The global platform for corrosion resistant alloy users, suppliers and fabricators

Media Kit
2017

www.stainless-steel-world.net
About Stainless Steel World Magazine

Stainless Steel World Magazine is a leading international publication dedicated to stainless steels and corrosion resistant alloys (CRAs); from casting, forging and manufacturing, through fabrication, stocking and supplying, to engineering and end user applications. Produced by an authoritative and experienced editorial team, the editorial content of this highly technical publication strongly focuses on end user experiences and on engineering and practical applications. In addition to technical articles, every issue contains reports from major end users and features projects in a variety of industries.

Published ten times per year with a variable targeted worldwide distribution per issue, plus additional bonus distribution at many global industry events, The Stainless Steel World Magazine provides a highly visible worldwide communication platform for the Stainless Steel World Community.

Throughout the year the editorial programme contains special focus issues which provide a closer look at specific topics; materials, processes, applications or industry sectors.

Industries & Markets:

Materials:
Stainless Steel, Nickel alloys, Titanium, Duplex, Super Duplex / Lean Duplex, Austenitics, Ferritics, Martensitics, Supermartensitics, 13 Chrome, Molybdenum, 6 Mo, Exotics

Products:
Bars & Billets, Tube, Pipe, Sheet, Plate, Strip, Wire, Coil, Fittings, Flanges, Castings, Forgings, Hot & Cold Rolled Products, Instrumentation, Valves, Pumps, Welding Consumables and many more....
**About**

**Facts:** Full Colour, A4 format • 10 issues per year • Average circulation: 8000 copies

**Specials:** Annual Procurement Report • Conference & Exhibition Catalogues • Conference Brochures

**Distribution:** Subscription; Printed, Digital • Special Focus Issues to Target Audience • Global Events

**Target groups**
Material specialists • end-users • mechanical and material engineers • maintenance and procurement managers • plant engineers • quality managers • project managers • EPC’s • suppliers • manufacturers • fabricators • distributors • stockists • traders

**Readership breakdown**

**End-user Industries**

- Oil & Gas
- Power Gen.
- Chemical
- Petrochemical
- Architecture Building Construction
- Automotive
- Aerospace
- Pharma
- Shipbuilding & Marine
- Food & Beverage
- Water/ Waste Water
- Other

**Stainless Steel World Subscriptions**
The Stainless Steel World Magazine is available as a
- Printed Publication
- Digital On-Line

We offer combination packages which run for terms of 12, 24 or 36 months.

**Subscription rates**

<table>
<thead>
<tr>
<th>Term</th>
<th>Printed</th>
<th>Digital</th>
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<tbody>
<tr>
<td>1 year (10 issues)</td>
<td>EUR 250</td>
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<tr>
<td>2 years (20 issues)</td>
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<td>3 years (30 issues)</td>
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We recommend subscribing for a year to gain the most benefits from the magazine.
<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
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<tbody>
<tr>
<td>January/</td>
<td>New Material Developments Special (Incl. New Grades,</td>
<td>Valve World Middle East Conference, Trehan, Iran (February 20th - 21st)</td>
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<td>February</td>
<td>Additive manufacturing, Hip, Powder metallurgy etc)</td>
<td>Istanbul Tube Wire &amp; Metal Fair (Boru, Tel, Rulo Fuari) (March 23rd-25th)</td>
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<tr>
<td></td>
<td>Cover story: Neotiss, France</td>
<td>Stoc Expo, Rotterdam, The Netherlands (March 28th - 30th)</td>
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<td>March</td>
<td>Tubes, Pipes and Fittings Special</td>
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<td>Cover story: Salzgitter Mannesmann, Germany</td>
<td>Flow Control Exchange, Rio Brazil (April 26th &amp; 27th)</td>
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<td>April</td>
<td>Titanium &amp; Exotics Special</td>
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<td>Cover story: Officine Orsi SpA, Italy</td>
<td>OTC, Houston, USA, (May 2nd-5th)</td>
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<td>Titanium Europe, Amsterdam (May 17th - 19th)</td>
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<td>May</td>
<td>Chemical Industry / LNG Special</td>
<td>Valice World America’s, Houston, USA (June 20th-21st)</td>
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<td>Cover story: Kobelco Steel Tube, Japan</td>
<td>Managing Aging Plants Europe, Dusseldorf (May 22nd-23rd)</td>
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<td>June</td>
<td>Offshore &amp; Duplex Special</td>
<td>Valice World America’s, Houston, USA (June 20th-21st)</td>
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<td>PowerGen Europe, Cologne, Germany (June 20th-22nd)</td>
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<td>Paris Airshow, Paris, France (June 23rd-25th)</td>
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<td>July/August</td>
<td>Energy &amp; Renewables Special</td>
<td>SPE Offshore Europe, Aberdeen Scotland (September 5th - 8th)</td>
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<td>SCHWEISSEN &amp; SCHNEIDEN 2017, Messe Düsseldorf, Germany (September 25th – 29th)</td>
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<td>September</td>
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<td>Cover story: Zhejiang Jiuli Hi-tech Metals, China</td>
<td>SCHWEISSEN &amp; SCHNEIDEN 2017, Messe Düsseldorf, Germany (September 25th – 29th)</td>
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<td>October</td>
<td>Nickel &amp; LNG Special</td>
<td>FABTECH, Chicago, USA (November 6th-9th)</td>
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<td>Stainless Steel World Conference &amp; Expo, Maastricht The Netherlands (November 28th - 30th)</td>
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<td>November</td>
<td>(Lean &amp; Super) Duplex Special</td>
<td>ADIPEC 2017 Abu Dhabi (November 2017)</td>
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<td>Cover story: Nippon Yakin Kogyo, Japan</td>
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<td>December</td>
<td>Welding &amp; Consumables Special</td>
<td>To selected participants of The Stainless Steel World Conference &amp; Exhibition 2017</td>
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Advertising opportunities:
Stainless Steel World Magazine offers a range of advertising opportunities within the Magazine + Special Publications
Cover Story Feature • Advertisements • News Items + Industry Updates • Editorial • Buyers Guide+ OnLine • Tailor Made Flyers & Brochures
Plus further supplementary advertising, marketing and communication opportunities via our multi-media platforms:
Global Event Participation • Multi Lingual Digital Newsletters • Websites• Stainless Steel World TV • Social Media

For further information regarding specifications and material delivery please see our dedicated Display Advertising webpage via www.stainless-steel-world.net and follow the links via Print- Advertising – Display Advertising
Please send your advertising material to Salinda Goonewardene, s.goonewardene@kci-world.com, Tel. +31 575 789 262.

www.stainless-steel-world.net
**Advertising rates 2017 (excl. VAT)**

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**Surcharges**
- Special position: +15% (Requests for special positions will be granted where possible)
- Bleed: +10%
- PMS colours: +15% (additional colour rates)
- Front cover: rates on application

**Technical costs**
- Any production work caused by non-camera ready material and advertisement lithography will be recharged at cost. A quotation will be sent before production.

**Reprints**
- Reprints of advertisements and articles are possible. Rates available on request.

**Months of publication**: January/February, March, April, May, June, July/August, September, October, November, December

www.stainless-steel-world.net
The Stainless Steel World Cover Story is combined with a package of multi media communications. Comprised of the magazine front cover + four page editorial feature, supported with an extensive (and flexible) multi media advertising campaign designed to provide a highly visible, multi level marketing and communication campaign.

**Stainless Steel World Cover Story Comprises:**

- The Front Cover of The Stainless Steel World Magazine: designed in mutual agreement with the editor-in-chief. Your company’s name will appear on the cover.
- A feature article on four full colour pages combining text and images. As a product of Stainless Steel World this will be written in Stainless Steel World style. Text will be mutually approved prior to publication.
- Minimum of 6 full colour advertisements in Stainless Steel World Magazine in pre agreed issues.
- 300 Copies will be made available for your own distribution amongst your clients, and prospects.
- The feature article will be hosted in the Cover Story Gallery on the website of Stainless Steel World (www.stainless-steel-world.net) for at least one year.
- In addition, a supplementary package of (flexible) digital and online media services complete the Cover Story Package.

**Package A:**

- **12** full page (A4) full colour advertisements in The Magazine
- Cover Feature + Editorial Article (4 pages: text and images)
- Stainless Steel World Home Page: Slide Show Banner: 12 weeks
- Stainless Steel World Home Page: Banner at top of page: 2 weeks
- Stainless Steel World Home Page: Highlights Entry
- SSW weekly Digital Newsletter:
  - Text-link in community box (47 mailings per year)
- SSW weekly Digital Newsletter:
  - 4 Product Show case Placements in 4 editions

**Total Cost: EURO 47,220,-**

**Package B:**

- **8** full page (A4) full colour advertisements in The Magazine
- Cover Feature + Editorial Article (4 pages: text and images)
- Stainless Steel World Home Page: Slide Show Banner: 12 weeks
- Stainless Steel World Home Page: Banner at top of page: 2 weeks
- Stainless Steel World Home Page: Highlights Entry
- SSW weekly Digital Newsletter:
  - Text-link in community box (47 mailings per year)
- SSW weekly Digital Newsletter:
  - 4 Product Show case Placements in 4 editions

**Total Cost: EURO Euro 38,150,-**

www.stainless-steel-world.net
Stainless Steel World Annual Procurement Report
Annual publication with a global distribution of approx 6000. Includes approx 100 fully illustrated and informative ‘Company Profiles’ concisely highlighting company news, products and services PLUS a Buyers’ Guide of stainless manufacturers, fabricators, suppliers and stockists.

Stainless Steel World Conference & Exhibition Catalogue
Produced in conjunction with each Stainless Steel World Conference & Exhibition. Distributed free to all participants on site. Contains exhibition floor plan, full exhibitor list and exhibitor category listing. Full range of advertising opportunities are available (Cover Story feature, editorial + advertisements) to strengthen exhibitor profile and participation. A full Conference Programme is also featured with additional information on the Chairman, Steering Committee, Sponsors and Supporters.

Duplex Seminar & Summit Catalogue
Published to support every Duplex Seminar & Summit. Providing full exhibitor listings, exhibition floor plan, full seminar and workshop programme, location information plus technical information from the material specialists involved in the event. Full range of advertising opportunities are offered. The catalogue is distributed free to all event participants.

Focus on Wire + Tube Magazine
Publication designed especially for, and distributed (free) at The Wire + Tube Expo (biennial Messe Dusseldorf, Germany). Featuring technical articles, new products, material and application profiles, company and industry news AND providing advertising and editorial features.

Focus on Achema Magazine
Produced for the members of our Stainless Steel World, Valve World and Pump Engineer Communities, this publication is distributed free at each ACHEMA event (Frankfurt, Germany). Full advertising opportunities, cover story feature and editorial, company and industry news articles and updates.

*(editorial and advertising opportunities are open to both exhibitors and non-exhibitors of these events)
Levels of Entries & Rates 2017

11 issues per year (including the Annual Procurement Report) + 1 year online with a Company Profile including a logo, 3 pictures & 400 words of text.

PREMIUM ENTRY: the Basic Level PLUS...

In the magazine: 5 information lines (22 characters per line including spaces), 10 bullets in the Application Guide.

<table>
<thead>
<tr>
<th>Rates in Euros</th>
<th>1 year</th>
<th>2 years</th>
<th>3 years</th>
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APPLICATION GUIDE

Aerospace           Pharmaceutical
Agriculture/Fertiliser Medical
Automotive          Power Generation
Biotechnology       Pulp & Paper
Chemical            Shipbuilding / Marine
Defence             Waste Incineration
Food & Beverage     (Waste) Water

NEW

Company logos and web address can now be included in matchbox format adverts (3,5cm x 3,5cm) in the Buyer’s Guide+ Online pages in the Stainless Steel World Magazine. (Not online).
With a maximum of three matchboxes per page, randomly assigned, each logo will have enormous visual impact.
Price per logo: 11 issues (inc. the Annual Procurement Report) € 3300,  6 issues (inc. the Annual Procurement Report) €1909.

Buyers’ Guide + Online

Order a FOOTER: one-line advertisement at the bottom of a Buyers’ Guide page. One Footer: €75

Book now: Vera Solís Esquivel: v.solis@kci-world.com Tel: +31-6 1052 4902  Irina Gast: i.gast@kci-world.com Tel: +49-2821-7114541

A Buyers’ Guide entry is automatically renewed. The membership period is for 12 months minimum and unless it is cancelled is automatically renewed, A Buyers’ Guide entry does not include a subscription to Stainless Steel World magazine. You will, however, receive a free voucher copy of the first issue in which your entry is printed.
Stainless Steel World Weekly Update
The Stainless Steel World Weekly News Update has 21,000 global subscribers who receive 47 mailings of this digital newsletter each year!
Each issue features important industry news and information AND provides the platform to showcase your company with (interactive) advertising opportunities.

Subscription is Free and easy via: www.kci-world.com/forms/fmNewsletter.aspx

1. Clickable Logo Banner
   1 year 2 years
   The Logobanner is linked to your website
   EUR 5350 EUR 8750
   Format: jpg
   Size: max. 125 px * 40 px

2. Newsletter Community Box hyperlink listing
   1 year 2 years
   Your company name is linked to your website
   EUR 1380 EUR 2350

3. Newsletter Showcase
   4 weeks
   A boxed advertisement promoting your company, news products or services. Links to your website
   EUR 2150
   Format: gif
   Size: max. 175px x 175px

Press Releases and Industry News are hosted for Free!
We invite you to send your Press Releases and company news for consideration for inclusion in the news items section of the Newsletter. All news items must be of relevant interest to the CRA industry and of a non commercial nature. All press releases and news items hosted subject to Editorial discretion.

Please send your Press Releases and Company News to: press.ssw@kci-world.com
Stainless Steel World On-Line provides an extensive online communications and marketing platform for the global Stainless Steel World Community 24/7!

**News & Information:** direct and easy access to the latest global industry news items, important market information, challenging opinions and inspiring discussions hosted via both the Homepage and the various dedicated materials, applications and market fact file pages.

**Join our Community:** access the latest information on how to join our conference & exhibitions utilizing interactive exhibition floor plans and exhibitor lists, conference programmes, registrations and more....

**Showcase your Company!** providing a range of highly effective advertising opportunities, Stainless Steel World On-Line ensures highly effective visibility with packages of alternating online advertising services. Choose from:

<table>
<thead>
<tr>
<th>Service</th>
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<th>2 years</th>
<th>1 year</th>
<th>2 years</th>
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<td>EUR 8,750</td>
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<td>Logobanner</td>
<td>EUR 995</td>
<td>EUR 1,750</td>
<td>EUR 1,650</td>
<td>EUR 2,900</td>
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- **Webbox:** Company logo and up to 5 deeplinks on homepage
  - Size: max. 100 px * 40 px
  - Format: gif (non-animated)
- **Highlight:** max. 175 characters
  - Link to Website
- **Hyperlink:** Company name with link to website
- **Logobanner on subpage:**
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<td>EUR 2,150</td>
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<td>Banner Slideshow</td>
<td>3 months</td>
<td>EUR 1,450</td>
<td>jpg</td>
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Stainless Steel World is the only independent information source for the Stainless Steel industry.
Stainless Steel World TV enables you to present your company within a video production. Communicating company news and information or showcasing your company with a commercial advertisement will optimise your marketing and communication strategy - interesting and eye catching!

**SSW TV Advertisement: Euro 2250**
Short animated advertisement made from up to 10 pictures with voice over. You supply pictures and text and Stainless Steel World compile, edit and voiceover. Hosted in a key position on The Stainless Steel World Homepage for (minimum) 4 weeks and alternating as main feature.
PLUS! Featured on The Stainless Steel World TV Gallery for 1 Year.

**SSW TV Company Film Advertisement: Euro 1795**
Any of your company’s *existing Video Film hosted in a key position on The Stainless Steel World Homepage for (minimum) 4 weeks and alternating as main feature.
(*whilst not necessary we do recommend to re edit to approx. 60 seconds)
PLUS! Featured on The Stainless Steel World TV Gallery for 1 Year.

**SSW TV Interview Commercial: Euro 2250**
One minute video of an Onsite Event Interview hosted in a key position on The Stainless Steel World Homepage for (minimum) 4 weeks and alternating as main feature.
On site video interview can be pre-arranged prior to the event and rehearsed on site prior to filming.
PLUS! Featured on The Stainless Steel World TV Gallery for 1 Year.

**Corporate Company Film**
The Stainless Steel World TV Film Team have more than 35 years’ experience in global video and film production. Professional advice and full technical, filming and editing services are provided in order to ensure your Corporate Film suitably reflects your company’s products, services and personality.
Please contact us for consultation and prices. Mr Mark Casey. Stainless Steel World TV:
E-Mail: m.casey@kci-world.com or Tel: +31 575 789 264

**Expo TV – static: Euro 1050**
Company logo + stand location displayed on TV screens during the exhibition

**Expo TV – animated: Euro 1250**
Animated logo + stand location displayed on TV screen during the exhibition
Our conference & exhibitions are acknowledged as vital communication platforms where our communities join together to update and share knowledge, learn of the latest market trends and information and to showcase products, services and expertise.
Why not join us......

Managing Aging Plants Conference & Expo 2017
22–23 May 2017: Messe Düsseldorf Congress Center – Düsseldorf, Germany
This forth Managing Aging Plants event is to be held for the second time in Düsseldorf, Germany following the success of our Japanese and American Managing Aging Plants events in 2016. Developed to focus on and gain a better understanding of, the challenges faced in ensuring safe and sustainable plant operations, Managing Aging Plants 2017 will again provide a platform where awareness and experience about the complexities of managing aging plants can be shared in both a conference and expo arena. The event will be focused on the European perspective and will concentrate on the specific challenges posed by chemical, petrochemical, refinery, and gas facilities.
Find Out More: www.managingagingplants.com

Flow Control Exchange Brazil 2017
26 & 27 April 2017, Rio de Janeiro, Brazil
Hosted for the second time and Brazil's only conference & exhibition focusing on valves, pumps and stainless steel applications. The Flow Control Exchange 2017 will feature expert keynote speakers and leading technicians and materials specialists involved in the operation, manufacturing or specification of valves, actuators, piping, welding, castings, forgings, material selection, whilst the exhibition will host suppliers, manufacturers and fabricators.
Find Out More: www.flowcontrolexchange.com

Stainless Steel World Conference & Exhibition 2017
28-30 November 2017, Maastricht, The Netherlands
The 10th Stainless Steel World Conference & Exhibition to be held in Maastricht, The Netherlands will host a parallel conference & exhibition, will be held over three days and is where materials specialists, end users, engineers and decision makers of the industry gather together to exchange knowledge and share information. The Exhibition will feature more than 300 global manufacturers, fabricators, suppliers, stockists and traders and will welcome international visitors!
Find Out More: www.stainless-steel-world.net and follow the links through LIVE

Stainless Steel World Machining 2017
28-30 November 2017, Maastricht, The Netherlands
For the first time a dedicated exhibition section 'Stainless Steel World Machining' will be incorporated into our Stainless Steel World Conference & Exhibition 2017. Stainless Steel World Machining Exhibition will host approx. 25 companies who specialize in machines and tooling for the manufacture, fabrication and finishing of stainless steels. This specialist section hosts machines and equipment and will provide a hands on experience with live demonstrations throughout the event.
Find Out More: www.stainless-steel-world-machining.com

For information relating to all KCI global events please contact Elisa Hannan e.hannan@kci-world.com
Stainless Steel World Social Media

The Stainless Steel World (multi lingual) Social Media Groups connect decision makers, market experts, professionals and students alike!
Why not join us and start a discussion on LinkedIn with international experts or contribute ideas and suggestions via Xing or alert the global community to company news via Facebook? Or let Stainless Steel World do the work for you!
Whatever your experience or level of understanding of Social Media, Stainless Steel World can professionally communicate your message for you!

Social Media Package:

- 3 news items per month on different social media channels
- Text without logo
- Editorial content only – non-commercial

<table>
<thead>
<tr>
<th></th>
<th>1 year</th>
<th>2 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 news items per month on different social media channels</td>
<td>EUR 3,900</td>
<td>EUR 6,500</td>
</tr>
</tbody>
</table>

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