

MEDIAKIT 2024

Steel Construction

Design and Research

International journal for steel construction
in research and practice.



DESIGN AND RESEARCH

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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

1

- Composite structures
- Steel frame structures
- Steel bridges
- Green Steel
- Standards (e.g. Eurocodes)
- Structural glazing

PD: 20.02.2024

ED: 18.01.2024

AD: 19.01.2024

2

- Lightweight constructions
- Facades and roof sheeting
- Cable and membrane structures
- Tubular structures
- Space frameworks
- Offshore structures

PD: 16.05.2024

ED: 11.04.2024

AD: 12.04.2024

3

- Wind turbines
- Cranes Masts
- Towers
- Vessels
- Tanks
- Chimneys

PD: 16.08.2024

ED: 17.07.2024

AD: 18.07.2024

4

- Hydraulic structures
- Stability
- Connections
- Steel frames
- Shells and plates
- Cold-formed sections
- Welding
- Refurbishment

PD: 18.11.2024

ED: 16.10.2024

AD: 17.10.2024

FAIRS & EXHIBITIONS

33. Brückenbausymposium Dresden

13.03.–14.03.2024

NUMBERS. DATA. FACTS. EVERYTHING AT A GLANCE

VOLUME/YEAR

17 / 2024

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

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www.ernst-und-sohn.de

EDITOR-IN-CHIEF

Dr. Bernhard Hauke

Tel. +49 160 97858589

bhauke@wiley.com

BOARDS

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Katharina Grinshpun

phone: +49 (0)30 47031-015 · Fax -230

kgrinshpun@wiley.com

TERMS OF PAYMENT

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BANK DETAILS

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Account Owner Wiley-VCH GmbH

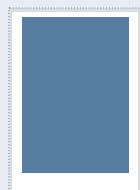
GENERAL TERMS AND CONDITIONS

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

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

AD FORMATS AND PRICES

1/1 PAGE



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

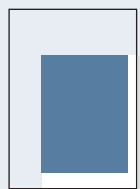
Inside back/front cover

on request

B: 210x297 mm (WxH) full colour*

€ 3.485

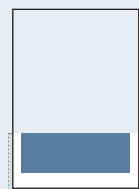
JUNIOR PAGE



WxH
T: 137x190 mm
B: 152x210 mm

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

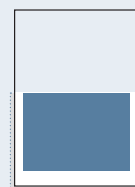
1/4 PAGE



landscape (WxH)
T: 181x63 mm
B: 210x83 mm

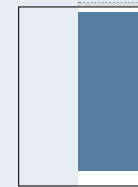
b/w	2 colour*	3 colour*	full colour*
T: € 685	€ 815	€ 945	€ 1.075
B: € 975	€ 1.105	€ 1.235	€ 1.365

1/2 PAGE



landscape WxH

T: 181x128 mm
B: 210x148 mm

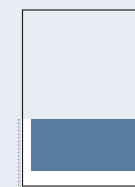


portrait (WxH)

T: 88x262 mm
B: 103x297 mm

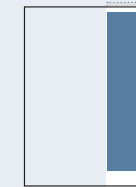
b/w	2 colour*	3 colour*	full colour*
T: € 1.135	€ 1.325	€ 1.515	€ 1.705
B: € 1.350	€ 1.540	€ 1.730	€ 1.920

1/3 PAGE



landscape (WxH)

T: 181x84 mm
B: 210x104 mm



portrait (WxH)

T: 57x262 mm
B: 72x297 mm

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



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 AND STORY

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 requirement on 3,000 copies
4 pages € 5.470

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 is published monthly, usually at the end of the month (there may be event-related deviations). The deadline for submission is the last day of the previous month.

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 captivates the reader – 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

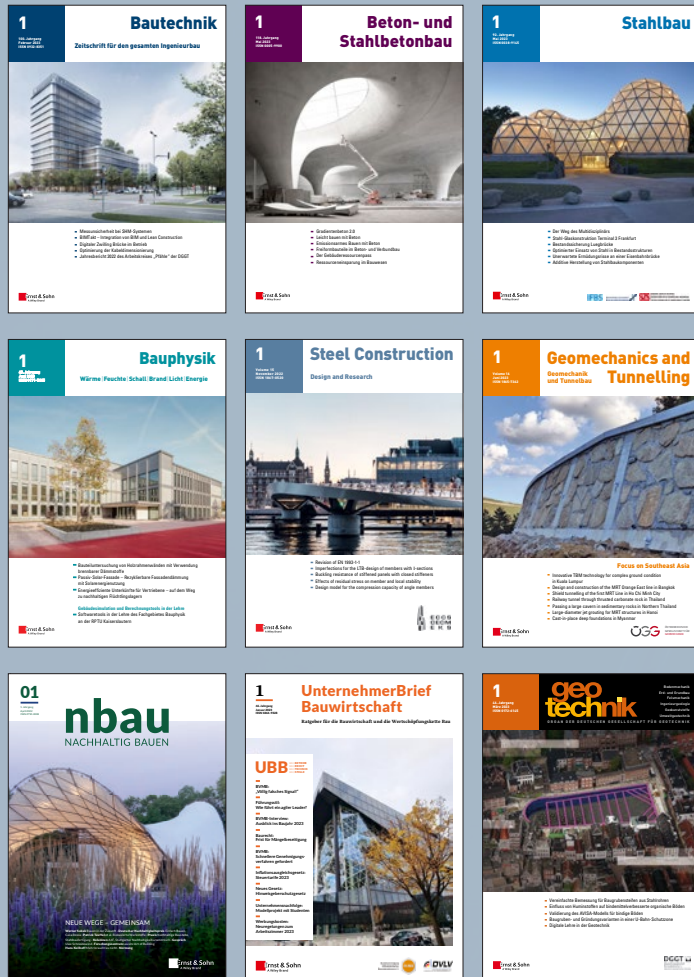
Advertorial 2 pages (10,000 characters with spaces + 4 images) € 2.960

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

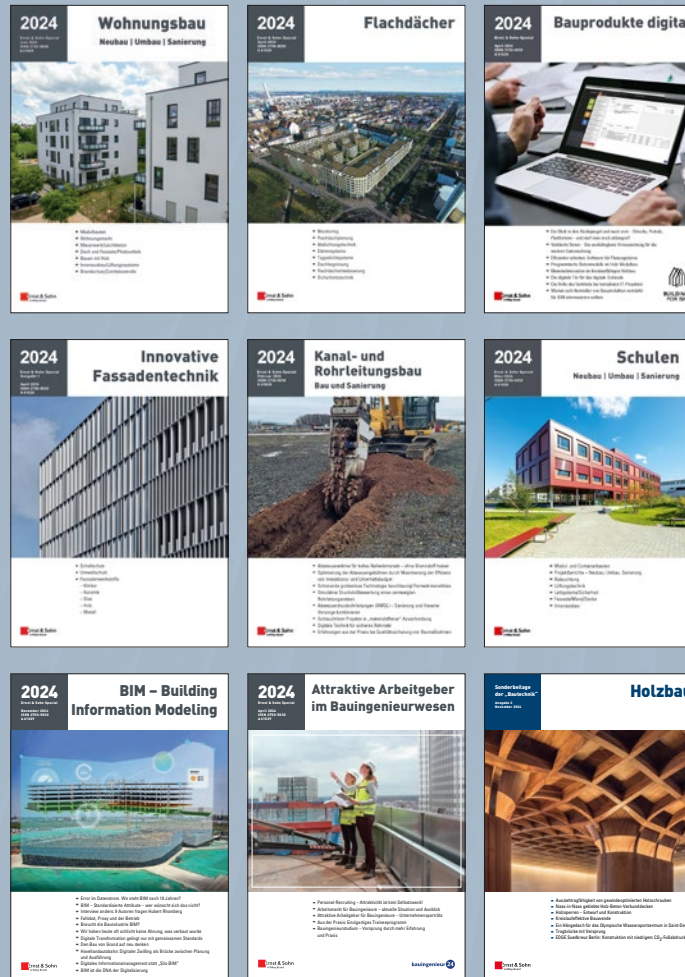
Special placements, such as cover story and cover pages, can be canceled up to 14 days before the advertising deadline.

DAS PORTFOLIO VON ERNST & SOHN IM ÜBERBLICK

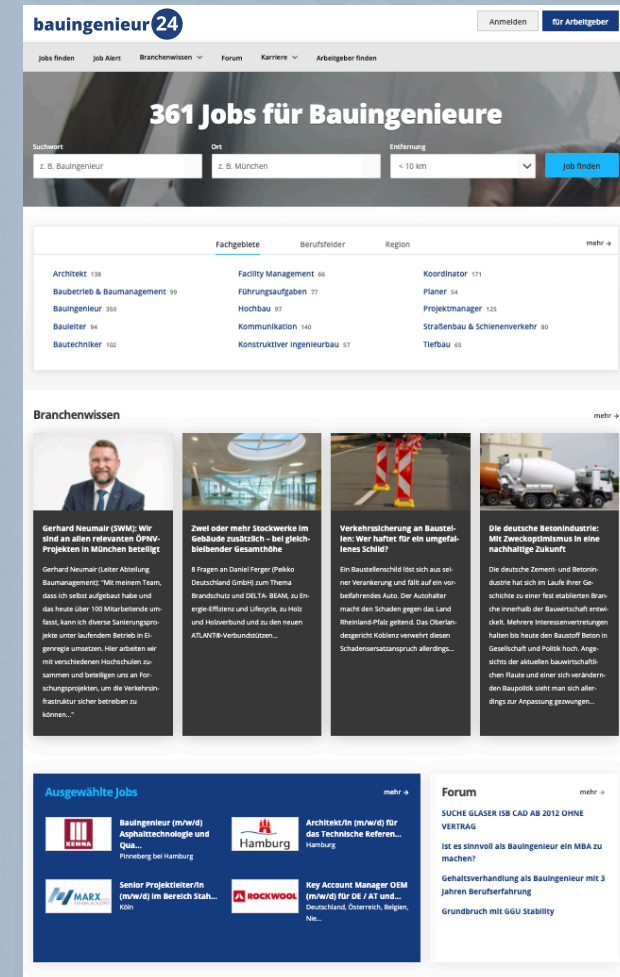
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Themenhefte & Specials



Berufsportal & Online-Stellenmarkt



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