tube; piling; floor beams; composite flooring. Also a look at the global structural steel marketplace. Reheat; heat treatment; continuous annealing; furnace control; burners; emissions.</p> <p>Process control: Level 0-4; PLCs; scheduling; software models; hardware.</p> <p>Automotive steels: Who is winning the battle for the automotive industry - steel or aluminium? Are advanced high strength steels (AHSS) enough to meet stringent emissions reduction limits in the USA and in Europe? We talk to the major players.</p> <p>FUTURE STEEL FORUM 2024, Stockholm, Sweden</p> <p>Electric Steelmaking Conference Philharmonie Essen, Germany (3-7 June)</p>	DIGITAL EDITION
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Steel Processing: Service centre equipment, eg slitters; cut-to-length; pickling; levellers; toll services.</p> <p>Oxygen steelmaking: Basic oxygen steelmaking plant, on-line analysis; ferro alloys, scrap secondary metallurgy, pre-treatments, eg de-sulphurisation and phosphorus removal.</p> <p>Lubrication & Hydraulics: Greases, oils, lubricants, hydraulic fluids and systems, condition monitoring, oil reclamation and refining, lubrication and hydraulics bearing technologies.</p>	DIGITAL EDITION	<p>Rolling: Flat and long rolling; mills; shape control; rolls.</p> <p>Special and stainless steels: Tool, high alloy; wear resistant; stainless steel; powder met; ferro alloys</p> <p>Conference/Expo report: Steel Success Strategies.</p>	<p>Ironmaking: Blast furnace; direct reduction shaft; DR rotary; direct smelting; control; charge; sinter lines; emission control; energy; tuyere injectants.</p> <p>Steel markets: Steel is in competition with aluminium, timber and composites in many markets, but a Life Cycle Analysis reveals its superior environmental credentials in many applications such as construction, transport and packaging as well as its ability to meet the mechanical, thermal, volume and financial requirements of today's world.</p>	<p>Minimills: EAF-based long and thin slab caster mills; continuous casting; rolling; scrap, DRI & pig charging; control.</p> <p>Handling and scheduling: Ladle and slab carriers, identification; bundling and strapping; forklifts; crane systems, mobile equipment and transportation systems, scheduling software.</p>	DIGITAL EDITION

PRINT ADVERTISING - RATE CARD

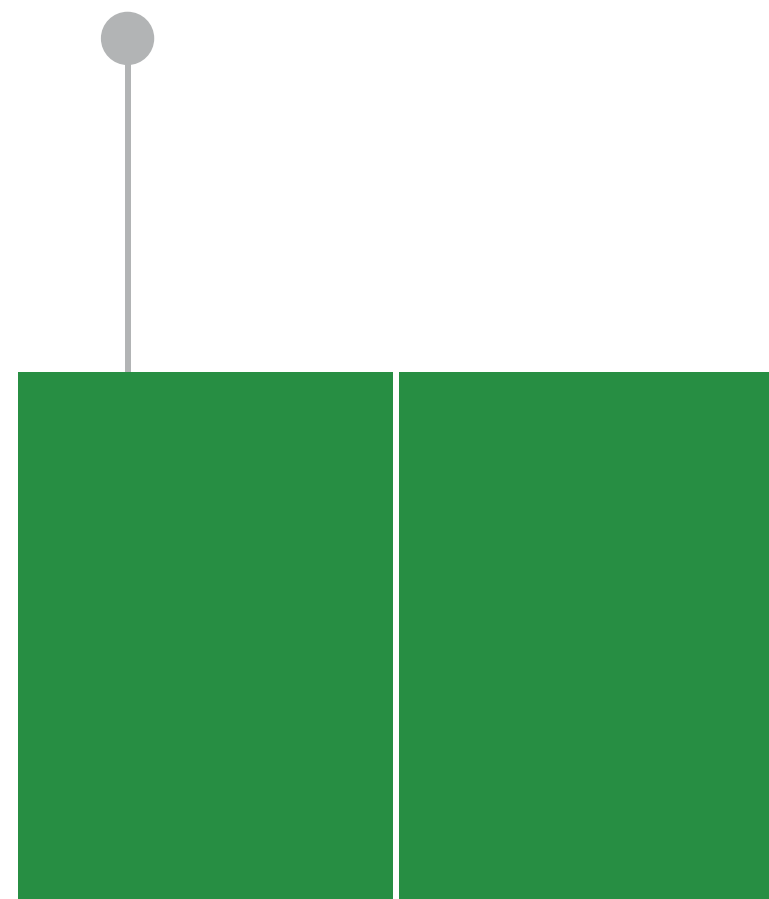


PRIME POSITIONS	
FRONT COVER	£4,500
INSIDE FRONT COVER	£4,000
BACK COVER	£4,000
INSIDE BACK COVER	£3,589

SERIES RATE PER INSERTION	1	3	6	9	12
FULL PAGE	£3,950	£3,244	£2,959	£2,700	£2,517
HALF PAGE	£2,650	£2,086	£1,905	£1,738	£1,420
QUARTER PAGE	£1,850	£1,344	£1,225	£1,118	£1,023

PRINT ADVERTISING SPECIFICATIONS

DOUBLE-PAGE SPREAD



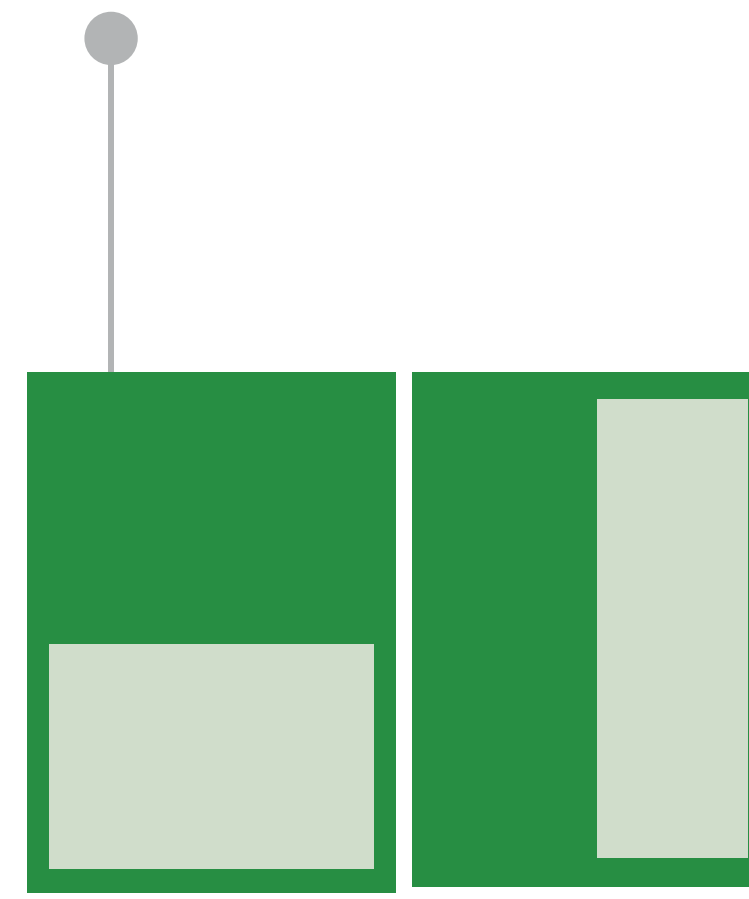
Bleed 426 mm (w) x 303 mm (h)
Trim 420 mm (w) x 297 mm (h)
Type area 394 mm (w) x 265 mm (h)

FULL PAGE



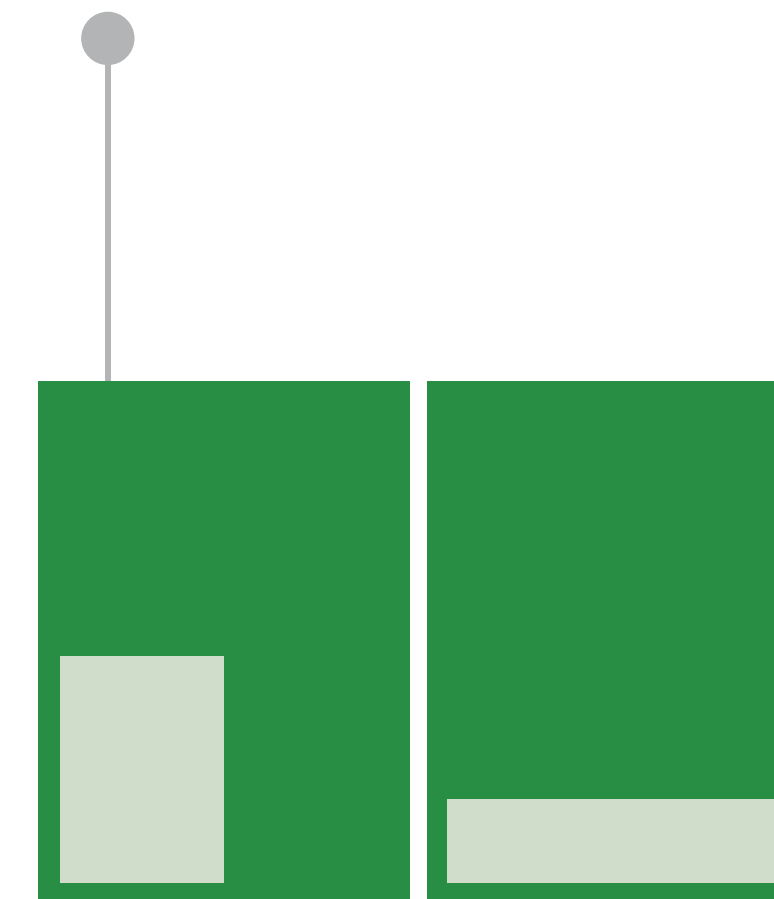
Bleed 216 mm (w) x 303 mm (h)
Trim 210 mm (w) x 297 mm (h)
Type area 185 mm (w) x 265 mm (h)

HALF PAGE



Type area Horizontal
185 mm (w) x 128 mm (h)
Type area Vertical
87 mm (w) x 265 mm (h)

QUARTER PAGE



Type area Upright
87 mm (w) x 128 mm (h)
Type area Strip
185 mm (w) x 61 mm (h)

ACCEPTABLE FORMATS

Artwork should be supplied as high resolution PDF (minimum 300 dpi) in CMYK with fonts embedded (do not use Arial or Helvetica). Please ensure that all pdf's are processed according to PDF/X-1a.

FOR ALL ARTWORK ENQUIRIES, PLEASE CONTACT:

Martin Lawrence | +44 (0)1737 855042 | martinlawrence@quartzltd.com

TARGETED AND DYNAMIC READERSHIP TO IMPROVE ENGAGEMENT

"Steel Times International consistently delivers insightful and comprehensive coverage of the steel industry and the most pressing trends and challenges. This makes the magazine a valuable resource for professionals within the world of steel."

ROBIN SCHIFFLER
Kocks

"Professional team who stay in step with the times and meet the demands of the industry for both paper and digital editions just on time."

NATALIA ARTEMIEVA
Fives (France)

WALLPLANNER - RATE CARD

Circulated in the November issue to subscribers and distributed at industry events, this A1 wall planner provides a practical calendar for steel professionals to use and includes significant industry events throughout the year. Four size packages are available for advertising on the wall planner.

WWW.STEELTIMES-INT.COM

SINGLE UNIT	£500
DOUBLE UNIT	£800
PRIME POSITIONS	£900
CENTRE BANNER (1 opportunity)	£1,600

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DIRECTORY

The **Steel Times International** directory is the essential guide to steel manufacturers, suppliers of plant equipment and services to the steel industry worldwide. It provides comprehensive company listings, product information and key contact details. Please visit the Steel Times International website if you'd like to enter your business free of charge through our online form.

Advertising packages and upgrade options are also available. Don't hesitate to get in touch now.

ONLINE BUYERS GUIDE COMING SOON!

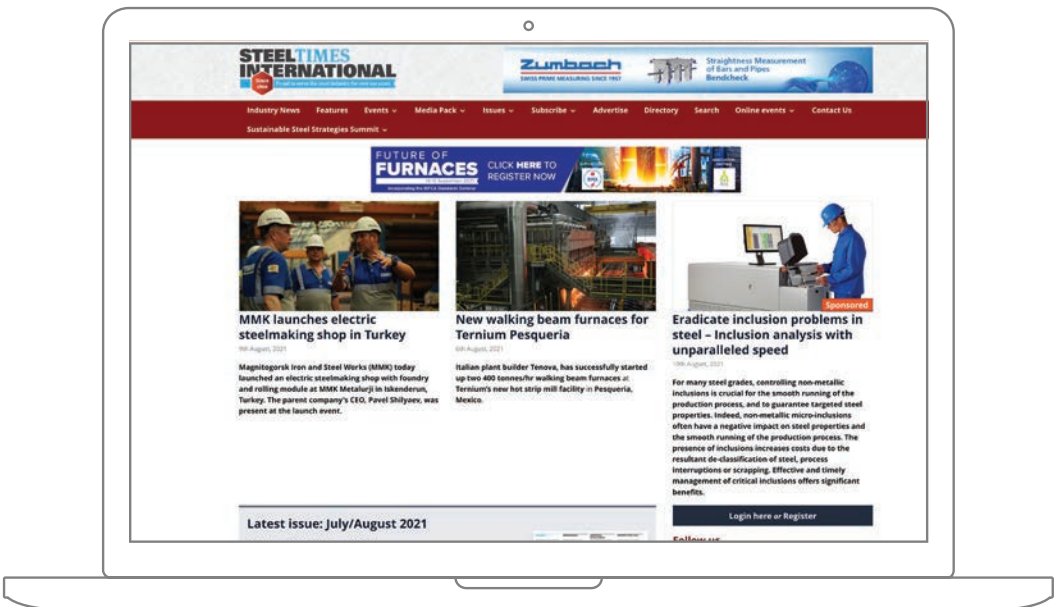
Features include:

- Comprehensive company listing
- Key contact details
- Product information

ESME HORN, DIRECTORY CO-ORDINATOR
esmehorn@quartzltd.com






11
WEBSITE



WEBSITE ADVERTISING

Our rich and diverse content at **steeltimesint.com** keeps the steel community up-to-date with the latest news, technology and project developments

	11,582 AVERAGE MONTHLY PAGE VIEWS
	5,767 AVERAGE MONTHLY USERS
	1.54 AVERAGE MONTHLY SESSION DURATION

Choose from a range of flexible advertising options to match a variety of budgets and achieve your desired level of exposure within the market.

Bespoke packages available on request.

WEB BANNERS

HEADER LEADER BOARD

£6,000
for a 12 month campaign

MASTHEAD BANNER

£395/month

HEADER BANNER

£300/month

FOOTER BANNER

£275/month

MPU/LARGE PANEL

£350/month

HALF PANEL

£250/month

OTHER OPPORTUNITIES

VIDEO CONTENT

COMPANY ADVERTORIALS

WEBSITE ADVERTISING SPECIFICATIONS

ABOVE MASTHEAD LEADERBOARD BANNER

Position: Runs along the top of the website above the magazine logo

THIS IS ONLY AVAILABLE TO ONE COMPANY PER YEAR

Size: **728 x 90 Pixels** | DPI: **72dpi** | Max Filesize: **120KB**

HEADER LEADERBOARD BANNER

Position: Alongside the magazine logo

Size: **728 x 90 Pixels** | DPI: **72dpi** | Max Filesize: **120KB**

HEADER/FOOTER BANNER

Position: Header above the main information section of the page/

Footer below the main information section of the page

Size: **468 x 60 Pixels** | DPI: **72dpi** | Max Filesize: **100KB**

MEDIUM RECTANGLE LARGE PANEL

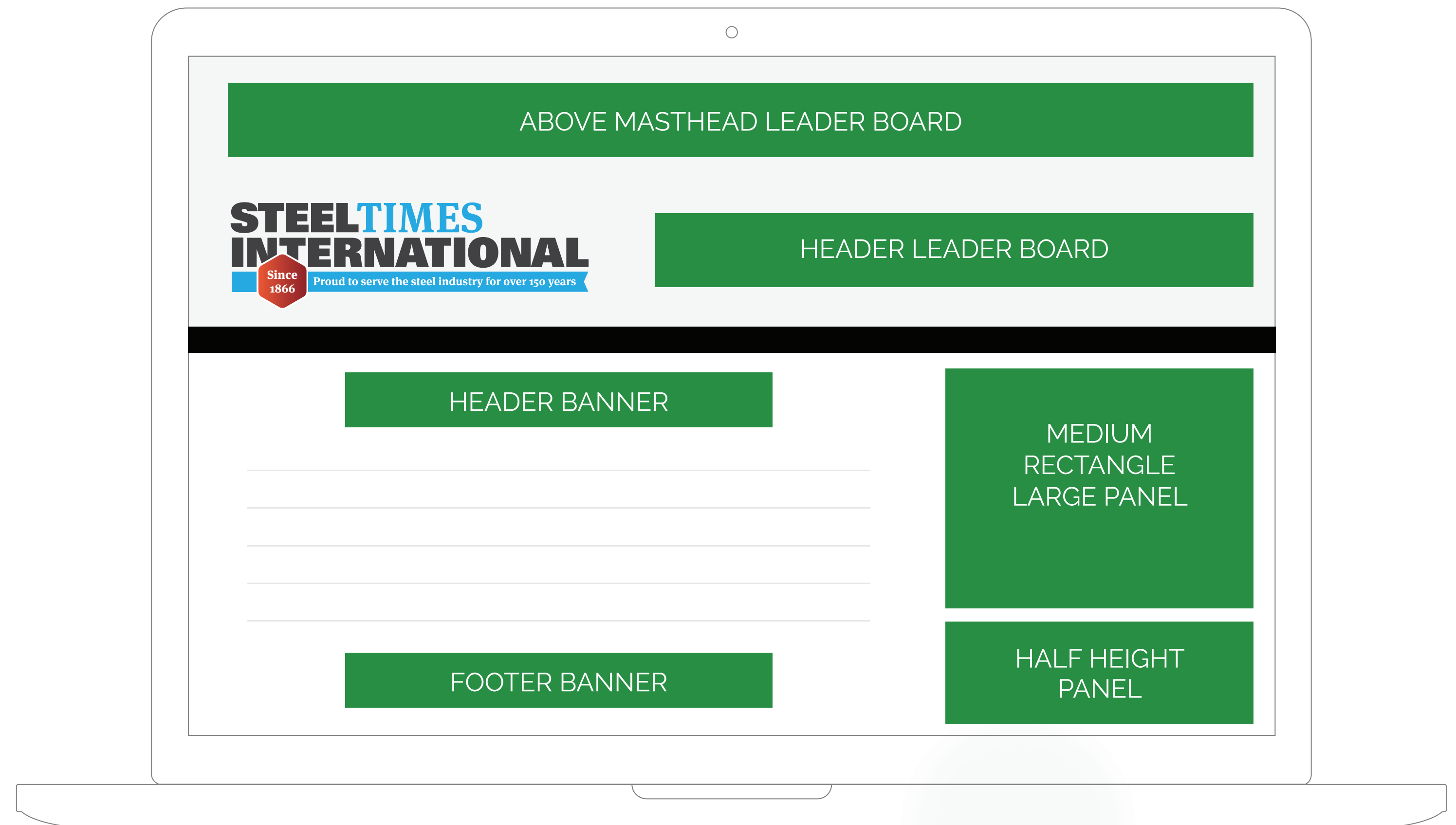
Position: Right hand side of page

Size: **450 x 300 Pixels** | DPI: **72dpi** | Max Filesize: **120KB**

MEDIUM RECTANGLE HALF HEIGHT PANEL

Position: Right hand side of page

Size: **450 x 150 Pixels** | DPI: **72dpi** | Max Filesize: **60KB**



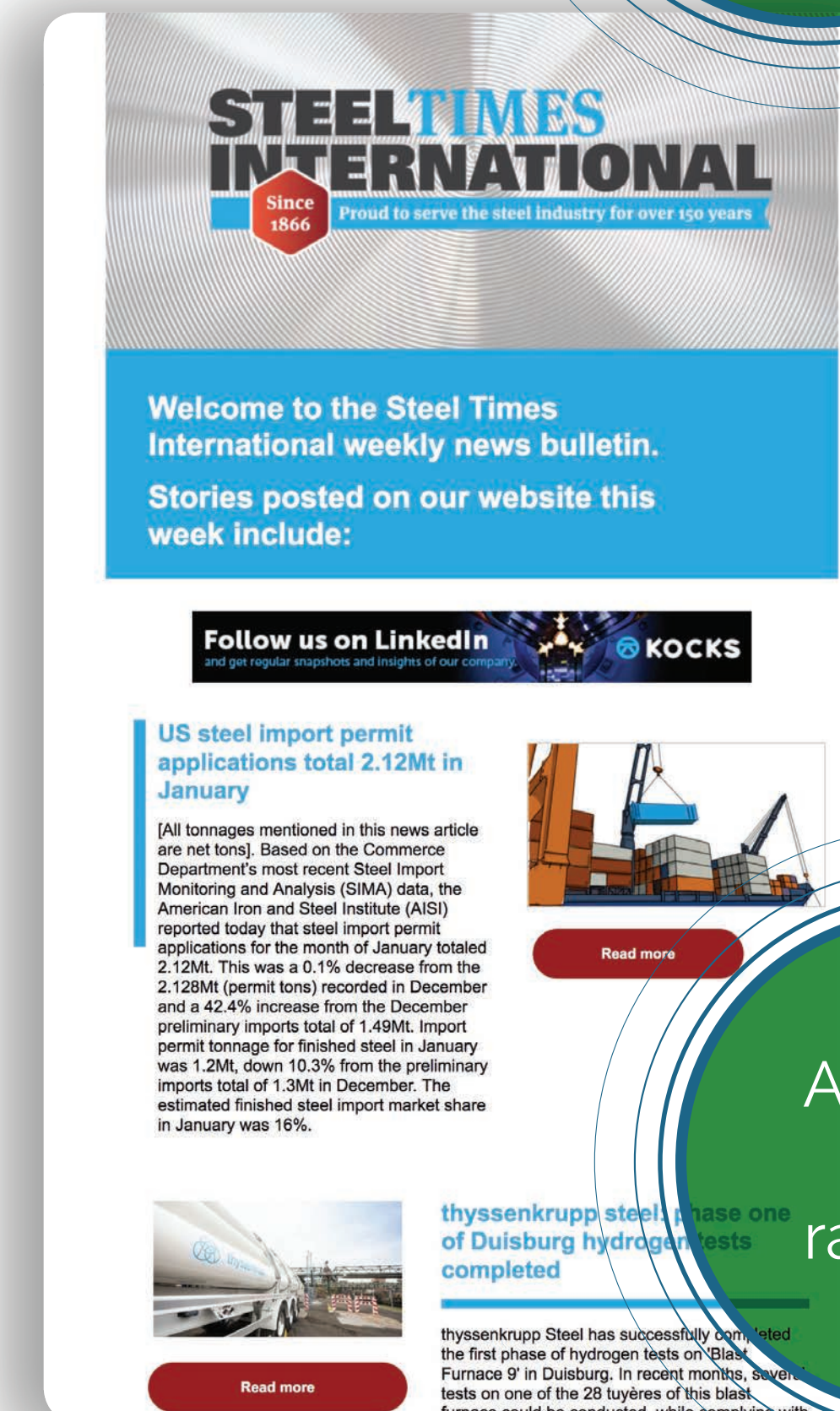
NEWSLETTER ADVERTISING

83% of our audience prefer to consume news through our newsletters

Steel Times International newsletters deliver the most important news in the steel industry to 8,606 inboxes every week. Promoting your brand on Steel Times International newsletters will generate brand awareness, website traffic and valuable sales leads.

Newsletter sponsorship opportunities

- **Header banner** (600 x 100 pixels – static) included on the email promoting your brand (hyperlinked). *Price on request*
- **Special promotional news feature** linking through to a full news story on the Steel Times International website. *Price on request*
- **Panel advertisement** (180 x 100 pixels) advertisement to promote your brand. *Cost: £400 pw*



Average open rate 23%

FUTURE STEEL FORUM

"This meeting is the only meeting for industry 4.0 focused on Steel Industry in Europe."

Kiyoshi Ebihara,
Nippon Steel
Corporation

Now approaching its sixth successful year, **Future Steel Forum** is all about the application of Industry 4.0 to the steelmaking process.

Future Steel Forum brings together senior level steel executives, chief technology officers and board directors with an interest in the application of new technologies in the steelmaking process.

If you are interested in promoting your services and products to a niche audience who are interested in increasing efficiencies within their steel manufacturing facilities, then this is a unique opportunity to position your brand alongside leading experts in this field.

Bespoke packages can also be created for you if you have something specific you want to achieve.

"Would recommend as a unique occasion to get a global view of tech developments."

Marco Ometto,
Danieli Automation

"It's an exceptional opportunity to assess the evolution of the steel industry and to meet relevant people."

Diego Diaz Fidalgo,
ArcelorMittal

"Good networking, and some very interesting presentations."

Luc Van Nerom,
PSI Metals



SUSTAINABLE STEEL

STRATEGIES SUMMIT

IN ASSOCIATION WITH **STEEL TIMES INTERNATIONAL**

Sustainable steelmaking, decarbonization, hydrogen steelmaking, carbon capture and storage, green hydrogen, carbon footprint, electric steelmaking... there are many words and phrases that are putting themselves about as the buzzwords and phrases of the global steel industry's developing new world order. You will likely encounter these words (and others) within the steel community online. And you will certainly find them at the conference itself, which offers two days of top notch presentations from some of the industry's leading excerpts in the field.

If you are interested in promoting your services and products to a niche audience who are interested in increasing efficiencies within their steel manufacturing facilities, then this is a unique opportunity to position your brand alongside leading experts in this field.

Bespoke packages can also be created for you if you have something specific you want to achieve.

WWW.FUTURESTEELFORUM.COM



16
TEAM

CONTACT US

MATTHEW MOGGRIDGE

Editor

+44 (0)1737 855151

matthewmoggridge@quartzltd.com

PAUL ROSSAGE

International Sales Manager

+44 (0)1737 855116

paulrossage@quartzltd.com

FOLLOW US



@STEELTIMES INT

@FUTURE_STEEL

CATHERINE HILL

Editorial Assistant

+44 (0)1737 855021

catherinehill@quartzltd.com

ESME HORN

Directory Co-ordinator

+44 (0)1737 855154

esmehorn@quartzltd.com



QUARTZ BUSINESS MEDIA

Quartz House, 20 Clarendon Road

Redhill, Surrey RH1 1QX, UK

WWW.STEELTIMESINT.COM