

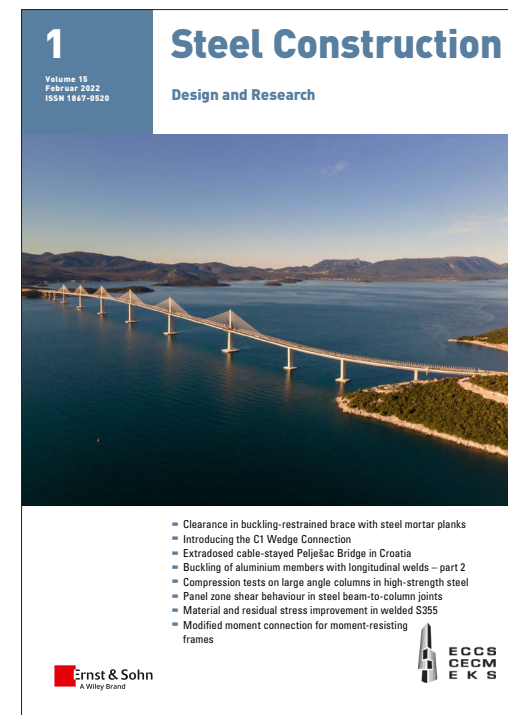
MEDIAKIT 2023

 **Ernst & Sohn**  
A Wiley Brand

# Steel Construction

## Design and Research

International journal for steel construction  
in research and practice.



## DESIGN AND RESEARCH

### TABLE OF CONTENT

■ Intro .....	01
■ Topics and Dates .....	02
■ Numbers, Data, Facts. ....	02
■ Ad Formats And Prices .....	03

The journal *Steel Construction* unites oriented steel construction, which, in the interests of resource-saving construction, confidently combines with other types of construction such as concrete, glass, rope and membrane construction to form system-integrated steel construction. The technical papers published in *Steel Construction* are first publications. Steel Construction has been the official membership magazine of the ECCS European Convention for Constructional Steelwork since 2010.

- **Exclusivity:** You reach an exclusive target group with specialist planners, planning and consulting engineers, architects, decision-makers and building owner consultants. Subscribers: 3,000 plus an average of 4 co-readers. No free distribution! 4 times per year!
- **Editing service fitted to your needs:** We offer experiences in advising and creating project and product reports and your advertisement placement. Different topics and special distributions for trade fairs / congresses offer the right editorial environment for your products and services!
- **Know How:** Our experienced team from the advertising sales, editing and processing is at your side with advice and action across all projects. Full service!
- **Quality:** Our top authors are knowledge drivers and first representatives of their profession and community – the publisher stands for reliable specialist information and you can be a part of it!
- **Reputation:** With your presence in our specialist magazine, you will become part of the specialist community in steel construction.
- **Experience and tradition:** The journal is firmly anchored in various specialist areas, also in close cooperation with scientific associations.
- **Solutions:** Our readers expect solutions to their information needs – across all media – offer your solutions in print and online.

ISSUES	TOPICS
<b>1</b>	<ul style="list-style-type: none"> <li>■ Composite structures</li> <li>■ Steel frame structures</li> <li>■ Steel bridges</li> <li>■ Green Steel</li> <li>■ Standards (e.g. Eurocodes)</li> <li>■ Structural glazing</li> </ul>
<b>PD: 20.02.2023</b> <b>AD: 19.01.2023</b> <b>ED: 20.01.2023</b>	
<b>2</b>	<ul style="list-style-type: none"> <li>■ Lightweight constructions</li> <li>■ Facades and roof sheeting</li> <li>■ Cable and membrane structures</li> <li>■ Tubular structures</li> <li>■ Space frameworks</li> <li>■ Offshore structures</li> </ul>
<b>PD: 16.05.2023</b> <b>AD: 13.04.2023</b> <b>ED: 14.04.2023</b>	
<b>3</b>	<ul style="list-style-type: none"> <li>■ Wind turbines</li> <li>■ Cranes Masts</li> <li>■ Towers</li> <li>■ Vessels</li> <li>■ Tanks</li> <li>■ Chimneys</li> </ul>
<b>PD: 16.08.2023</b> <b>AD: 17.07.2023</b> <b>ED: 18.07.2023</b>	
<b>4</b>	<ul style="list-style-type: none"> <li>■ Hydraulic structures</li> <li>■ Stability</li> <li>■ Connections</li> <li>■ Steel frames</li> <li>■ Shells and plates</li> <li>■ Cold-formed sections</li> <li>■ Welding</li> <li>■ Refurbishment</li> </ul>
<b>PD: 16.11.2023</b> <b>AD: 16.10.2023</b> <b>ED: 17.10.2023</b>	

**PD: PUBLISHING DATE**  
**AD: ADVERTISING DEADLINE**  
**ED: EDITORIAL DEADLINE**

## FAIRS & EXHIBITIONS

### Fastener Fair Global 2023

9th International Exhibition for the  
Fastener and Fixing Industry  
21.03.–23.03.2023

### 32. Brückenbausymposium Dresden

30.05.–31.05.2023

### EUROSTEEL Amsterdam

12.09.–14.09.2023

## NUMBERS. DATA. FACTS. EVERYTHING AT A GLANCE

### VOLUME/YEAR

16 / 2023

### TRIM SIZE

210 x 297 mm (WxH), DIN A4

### TYPE AREA

181 x 262 mm

### METHOD OF PRINTING

offset

### MATERIAL REQUIRED

electronic data – high-resolution PDF

### FREQUENCY

4 issues per year:  
February, May, August, November

### TOTAL PRINT RUN

3.000 copies

### SOCIETY

ECCS-CECM-EKS  
32, av. des Ombrages, bte 20  
1200 Brussels, Belgium

### PUBLISHER

Ernst & Sohn GmbH  
Rotherstraße 21, D-10245 Berlin  
**www.ernst-und-sohn.de**

### EDITOR-IN-CHIEF

Dr. Bernhard Hauke  
Tel. +49 160 97858589  
bhauke@wiley.com

### BOARDS

www.ernst-und-sohn.de/en/stco-boards

### ADVERTISEMENT

Katharina Grinshpun  
phone: +49 (0)30 47031-015 · Fax -230  
kgrinshpun@wiley.com

### TERMS OF PAYMENT

payment within 30 days without deduction

### BANK DETAILS

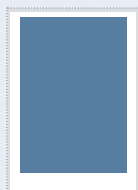
J. P. Morgan AG | 60310 Frankfurt | Germany  
BIC CHASDEFX  
IBAN DE55501108006161517443  
Account Owner Wiley-VCH GmbH

### GENERAL TERMS AND CONDITIONS

www.ernst-und-sohn.de/en/advertising-gtc

## AD FORMATS AND PRICES

### 1/1 PAGE



<b>WxH</b>	<b>b/w</b>	<b>2 colour*</b>	<b>3 colour*</b>	<b>full colour*</b>
<b>T:</b> 181x262 mm	<b>T:</b> € 1.890	€ 2.220	€ 2.580	€ 2.940
<b>B:</b> 210x297 mm	<b>B:</b> € 2.085	€ 2.415	€ 2.775	€ 3.135

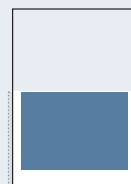
#### Inside back/front cover

on request

**B:** 210x297 mm (WxH) full colour\*

€ 3.485

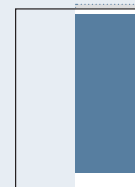
### 1/2 PAGE



#### landscape WxH

**T:** 181x128 mm

**B:** 210x148 mm



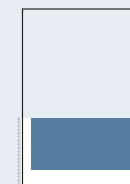
#### portrait (WxH)

**T:** 88x262 mm

**B:** 103x297 mm

<b>b/w</b>	<b>2 colour*</b>	<b>3 colour*</b>	<b>full colour*</b>
<b>T:</b> € 1.135	€ 1.325	€ 1.515	€ 1.705
<b>B:</b> € 1.350	€ 1.540	€ 1.730	€ 1.920

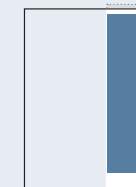
### 1/3 PAGE



#### landscape (WxH)

**T:** 181x84 mm

**B:** 210x104 mm



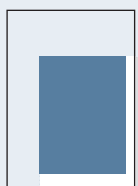
#### portrait (WxH)

**T:** 57x262 mm

**B:** 72x297 mm

<b>s/w</b>	<b>2 colour*</b>	<b>3 colour*</b>	<b>full colour*</b>
<b>T:</b> € 925	€ 1.080	€ 1.235	€ 1.390
<b>B:</b> € 1.220	€ 1.375	€ 1.530	€ 1.685

### JUNIOR PAGE



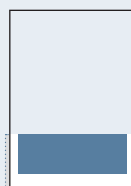
#### WxH

**T:** 137x190 mm

**B:** 152x210 mm

<b>b/w</b>	<b>2 colour*</b>	<b>3 colour*</b>	<b>full colour*</b>
<b>T:</b> € 1.210	€ 1.430	€ 1.650	€ 1.870
<b>B:</b> € 1.500	€ 1.720	€ 1.940	€ 2.160

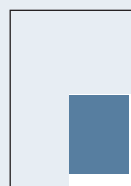
### 1/4 PAGE



#### landscape (WxH)

**T:** 181x63 mm

**B:** 210x83 mm





#### portrait (WxH)

**T:** 88x128 mm

**B:** 103x148 mm

<b>b/w</b>	<b>2 colour*</b>	<b>3 colour*</b>	<b>full colour*</b>
<b>T:</b> € 685	€ 815	€ 945	€ 1.075
<b>B:</b> € 975	€ 1.105	€ 1.235	€ 1.365

 **T: type area**

 **B: bleed size**  
plus 3 mm overlap to the site

\* Prices for all colors generated from Euro scale.  
The surcharge for special colours (HKS, Pantone etc.) in the amount of € 385 will be added to the colour price.  
**All prices plus VAT.**

## AD FORMATS AND PRICES

### OTHER FORMATS

#### COVER PAGE

Your photo on the cover page (without logo, without slogan) – you can't get more attention! A description of your photo above the content overview on the 2nd page and a two-page advertorial show your expertise and offers and let them appear in the right light. The cover page and the content overview will be published on the Ernst & Sohn homepage as well.

€ 2.340

#### JOB MARKET

Career in civil engineering € 3,20 per mm in b/w kgrinshpun@wiley.com  
€ 200 color surcharge Tel. +49 (0)30 47031-015

#### BOUND INSERTS

2 pages € 3.660 Details on request with basic require  
4 pages € 5.470 ment on 3,000 copies

**LOOSE INSERTS** up to 25 g € 742 per thousand Basic requirement 3,000 copies +  
events

**POSTCARDS** € 420 per thousand Basic requirement 3,000 copies +  
events

### ONLINE

#### E-PDF ADVERTS ON WILEY ONLINE

##### LIBRARY DATABASE

Adverts before all article downloads of this journal on request

#### ERNST & SOHN NEWSLETTER

E&S customer subscribers, single issue subscribers, buyers from the core target group of planning and consulting engineers): approx. 3,500 addresses with an opening rate of approx. 60 %. The newsletter appears monthly, mostly at the end of the month – due date by the 5th of each month of publication.

##### Data delivery:

**Text** – headline up to 50 characters (incl. spaces)

**Newsletter teaser** – up to 500 characters, no italic/versal/bold, 1 linking

**Image format** – 275 x 220 px 4c jpg, link on landing page € 950

#### ENTRY IN THE EVENT CALENDAR

**ERNST & SOHN ONLINE** € 500

**Do you want to score with content? The communication of your services with an editorial presentation supports your content marketing and reaches your audience in a relevant and thematically coherent way.**

### PRINT/ONLINE

#### ERNST & SOHN BULLETIN – YOUR SUPPLEMENT IN THE ERNST & SOHN STYLE

A premium channel with a convincing effect. With stories about your company, your products and services make them come alive. Serious and reliable, with a high-quality appearance, your Bulletin exclusively stands for sustainable knowledge transfer and appreciative customer loyalty.

from € 9.600

#### EXPERT INTERVIEW

Complex topics can be presented in a more understandable way through a meaningful combination of direct and indirect questions. The survey by experts appears trustworthy and thus also promotes trust in your product / project.

##### PRINT

##### SHORT

€ 2.100

##### LONG

€ 3.000

##### ONLINE

€ 2.100

€ 3.000

##### PRINT + ONLINE

€ 2.700

€ 3.800

#### ADVERTORIALS

##### Lead story

A highlight photo of the project or product pulls the reader under its spell – the lead story starts with a half-page photo and informs your target group about your offers on another 1.5 printed pages.

7,500 characters with spaces + 3 illustrations + 1/2 page MEGA-image € 3.100

##### Advertorial

Advertorial 2 pages (10,000 characters with spaces + 4 images) € 2.960

Advertorial 1 page (5,000 characters with spaces + 2 images) € 1.740