

# Media-Information 2010

**MPT**  
INTERNATIONAL

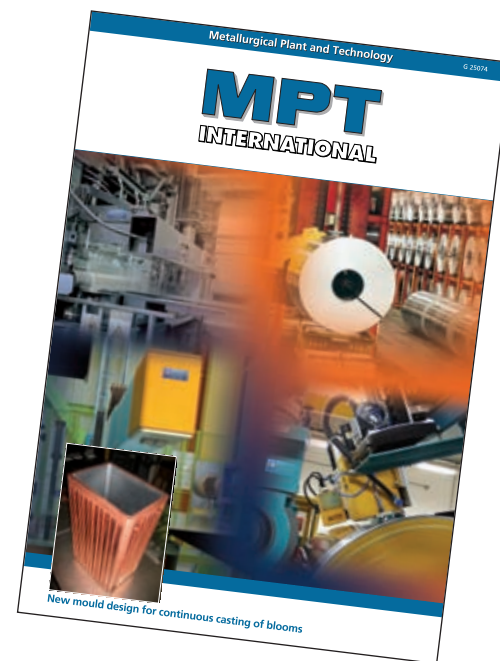
The leading technical journal for  
the global iron & steel industry



**STAHLEISEN**  
COMMUNICATIONS

<b>Contents</b>	<b>Page</b>
<b>Profile</b>	1–2
<b>Publication date/Editorial plan</b>	3–7
<b>Rate Card</b>	8–9
<b>Distribution Analysis</b>	10
<b>Reader Analysis</b>	11–13
<b>Geographical Breakdown</b>	14–15
<b>Guideline for Digital Printing Material</b>	16–17
<b>General Terms and Conditions of Business</b>	18–19
<b>Stahleisen Community</b>	20
<b>Sales Offices</b>	Back Cover

Rate Card No. 33. Effective as of 01 January 2010



Actual circulation	8,389
Print run	9,051
<i>(Average figures July 2008 – June 2009)</i>	

# MPT International

## the leading technical journal for the global iron & steel industry

Being a specialized English language technical journal for the iron and steel industry

**MPT International** covers all aspects of metallurgy. Editorial contents include major articles on plant and equipment and many short news items.

Most important subjects covered in every issue are:

- iron and steel making
- continuous casting
- hot rolling and cold rolling
- surface coating
- material testing
- automation processes

In **MPT International** your ads not only reach the decision makers in the iron and steel industry worldwide, but also the multipliers who are important for international business.

**MPT International** is dedicated to inform the top and middle management in metal producing and forming industries as well as the relevant ministries, officials and consultants. In addition to the international English language magazine special issues are published in Chinese, Russian and Portuguese language to accompany the economic upswing in Eastern Europe, Asia and South America.

**MPT International** – appearing 6 times a year, with a controlled circulation of about 10,000 copies per issue in 124 countries.

**MPT Brazil** – appearing 4 times a year – is a Portuguese language technical journal with a controlled circulation of about 10,000 copies per issue, exclusively circulated in Brazil.

**MPT CIS** – appearing 2 times a year – is a Russian language technical journal, exclusively circulated in the CIS states.

**MPT CHINA** – appearing 2 times a year – is a Chinese language technical journal, exclusively circulated in the PR CHINA.

**What are your favourite markets?  
If you have the choice, take all!**

**1 Brief Characteristics:** MPT is a specialized English language technical journal. It covers all aspects of metallurgy from ore preparation to surface treatment. Distribution is by controlled circulation to top and middle management in metal producing and forming industries as well as to the relevant ministries, officials and consultants in 124 countries of the world. Editorial contents include major articles on plant and many short editorials.

**2 Frequency:** 6 times a year

**3 Volume:** 2010 will be the 33<sup>rd</sup> year of publication

**4 Web-address (URL):** www.MPT-International.com

**5 Membership:** Verband Deutscher Zeitschriftenverleger e.V. (VDZ)

**6 Organ:** -

**7 Publisher:** Prof. Dr.-Ing. Dipl.-Wirtschaftsingenieur Carl-Dieter Wuppermann  
Executive Member of the Management Board

**8 Published by:** Verlag Stahleisen GmbH  
Postal address: P.O. Box 10 51 64, D-40042 Düsseldorf  
Home address: Sohnstraße 65, D-40237 Düsseldorf  
Telephone: +49 211 6707-0  
Telefax: +49 211 6707-517  
Internet: www.stahleisen.de  
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**9 Editorial staff:**  
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Associate Editor:  
E-Mail:

**10 Advertising:**  
Telephone:  
Telefax:  
E-Mail:

**11 Sales:**  
Telephone:  
Telefax:  
E-Mail:

**12 Subscription rate:**  
Annual subscription  
Single copies

**13 ISSN-No.**

<b>14 Analysis of contents</b>	2008 =	6 issues
Size of journal:	DIN A4	
Total number of pages:	595.0 pages =	100.0%
Editorial pages:	356.0 pages =	59.8%
Advertising pages:	239.0 pages =	40.2%
including bound-in inserts:	22.0 pages =	9.2%
Supplements:	- piece	

<b>15 Analysis of editorial:</b>	2008 =	356.0 pages
Major articles	187.0 pages =	52.5%
Short editorials	157.0 pages =	44.1%
Content	12.0 pages =	3.4%

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€ 187.00 incl. postage  
€ 35.00 incl. postage  
Free of charge to qualifying readers in order to achieve a high level of market coverage in the primary target area.

0935-7254

Every 2 months, **MPT INTERNATIONAL** reports on:

- new technologies and processes from international leaders in plant engineering for the steel industry
- new construction and modernization projects in the steel industry all around the world
- practical experience gained by steel producers with their facilities and processes

Issue	Date	Areas covered	Trade fairs/Exhibitions/Additional distribution
<b>1</b> February	<b>Publication date:</b> February 18, 2010 <b>Ad-closing date:</b> February 02, 2010 <b>Printing material:</b> February 04, 2010	<b>Lead article:</b> Rolling Mill Technology	<b>Stahlmarkt 2010 - 14th Annual Handelsblatt Conference</b> March 03 – 04, 2010, Düsseldorf/Germany <b>Tube - International Tube &amp; Pipe Trade Fair</b> <b>wire - International Wire &amp; Cable Trade Fair</b> April 12 – 16, 2010, Düsseldorf/Germany
<b>2</b>	<b>Publication date:</b> April 16, 2010 <b>Ad-closing date:</b> March 29, 2010 <b>Printing material:</b> March 31, 2010	<b>Lead article:</b> Metallurgy	<b>AISTech 2010 - The Iron &amp; Steel Technology Conference and Exposition</b> May 03 – 06, 2010, Pittsburgh/USA <b>METAL + METALLURGY CHINA</b> May 11 – 14, 2010, Beijing/PR China <b>Metallurgy-Litmash/Tube/Aluminium/Non-Ferrous Russia 2010</b> May 24 – 27, 2010, Moscow/Russia <b>Metalforum - Exhibition of Metallurgy, Foundry Engineering and Metal Industry</b> June 08 – 11, 2010, Posen/Poland
<b>3</b> June	<b>Publication date:</b> June 09, 2010 <b>Ad-closing date:</b> May 20, 2010 <b>Printing material:</b> May 25, 2010	<b>Lead article:</b> Innovations	

Issue	Date	Areas covered	Trade fairs/Exhibitions/Additional distribution
4 September	<b>Publication date:</b> August 27, 2010 <b>Ad-closing date:</b> August 11, 2010 <b>Printing material:</b> August 13, 2010	<b>Lead article:</b> Automation	<b>Aluminium 2010 - World Trade Fair and Congress</b> September 14 – 16, 2010, Essen/Germany <b>13th International Conference On Metal Forming</b> September 19 – 22, 2010, Toyohashi/Japan <b>44th Annual Meeting of the World Steel Association</b> October 03 – 05, 2010, Tokyo/Japan <b>2nd International Conference - Super-High Strength Steels</b> October 17 – 20, 2010, Peschiera del Garda/Italy <b>ANKIROS/ANNOFER/TURKCAST</b> October 2010, Istanbul/Turkey
5 October	<b>Publication date:</b> October 15, 2010 <b>Ad-closing date:</b> September 29, 2010 <b>Printing material:</b> October 01, 2010	<b>Lead article:</b> Metallurgy	<b>Stahl 2010</b> November 11 – 12, 2010, Düsseldorf/Germany <b>Metal Expo - International Industrial Exhibition</b> November 2010, Moscow/Russia <b>MMMM - Minerals, Metals, Metallurgy and Materials</b> November 2010, New Delhi/India
6 December	<b>Publication date:</b> December 03, 2010 <b>Ad-closing date:</b> November 17, 2010 <b>Printing material:</b> November 19, 2010	<b>Lead article:</b> Modernization	

## MPT – China

## SPECIAL ISSUES

Issue	Date	Areas covered	Trade fairs/Exhibitions/Additional distribution
<b>1</b> <b>MPT China</b> April	<b>Publication date:</b> April 2010 <b>Ad-closing date:</b> English motifs March 30, 2010 Chinese motifs April 07, 2010 <b>Printing material:</b> April 07, 2010	Special issue in the Chinese language. Distribution exclusively throughout the PR China.	<b>METAL - METALLURGY CHINA</b> May 11 – 14, 2010, Beijing/PR China <b>ICSR - 10th International Conference on Steel Rolling</b> September 15 – 17, 2010, Beijing/PR China <b>wire CHINA - The 4th All China International Wire &amp; Cable Industry Trade Fair</b> <b>Tube CHINA - The 4th All China International Tube &amp; Pipe Industry Trade Fair</b> September 21 – 24, 2010, Shanghai/PR China
<b>2</b> <b>MPT China</b> October	<b>Publication date:</b> October 2010 <b>Ad-closing date:</b> English motifs September 13, 2010 Chinese motifs September 20, 2010 <b>Printing material:</b> September 20, 2010	Special issue in the Chinese language. Distribution exclusively throughout the PR China.	

Circulation, target groups, technical data etc. for special issues available on request. Editorial programme of each issue available 8 weeks prior to the publication date.

## MPT – CIS

Issue	Date	Areas covered	Trade fairs/Exhibitions/Additional distribution
<b>1</b> <b>MPT CIS</b> May	<b>Publication date:</b> May 2010 <b>Ad-closing date:</b> English motifs April 07, 2010 Russian motifs April 14, 2010 <b>Printing material:</b> April 14, 2010	Special issue in the Russian language. Distribution exclusively in the CIS.	<b>Metallurgy-Litmash/Tube/Aluminium/Non-Ferrous Russia 2010</b> May 24 – 27, 2010, Moscow/Russia
<b>2</b> <b>MPT CIS</b> October	<b>Publication date:</b> October 2010 <b>Ad-closing date:</b> English motifs September 21, 2010 Russian motifs September 28, 2010 <b>Printing material:</b> September 28, 2010	Special issue in the Russian language. Distribution exclusively in the CIS.	<b>Metal Expo - International Industrial Exhibition</b> November 2010, Moscow/Russia

Circulation, target groups, technical data etc. for special issues available on request. Editorial programme of each issue available 8 weeks prior to the publication date.

## MPT – Brazil

Issue	Date	Areas covered	Trade fairs/Exhibitions/Additional distribution
<b>1</b> <b>MPT Brazil</b> March	<b>Publication date:</b> March 2010 <b>Ad-closing date:</b> February 16, 2010 (engl.) February 22, 2010 (port.) <b>Printing material:</b> February 22, 2010	Special issue in the Portuguese language. Distribution exclusively in Brazil.	
<b>2</b> <b>MPT Brazil</b> June	<b>Publication date:</b> June 2010 <b>Ad-closing date:</b> May 25, 2010 (engl.) May 31, 2010 (port.) <b>Printing material:</b> May 31, 2010	Special issue in the Portuguese language. Distribution exclusively in Brazil.	<b>65. ABM Annual Congress 2010</b> Brazil <b>IBS - 21st Brazilian Steel Congress 2010</b> Brazil
<b>3</b> <b>MPT Brazil</b> September	<b>Publication date:</b> September 2010 <b>Ad-closing date:</b> August 19, 2010 (engl.) August 26, 2010 (port.) <b>Printing material:</b> August 26, 2010	Special issue in the Portuguese language. Distribution exclusively in Brazil.	<b>Metalurgia - International Metallurgy Trade Fair</b> September 14 – 17, 2010, Joinville/Brazil
<b>4</b> <b>MPT Brazil</b> December	<b>Publication date:</b> December 2010 <b>Ad-closing date:</b> November 03, 2010 (engl.) November 08, 2010 (port.) <b>Printing material:</b> November 08, 2010	Special issue in the Portuguese language. Distribution exclusively in Brazil.	

Circulation, target groups, technical data etc. for special issues available on request.

**1 Circulation**

Print run: 9,051  
Distribution annual average (AMF-Plan 2, Figure 17): 8,389

**2 Size of journal:**

trim size: 210 mm wide, 297 mm high, DIN A4 format  
untrimmed: 216 mm wide, 307 mm high.  
Allowance for trim: On top and at the bottom of the page 5 mm each,  
outside and inside 3 mm each for binding.

**Print area:** 174 mm wide, 260 mm high

**3 Printing, printing material:**

Offset, perfect binding. Digital data with proof (see guideline for digital printing material). If requested the Publishers will produce or digitize your advertisement at cost price.

**4 Dates:**

Frequency: 6 times a year  
Publication dates/ Ad-closing dates: see "publication date/editorial plan"

**5 Published by:**

Verlag Stahleisen GmbH  
Home address: Sohnstr. 65, D-40237 Düsseldorf  
Postal address: P.O. Box 10 51 64, D-40042 Düsseldorf  
Internet: www.MPT-International.com  
E-Mail: mpt@stahleisen.de  
Advertising Dept.: Telephone +49 211 6707-552  
Telefax +49 211 6707-517  
E-mail sigrid.klinge@stahleisen.de

**6 Payment:**

Net cash, within 30 days from date of invoice;  
or with 2% discount within 14 days from date of invoice.  
VATNo.: DE 811115962

**Account:**

Commerzbank AG Düsseldorf, BLZ 300 400 00,  
Account no. 11 41 431  
IBAN DE 88 3004 0000 0114 1431 00

**7 Advertising sizes, advertising rates:**

Format	Width x Height mm	Basic rate b/w €	2-colour €	3-colour €	4-colour €
1/1 page	174 x 260	3,452.00	3,718.00	3,984.00	4,250.00
2/3 page	174 x 172 wide	2,356.00	2,622.00	2,888.00	3,154.00
	114 x 260 high				
1/2 page	174 x 128 wide	1,783.00	2,049.00	2,315.00	2,581.00
	85 x 260 high				
1/3 page	174 x 85 wide	1,208.00	1,474.00	1,740.00	2,006.00
	54 x 260 high				
1/4 page	174 x 62 wide	920.00	1,186.00	1,452.00	1,718.00
	85 x 128 high				

## 8 Surcharges:

### 8.1 Colour surcharges:

Each standard colour	
red, blue, yellow of European scale and red HKS 13	€ 266.00
4-colour advertisement (European scale)	€ 798.00
each special colour	€ 638.00

**Colour surcharges will not be discounted**

### 8.2 Positions:

4 <sup>th</sup> cover (gross basic rate black/white +20%)	€ 4,142.00
2 <sup>nd</sup> cover (gross basic rate black/white +20%)	€ 4,142.00
other reserved positions: gross basic rate black/white +10%	

**Special positions surcharges will not be discounted**

### 8.3 Format surcharges/trim:

free of charge

## 9 Advertisements in regular columns:

on request

## 10 Special forms of advertisement:

on request

## 11 Discounts:

on order within one calendar year

### Series discount

2 advertisements	3%
4 advertisements	5%
8 advertisements	10%
12 advertisements	15%
18 advertisements	20%

### Quantity discount

2 pages	5%
4 pages	10%
6 pages	15%
8 pages	20%
18 pages	25%

## 12 Combinations:

A further 3% discount on the space rate will be granted for concurrent advertising contracts in MPT INTERNATIONAL and »stahl und eisen«. A minimum of 3 advertisements of any size must appear in each journal within 12 months.

## 13 Bound-in inserts:

2 pages	€ 3,536.00
4 pages	€ 7,072.00

Discount: 1 sheet = 1 page

Only whole circulation.

Minimum size untrimmed (also folded) 216 x 307 mm.

Allowance for trim: On top and at the bottom of the page 5 mm each, outside and inside 3 mm each for binding.

Weight per sheet: max. 11g.

copies required: 11,000

## 14 Loose inserts:

on request

## 15 Glued on advertising:

on request

## 16 Delivery address: for items 13 – 15

VVA GmbH / Wesel Kommunikation

Dr.-Rudolf-Eberle-Str. 15

76534 Baden-Baden, Germany

**Notation:** For „MPT INTERNATIONAL“ issue (no.)

Send 3 samples to our publishing house

**For the use of digital printing material please refer to the card  
“Guideline for digital printing material“.**

**16 Audited by:**



**17 Distribution Analysis:**

Average number of copies per issue for the period July 01, 2008 – June 30, 2009

**Print run:** 9,051

**Distribution:** 8,389 of it abroad 7,105

**Paid circulation:** 315 of it abroad 163

– Paid copies: 315 member copies of it: –

– Single sale: –

– Sale elsewhere: –

**Free copies:** 8,074

**Vouchers, reserve, etc.** 662

**18 Geographical Distribution**

	Regular receivers per issue	
	%	copies
Home	15.3	1,284
Abroad	84.7	7,105
<b>Total distribution</b>	<b>100.0</b>	<b>8,389</b>

**18.1 Geographical Breakdown**

	Regular receivers per issue	
	%	copies
Africa	9.2	775
Asia	33.0	2,770
Australia/Oceania	1.4	118
Europe	28.6	2,396
Canada/USA	13.2	1,109
Latin America	14.6	1,221
<b>Total distribution</b>	<b>100.0</b>	<b>8,389</b>

**19 Industries / Economic sectors / Company types:**

Dept./ group/ class	Branches (as per classification of economic sector)	%	Regular Receivers
001	Integrated Steel Works	21.9	1,834
002	Midi & Mini Steel Works	16.6	1,397
003	Specialized firms with restricted ranges e.g. cold rolling mills, tube mills, wire manufacture	12.1	1,017
004	Ministries and Civil Servants	4.7	397
005	Universities & Research Institutes	6.0	505
006	Suppliers of Raw Materials	2.2	184
007	Engineering Consultants	7.2	603
008	Trade and Commercial Associations	2.4	197
009	Equipment Suppliers	3.7	308
010	Furnace Construction	0.5	44
011	Suppliers of Components	2.7	225
014	Others	5.8	488
015	Manufacturers of non-ferrous metals & aluminium	0.8	67
016	Users of non-ferrous metals & aluminium	1.5	128
	No indication	11.9	995
<b>Composition of the recipient addresses in the data file</b>		<b>100.0</b>	<b>8,389</b>

**20 Size of business unit:**

Details were not requested because the useful value of this journal is not dependent on this

## 21.1 Function

	Function	%	Regular Receivers
001	Senior civil servants & ministerial staff	3.7	313
002	Management	31.0	2,603
003	Group subsidiary management	2.9	245
004	Research & Development and pilot plant	4.9	413
005	Production planning	2.6	219
006	Production: ore refining	0.7	55
007	Production: coke	0.4	32
008	Production: pig and sponge iron	1.2	99
009	Production: ferro-alloys	0.4	35
010	Production: steel	4.2	352
011	Production: continuous casting	1.2	103
012	Production: steel casting	0.8	65
013	Production: hot rolling	2.5	206
014	Production: tubes	1.0	85
015	Production: forging	0.3	24
016	Production: cold rolling mills/drawing	1.4	119
017	Production: non-ferrous metals	0.5	41
018	Production: non-ferrous metals (semi-finished)	0.2	14
019	Production: surface treatment	0.6	49
020	Quality control	2.8	237
021	Planning & Design	6.0	507
022	Maintenance	2.4	203
023	Environmental protection/ergonomics	0.2	17
024	Energy	0.4	36
025	Transport/storage	0.1	8
026	Purchasing	1.2	99
027	Sales	1.9	164
028	Others	5.0	417
029	Unknown	7.6	635
	No indication	11.9	995
<b>Composition of the recipient addresses in the data file</b>		<b>100.0</b>	<b>8,389</b>

## 21.2 Position in the works

	Function	%	Regular Receivers
001	Senior personnel in a Ministry or official organisation	3.5	292
002	Company Directors	31.4	2,637
003	Senior Management	2.9	245
004	Works Directors	10.6	886
005	Chief Engineers/Designers	7.0	583
006	Works Managers, Departmental Managers	9.1	760
007	Works Engineers	5.9	493
008	Consulting Engineers	3.9	330
009	Educational	2.0	171
010	Others	3.3	280
011	Position unknown	8.5	717
	No indication	11.9	995
	Composition of the recipient addresses in the data file	100.0	8,389

**22 Basic education/Professional training:** No details are available for a data analysis.

**23 Age:** No details are available for a data analysis.



Code	Country	Regular Receivers
<b>Africa</b>		
204	Marocco	21
208	Algeria	19
212	Tunesia	20
216	Libya	19
220	Egypt	46
224	Sudan	30
232	Mali	2
240	Niger	5
260	Republik Guinea	2
276	Ghana	42
280	Togo	4
284	Benin	1
288	Nigeria	204
302	Cameroon	5
314	Gabon	5
318	Popular Rep. of the Congo	5
322	Zaire	21
324	Rwanda	1
328	Burundi	1
334	Ethiopia	47
346	Kenya	28
350	Uganda	12
352	Tanzania	58
366	Mozambique	5
370	Madagascar	5
373	Mauritius	3
378	Zambia	21
382	Zimbabwe	39
386	Malawi	6
388	Republic of South Africa	90

Code	Country	Regular Receivers
389	Namibia	1
391	Botswana	5
393	Swasiland	1
395	Lesotho	1
		<b>775 *</b>
<b>Latin America</b>		
412	Mexiko	188
416	Guatemala	7
424	Honduras	8
428	El Salvador	8
432	Nicaragua	6
436	Costa Rica	9
442	Panama	11
448	Cuba	49
456	Dominican Republic	10
464	Jamaica	5
469	Barbados	1
472	Trinidad and Tobago	24
480	Columbia	74
484	Venezuela	50
488	Guyana	4
500	Ecuador	40
504	Peru	102
508	Brazil	294
512	Chile	72
516	Bolivia	30
520	Paraguay	12
524	Uruguay	17
528	Argentina	200
		<b>1,221 *</b>

Code	Country	Regular Receivers
<b>Asia</b>		
608	Syria	68
616	Iran	327
624	Israel	35
628	Jordan	10
632	Saudi-Arabia	51
640	Bahrain	5
644	Qatar	24
647	United Arab Emirates	19
649	Oman	1
662	Pakistan	88
664	India	752
666	Bangladesh	26
669	Sri Lanka	49
672	Nepal	5
676	Myanmar	28
680	Thailand	74
690	Vietnam	2
700	Indonesia	129
701	Malaysia	118
706	Singapore	15
708	Philippines	140
720	People's Rep. of China	582
728	South Korea	25
732	Japan	25
736	Taiwan	162
740	Hong Kong	10
		<b>2,770*</b>
<b>Australia / Oceania</b>		
800	Australia	108
804	New Zealand	4
815	Fiji	3
819	Western Samoa	3
		<b>118 *</b>

Code	Country	Regular Receivers
<b>Europe</b>		
001	France	135
002	Belgium	48
003	Netherlands	16
004	Federal Rep. of Germany	1,395
005	Italy	114
006	Great Britain	179
007	Rep. of Ireland	1
008	Denmark	1
009	Greece	6
010	Portugal	10
011	Spain	85
012	Luxembourg	15
028	Norway	9
030	Sweden	50
032	Finland	38
038	Austria	38
039	Switzerland	21
046	Malta	1
052	Turkey	122
060	Poland	20
061	Czech Republic	32
063	Slovakia	2
064	Hungary	3
066	Romania	19
068	Bulgaria	5
072	Ukraine	3
075	Russia	18
091	Slowenia	3
093	Bosnia-Herzegovina	3
094	Serbia and Montenegro	1
096	formerly Yugoslavia/Macedonia	3
		<b>2,396*</b>
<b>Canada / USA</b>		
400	USA	903
404	Canada	206
		<b>1,109 *</b>

\* As at June 03, 2009

For order acceptance and trouble-free processing of digital preprint copies the following conditions have to be respected:

### Order

Along with each data carrier or file transfer we require both the corresponding file name and a detailed order, furthermore we need print-outs and, in case of colour ads, prepress proofs including all necessary details. In case of FTP transmission we ask you to simultaneously fax the corresponding advertisement order including a copy of the ad motif to the below number. The deadline for ads and date of delivery for preprint copies (see AMF schedule T "publishing and topics schedule") indicated in the Media Information also applies to digitally transmitted ads.

### Contact

Everything regarding the transmission of digital preprint copies (notification, information, coordination etc.) should be referred to

#### Georg Feller

Phone: +49 211 6707-566  
Fax: +49 211 6707-578  
E-mail: georg.feller@stahleisen.de

### Systems/Programmes

#### Apple Macintosh:

Freehand up to version MX  
Illustrator up to version CS3  
Photoshop up to version CS3  
QuarkXPress up to version 8.0  
InDesign up to version CS3

#### Windows:

CorelDraw up to version 8 (stored as EPS-files, font as font path)

#### High resolution pdf-file with at least 300 dpi

Other systems/programmes on request. We ask for an original file with information on all imports used as well as for an additional EPS-file.

#### Data carrier/receiver

3.5" Disketten up to 1,44 MB  
CD-ROM  
DVD +R/-R  
Iomega zip 250 MB  
FTP-Server (access data on request)  
E-Mail (amount of data not exceeding 10 MB)

Together with the data carrier or FTP transmission detailed information on the journal/title, sender/company, operating system, programme versions used, file names as well as number and description of print colours is required. (Files may not be stored in closed postscript files.)

#### Fonts

No modified fonts are allowed in both the programme files and attached font imports. All fonts and font families, especially those contained in EPS-files must be specified in the order. The fonts will be used exclusively to process the transmitted order and will be deleted immediately afterwards.

#### Graphics/other imports

If the ad contains graphics or scans, it is imperative that these imports are included. The graphics or image files must also be stored separately on a data carrier in their original format. Data compressions are not allowed, moreover, dot-for-dot reproductions should have a resolution of 300 dpi, stroke representations of 1200 dpi. Valid graphic formats: prevalent EPS-, TIFF- or BMP-files.

## Colour ads/copies/proofs

A compulsory print-out of each page to be exposed is required. In case of colour ads with spot colours (Pantone, HKS) colour-separated print-outs with detailed colour indications are asked for. It is imperative that ads to be printed in European scale (cmyk) are delivered with a prepress proof. Colour prints from colour photocopiers will not be regarded as contract proof quality.

## Rates

The following rates are applicable to the acceptance of digital advertisement orders. Incorrect exposures due to fragmentary or defective files, wrong settings or incomplete information will be invoiced. This also applies to additional composition or litho works as well as to the creation of proofs. Word, Excel and PowerPoint files can only be processed by investing additional time and resources (extra charges).

### Digital or analogue proof:

up to format DIN A4	42,- €
up to format DIN A3	84,- €
press proofs on request	

### Hourly rate for DTP services:

Detected file errors will be eliminated as best as possible if requested by the customer and upon agreement on the necessary amount of work.

Invoicing according to time on the basis of 63,- € per hour.

## Other services

All other pre-press services according to time and effort and on request.

## Warranty

Only what is stored on the data carrier can be exposed. The publishing house accepts no responsibility for any discrepancies in texts, illustrations or, in particular, colours. No warranty is given for colour ads that are printed without a prepress proof. As concerns the files placed at our disposal, we act on the assumption that these are copies and accept no liability for their safekeeping.

## General terms and conditions of business for advertising and insert supplements in newspapers and periodicals

**Section 1** The “advertising order” – as it is intended in the following general terms and conditions of business – is the contract for publication of one or more advertisements by an advertiser in a publication for the purpose of distribution.

**Section 2** In case of doubt, advertisements shall be requisitioned for publication within one year after the publishing agreement is concluded. If the right to requisition individual advertisements is granted under the terms of an agreement, the order must be carried out within one year after publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the time period designated in Section 1.

**Section 3** With the closing of agreements, the Ordering Party is also entitled to requisition other advertisements, in addition to the number of advertisements named in the order within the time period agreed upon, or that which is cited in Section 2.

**Section 4** If an order is not filled for reasons that are not the fault of the publisher, the Ordering Party, notwithstanding additional legal obligations, shall pay the publisher the difference between the promised discount and the discount corresponding to the actual purchase. This payment is not required, if the non-fulfillment is due to force majeure within the risk area of the publisher.

**Section 5** Orders for advertisements and inserts, which are expressly to be published exclusively in specific numbers, issues or in specific places of the publication, must be received by the Publisher in sufficient time, so that the Ordering Party can be informed prior to completion of the advertisement, in the event that the order cannot be executed in this manner. Categorized advertisements shall be printed in their respective categories, without requiring this to be expressly agreed upon.

**Section 6** The Publisher reserves the right to refuse advertising orders – as well as individual requisitions within the terms of a contract – and insert orders based on the content, the source or the technical form according to uniform, fact-based principles established by the Publisher, if their content violates applicable laws or official regulations or if their publication is unreasonable for the Publisher. This also applies to orders placed by agencies, receiving agents or representatives. Insert orders are only binding for the Publisher after presentation and approval of a sample of the insert.

Inserts having a design or presentation that create the impression for the reader that they are part of the publication, or which contain third-party advertisements, shall not be accepted. The Ordering Party will be informed immediately regarding the refusal of an order.

**Section 7** The Customer is responsible for the punctual delivery of the advertisement copy and error-free print documents or inserts. For recognizably unsuitable or damaged print documents, the Publisher shall request a replacement immediately. The Publisher guarantees the printing quality customary for the designated publication, within the limits set by the printing documents.

**Section 8** In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the Ordering Party is entitled to a reduction in payment or to a correct substitute advertisement, but only to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable time period set for the publication of the substitute advertisement, or if the substitute advertisement again contains errors, the Ordering Party has the right to reduction in payment or a cancellation of the order. Indemnity claims arising from positive breach of obligation, negligence in contracting and mishandling are excluded – including orders placed by telephone; indemnity claims due to impossibility of performance and delay are limited to the replacement of foreseeable damages and, in the monetary amount, to the compensation to be paid for the affected advertisement or insert. This does not apply to intentional and gross negligence of the Publisher, its legal representatives and agents. The liability of the Publisher for damages due to lack of guaranteed qualities shall remain unaffected. Furthermore, the Publisher is not responsible for the gross negligence of its agents in commercial transactions; in all other cases, the liability for gross negligence with respect to businesspersons is limited in its extent to the foreseeable damages up to the amount of the cost of the affected advertisement. With the exception of defects that are not obvious, complaints must be put forward within 4 weeks of receiving the invoice and receipt.

**Section 9** Proofs are provided only when expressly requested. The Ordering Party bears responsibility for the correctness of returned proofs. The Publisher shall take

into account all error corrections which are communicated to it within the period set at the time of forwarding the proofs.

**Section 10** If no specific size has been stipulated, the actual print size customary for the type of advertising shall be the basis for invoicing.

**Section 11** In the event that the Ordering Party does not pay in advance, the invoice shall be sent immediately, if possible, however, fourteen days after publication of the advertisement. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Possible discounts for early payments are granted according to the price list.

**Section 12** In the case of delayed payments, or those allowed an extended time for payment, interest and collection fees will be charged. In case of delayed payment, the Publisher can hold back further execution of the current order until payment has been made, and can demand prepayment for the remaining advertisements. In case of reasonable doubt of the Ordering Party's ability to pay, the Publisher shall be entitled to make the appearance of further advertisements dependent on prepayment of the amount and the settlement of any open invoice amounts, even within the duration of an advertisement contract, regardless of the terms of payment that were originally agreed upon.

**Section 13** Upon request, the Publisher shall deliver a specimen of the advertisement along with the invoice. Depending upon the type and scope of the advertising order, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be obtained, the Publisher shall provide instead a legally binding certification of the publication and distribution of the advertisement.

**Section 14** The Ordering Party shall bear the costs for the production of ordered printing documents and drawings, as well as for the considerable modification of previously agreed upon versions, which the Ordering Party has requested or for which he is responsible.

**Section 15** In case of a contract for multiple advertisements, a claim to reduction in price may result from a reduction in circulation, if the average circulation for the insertion year, beginning with the first advertisement, is below the average circulation sta-

ted in the price list or otherwise, or – if no circulation quantity is stated – is less than the average circulation sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A drop in circulation only grants the right to price reduction when – for circulations of up to 50,000 – it amounts to 20 %. Furthermore, claims to price reduction are excluded, if the Publisher has informed the Ordering Party in due time of the drop in circulation, allowing time for withdrawing from the contract prior to publication.

**Section 16** In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the offers as would a responsible businessman. Registered and express mail responses to keyed advertisements shall only be forwarded by conventional post. Responses to keyed advertising shall be kept for four weeks. Responses not collected within this time period will be destroyed. The Publisher will return valuable documents without being obligated to do so. The Publisher reserves the right, in the interest of the Ordering Party and for the protection of same, to open incoming offers for inspection purposes, so that the misuse of keyed advertising services is prevented. The Publisher is not bound to forward business recommendations or offers to act as agents.

**Section 17** Print documents are returned to the Ordering Party on express request. The obligation of retention shall end after a period of one year.

#### **Supplementary terms and conditions of business of the Publisher**

- a) In regard to changes in advertising prices, reduction in prices for current orders take effect immediately and price increases take effect following a waiting period set by the publisher. Reference to the corresponding valid price list may be found in the Imprint.
- b) The exclusion of competing companies can only be agreed upon for two pages lying opposite of one another. Excluding the competition cannot be guaranteed, when a specific advertisement has been bindingly accepted and confirmed.
- c) Verbal acceptance (such as for placement) first becomes binding with written confirmation by the Publisher.
- d) Advertising agencies and other advertisers are obliged to adhere to the price list of the Publisher in their offers, contracts and invoices in respect of advertisers.

We also offer our general terms and conditions of business as a **PDF file for downloading**. In that way, you may read them offline at your leisure.

In the event that you do not have the Acrobat Reader necessary for reading the PDF file, you may obtain this free of charge at the **Adobe Web site**.

In case of changes the actual version of these General Terms are to be found at the internet site [www.stahleisen.de](http://www.stahleisen.de)

01. September 2007

## Stahleisen-Community

### **STAHL UND EISEN**

The market leader in German language countries for top decision-makers

### **MPT INTERNATIONAL**

The leading international technical journal for the steel industry in the English language

### **MPT COUNTRY EDITIONS**

MPT China  
MPT Russia  
MPT Brazil  
Technical journal in native language

### **STEEL RESEARCH**

The international scientific journal for the steel industry

### **STAHLMARKT**

The magazine for the steel producing, trading and processing industries

### **BOOKS AND CALENDARS**

Technical books published by Verlag Stahleisen

### **JAHRBUCH STAHL**

Reference work for technical information and contacts from the steel industry

### **THE KEY TO STEEL INDUSTRY SUPPLIERS**

International reference work in the English language

### **CD-ROMS**

Technical information in digital form with search function

### **HOMEPAGE**

[www.stahleisen.de](http://www.stahleisen.de)



**MONTAN- UND WIRTSCHAFTSVERLAG**  
Technical magazines



**VERLAG STAHLZEISEN**  
Technical magazines



**GIessereI-VERLAG**  
Technical magazines



**SERVICES**

- Newsletter
- Data banks
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- Supplier directory



**DESIGNSHOP**

- designshop
- business
- bookshop



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