

# WORLD STAINLESS STEEL

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



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**Media Kit**  
**2023**

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About us:

Published ten times per year (printed and digital), the magazine focuses on end-user experience and practical applications of corrosion resistant alloys. Each issue features a range of technical articles on topics such as tubes & pipes, cladding, offshore & onshore oil & gas, (petro)chemical process industry, welding & fabrication, titanium, nickel alloys, duplex stainless steels, oil and gas, power generation, etc.

With a substantial global following, the Stainless Steel World website includes daily news updates, a freely available technical article archive, feature stories, event updates and advertising opportunities.

With extensive global reach, Stainless Steel World's social media channels reach materials professionals and users around the world. For example, over 16,500 members on LinkedIn receive multiple updates per week.

The Stainless Steel World Weekly Update is circulated 47 times per year to over 21,000 global subscribers. The newsletter shares industry news, as well as feature stories, from the website.

Stainless Steel World events have brought our global community together to network, do business, and share knowledge for over thirty years. From China to the Netherlands, the US to SE Asia, Stainless Steel World conferences & exhibitions are highly-respected across the industry for their technical content and global reach.

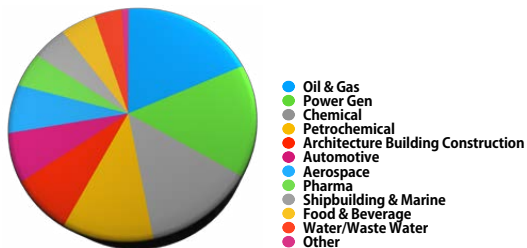


Month	Deadline advertising materials	Topic	Bonus distribution
February	09-01-2023	<b>New Material Developments Special</b> (Incl. New Grades, Additive manufacturing, Hip, Powder metallurgy etc.) Cover story: Sverdrup Steel, Sweden	Green Steel World Expo & Conference, April 4 <sup>th</sup> - 5 <sup>th</sup> , Essen, Germany Hydrogen Tech World Expo & Conference, April 4 <sup>th</sup> - 5 <sup>th</sup> , Essen, Germany Fugitive Emissions Summit China, March 28 <sup>th</sup> - 29 <sup>th</sup> , Shanghai
March	06-02-2023	<b>Tubes, Pipes and Fittings Special</b> Cover story: Available	Green Steel World Expo & Conference, April 4 <sup>th</sup> - 5 <sup>th</sup> , Essen, Germany Hydrogen Tech World Expo & Conference, April 4 <sup>th</sup> - 5 <sup>th</sup> , Essen, Germany Fugitive Emissions Summit China, March 28 <sup>th</sup> - 29 <sup>th</sup> , Shanghai
April	06-03-2023	<b>Duplex Special</b> Cover story: Paul Meijering Stainless BV, The Netherlands	OTC - Offshore Technology Conference, May 1 <sup>st</sup> - 4 <sup>th</sup> , Houston, Texas, USA
May	11-04-2023	<b>Titanium &amp; Exotics Special</b> Cover story: Available	
June	08-05-2023	<b>Chemical, Petrochemical / LNG Special</b> Cover story: Bibus Metals GmbH, Germany	
August	11-07-2023	<b>Energy &amp; Renewables Special</b> Cover story: Maxim Tubes Co. Pvt. Ltd., India	Stainless Steel World Conference & Expo 2023, September 26 <sup>th</sup> - 28 <sup>th</sup> , Maastricht, The Netherlands
September	07-08-2023	<b>Oil &amp; Gas Special</b> Cover story: Hart b.v., Netherlands	Stainless Steel World Conference & Expo 2023, September 26 <sup>th</sup> - 28 <sup>th</sup> , Maastricht, The Netherlands Valve World Asia Expo, October 26 <sup>th</sup> - 27 <sup>th</sup> , Singapore
October	11-09-2023	<b>Welding &amp; Consumables Special</b> Cover story: Available	Valve World Asia Expo, October 26 <sup>th</sup> - 27 <sup>th</sup> , Singapore
November	09-10-2023	<b>(Lean &amp; Super) Duplex Special</b> Cover story: Nippon Yakin Kogyo Co Ltd, Japan	Heat Exchanger World Conference & Expo Americas 2023, November, Pasadena, USA
December	06-11-2023	<b>Nickel &amp; LNG Special</b> Cover story: Available	
Special Publications	28-08-2023	<b>SSW Conference &amp; Expo Catalogue 2023</b> Coverstory: Harald Pihl AB, Sweden	Stainless Steel World Conference & Expo 2023, September 26 <sup>th</sup> - 28 <sup>th</sup> , Maastricht, The Netherlands

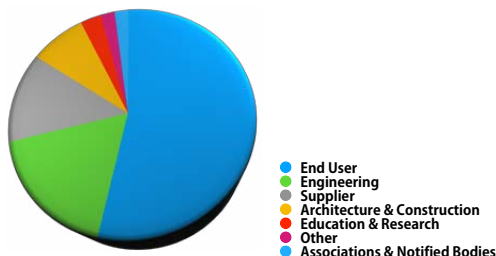
## About Stainless Steel World magazine

Stainless Steel World magazine connects a vast global community of people and companies involved in the manufacture, supply and use of corrosion resistant alloys (CRAs). It is widely recognised as the leading international magazine in the industry and keeps readers and advertisers informed of developments throughout the supply chain. The magazine is published ten times per year and features technical articles, case studies, end-user interviews, project reviews, market reports and news, providing essential updates for readers and advertisers. The editorial team, assisted by experienced contributors with an engineering background, source and write technical articles for our readers, who are active in project engineering, process and maintenance, procurement and operations management.

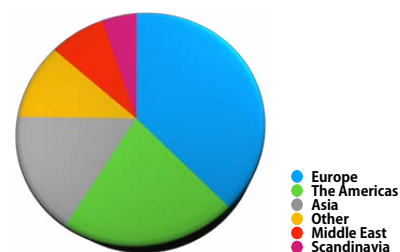
The content is distributed via print and digital, including global events, e-newsletters, websites and social media.



Industry Focus



Readership Breakdown



Global distribution

**Facts:** Full Colour, A4 format ▪ 10 issues per year ▪ Average printed and digital circulation: 8000 copies

**Specials:** Conference & Exhibition Catalogues ▪ Conference Brochures

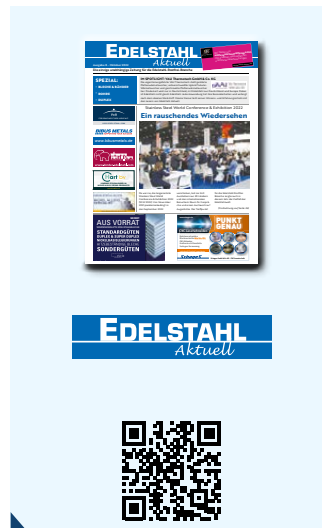
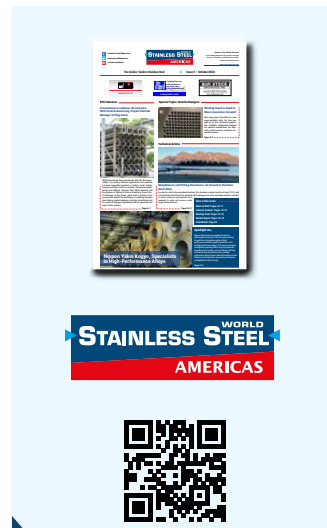
**Distribution:** Subscription; Printed, Digital ▪ Special Focus Issues to Target Audience ▪ Global Events

**Target groups:** Material specialists ▪ end-users ▪ mechanical and material engineers ▪ maintenance and procurement managers ▪ plant engineers ▪ quality managers ▪ project managers ▪ EPCs ▪ suppliers ▪ manufacturers ▪ fabricators ▪ distributors ▪ stockists ▪ traders

### Global Magazine:



### Regional Magazines:



### Industries & markets:

(Petro)chemical, LNG, Food/Dairy/Beverages, Aerospace, Oil & Gas, Offshore/Onshore, Power Generation, Shipbuilding & Marine, Architecture Building & Construction, Pharmaceutical, Medical, Pipelines, Pulp and Paper, Transport, Refining, Energy transition, Additive Manufacturing, Welding

### Materials:

Stainless steel, nickel/nickel alloys, titanium, duplex, super/lean duplex, austenitics, ferritics, martensitics, super martensitics, molybdenum, 6 Mo, exotics, etc

### 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....



The Stainless Steel World cover story is combined with a package of multi media communications. Comprising 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 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.
- Up to 200 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/editorial/covergallery.html](http://www.stainless-steel-world.net/editorial/covergallery.html)) for at least one year.
- Hosted on Stainless Steel World Home Page as Main Feature Article for 1 week (month of publication).
- Hosted on Stainless World Digital Newsletter as Main Feature Article (once in month of publication: 21.000 global subscribers).
- Posted on our Linked In Showcase Page & Groups (approx. 28,300 global members).
- A supplementary package of (flexible) digital and online media services complete the cover story package.



### **This is an example of a 2 year 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 Homepage: Top Leaderboard Banner: 2 weeks
- Stainless Steel World Homepage: Content Leaderboard Banner: 4 weeks
- Stainless Steel World weekly Digital Newsletter:  
Text-link in community box (47 mailings per year)
- Stainless Steel World weekly Digital Newsletter:  
4 Product Show case placements in 4 editions

**Total Cost: EURO 49.990,-**

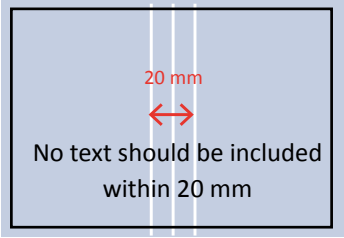
#### **Package B:**

- **8** full page (A4) full colour advertisements in the magazine
- Cover Feature + Editorial Article (4 pages: text and images)
- Stainless Steel World Homepage: Top Leaderboard Banner: 2 weeks
- Stainless Steel World Homepage: Content Leaderboard Banner: 4 weeks
- Stainless Steel World weekly Digital Newsletter:  
Text-link in community box (47 mailings per year)
- Stainless Steel World weekly Digital Newsletter:  
4 Product Show case placements in 4 editions

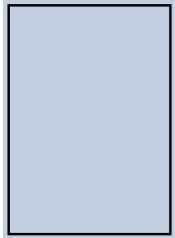
**Total Cost: EURO 39.990,-**

Advertising opportunities:

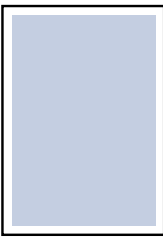
Stainless Steel World magazine offers a range of advertising opportunities within the magazine + special publications  
Cover Story Feature • Advertisements • News Items + Industry Updates • Editorial • Buyers’ Guide + OnLine • Tailor Made Flyers & Brochures  
Plus further supplementary advertising, marketing and communication opportunities via our multi-media platforms:  
Global Event Participation • Multi Lingual Digital Newsletters • Websites • Social Media



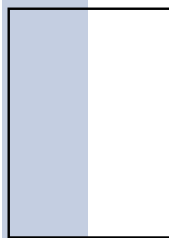
**2/1 page spread bleed**  
W: 426 mm x H: 303 mm



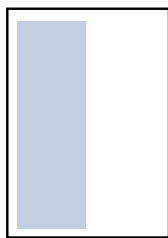
**1/1 page bleed**  
W: 216 mm x H: 303 mm



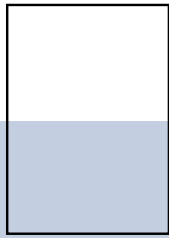
**1/1 page**  
W: 192 mm x H: 271 mm



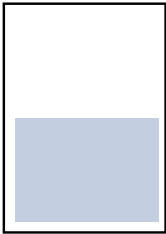
**1/2 page vertical bleed**  
W: 111 mm x H: 303 mm



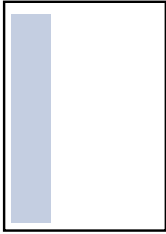
**1/2 page vertical**  
W: 90 mm x H: 271 mm



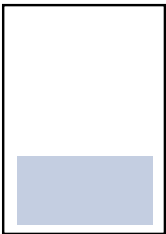
**1/2 page horizontal bleed**  
W: 216 mm x H: 148 mm



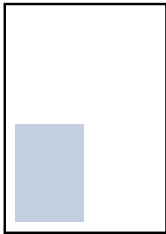
**1/2 page horizontal**  
W: 192 mm x H: 131 mm



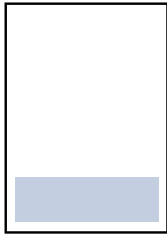
**1/3 vertical**  
Without bleed:  
W 64 mm x H 271 mm  
With bleed:  
W 73 mm x H 303 mm



**1/3 horizontal**  
Without bleed:  
W 192 mm x H 86 mm  
With bleed:  
W 216 mm x H 102 mm



**1/4 page square**  
Without bleed:  
W 90 X H 131 mm  
With bleed:  
W 110 X H 155 mm



**1/4 page horizontal**  
W 192 x H 70 mm  
W 216 X 78 mm

**Technical Costs:** Any production work caused by non-print ready material and/or advertisement lithography will be re-charged at cost. A quotation will be sent prior to production.

**Reprints:** Reprints of advertisements and articles are possible. Rates upon request.

For further information regarding specifications and material delivery please see our dedicated Display Advertising webpage via [www.stainless-steel-world.net](http://www.stainless-steel-world.net) and follow the links via Print- Advertising – Display Advertising.  
Please send your advertising material to Renate Collet, [r.collet@kci-world.com](mailto:r.collet@kci-world.com), Tel. +31 575 789 262.



## Advertising rates 2023 (excl. VAT)

Number of insertions	1x	3x	6x	8x	10x
Full colour	Price per insertion	Price per insertion	Price per insertion	Price per insertion	Price per insertion
2 pages spread	6120	5810	5510	5235	4980
full page	4060	3860	3675	3500	3335
half page	2925	2805	2665	2565	2435
1/3 page	2620	2510	2395	2315	2195
quarter page	2315	2215	2130	2060	1950

### NEW advertising opportunity in the digital version



- **Link in digital publication**  
**€150 per advertisement**

Include a clickable link to your advertisement. This can direct our digital subscribers directly to a web-page of your choice.



- **Video in digital edition**  
**€200 per advertisement**

Host a video on your advertisement in our digital magazine. Digital subscribers are able to play this video while reading our magazine.



### Stainless Steel World Subscriptions

Stainless Steel World magazine is available as a

- Printed publication
- Digital on-Line



**Subscription rates**  
1 year (10 issues)

**Printed**  
EUR 99

**Digital**  
FREE

### DIGITAL SUBSCRIPTIONS ARE FREE!



Subscribe now and receive 10 digital issues per year of Stainless Steel World magazine



SCAN ME

**Months of publication:** February • March • April • May • June • August • September • October • November • December



The "Buyer'sGuide+Online" is a powerful advertising and reference section which appears both in Stainless Steel World magazine and also on the Stainless Steel World website. All entries listed are presented under classified product or service headings. This allows buyers to quickly find potential suppliers for the products they need.



## Options & Rates 2023 Buyers'Guide+Online

### Printed Magazine:

10 issues per year

### Online:

1 year online with a Company Profile including a logo, 3 images & 400 words of text.



### Digital Magazine:

10 issues per year

Clickable entries link direct to your Buyer'sGuide Company profile

Clickable company logos link direct to your website

**NEW:** Direct link to your company video

### BASIC ENTRY:

**Company listing in the printed and digital magazine:**

Address details, fax, telephone, e-mail & web address.

Rates in Euros	1 year	2 years	3 years
1 heading	1780	3190	4570
2 headings	3375	6080	8610
3 headings	4790	8630	12240

4 headings or more: please contact us

### PREMIUM ENTRY: Basic Level **PLUS...**

5 extra information lines (22 characters including spaces)

10 bullets in the **Application Guide**.

Rates in Euros	1 year	2 years	3 years
1 heading	2060	3705	5250
2 headings	3915	7050	9985
3 headings	5560	10015	14185

4 headings or more: please contact us

## Application Guide

- Aerospace
- Agriculture / Fertiliser
- Automotive
- Biotechnology
- Chemical
- Defence
- Food & Beverage
- LNG
- Medical
- Mining
- Nuclear
- Offshore
- Oil & Gas
- Onshore
- Petrochemical

- Pharmaceutical
- Power Generation
- Pulp & Paper
- Shipbuilding / Marine
- Waste Incineration
- (Waste) Water



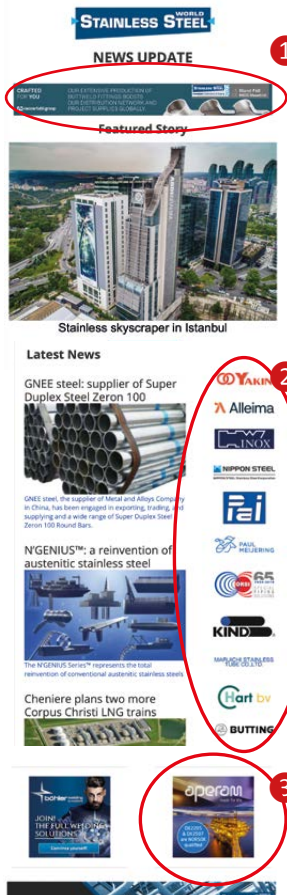
## Company Logos

Company logos and web address can be included in matchbox format adverts (3,5cm x 3,5cm) in the **Buyer's Guide+Online** pages in the Stainless Steel World Magazine, both print and digital. With a maximum of three matchboxes per page, randomly assigned, each logo will have enormous visual impact. Price per logo: 10 issues **€ 2800**, 5 issues **€ 1425**.



Highlight your company...order a **FOOTER** in the printed & digital magazine at the bottom of a Buyers' Guide page. **One Footer: €75**

**For more information and bookings contact: Vera Solís Esquivel: v.solis@kci-world.com Tel: +31 6 1052 4902**



## 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: <http://kci-world.com/newsletters/>

### 1. Newsletter Top Banner

**Your company logo linked to your website on a top position within the Stainless Steel World newsletter**

Format: jpg, eps, ai

325 px 50 px

**4 weeks**

Euro 2500

### 2. Newsletter Logo Banner

**The logo banner is linked to your website**

Format: jpg

Size: max. 125 px \* 40 px

**1 year**

EUR 5350

**2 years**

EUR 8750

### 3. Newsletter Showcase

**A boxed advertisement promoting your company, news products or services. Links to your website**

Format: gif

Size: max. 175px x 175px

**4 weeks**

EUR 2150

**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. 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](mailto:press.ssw@kci-world.com)

Stainless Steel World Online provides an extensive on line communications and marketing platform for the global Stainless Steel World community 24/7!  
**Showcase your company!** Providing a range of highly effective advertising opportunities, Stainless Steel World Online ensures highly effective visibility with packages of alternating online advertising services. Choose from:



## 1. Top Leaderboard Banner

Displayed on Homepage and repeated on every subpage: Banner on top of page linked to your URL

**Unique placement**

- Format: .jpg
- Size: max. 728px x 90 px

2 weeks EUR 2,250



## 2. Content Leaderboard Banner

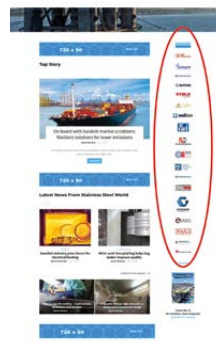
Displayed on Homepage:

Banner linked to your URL

**3 positions available** (position subject to availability)

- Format: .jpg
- Size: max. 728px x 90 px

1 month/4 weeks EUR 1,950



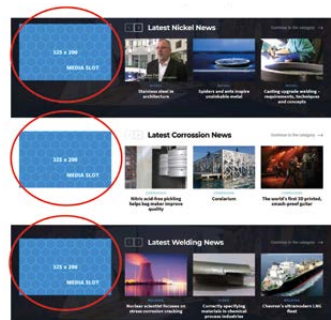
## 3. Homepage Logo Banner

Displayed on Homepage: Logo banner linked to your URL, placement in order of booking

**Max. 20 positions available**

- Format: .jpg
- Size: 160 px x 60 px

1 year EUR 4,450



## 4. News Category Banner

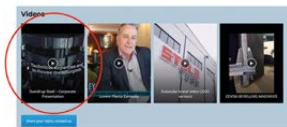
Displayed on Homepage:

Banner linked to your URL

**3 positions available** (position subject to availability)

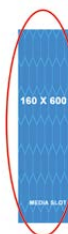
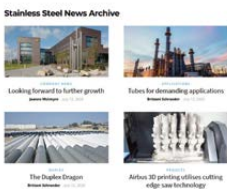
- Format: .jpg
- Size: max. 325px x 200 px

1 month/4 weeks EUR 1,950



**5. Company Video**  
 Displayed on Homepage for 4 weeks:  
 YouTube video linked to your website  
 or to YouTube  
**4 positions available in latest  
 company videos**

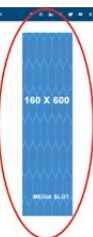
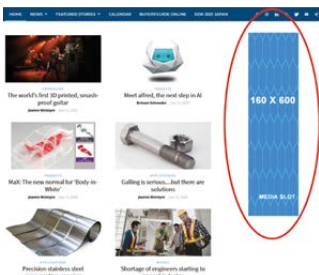
1 month/4 weeks EUR 2,250



**6. Skyscraper Homepage**  
 Displayed on Homepage:  
 Advertisement linked to your URL  
**Unique placement**

- Format: .jpg  
 - Size: max. 160px x 600 px

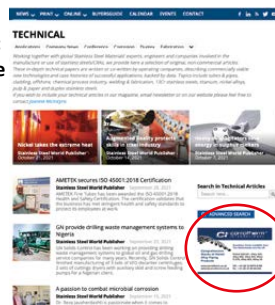
1 month/4 weeks EUR 1,950



**7. Skyscraper Category Page**  
 Displayed in categories page: Ad-  
 vertisement linked to your URL  
**Unique placement**

- Format: .jpg  
 - Size: max. 160px x 600 px

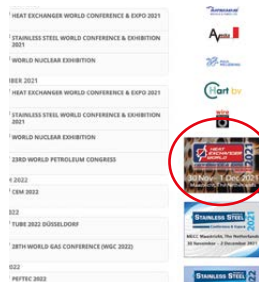
3 months/12 weeks EUR 1,950



**8. Category Page Banner**  
 Positioned on multiple category pages: Advertise-  
 ment linked to your URL. Category defined by topic,  
 material or application  
**Position: Right hand column, next to content, top to  
 bottom in order of booking**  
 Repeated in sidebar of every news page in your  
 chosen category

- Format: .jpg  
 - Size 160 px x 60 px

1 year EUR 1,250



**9. Calendar Page Banner**  
 Positioned on calendar page: Advertisement linked to  
 your URL  
**Position: Right hand column, next to content, top to  
 bottom in order of booking**

- Format: .jpg  
 - Size 160 px x 60 px

1 year EUR 1,250



**10. Branded Sidebar on Subpage**  
 Displayed next to own press release –  
 choice of items  
 A. Logo banner  
 B. Social Media box  
 C. Location  
 D. Other news  
 E. Tweets/Other news

3 months/12 weeks EUR 1,950

## STAINLESS STEEL WORLD GLOBAL EVENTS

Our conferences & exhibitions are respected platforms where our communities network and share market, technical, product and commercial knowledge. Our portfolio includes our flagship biennial Stainless Steel World Conference & Exhibition in Europe and Singapore, as well as additional events globally. Each event is designed to meet the needs of local industrial sectors.

### Conferences & Exhibitions 2023



4 & 5 April 2023  
Essen, GERMANY



4 & 5 April 2023  
Essen, GERMANY



27 - 29 September 2023  
Maastricht, THE NETHERLANDS



November 2023  
Pasadena, USA



### Conferences & Exhibitions 2024



11 & 12 September 2024  
SINGAPORE



6 & 7 November 2024  
Rotterdam, THE NETHERLANDS



6 & 7 November 2024  
Rotterdam, THE NETHERLANDS



### Conference & Exhibition 2025



18 - 20 November 2025  
THE NETHERLANDS

For more information regarding Stainless Steel World 2023 events, please contact:  
Elisa Hannan e.hannan@kci-world.com tel: +31 6 1377 8443





# WORLD STAINLESS STEEL

**DIGITAL SUBSCRIPTIONS  
ARE NOW FREE!**

**SUBSCRIBE NOW** and receive  
10 DIGITAL ISSUES PER YEAR of the  
STAINLESS STEEL WORLD MAGAZINE