



HOME OF FOUNDRY

DAS BRANCHENPORTAL

MEDIA KIT 2024

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.

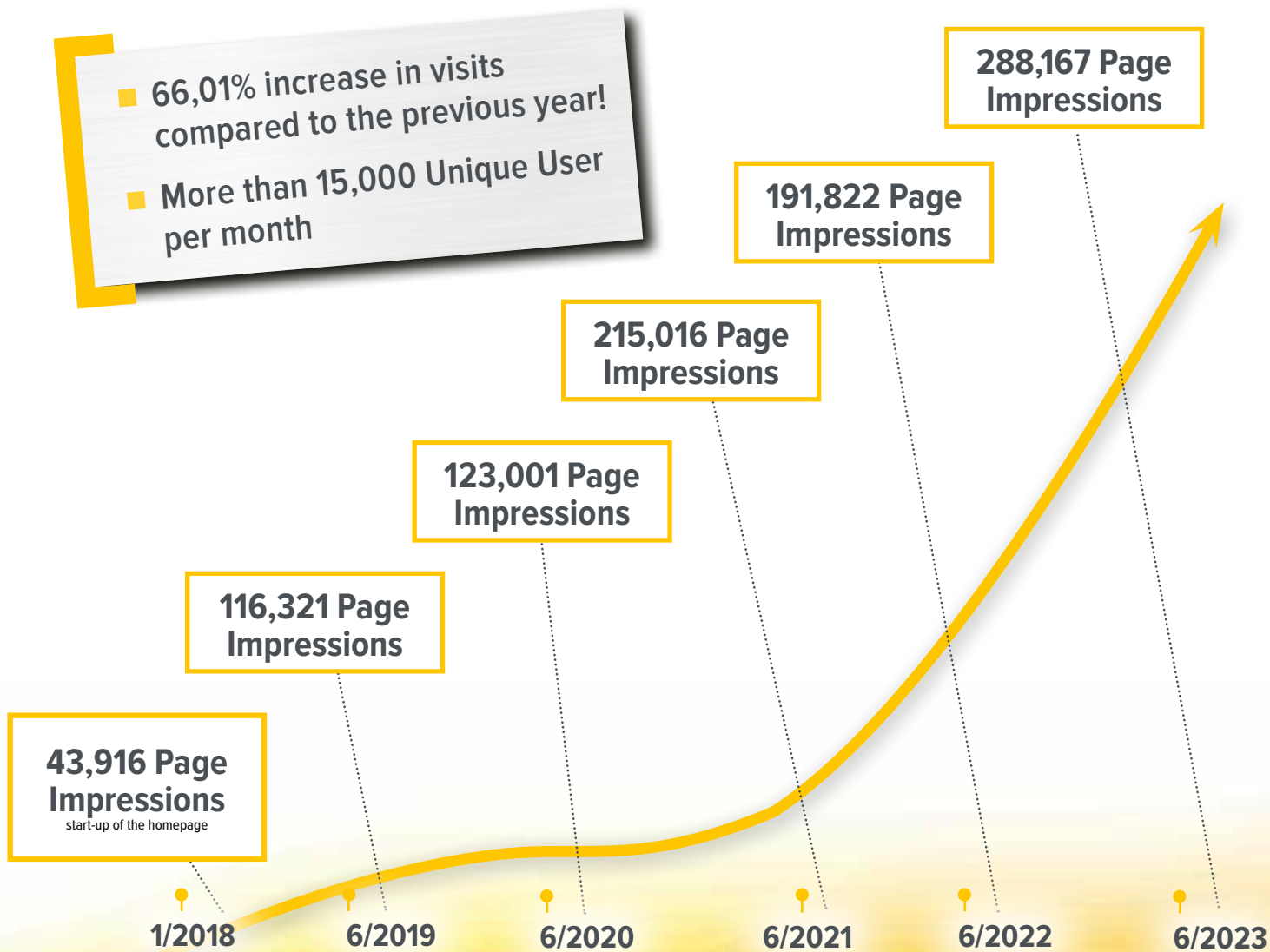
Everything for foundrymen
www.home-of-foundry.de



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, 2023)

- 66,01% increase in visits compared to the previous year!
- More than 15,000 Unique User per month



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 menu with 'PRODUKTE & FIRMEN' selected. Below the menu, there are breadcrumb links: '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: 
Address: Walldürmer Straße 50, 74736 Hardheim, Deutschland
Buttons: Firmendetails, Produktkategorien
- HEINRICH WAGNER SINTO Maschinenfabrik GmbH**
Logo: 
Address: Bahnhofstraße 101, 57334 Bad Laasphe, Deutschland
Buttons: Firmendetails, Produktkategorien

A 'BASIC' badge is visible at the bottom of the listing area.

* 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

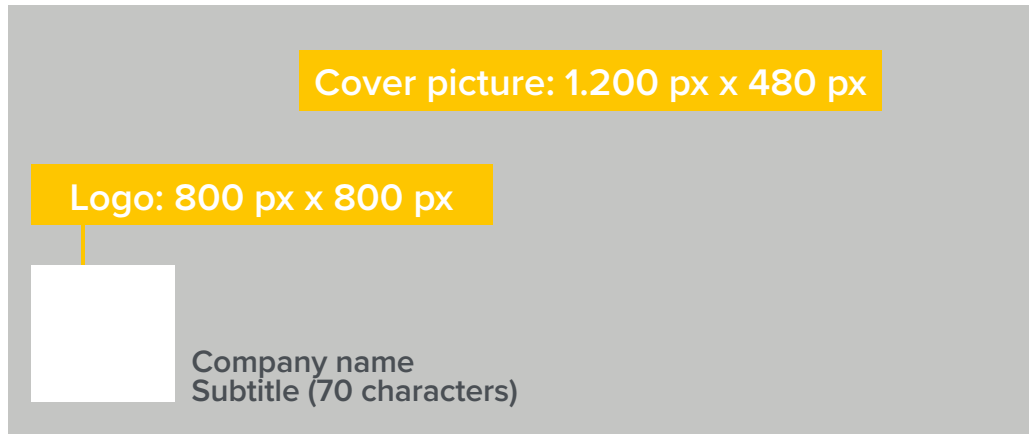
The diagram illustrates the placement of banner ads on a website layout. It features a central grid of content blocks with various images and text placeholders. Two vertical yellow bars on the left and right sides represent 'Skyscraper' ads, with dimensions 160 x 600 px. A horizontal yellow bar at the bottom represents a 'Super Banner' ad, with dimensions 1126 x 150 px. The central grid includes several content blocks with images and text, such as 'TRENDTHEMA' (wind turbines), 'VERANSTALTUNG' (two men), 'UNTERNEHMEN' (factory), 'UNTERNEHMEN' (laser), and 'UNTERNEHMEN' (two men with a certificate). A final block on the right contains a paper airplane icon and the text 'SICHERN SIE INFORMATION!'.

Skyscraper
160 x 600 px

Skyscraper
160 x 600 px

Super Banner
1126 x 150 px

PRESENTATION OF YOUR MICRO SITE



Company name Company subtitle

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Additional text: 800 characters
annual invoice plus VAT.



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

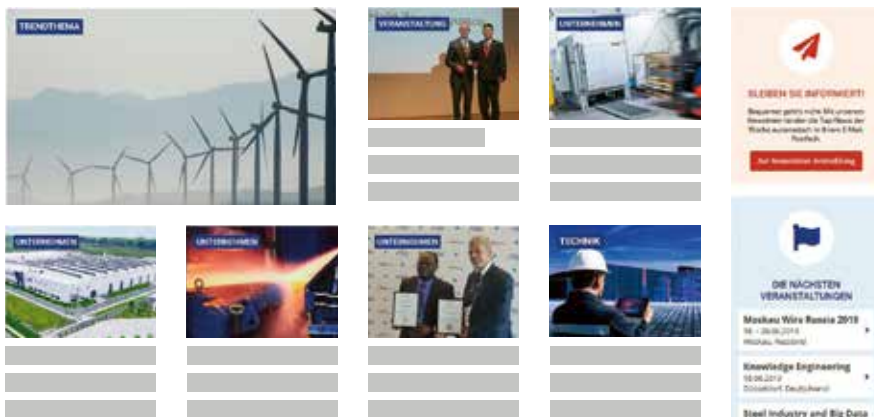
SILVER

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

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*

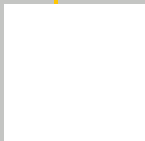
PRESENTATION AS TOP COMPANY

The image shows a screenshot of the 'HOME OF FOUNDRY' website, which is a directory for the casting industry. The main heading is 'Internationale Fachmesse für Druckguss Technik, Prozesse, Produkte'. Below this, there is a navigation bar with 'HOME', 'ARTIKEL', 'PRODUKTE & FIRMAN', 'GIESSEREI-MEDIEN', 'JOBPORTAL', 'TERMINE', and 'SEITE 2'. The 'PRODUKTE & FIRMAN' section is highlighted. A search bar and a 'Top Company' label are visible. The 'TOP-FIRMEN' section displays a grid of company listings. One listing is highlighted with a yellow border, showing the company name 'DMS MEDIA GMBH', a small image, and a 'Mehr erfahren' button. Other listings include 'MAGMA GIESSERTECHNOLOGIE GMBH', 'AEP INDUCTION SYSTEMS GMBH', 'ACTUS GESELLSCHAFT FÜR TECHNISCHE OBERFLÄCHENSYSTEME MBH', 'JASPER GESELLSCHAFT FÜR ENERGIEWIRTSCHAFT UND KYBERNETIK MBH', 'VESUVIUS GMBH - FOSECO', 'GIFA 2023', and 'BSU GMBH'. The website is designed with a clean, professional layout using blue and yellow accents.

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



* 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

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 €



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



INNOVATIVE TECHNOLOGY.
OPTIMIZED SOLUTIONS.

sponsored by **GIESSEREI**

MEDIADATEN NEWSLETTER KONTAKT

Suche



- Anzeige -

HOME ARTIKEL PRODUKTE & FIRMAN GIESSEREI-MEDIEN JOBPORTAL TERMINE MEDIATHEK

Herzlich willkommen im HOME OF FOUNDRY!

WHITEPAPER



WHITEPAPER: EIN ENTSCHEIDENDER SCHRITT IN RICHTUNG GREEN FOUNDRY
Nachhaltige Fertigung steht zunehmend im Fokus und



WHITEPAPER: DER NACHHALTIGKEITSVORTEIL
Mit seinem kompletten Angebot an Gießereiprodukten und
weiteren Fachkenntnissen bietet Procast eine Vielzahl von Lösungen, die



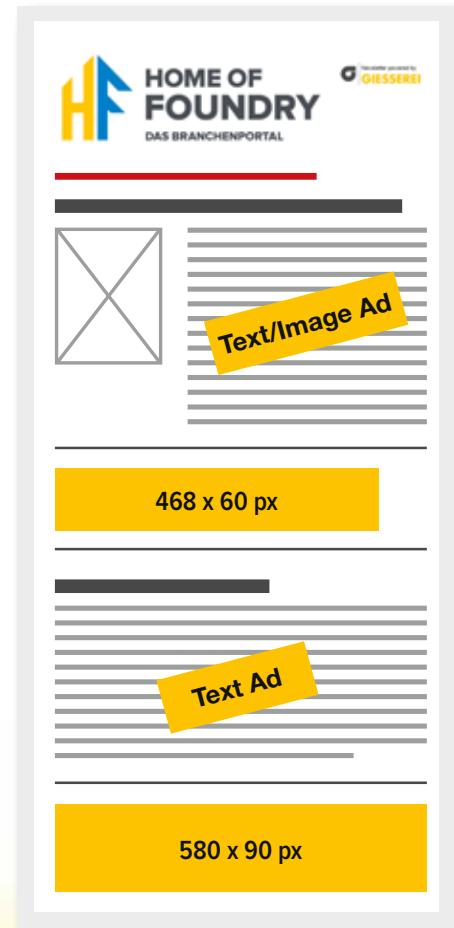
THE NEWSLETTER, YOUR DIRECT LINE TO THE INDUSTRY **FAST, DIRECT, COST-EFFICIENT!**

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	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

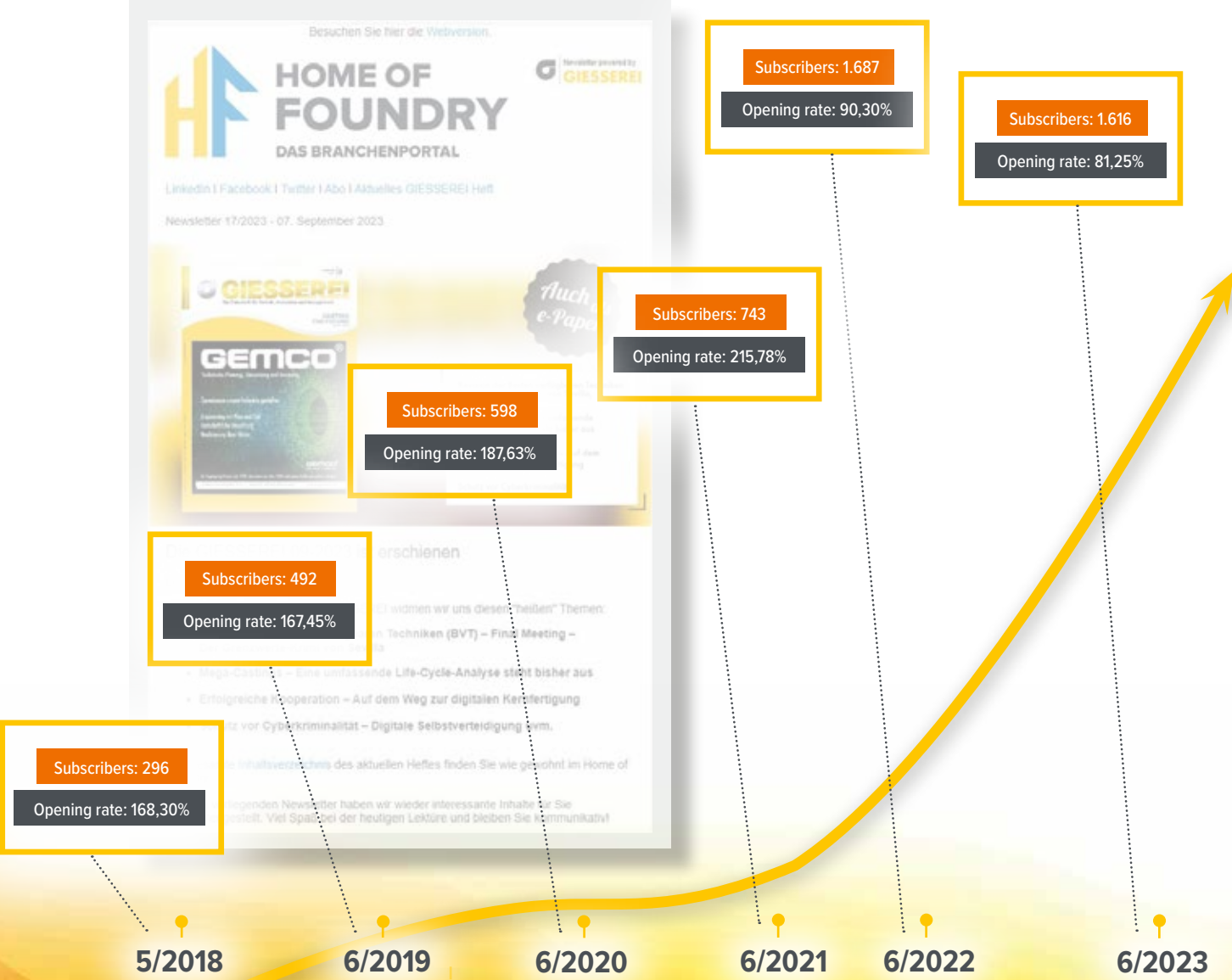


THE NEWSLETTER, DATES 2024/25

DATES 2024/25

ISSUE	TRANSMISSION	DATA DELIVERY	EVENT
January 1	04.01.2024	20.12.2023	
January 2	11.01.2024	04.01.2024	NORTEC, Hamburg/Germany EUROGUSS, Nuremberg/Germany  EUROGUSS
January 3	12.01.2024	05.01.2024	EUROGUSS, Nuremberg/Germany
January 4	15.01.2024	08.01.2024	EUROGUSS, Nuremberg/Germany
January 5	16.01.2024	09.01.2024	EUROGUSS, Nuremberg/Germany
January 6	17.01.2024	10.01.2024	EUROGUSS, Nuremberg/Germany
January 7	18.01.2024	11.01.2024	EUROGUSS, Nuremberg/Germany
February 1	08.02.2024	01.02.2024	
February 2	22.02.2024	15.02.2024	48. Aachener Gießerei-Kolloquium, Aachen/Germany
March 1	07.03.2024	29.02.2024	48. Aachener Gießerei-Kolloquium, Aachen/Germany
March 2	21.03.2024	14.03.2024	
April 1	04.04.2024	28.03.2024	Große Gießereitechnische Tagung 2024, Salzburg/Austria
April 2	18.04.2024	11.04.2024	36. Control, Stuttgart/Germany Große Gießereitechnische Tagung 2024, Salzburg/Austria
April 3	25.04.2024	18.04.2024	Große Gießereitechnische Tagung 2024, Salzburg/Austria
May 1	08.05.2024	30.04.2024	Aalener Gießerei Kolloquium 2024, Aalen
May 2	23.05.2024	16.05.2024	CastForge, Stuttgart/Germany
June 1	06.06.2024	31.05.2024	
June 2	20.06.2024	13.06.2024	
July 1	04.07.2024	26.06.2024	
July 2	18.07.2024	11.07.2024	
August 1	08.08.2024	01.08.2024	
August 2	22.08.2024	15.08.2024	64. IFC Portoroz, Portoroz/Slovenia
September 1	05.09.2024	29.08.2024	64. IFC Portoroz, Portoroz/Slovenia Ankiras, Istanbul/Türkiye
September 2	19.09.2024	12.09.2024	ALUMINIUM, Düsseldorf/Germany METALS, Kielce/Poland
October 1	02.10.2024	26.09.2024	ALUMINIUM, Düsseldorf/Germany GIFA Mexico, Mexico City/Mexiko
October 2	17.10.2024	10.10.2024	34. Ledebur-Kolloquium, Freiberg/Germany 75. World Foundry Congress, Deyang/PR China
November 1	07.11.2024	31.10.2024	Formnext 2024, Frankfurt/Germany
November 2	21.11.2024	14.11.2024	
December 1	05.12.2024	28.11.2024	
December 2	19.12.2024	12.12.2024	
2025			
January 1	02.01.2025	19.12.2024	

SCOPE

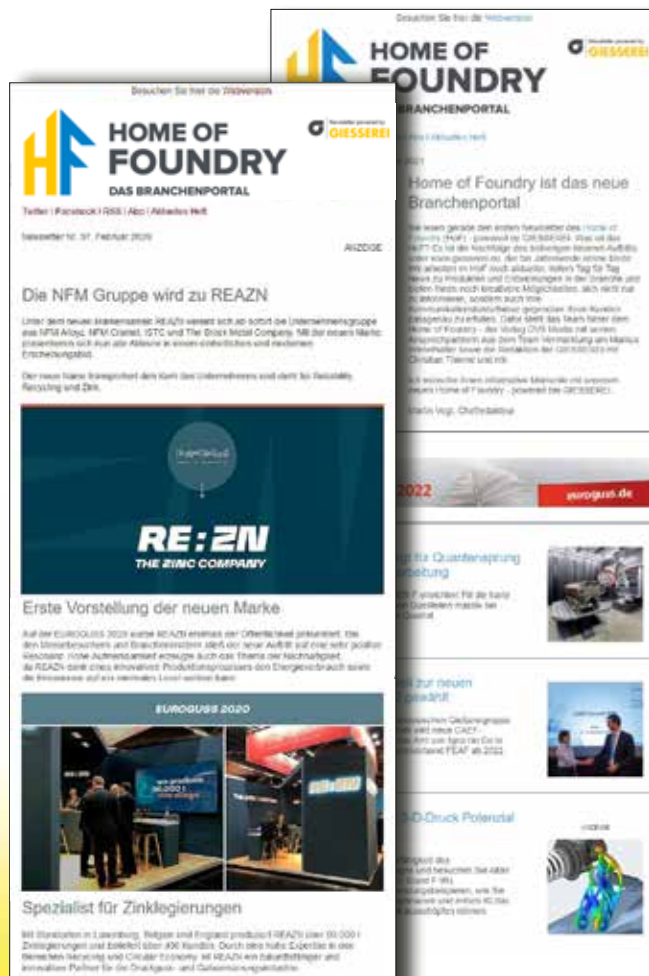


Data collecting for GIESSEREI Newsletter on June 30, 2023

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 €**