

**TO GIFA AND
BEYOND**



HOME OF FOUNDRY

DAS BRANCHENPORTAL

MEDIA KIT 2023

WELCOME TO HOME OF FOUNDRY

The world of the foundry industry has found a virtual home: **HOME OF FOUNDRY**

The focus of this contemporary content-based B2B information service is versatile reporting on current trends in the sector, in industry and trade. We focus in particular on practical topics in our editorial work. HOME OF FOUNDRY serves as a competent source for all those who are professionally involved in production, application and processing as well as research and innovations in the field of casting.

The entire process chain from plant engineering, melting, refractory technology, mould and core production, raw materials, preparation technology, surface treatment, automation technology, measuring

and testing systems, consulting and service offers to the diverse range of cast products is shown on HOME OF FOUNDRY.

Both users and decision-makers from purchasing, sales and marketing benefit from this unique range of reporting, the expert opinions and the background reports.

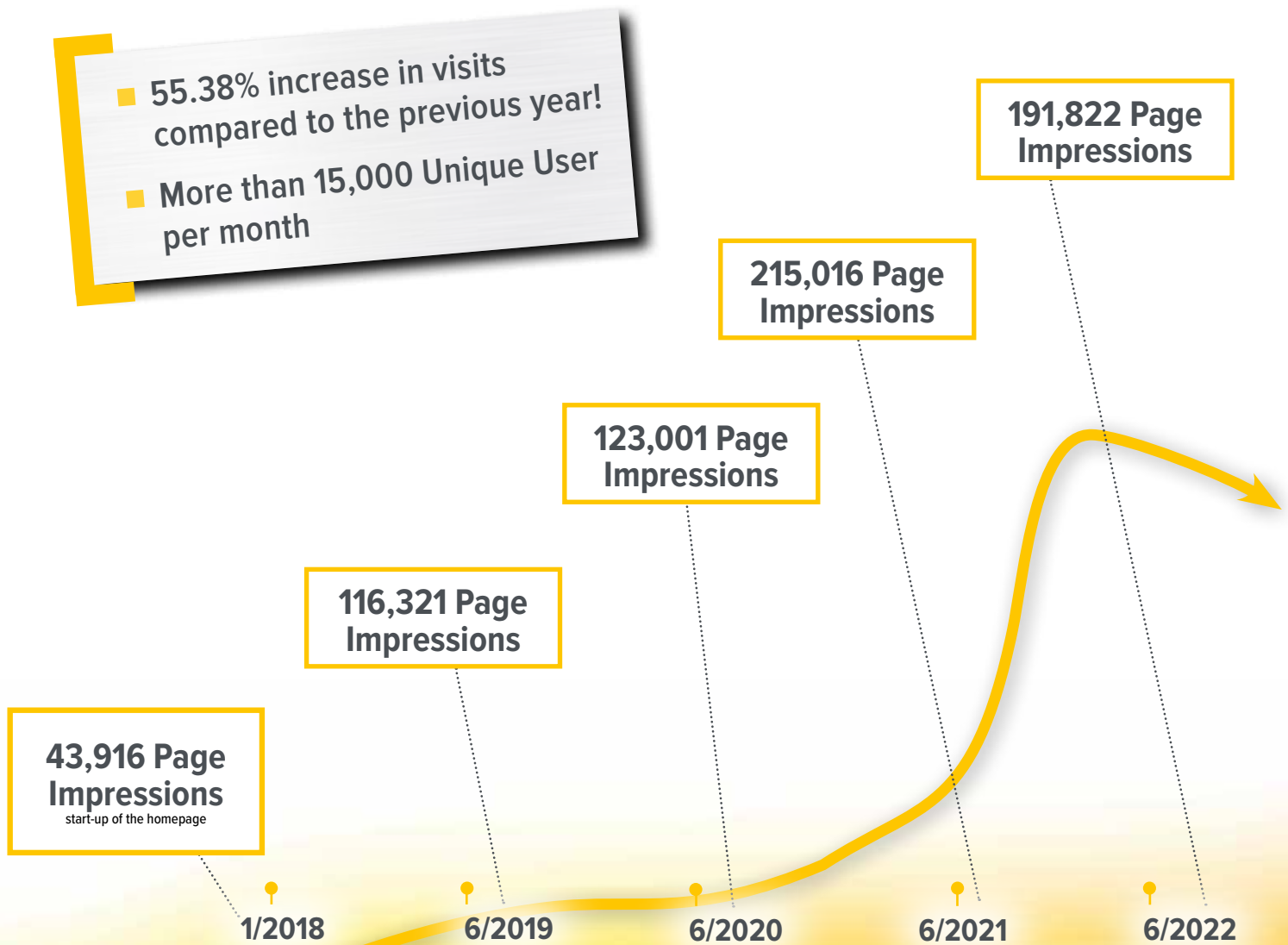
Everything for foundrymen
www.home-of-foundry.de



SCOPE

(Data collection with Google Analytics for www.giesserei.eu (till October 31, 2021) + www.home-of-foundry.de from November 01, 2021 - June 30, 2022)

- 55.38% increase in visits compared to the previous year!
- More than 15,000 Unique User per month



43,916 Page Impressions
start-up of the homepage

116,321 Page Impressions

123,001 Page Impressions

215,016 Page Impressions

191,822 Page Impressions

Note: From December 1st, 2021 a cookie consent banner is active, therefore the values are lower and not directly with previous years comparable.

ONLINE AND DIGITAL ADVERTISING OPPORTUNITIES.

Banner advertising

Banner advertising is one of the most popular advertising options on the Internet because good banner advertising is perceived and clicked. In the HOME OF FOUNDRY you can use various standard formats for your advertising goals.

Advertorials

Advertisements in editorial guise are becoming increasingly popular. With this advertising opportunity you benefit from our high quality editorial content in the HOME OF FOUNDRY.

Product and company directory

An industry directory for the foundry industry with well-known manufacturers and the associated products completes the usefulness of

this industry portal. Quick and easy search options enables a swift connection to new suppliers.

Newsletter advertising

In our regularly newsletter you can choose between different ad formats such including native ads which guarantees the highest possible level of awareness.

JobPortal

Are you looking for specialists and managers who are familiar with foundry technology? Reach your target group precisely with our crossmedial JobPortal.

We have put together four attractive packages for your optimal presence in the **HOME OF FOUNDRY**. The heart of these service packages is the company and product database.

Learn more on the following pages and choose between: **Basic Plus, Bronze, Silver or Gold.**

BASIC PLUS

Listing of max. 5 product categories in the directory, further listings on request

+ Full address

+ Linked to your web page

75 € monthly/duration: 12 month*

PRESENTATION OF YOUR COMPANY

The screenshot shows a website navigation bar with links: HOME, ARTIKEL, PRODUKTE & FIRMEN (highlighted), GIESSEREI-MEDIEN, JOBPORTAL, TERMINE, and MEDIATHEK. Below the navigation bar, a breadcrumb trail reads: Home > Produkte & Firmen > Rubriken. The main content area is titled 'Gießereianlagen und -einrichtungen' and 'Gießereianlagen und -einrichtungen, allgemein'. A 'GOLD' badge is visible. Two company listings are shown:

- Maschinenfabrik Gustav Eirich GmbH & Co KG**
Logo: EIRICH
Address: Walldürner Straße 50, 74736 Hardheim, Deutschland
Buttons: Firmendetails, Produktkategorien
- HEINRICH WAGNER SINTO Maschinenfabrik GmbH**
Logo: sinto
Address: Bahnhofstraße 101, 57334 Bad Laasphe, Deutschland
Buttons: Firmendetails, Produktkategorien

A 'BASIC' badge is visible at the bottom of the listings.

* Minimum term: 12 months, annual invoice plus VAT.

BRONZE

Listing of max. 5 product categories in the directory, further listings on request
Full address and link to web page


- + Own micro site | + Contacts | + Additional text |
- + Company logo | + Cover picture
- + 1 Banner (Skyscraper or Super Banner)

400 € monthly/duration: 12 months*


PRESENTATION OF YOUR BANNER AD

Skyscraper
160 x 600 px


TRENDTHEMA




VERANSTALTUNG




ANLAGEBILDER




ALTERNATIVEN




UNTERNEHMEN



UNTERNEHMEN



ALTERNATIVEN




Super Banner
1126 x 150 px

NEW

PRESENTATION OF YOUR MICRO SITE

Cover picture: 1.200 px x 480 px

Logo: 800 px x 800 px



Company name
Subtitle (70 characters)

Company name
Company subtitle

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Additional text: 800 charactersannual invoice plus VAT.

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
[01234 456789](tel:01234456789)

E-Mail:
muster@muster.de

Internet:
www.muster.de

* Minimum term: 12 months, annual invoice plus VAT.

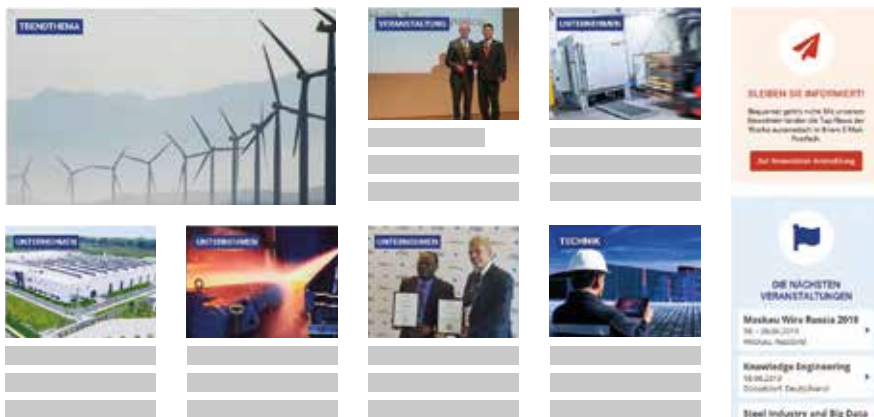
SILVER

Listing in dirctory
Own micro site
Full address and link to web page
Contacts
Additional text
Company logo
Cover picture
+ TOP BANNER

492 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER AD

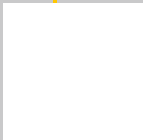
Top-Banner
1126 x 150 px



PRESENTATION OF YOUR MICRO SITE

Cover picture: 1.200 px x 480 px

Company logo: 800 px x 800 px



Company name
Subtitle (70 characters)

Company name
Company subtitle

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Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
[01234 456789](tel:01234456789)

E-Mail:
muster@muster.de

Internet:
www.muster.de

* Minimum term: 12 months, annual invoice plus VAT.

GOLD

Own micro site

Full address and link to web page

Contacts

Additional text

Company logo

Cover picture

TOP BANNER **plus** Super Banner

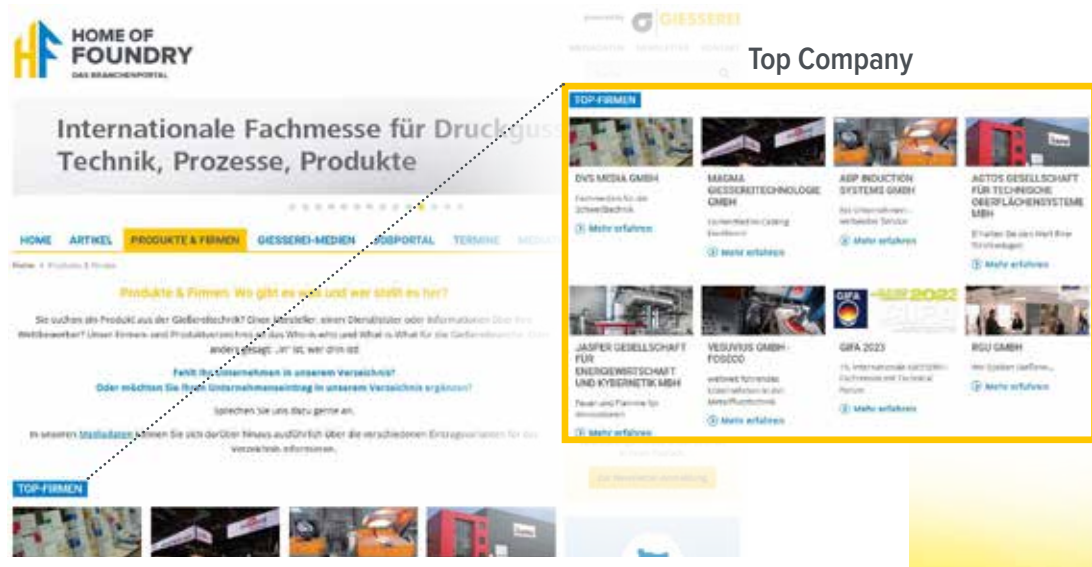
(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)

+ Listed under TOP COMPANY (TOP-FIRMA) |

+ Videos | + Whitepaper | + Advertorial (1 per month)

800 € monthly/duration: 12 months*

PRESENTATION AS TOP COMPANY



PRESENTATION OF YOUR MICRO SITE

Cover picture: 1.200 px x 480 px

Company logo: 800 px x 800 px

Company name
Subtitle (70 characters)

Company name
Company subtitle

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Additional text:
3,000 characters + images

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de



Video



Advertorial/
Whitepaper

* Minimum term: 12 months, annual invoice plus VAT.

ADVERTISING IN TIME WITH **OUR INDIVIDUAL SERVICES**

Basic Plus, bronze, silver and gold advertising packages do not match what you are looking for?

On the following pages you find the individual services in detail.

THIS IS WHAT YOU CAN EXPECT FROM US

Banner ads

- › Skyscraper
- › Super Banner

NEW

Newsletter ads

- › Banner / Text / Native ad
- › Stand Alone Newsletter

Job-Portal

- › online
- › print + online

Advertorial & Whitepaper

SHOW PRESENCE WITH YOUR BANNER AD

Choose between the portrait format Skyscraper and the landscape format Super Banner.

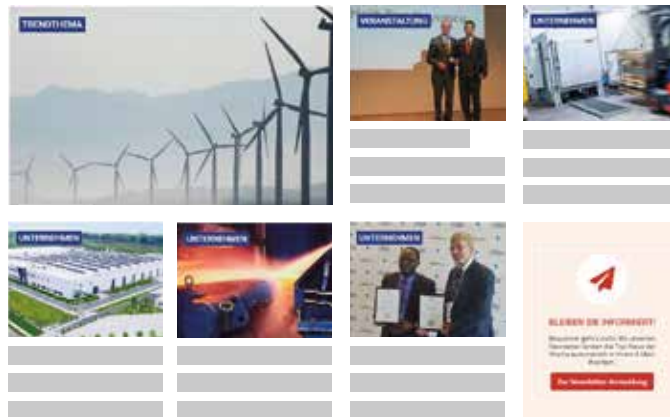
Ad rate

> Homepage + sub pages*: 850 €/month

*except JobPortal

PRESENTATION OF YOUR BANNER AD

Skyscraper
160 x 600 px



Skyscraper
160 x 600 px

Super Banner
1126 x 150 px

NEW

THE NEWSLETTER, YOUR DIRECT LINE TO THE INDUSTRY **FAST, DIRECT, COST-EFFICIENT!**

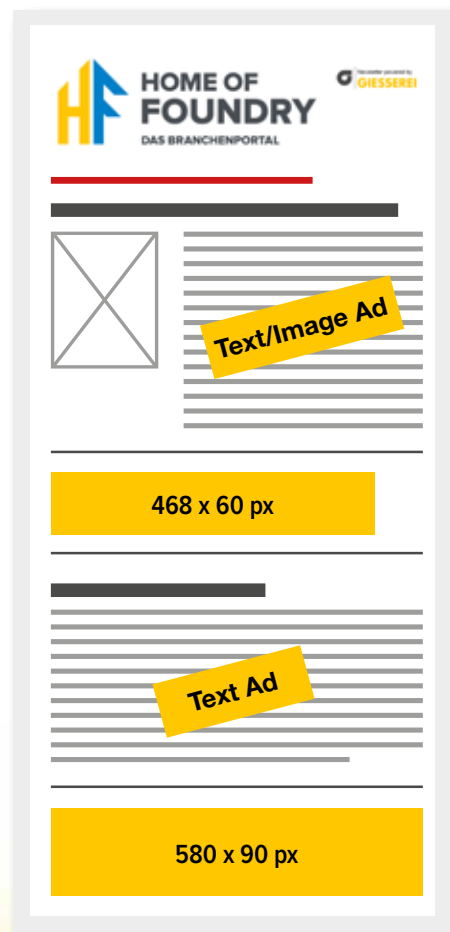
The HOME OF FOUNDRY Newsletter is regularly published and provides the latest news in a nutshell from the industry for the industry. Ensure that your advertising is in the right context.

Choose between these options:

Fullbanner	468 x 60 px	313 €
Text Ad	400 characters max.	325 €
Text/Image Ad	300 characters max. + 1 image	325 €
Special Banner	580 x 90 px	441 €

Booking and ad required:

10 days prior to mailing date



THE NEWSLETTER, DATES 2023/24



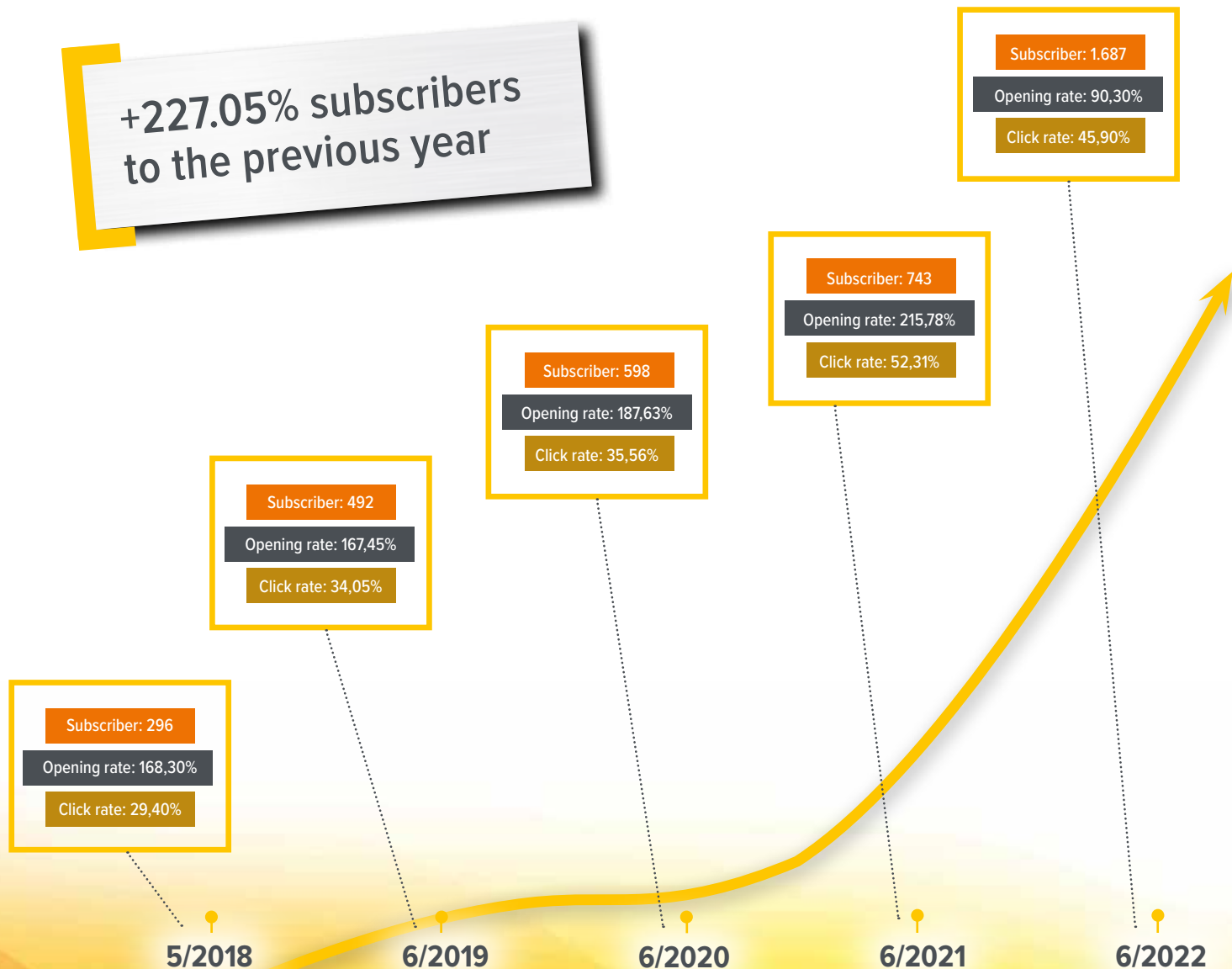
DATES 2023/24

ISSUE	TRANSMISSION	DATA DELIVERY	EVENT
January 1	05.01.2023	20.12.2022	
January 2	19.01.2023	12.01.2023	
February 1	09.02.2023	02.02.2023	
February 2	23.02.2023	20.02.2023	
March 11	09.03.2023	02.03.2023	
March 2	23.03.2023	16.03.2023	
April 1	06.04.2023	31.03.2023	
April 1	20.04.2023	13.04.2023	
May 1	11.05.2023	04.05.2023	
May 2	25.05.2023	18.05.2023	
June 1	06.06.2023	30.05.2023	GIFA 2023
June 2	07.06.2023	31.05.2023	GIFA 2023
June 3	12.06.2023	05.06.2023	GIFA 2023
June 4	13.06.2023	06.06.2023	GIFA 2023
June 5	14.06.2023	07.06.2023	GIFA 2023
June 6	15.06.2023	08.06.2023	GIFA 2023
June 7	16.06.2023	09.06.2023	GIFA 2023
July1	06.07.2023	30.06.2023	
July2	20.07.2023	13.07.2023	
August 1	10.08.2023	03.08.2023	
August 2	24.08.2023	17.08.2023	
September 1	07.09.2023	31.08.2023	
September 2	21.09.2023	14.09.2023	
October 1	05.10.2023	29.11.2023	
October 2	19.10.2023	12.10.2023	
November 1	09.11.2023	02.11.2023	
November 2	23.11.2023	16.11.2023	
December 1	07.12.2023	30.11.2023	
December 2	21.12.2023	14.12.2023	
2024			
January 1	04.01.2024	20.12.2023	
January 2	11.01.2024	04.01.2024	EUROGUSS
January 3	12.01.2024	05.01.2024	EUROGUSS
January 4	15.01.2024	08.01.2024	EUROGUSS
January 5	16.01.2024	09.01.2024	EUROGUSS
January 6	17.01.2024	10.01.2024	EUROGUSS
January 7	18.01.2024	11.01.2024	EUROGUSS



SCOPE

+227.05% subscribers
to the previous year

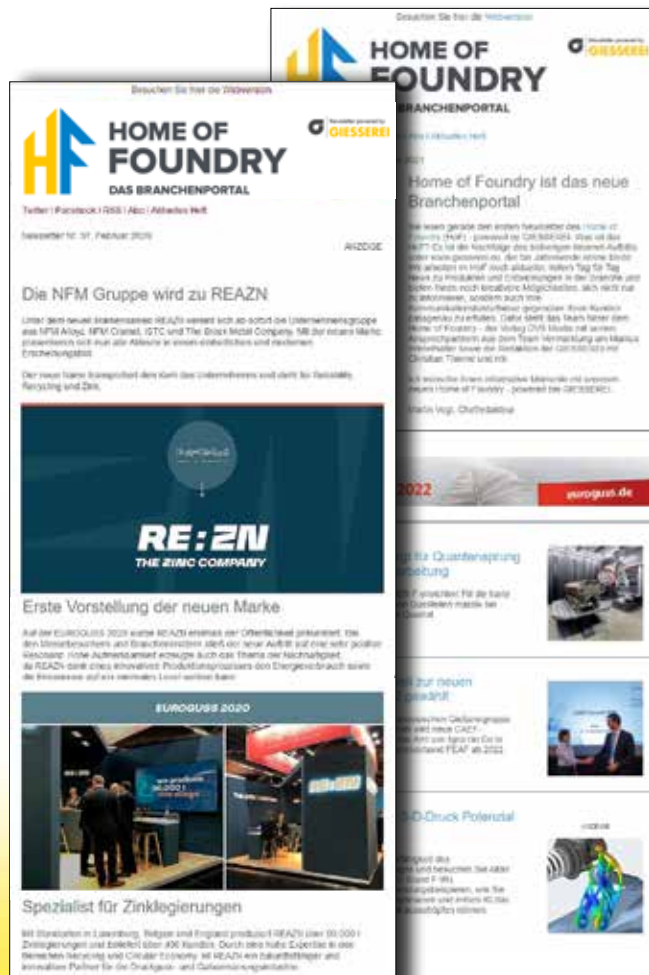


Data collecting for GIESSEREI Newsletter on June 30, 2022

FOR ALL WHO HAVE MORE TO SAY: STAND ALONE NEWSLETTER


Your marketing messages to the industry need more space than an advertising banner can offer? Take advantage of our subscriber pool for a **stand alone newsletter**. The design corresponds to the common HOME OF FOUNDRY newsletter.

The crucial difference, however, lies in the content, which is composed exclusively of your messages. The stand alone newsletter can be sent at any time, with the exception of Thursday.



- › Intro text 1,500 characters incl. spaces max.)
- › 3 Teaser articles consisting of:
- › Headline: 75 characters max.
- › Teaser text: 540 characters max.
- › Image size: 271 x 181 px
- › Up to 4 news headlines: 70 characters max.
- › Up to 4 company events
- › **Ad rate Stand Alone Newsletter: 2,079 €**

JOBPORTAL

in Cooperation with:  StepStone

Colour surcharge:

- > each Standard Colour 299 €
- > Full Colour 897 €
- > each Special Colour 735 €



 **HOME OF FOUNDRY**
DAS BRANCHENPORTAL

Forma	Width x Height in mm	Job Offer print (b/w) only	Job Offer print (b/w) + Internet	Job Offer print (4c) + Internet	Job Offer Internet only Duration 1 month
1/1 page	174 x 260	1,754	2,054	2,951	567
3/4 page	130 x 260 174 x 195	1,329	1,629	2,526	567
2/3 page	174 x 172 horizontal 114 x 260 vertical	1,181	1,481	2,378	567
1/2 page	174 x 128 horizontal 85 x 260 vertical	893	1,193	2,090	567
1/3 page	174 x 85 horizontal 54 x 260 vertical	599	899	1,796	567
1/4 page	85 x 128 174 x 62 horizontal 40 x 260 vertical	447	747	1,644	567
1/8 page	85 x 62 horizontal	349	649	1,556	567
1/16 Seite	85 x 30 horizontal	310	570	1,522	567

All prices in EURO ex. VAT.

ADVERTORIAL OR WHITEPAPER: YOUR PUBLICITY IN EDITORIAL PACKAGING

Advertorial and Whitepaper are a popular means of presenting advertising in editorial packaging. HOME OF FOUNDRY also offers you this opportunity.

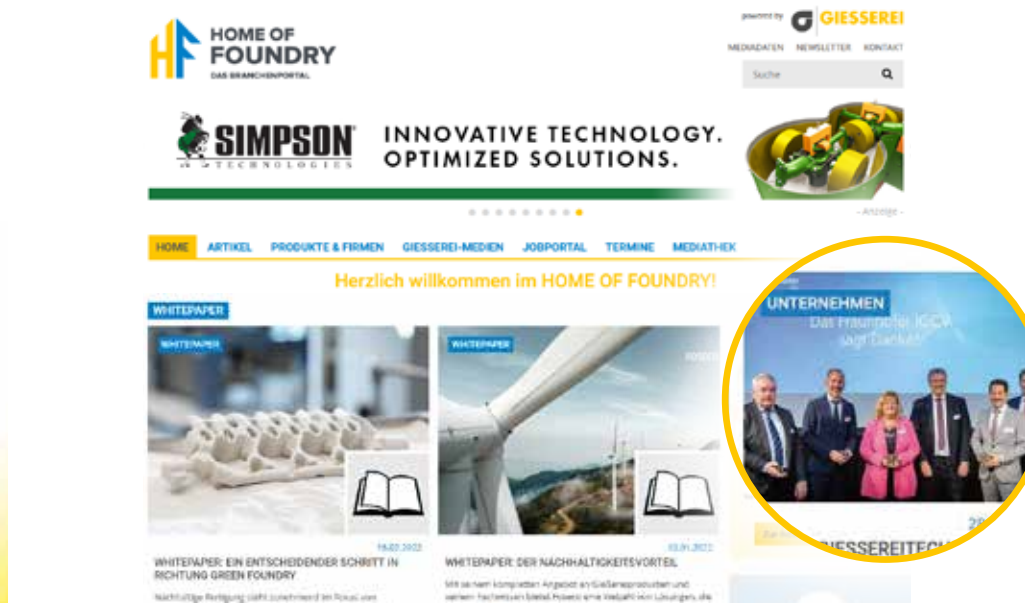
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

Later, your article will be listed in our chronological article overview for a certain period of time.

Advertorial or Whitepaper:

> 3 months period	990 €
> 6 months period:	1,690 €
> 12 months period:	2,590 €

PLACEMENT OF ADVERTORIALS & WHITEPAPERS



CONTACTS

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In cooperation with Federal Association of
the German Foundry Industry (BDG)

GIESSEREI



Cast for gold instead of fish

www.home-of-foundry.de

The whole World of the
**foundry at
a glance**

Has an answer to every question!



- Daily news
- Practical tips
- Interviews with industry giants
- Industry-specific job portal

**Up-to-date, knowledge-
able and compelling**

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