

▶ **STAINLESS** ^{WORLD} **STEEL** ◀



35
-YEARS-

KCI Publishing Celebrates
•1989-2024•



Media Portfolio
2024

www.stainless-steel-world.net



Stainless Steel World is part of the KCI Media Group of companies.

KCI is an independent publisher and event organizer focusing on technology topics in the energy and process industry markets.

As a leading multimedia communications company we connect B2B professionals by building global communities.

With the aim of solving information needs and helping to contribute to a sustainable world, with KCI you will always be “in Good Company”.



Stainless Steel World offers a dynamic range of multimedia channels to ensure your company and expertise are showcased and highly visible on a global scale. Utilise our various content and commercial formats and platforms and experience the power of Stainless Steel World to grow your brand.

Publishing



Published ten times annually in print and digital, the magazine focuses on end-user experiences and practical applications of corrosion-resistant alloys.

Online



With a substantial global following, the Stainless Steel World website offers daily news, technical article. Feature stories, event updates and advertising opportunities.

Digital



The Stainless Steel World digital newsletter, circulated 47 times yearly, shares industry news, featured articles, and advertising opportunities globally.

Social media



With extensive global reach, Stainless Steel World's social media channels reach materials professionals and users around the world via dedicated groups and forums.

Events



For over 35 years, Stainless Steel World events have fostered global networking, business, and knowledge-sharing with highly-respected, technical conferences and commercial exhibitions.



The Stainless Steel World

Stainless Steel World magazine reaches a highly engaged and targeted audience across both print and digital platforms. By securing a cover story with us, you don't just get an article; you get a comprehensive package designed to amplify your presence and maximise your impact. Here's what you receive when you choose to be featured in our cover story:

Four Full-Color Pages

- Technical and commercial editorial
- Engaging text, graphics and images

Multimedia Integration

- Embed links, pictures, PDFs, graphics, charts, infographics and videos

Wide Distribution

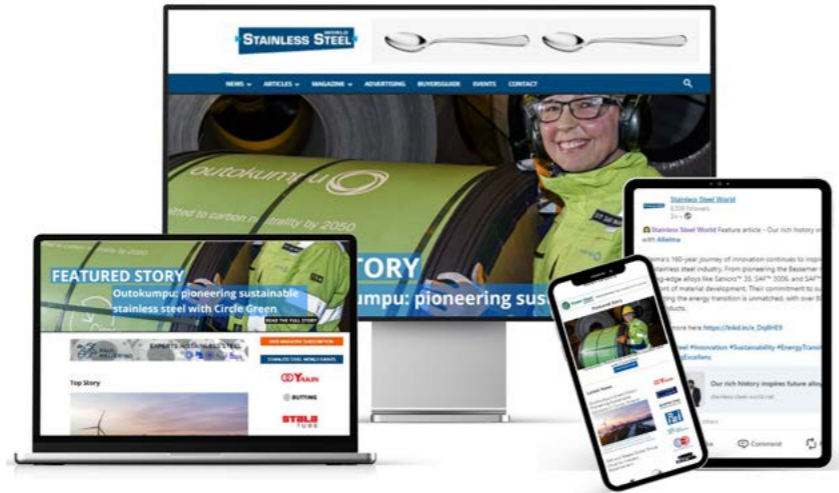
- Print and digital distribution to subscribers
- Printed copies for your own use

Unlimited Digital Access

- Access link for your network

Prime Online Placement

- Main feature on our homepage
- Archived in Online News and Cover Story Gallery



Cover Story

Newsletter and Social Media Spotlight

- Featured in our email newsletter
- Shared across social media and LinkedIn

Commemorative Keepsake

- Framed front cover of your feature

Ongoing Engagement

- Free submission of follow-up technical articles

Supplementary Branding and Advertising

- Additional branding and advertising package



Combining technical & commercial editorial



Printed

Digital



Branding

Follow up technical articles & case studies



Month	Topic	Printed Bonus distribution
February	New Material Developments Special (Incl. new grades, additive manufacturing, HIP, powder metallurgy etc.) Cover story: A.D. Tubi Inossidabili SpA, Italy	<i>Our expo bonus distribution also includes the Interactive Digital Magazine, which can be downloaded for free by scanning a provided QR code on-site.</i>
March	Tubes, Pipes and Fittings Special Cover story: Venus Europe GmbH, Germany	Wire & Tube, Messe Dusseldorf, 15 - 19 April 2024, Düsseldorf, Germany
April	Duplex Special Cover story: H. Butting GmbH & Co.KG, Germany	Wire & Tube, Messe Dusseldorf, 15 - 19 April 2024, Düsseldorf, Germany
May	Sustainability Special Cover story: Krogman Metals, The Netherlands	Green Steel World Expo & Conference, 26 - 27 June 2024, Essen, Germany Hydrogen Tech World Expo & Conference, 26 - 27 June 2024, Essen, Germany
June	Chemical, Petrochem /LNG Special Cover story: Alleima, Sweden	ACHEMA, 10 - 14 June 2024, Frankfurt, Germany Green Steel World Expo & Conference, 26 - 27 June 2024, Essen, Germany Hydrogen Tech World Expo & Conference, 26 - 27 June 2024, Essen, Germany
August	Energy & Renewables Special Cover story: Intoco, UK	Stainless Steel World Asia Conference & Expo, 11 - 12 September 2024, Singapore Expo, Singapore
September	Oil & Gas Special Cover story: Available	Stainless Steel World Asia Conference & Expo, 11 - 12 September 2024, Singapore Expo, Singapore Duplex World Conference & Expo, 13 - 14 November, Rotterdam, the Netherlands Heat Exchanger World Conference & Expo Europe, 13 - 14 November 2024, Rotterdam, the Netherlands
October	Water Handling Special Cover story: Available	Duplex World Conference & Expo, 13 - 14 November, Rotterdam, the Netherlands Heat Exchanger World Conference & Expo Europe, 13 & 14 November, Rotterdam, the Netherlands
November	Welding & Consumables Special Cover story: Nippon Steel Stainless Steel (NSSC), Japan	Valve World Conference & Expo, 3 - 5 December 2024, Düsseldorf, Germany
December	Nickel & LNG Special Cover story: Mannesmann Stainless Tubes (MST), Germany	Valve World Conference & Expo, 3 - 5 December 2024, Düsseldorf, Germany
Special Publication	Duplex Seminar & Summit Catalogue Coverstory: Outokumpu Oyj, Finland	Duplex World Seminar & Summit 2024, 13 - 14 November, Rotterdam, the Netherlands

Topics are subject to change at discretion of KCI Publishing



Stainless Steel World magazine offers a range of advertising opportunities within the magazine and special publications to increase your visibility, credibility and attract more customers.

Subscriptions

Stainless Steel World magazine is available as a
- Printed publication
- Digital version



Subscription rates	Printed	Digital
1 year (10 issues)	EUR 99	FREE

DIGITAL SUBSCRIPTIONS ARE FREE

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



[Subscribe here >](#)

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

Advertising

Advertising rates 2024 (excl. VAT) in €

Number of insertions	1x
full page	2550
half page	1850
1/3 page	1650
quarter page	1450



Includes a **FREE** clickable link to direct our digital subscribers directly to a webpage of your choice.

Incorporate clickable links and video content for maximum exposure.

+ Video upgrade €200

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

[For full material specifications click here.](#)



BUYERS' GUIDE + ONLINE



The "Buyers' Guide + 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 2024 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



BASIC ENTRY:

Company listing in the printed and digital magazine:
Address details, telephone, e-mail & web address

Rates in euros	1 year
1 heading	1350
2 headings	2250
3 headings	3150

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

Include full colour company logos and web address (3,5cm x 3,5cm adverts) in the Buyers' Guide + Online pages of 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



Digital Magazine:

- 10 issues per year
- Clickable entries link direct to your Buyers' Guide company profile
- Clickable company logos link direct to your website

NEW: Direct link to your company video

PREMIUM ENTRY: Basic Level PLUS...

- 5 extra information lines (22 characters including spaces)
- 10 bullets in the Application Guide

Rates in Euros 1 year

1 heading	1550
2 headings	2750
3 headings	3650

4 headings or more: please contact us

SOCIAL MEDIA

Stainless Steel World leverages multiple social media platforms to share and discuss technical insights and industry-specific news and information directly to our global community.

- Your Cover Story, Feature Story, news articles, product launches
- Exhibition Showcase
- Exhibition Sponsorship

All promoted, discussed and shared via our social media platforms.



NEWSLETTER



Stainless Steel World Newsletter

The Stainless Steel World Newsletter is delivered directly to the digital desks of our global subscribers, who receive 47 issues each year.

Each edition features crucial industry news and information, offering an excellent platform for showcasing your company through (interactive) advertising opportunities.

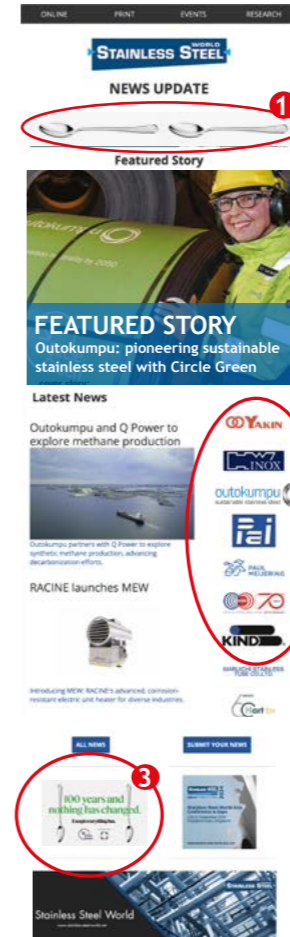
- 1. Top Banner**
Your company advertising banner linked to your website
Unique Position
Format: jpg, eps, ai Size: 728 px x 90 px
4 weeks
EUR 2500
- 2. Logo Banner**
Your company logo linked to your website
Format: jpg Size: max. 300 px x 150 px
1 year
EUR 5350
- 3. Showcase Advertisement**
A boxed company advertisement for your news, products or services linked to your website
Format: gif Size: max. 175 px x 175 px
4 weeks
EUR 2150

Press Releases and Industry News are hosted for free. Send your press releases and company news for consideration for inclusion in the news items section of the newsletter.

Submit an article >

Newsletter subscription is free. Gain free access to a snapshot of the latest tech-related developments in the Stainless Steel industry sector - delivered straight to your email inbox.

Subscribe >

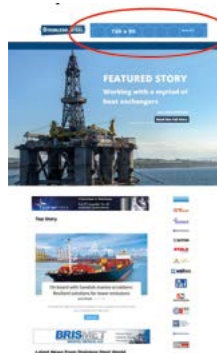


+ Footer: highlight your company at the bottom of the Buyers' Guide page. Price per 10 issues € 900, 5 issues € 500.



Stainless Steel World Online provides an extensive online 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

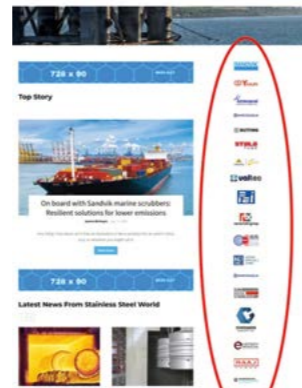
2 weeks EUR 2,250



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

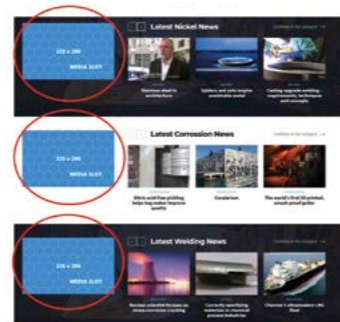
1 month/4 weeks EUR 1,950



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 on the Stainless Steel World website

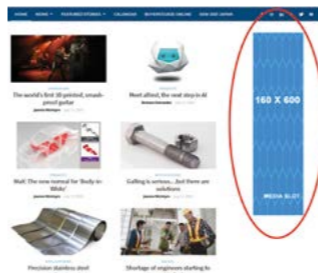
1 month/4 weeks EUR 2,250



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

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

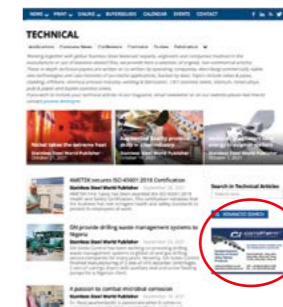
1 month/4 weeks EUR 1,950



7. Skyscraper Category Page
Displayed in categories page:
Advertisement linked to your URL
Unique placement

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

3 months/12 weeks EUR 1,950



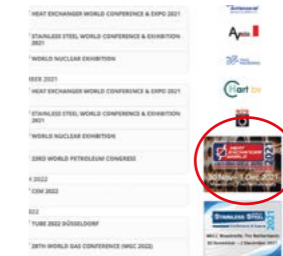
8. Category Page Banner
Positioned on multiple category pages:
Advertisement linked to your URL.
Category defined by topic, material or application

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



EVENTS

STAINLESS STEEL WORLD ASIA CONFERENCE & EXPO

11 - 12 September 2024
Singapore Expo, Singapore



Get down to business in Singapore!

Tailored to the needs of the Southeast Asian materials community, the combination of a technical conference and international exhibition is perfect for business, networking and learning.

www.stainless-steel-world-asia.com

Proudly sponsored by:



DUPLEX WORLD CONFERENCE & EXPO

13 - 14 November 2024
Rotterdam, the Netherlands



Duplex World Conference & Expo 2024 returns to Rotterdam!

The team look forward to welcoming the global duplex stainless steel community back to Rotterdam in November 2024.

www.stainless-steel-world-duplex.com

Proudly sponsored by:



STAINLESS STEEL WORLD CONFERENCE & EXPO

18 - 20 November 2025
Maastricht, the Netherlands



See you again in 2025!

The 14th Stainless Steel World Conference & Expo in Europe will again bring together corrosion and materials experts from the global market place.

www.stainless-steel-world-event.com

Proudly sponsored by:



[SEE OUR EVENT CALENDAR](#)

www.stainless-steel-world.net