

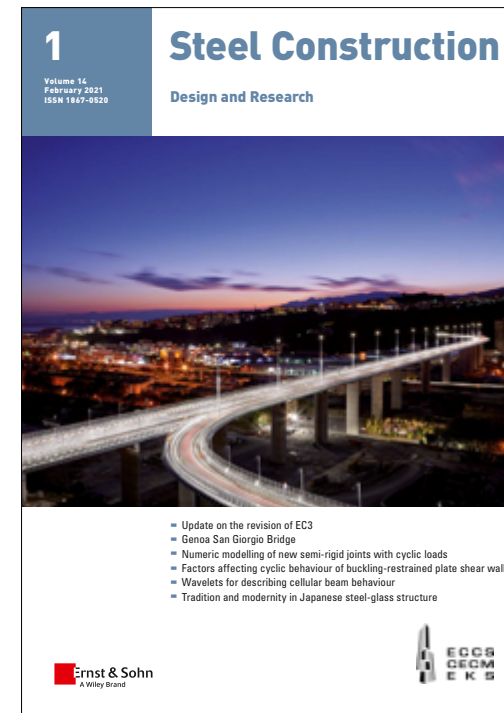
MEDIAKIT 2022

 **Ernst & Sohn**
A Wiley Brand

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!
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- **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 PD: 18.02.22 AD: 14.01.22 ED: 15.01.22	<ul style="list-style-type: none"> ■ Composite structures ■ Steel frame structures ■ Steel bridges ■ Standards (e.g. Eurocodes) ■ Structural glazing
2 PD: 16.05.22 AD: 14.04.22 ED: 15.04.22	<ul style="list-style-type: none"> ■ Lightweight constructions ■ Facades and roof sheeting ■ Cable and membrane structures ■ Tubular structures ■ Space frameworks ■ Offshore structures
3 PD: 15.08.22 AD: 15.07.22 ED: 16.07.22	<ul style="list-style-type: none"> ■ Wind turbines ■ Cranes Masts ■ Towers ■ Vessels ■ Tanks ■ Chimneys
4 PD: 15.11.22 AD: 14.10.22 ED: 15.10.22	<ul style="list-style-type: none"> ■ Hydraulic structures ■ Stability ■ Connections ■ Steel frames ■ Shells and plates ■ Cold-formed sections ■ Welding ■ Refurbishment

FAIRS & EXHIBITIONS

31. Brückenbausymposium Dresden,
07.03. – 08.03.2022

NUMBERS. DATA. FACTS. EVERYTHING AT A GLANCE

VOLUME/YEAR

16 / 2022

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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Ernst & Sohn GmbH
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BOARDS

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TERMS OF PAYMENT

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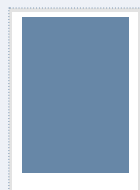
GENERAL TERMS AND CONDITIONS

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: € 1.845	€ 2.175	€ 2.510	€ 2.845
B: 210x297 mm	B: € 2.035	€ 2.665	€ 3.000	€ 3.325

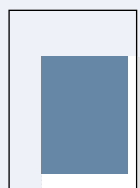
Inside back/front cover

on request

B: 210x297 mm (WxH) full colour*

€ 3.400

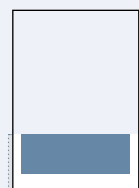
JUNIOR PAGE



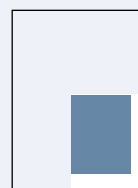
WxH
T: 137x190 mm
B: 152x210 mm

b/w	2 colour*	3 colour*	full colour*
T: € 1.180	€ 1.400	€ 1.615	€ 1.825
B: € 1.465	€ 1.685	€ 1.900	€ 2.110

1/4 PAGE



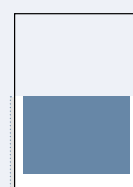
landscape (WxH)
T: 181x63 mm
B: 210x83 mm



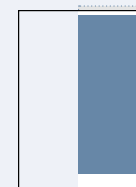
portrait (WxH)
T: 88x128 mm
B: 103x148 mm

b/w	2 colour*	3 colour*	full colour*
T: € 670	€ 800	€ 915	€ 1.030
B: € 955	€ 1.085	€ 1.200	€ 1.315

1/2 PAGE



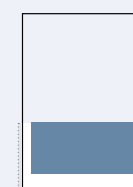
landscape WxH
T: 181x128 mm
B: 210x148 mm



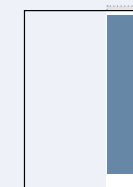
portrait (WxH)
T: 88x262 mm
B: 103x297 mm

b/w	2 colour*	3 colour*	full colour*
T: € 1.110	€ 1.300	€ 1.500	€ 1.690
B: € 1.325	€ 1.585	€ 1.785	€ 1.980

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: € 905	€ 1.060	€ 1.210	€ 1.360
B: € 1.190	€ 1.345	€ 1.500	€ 1.645

FURTHER FORMATS

COVER STORY

on request € 2.285

BOUND INSERTS

2 pages € 3.570 details on request
4 pages € 5.340

LOSSE INSERTS up to 25 g € 2.215 3.000 copies
maximal format 200 × 290 mm



T: type area



B: bleed size

plus 3mm 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.

€ 2.285

JOB MARKET

Career in civil engineering on request Jasmin.Meyer@wiley.com
Tel. +49 (0) 30-47031-238

BOUND INSERTS

2 pages € 3.570 Details on request with basic require
4 pages € 5.340 ment on 3,300 copies

LOOSE INSERT up to 25 g € 670 per thousand Basic requirement 3,000 copies +
events

POSTCARDS € 410 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 € 935

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

€ 2.000

LONG

€ 2.900

ONLINE

€ 2.000

€ 2.900

PRINT + ONLINE

€ 2.600

€ 3.700

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 € 3.000

Advertorial

Advertorial 2 pages (10,000 characters with spaces + 4 images) € 2.890

Advertorial 1 page (5,000 characters with spaces + 2 images) € 1.700