



**HOME OF
FOUNDRY**

DAS BRANCHENPORTAL

MEDIA KIT 2026

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.

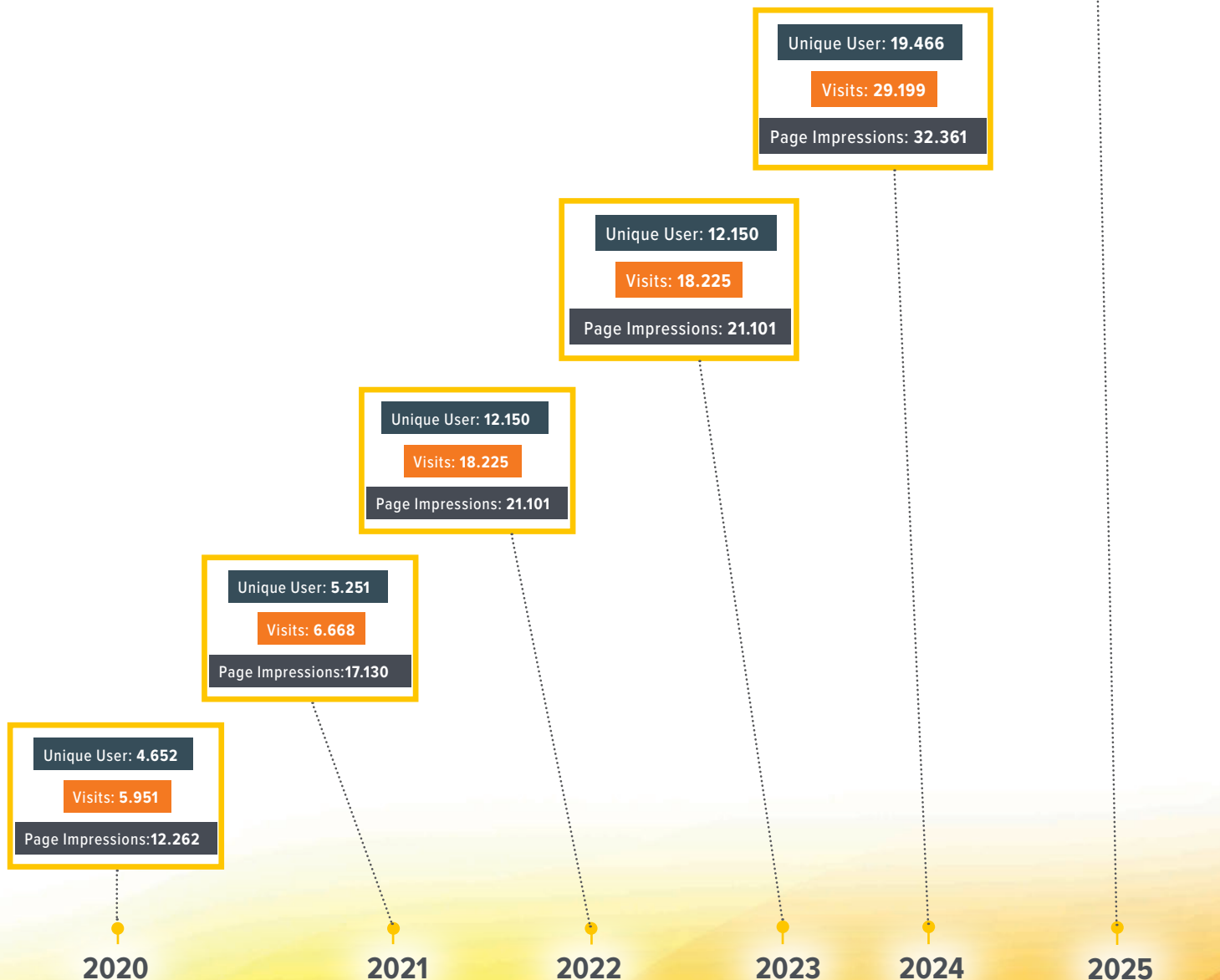
Both users and decision-makers from purchasing, sales and marketing benefit from this unique range of reporting, the expert opinions and the background reports.

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



SCOPE PER MONTH

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



With the introduction of the cookie consent banner on 1 December 2021, usage data will be collected in an even more transparent manner and in compliance with the GDPR. As a result, reach figures may differ from previous years.

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

[HOME](#) [ARTIKEL](#) [PRODUKTE & FIRMEN](#) [GIESSEREI-MEDIEN](#) [JOBPORTAL](#) [TERMINE](#) [MEDIATHEK](#)

[Home](#) > [Produkte & Firmen](#) > [Rubriken](#)

[> Gießereianlagen und -einrichtungen](#)

[Gießereianlagen und -einrichtungen, allgemein](#)

GOLD

 **EIRICH**

Maschinenfabrik Gustav Eirich GmbH & Co KG
Walldürner Straße 50
74736 Hardheim
Deutschland

[Firmendetails](#)
[Produktkategorien](#) ▼

 **sinto**

HEINRICH WAGNER SINTO Maschinenfabrik GmbH
Bahnhofstraße 101
57334 Bad Laasphe
Deutschland

[Firmendetails](#)
[Produktkategorien](#) ▼

BASIC

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

BRONZE

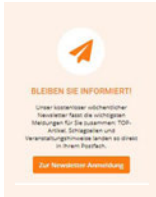
Listing of max. 5 product categories in the directory, further listings on request
Full address and link to web page

- + 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



Skyscraper
160 x 600 px

Super Banner
1126 x 150 px



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

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

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.

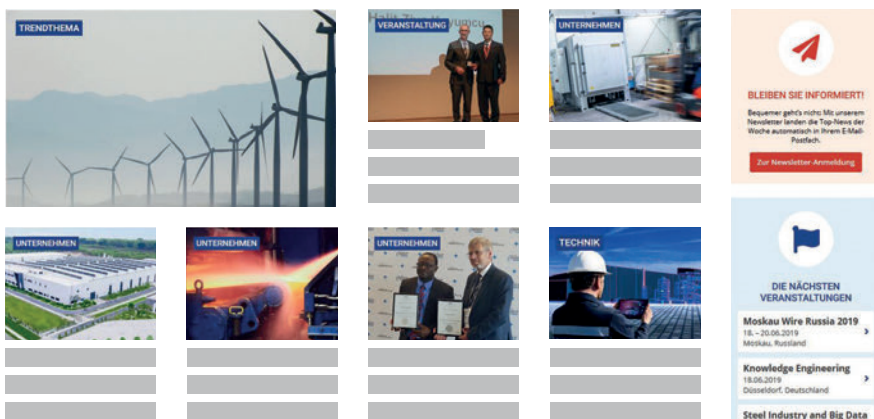
SILVER

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

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

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

Listing in directory
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



Internationale Fachmesse für Druckguss-Technik, Prozesse, Produkte

HOME ARTIKEL **PRODUKTE & FIRMAN** GIESSEREI-MEDIEN **BRANCHENPORTAL** TERMINE MEDIAT

Home > Produkte & Firmen

Produkte & Firmen: Wo gibt es was und wer stellt es her?

Sie suchen ein Produkt aus der Gießertechnik? Einen Hersteller, einen Dienstleister oder Informationen über Ihre Wettbewerber? Unser Firmen- und Produktverzeichnis ist das Who-is-who und What-is-What für die Gießereibranche. Oder anders gesagt: „In“ ist, wer drin ist.

Fehlt Ihr Unternehmen in unserem Verzeichnis?
Oder möchten Sie ihren Unternehmensbeitrag in unserem Verzeichnis ergänzen?

Sprechen Sie uns dazu gerne an.

In unseren **Mediadaten** können Sie sich darüber hinaus ausführlich über die verschiedenen Eintragsvarianten für das Verzeichnis informieren.

TOP-FIRMEN

powered by **GIESSEREI**

MEDIADATEN NEWSLETTER KONTAKT

Top Company

TOP-FIRMEN

DVS MEDIA GMBH Fachmedien für die Schweißtechnik Mehr erfahren	MAGMA GIESSEREITECHNOLOGIE GMBH Committed to Casting Excellence Mehr erfahren	ABP INDUCTION SYSTEMS GMBH Ein Unternehmen – weltweiter Service Mehr erfahren	ACTOS GESELLSCHAFT FÜR TECHNISCHE OBERFLÄCHENSYSTEME MBH Erhalten Sie den Wert ihrer Strahlanlagen Mehr erfahren
JASPER GESELLSCHAFT FÜR ENERGIEWIRTSCHAFT UND KYBERNETIK MBH Feuer und Flamme für Innovationen Mehr erfahren	VESUVIUS GMBH - FOSECO weltweit führendes Unternehmen in der Metallflusstechnik Mehr erfahren	GIFA 2023 15. Internationale GIESSEREI-Fachmesse mit Technical Forum Mehr erfahren	RGU GMBH Wir lieben Gießerei... Mehr erfahren

In Ihrem Fachbuch

Zur Newsletter-Anmeldung

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A t vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergr en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A t vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergr en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.



tero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergen, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

tero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergen, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

Additional text:
3,000 characters + images

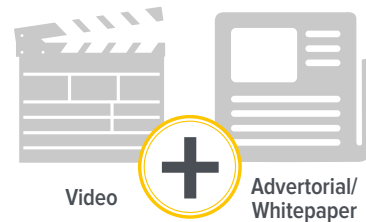
Musterfirma GmbH

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.

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

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

TRENDTHEMA



UNTERNEHMEN



UNTERNEHMEN



UNTERNEHMEN



BLEIBEN SIE INFORMIERT!

Bequemer geht's nicht: Mit unseren Newsletter werden die Top News der Woche automatisch in Ihren E-Mail-Postfach.

Zur Newsletter Anmeldung

Skyscraper
160 x 600 px

Super Banner
1126 x 150 px

JOBPORTAL

in Cooperation with:  StepStone

Colour surcharge:

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



**HOME OF
FOUNDRY**
DAS BRANCHENPORTAL



**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

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.

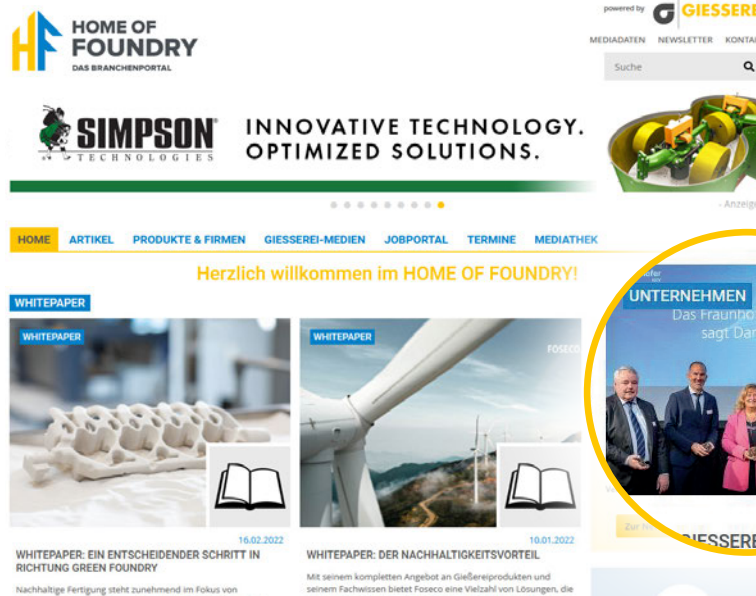
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

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



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

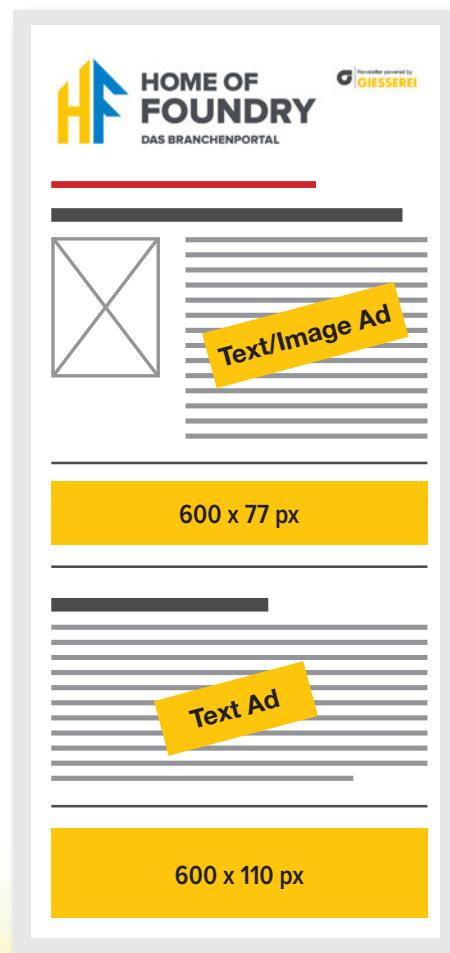
The bi-lingual HOME OF FOUNDRY Newsletter is regularly published and provides the latest news in a nutshell from the industry for the industry. Ensure that your advertising is in the right context.

Choose between these options:

Fullbanner	600 x 77 px	313 €
Text Ad	400 characters max.	325 €
Text/Image Ad	300 characters max. + 1 image	325 €
Special Banner	600 x 110 px	441 €

Booking and ad required:

10 days prior to mailing date



THE NEWSLETTER, DATES 2026/27



DATES 2026/27

ISSUE	TRANSMISSION DATE	DELIVERY DATE	EVENT
January 1	08.01.2026	30.12.2025	EUROGUSS, Nuremberg/Germany  EUROGUSS
January 2	09.01.2026	02.01.2026	EUROGUSS, Nuremberg/Germany  EUROGUSS
January 3	12.01.2026	05.01.2026	EUROGUSS, Nuremberg/Germany  EUROGUSS
January 4	13.01.2026	06.01.2026	EUROGUSS, Nuremberg/Germany  EUROGUSS
January 5	22.01.2026	15.01.2026	
February 1	05.02.2026	29.01.2026	
February 2	19.02.2026	12.02.2026	
March 1	05.03.2026	26.02.2026	AM Forum, Berlin
March 2	19.03.2026	12.03.2026	
April 1	02.04.2026	26.03.2026	HANNOVER MESSE, Hanover/Germany
April 2	16.04.2026	10.04.2026	68. Österreichische Gießereitagung, Gurten/Austria
April 3	30.04.2026	23.04.2026	SurfaceTechnology, Stuttgart/Germany
May 1	13.05.2026	06.05.2026	Deutscher Gießereitag, Göttingen/Germany
May 2	28.05.2026	21.05.2026	CastForge, Stuttgart/Germany 
June 1	11.06.2026	28.05.2026	Lightweight Asia - Asia's Lightweight Automotive Trade Fair, Shanghai/PRC China
June 2	25.06.2026	18.06.2026	ALUMINIUM CHINA, Shanghai/PRC China
July 1	09.07.2026	02.07.2026	
July 2	23.07.2026	16.07.2026	
August 1	06.08.2026	30.07.2026	Taipei Int. Mold & Die Industry Fair, Taipei/Taiwan
August 2	20.08.2026	13.08.2026	GIFA INDONESIA, Jakarta/Indonesia 
September 1	03.09.2026	27.08.2026	AMB, Stuttgart/Germany
September 2	17.09.2026	10.09.2026	ANKIROS / ANNOFER / TURKCAST, Istanbul/Türkiye 
October 1	01.10.2026	24.09.2026	ALUMINIUM, Düsseldorf/Germany 
October 2	15.10.2026	08.10.2026	GIFA Mexico, Monterrey/Mexico 
October 3	29.10.2026	22.10.2026	
November 1	12.11.2026	05.11.2026	Formnext, Frankfurt/Germany 
November 2	26.11.2026	19.11.2026	
December 1	10.12.2026	03.12.2026	
December 2	23.12.2026	16.12.2026	
2027			
January 1	14.01.2027	07.01.2027	
January 2	28.01.2027	21.01.2027	

SCOPE

Besuchen Sie hier die [Webversion](#).



HOME OF FOUNDRY

DAS BRANCHENPORTAL



Newsletter powered by
GIESSEREI

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Abo](#) | [Aktuelles GIESSEREI Heft](#)

Newsletter 15/2024 - 22. August 2024



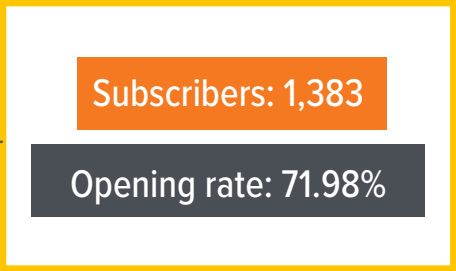
Warum der Austausch mit der Politik entscheidend bleibt

Liebe Leserinnen und Leser,

in den vergangenen zwei Wochen hatte ich die Gelegenheit, die **FWH Stahlguss GmbH**, **Otto Junker** und die **Schmiedeberger Gießerei GmbH** zu besuchen. Dabei sind interessante Gespräche entstanden, die Sie bald im HOME OF FOUNDRY nachlesen können. Der Blick hinter die Kulissen zeigt, dass alle Unternehmen bemüht sind, den Dialog mit politischen Mandatsträgern zu suchen – sei es persönlich oder über Verbände. Es bleibt entscheidend, im Kontakt zu bleiben, nachzuhaken und die technischen Aspekte der Branche immer wieder zu verdeutlichen. Nutzen Sie die Gelegenheit, vor Ort mit Ihren Abgeordneten zu sprechen und bleiben Sie dran.

Auch im vorliegenden Newsletter haben wir wieder interessante Inhalte für Sie zusammengestellt. Viel Spaß bei der heutigen Lektüre und bleiben Sie kommunikativ!

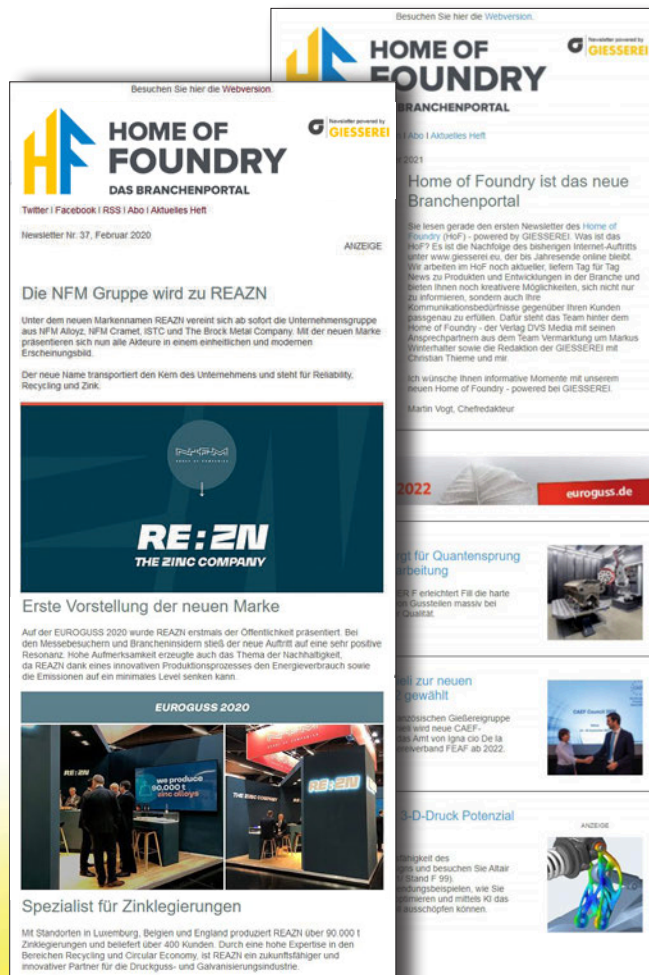
Christian Thieme
HOME OF FOUNDRY-Redaktion



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 €**

SOCIAL MEDIA POSTING



Leverage the GIESSEREI network and give your press releases a social media boost.

LinkedIn 2026

1x Posting 325,00 €

3x Postings 900,00 €

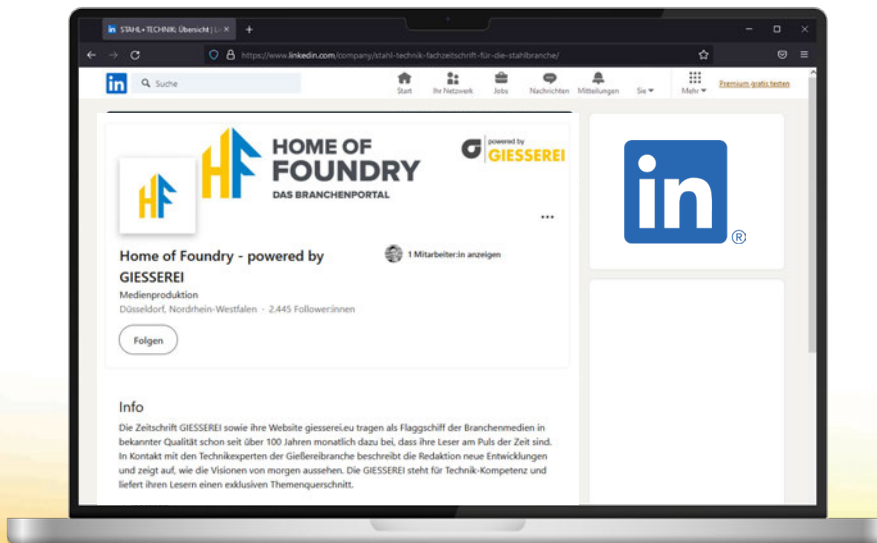
10x Postings 2.500,00 €

Posting enthält:

800 Zeichen inklusive Leerzeichen

5x Hashtags

1 Bild (600 px breit x 600 px hoch)



Follower:
2,654

2025

Follower:
2,442

2024

Follower:
2,308

2023



DVS Media GmbH

Aachener Str. 172
40223 Düsseldorf

T +49 211 1591-0
F +49 211 1591-150

anzeigen@dvs-media.info
www.home-of-foundry.de