

MEDIA KIT 2024

FOUNDRY-PLANET • B2B FOR TECHNICAL AND COMMERCIAL FOUNDRY MANAGEMENT

Valid as of January 1st 2024



ABOUT FOUNDRY-PLANET



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT

PORTRAIT

foundry-planet.com is the international B2B internet portal, specifically created for foundries, foundry industry suppliers, consultants, students and buyers of metal castings.

Since the launch back in 2005, it has grown continuously and has become today's No. 1 online portal for the foundry industry, known all over the world.

foundry-planet.com gives you the unique opportunity to reach your customers worldwide. This is accomplished with effective simplicity; one exclusive and widespread medium.

SOCIAL MEDIA

 @FoundryPlanet

 company/foundry-planet-ltd.

 Foundry-Planet

YEAR/ISSUE

20th Year / 2024

HEADQUARTER

Foundry-Planet GmbH
Sebastianstrasse 4
87629 Füssen
Germany

Phone: +49 (0)8362 - 93085-0
Fax: +49 (0)8362 - 93085-20

www.foundry-planet.com
info@foundry-planet.com

”
The no. 1 online platform for the foundry industry – known all over the world!

MEET OUR FOUNDRY MEDIA EXPERTS



THOMAS FRITSCH

CEO | Editor-in-Chief

T. +49 (0)8362-93085-0
E. tf@foundry-planet.com



ANDREAS KANAT

CEO | Sales & Marketing

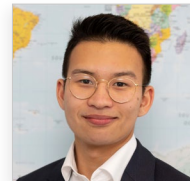
T. +49 (0)8362-93085-0
E. ak@foundry-planet.com



OANH LARSEN

International Sales

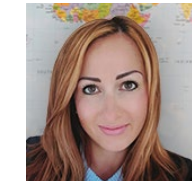
T. +49 (0)8362-93085-56
E. ol@foundry-planet.com



MAXIMILIAN SCHRÖCK

Sales Consultant

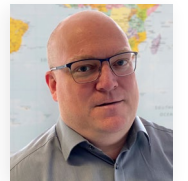
T. +49 (0)8362-93085-58
E. ms@foundry-planet.com



DIANA ENGELMANN

Editor

T. +49 (0)8362-93085-54
E. de@foundry-planet.com



FLORIAN AMANN

Online Marketing Manager

T. +49 (0)8362-93085-73
E. fa@foundry-planet.com

FACTS & FIGURES



MEDIA KIT 2024 FOUNDRY-PLANET • B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT

STATE-OF-THE-ART IN DIGITAL MEDIA

COMPETENCES

The online, branch-specific portal is a perfect tool to complete your communication and increase your customer base.

- 🔗 Articles/Reports
- 🔗 Product information
- 🔗 Animation/Illustrations
- 🔗 Videos
- 🔗 Interviews
- 🔗 Digital networking with industries, institutions and companies

You can emphasize and highlight existing promotional actions of your company – by using our online advertisement solutions. Our qualified and highly motivated team will be at your disposal at any time regarding questions, suggestions or requests.

DIGITAL CONTENTS

- 🔗 More than 50 whitepapers
- 🔗 More than 16,600 reports
- 🔗 Foundry Dictionary:
More than 11,855 technical terms (foundry related)
- 🔗 More than 21,500 images
- 🔗 More than 330 videos

NEWSLETTER

Over 59,000 subscribers worldwide are informed monthly about news and offers from the foundry industry.

DATABASE

We have accumulated 82,000 personal contacts within the industry who are notified every single time we have a special promotion on foundry-planet.

INTERNATIONAL RELATIONS

foundry-planet.com has readers and contacts all over the world and stands out within its international relations.

OUR READERS

- 🔗 Decision-makers in the foundry market
- 🔗 Top suppliers of the branch and foundries
- 🔗 International customers, buyers and traders of production materials as well as casting products
- 🔗 Industry-based associations and their members
- 🔗 Universities and technical institutes
- 🔗 Human Resource (HR) agents
- 🔗 Consultants
- 🔗 Engineers
- 🔗 Students

WEBSITE TRAFFIC STATISTICS*

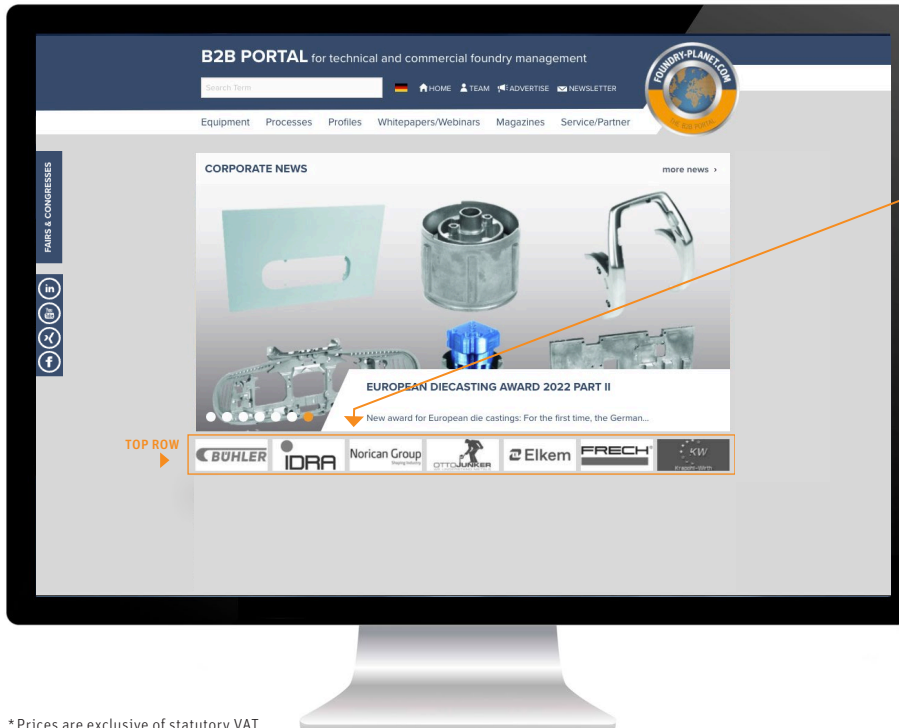
- 🔗 **Visits:** 432.165
- 🔗 **Page Impressions:** 778.897

*Source: Google Analytics/Status January – September 2023

PREMIUM PARTNER PACKAGE



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT



The best place to be on foundry-planet with high and lasting impression.

- Banner on the TOP row of foundry-planet **front page**
- Additional banner on topic page with a link to your company's website
- Corporate news press releases featured front and center on the foundry-planet homepage
- Banner and press releases included in the newsletter of foundry-planet
- Full suppliers profile

**PREMIUM PARTNER
PACKAGE LOGE**
710,- EUR* per month

* Prices are exclusive of statutory VAT.

TRIBUNE PARTNER PACKAGE



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT



Remain visible to foundry-planet readers with your logo in the Tribune section of the homepage.

- Banner in the tribune section on foundry-planet homepage
- Additional banner on topic page with a link to company's website
- Corporate news press releases on the foundry-planet homepage
- Banner and press releases included in the foundry-planet newsletter
- Full suppliers profile

TRIBUNE PARTNER PACKAGE
535,- EUR* per month

* Prices are exclusive of statutory VAT.

PARTNER PACKAGE



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT



Your ultimate branch environment.

- Banner on **topic page** or **Newsline** with a link to your company's website
- Corporate news press releases on the front page of foundry-planet
- Banner and press releases included in the newsletter of foundry-planet
- Full suppliers profile

PARTNER PACKAGE
335,- EUR* per month

* Prices are exclusive of statutory VAT.

FURTHER SERVICES | SKYSCRAPER & SUPERBANNER



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT



The first impression is everything! Satisfy your customers by delivering them the wow-effect and place your advertisement either as **Skyscraper banner** or **Superbanner**. Both will appear either on the front page of foundry-planet or on a topic page of your choice.

SKYSCRAPER BANNER | SPECIFICATIONS & PRICING

DIMENSION	140 px (width) x 600 px (height)
PRICING*	1100,- EUR per month

SUPERBANNER | SPECIFICATIONS & PRICING

DIMENSION	1034 px (width) x 200 px
PRICING*	1650,- EUR (Front Page) 1100,- EUR (Topic Page)

If you have any further questions according to general advertisement placements, please contact our marketing department:

marketing@foundry-planet.com

* Prices are exclusive of statutory VAT.

FURTHER SERVICES | RECTANGLE & WIDE CONTENT AD



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT

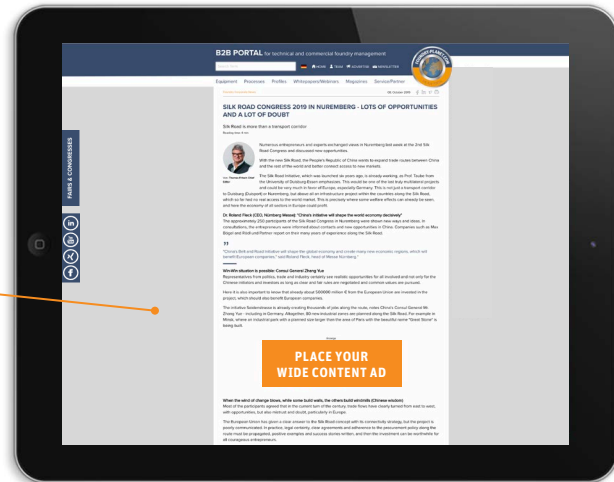


RECTANGLE SPECIFICATIONS

DIMENSION	288px (width) x 400px (height)
PARTNER-PRICING	760,- EUR per month

WIDE CONTENT AD SPECIFICATIONS

+ INKL. MOBILE	
DIMENSION	940px (width) x 300px (height)
PARTNER-PRICING	1420,- EUR per month



* Prices are exclusive of statutory VAT.

MAGAZINES | PRODUCTION / EDITORIAL CALENDAR 2024 & PRICING



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT

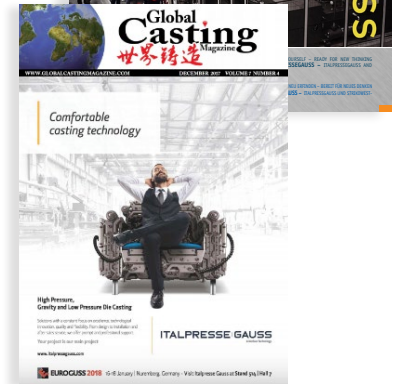
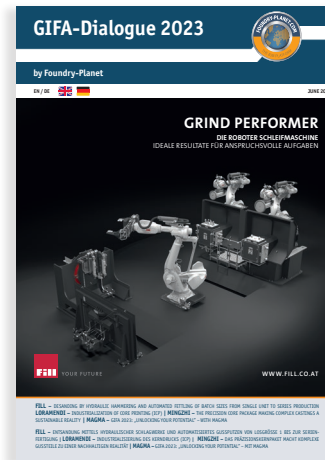
CORPORATE PUBLISHING

Offered for the industry's most important trade fairs, the foundry-planet special magazines are an ideal method to reach to your target groups via print and online distribution. Let your company's ad be featured alongside interesting technical articles and enlightening interviews with the industry's biggest players.

2024 | ► SPECIAL ISSUE MAGAZINES

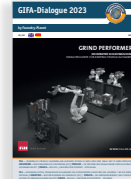
RELEASE DATE	MAGAZINE ISSUES*	MEDIUM **	DISTRIBUTION	COPIES	LANGUAGE	MATERIAL	DEADLINE **
JAN	DieCasting Dialogue January 2024	Print & Online	EUROGUSS Europe	2500	EN/DE	Ad, article & images, logo	NOV 17, 2023
SEPT	Foundry Magazine Türkiye September 2024	Print & Online	ANKIROS Istanbul, Türkiye	2000	EN/TR	Ad, article & images, logo	JUL 22, 2024

** Subject to change





MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT



COVERS & PRICING

COVER TYPES	TRIM	HANDOUT	PRICE*
FRONT COVER	210x297 mm	216x203 mm	4950,- EUR
INSIDE SECOND COVER	210x297 mm	216x203 mm	3500,- EUR
INSIDE THIRD COVER	210x297 mm	216x203 mm	3500,- EUR
OUTSIDE BACK COVER	210x297 mm	216x203 mm	3500,- EUR

PREPRINTED INSERTS & AFFIXED POSTCARDS

RATES & CONDITIONS	
up to 25g	560 €* per thousand
up to 40g	600 €* per thousand
up to 50g	640 €* per thousand

PRINT SPECIFICATIONS



TRIM	210x197 mm (Full Page)
HANDOUT	216x203 mm
PRICE*	2500,- EUR



TRIM	210x148 mm (Half Page)
HANDOUT	216x154 mm
PRICE*	1300,- EUR



TRIM	210x100 mm (Third Page)
HANDOUT	216x154 mm
PRICE*	990,- EUR

CONTACT US



+49 8362-93085-0



info@foundry-planet.com

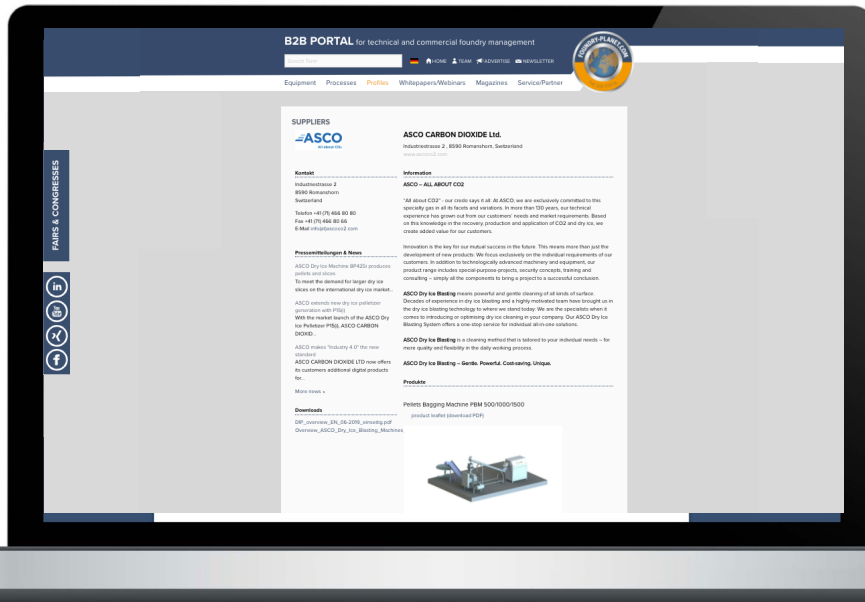
* Prices are exclusive of statutory VAT.

BASIC PACKAGE



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT

Included in all Partner Packages.
The suppliers profile module can
be also be booked individually.



- Logo (140 x 62px)
- Company profile
- Up to 2 corporate news press releases
- Product and categories
- Manufacturing capabilities
- References
- Global presence

BASIC PACKAGE
1490,- EUR* per year

* Prices are exclusive of statutory VAT.

E-NEWSLETTER ADVERTISEMENTS



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT



DIGITAL PUBLISHING

The foundry-planet newsletter, sent to over 59,000 recipients worldwide is one of the best ways to reach out a larger target audience. Make your company more visible with the foundry-planet **bi-monthly newsletter**.

E-NEWSLETTER SPECIFICATIONS AND PRICING

DIGITAL ADVERT	
DIMENSION	600px (width) x 350px (height)
MATERIALS	Articles, images, logo, banner on request
PRICE*	610,- EUR

The **stand-alone newsletter** is designed in the look & feel of our newsletter, with your content as the main content. Selection possible, see page 3 for target groups.

Dispatch date by arrangement.

- PRICE ON APPLICATION

Stand-Alone Newsletter with country selection on request!

E-NEWSLETTER PUBLICATION SCHEDULE

RELEASE DATES 2024*		
JAN	10 (before EUROGUSS)	24 (after EUROGUSS)
FEB	7	21
MAR	6	20 (before D-A-C-H)
APR	3 (before D-A-C-H)	17 (before D-A-C-H)
MAY	8 (before CastForge)	22 (before CastForge)
JUN	5 (before FENAF)	19 (before MMC)
JUL	3 (before MMC)	17
AUG	7	21
SEP	4 (before ANKIROS)	18 (before ANKIROS/Targi Kielce)
OCT	2 (before WFC)	16
NOV	13	27 30
DEC	11	*****

*exact dates subject to change

TRADE SHOWS 2024

EUROGUSS 2024 MÜNCHEN, Germany	JAN 16 – 18, 2024	MMC 24 SHANGHAI, China	JUL 04 – 07, 2024
72. IFC & IFEX BANGALORE, India	FEB 02 – 04, 2024	ANKIROS ISTANBUL, Turkey	SEP 19 – 21, 2024
Gr. GießB. Tag, D-A-C-H SALZBURG, Austria	APR 25 – 26, 2024	METAL KIELCE, Poland	SEP 24 – 26, 2024
CASTFORGE LEITZTART, Germany	JUN 04 – 06, 2024	75th WFC ISTANBUL, China	OCT 25 – 30, 2024
FENAF SAARBRÜCKEN, Germany	JUN 18 – 21, 2024		

DICTIONARY



MEDIA KIT 2024 FOUNDRY-PLANET · B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT



More than 12,000 keywords
in 9 languages

- Add your company to relevant keywords in the Foundry-Planet Dictionary
- Increase your visibility in your specific foundry branch

DICTIONARY
250,- EUR* per year
per keyword

* Prices are exclusive of statutory VAT.



Foundry-Planet International

www.foundry-planet.com

The No. 1 internet portal for the metal casting industry's suppliers, foundries, and casting buyers.

www.foundry-asean.com

The network for foundry professionals in South-East Asia

www.globalcastingmagazine.com

Casting competence across three continents in one e-magazine

www.foundry-turkey.com

The network for foundry professionals in Türkiye

www.foundry-mexico.com

The network for foundry professionals in Mexico



- ▶ The no. 1 online platform of the foundry industry
- ▶ Worldwide known company
- ▶ The Foundry magazines are available in Mexico, Türkiye, South East Asia, China
- ▶ Wide range of crossmedia solutions
- ▶ Fast publications of your latest news/products

Contact Us



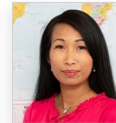
THOMAS FRITSCH

CEO | Editor-in-Chief
+49 (0) 8362-93085-0
tf@foundry-planet.com



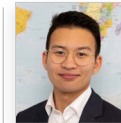
ANDREAS KANAT

CEO | Sales & Marketing
+49 (0) 8362-93085-0
ak@foundry-planet.com



OANH LARSEN

International Sales
+49 (0) 8362-93085-56
ol@foundry-planet.com



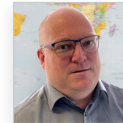
MAXIMILIAN SCHRÖCK

Sales Consultant
+49 (0) 8362-93085-58
ms@foundry-planet.com



DIANA ENGELMANN

Editor
+49 (0) 8362-93085-54
de@foundry-planet.com



FLORIAN AMANN

Online Marketing Manager
+49 (0) 8362-93085-73
fa@foundry-planet.com

FOUNDRY PLANET • B2B PORTAL FOR TECHNICAL & COMMERCIAL FOUNDRY MANAGEMENT



Sebastianstrasse 4
87629 Fuessen
Germany



T +49 (0) 8362 - 93085-0
F +49 (0) 8362 - 93085-20





Terms & Conditions

1. Promotion campaign

- Promotion campaign according to the following general terms and conditions of business is the contract concerning the set-up of one or more means of advertising in information and communication services, especially internet, for publishing.
- For this promotion campaign only the general terms and conditions of business, which make up an essential part of the contract, as well as the price lists of *Foundry-Planet GmbH*, *Sebastianstr. 4, 87629 Füssen, Germany* represented by *Thomas Fritsch, Foundry-Planet GmbH, Sebastianstr. 4, D-87629 Füssen*, are valid. Validity of general terms and conditions of business of the customer or any other advertisers is particularly out of the question as far as there is no accordance with these general terms and conditions of business. Concerning orders for promotion referring to online medias or other medias, the general terms and conditions of business for this special medium are valid.

2. Means of advertising

- Means of advertising in the sense of these general terms and conditions of business can consist of one or more of the following elements:
 - a picture and/or text, sound sequences and for movies (banner)
 - a sensitive face which establishes, being clicked, a connection between an online-address named by the customer and further data that are within the domains of the customer (link).
- Means of advertising, which are – due to their design – not identifiable as promotion, will be clearly indicated as such.

3. Conclusion of the contract

- Except when otherwise stipulated, the contract only accomplishes by confirmation of the order in written form or by e-mail.
- When advertising agencies place an order, the contract accomplishes with that advertising agency, except when otherwise stipulated. In case of anyone else acting in promotion shall become customer, he must be nominated by name by the advertising agency. *Foundry-Planet GmbH* is authorized to demand a proof of mandate of the advertising agency.
- Promotion of goods or services of more than one person acting in promotion or other advertiser within one act of promotion (banner promotion), require an additional agreement in written form or by e-mail.

4. Time limit of settlement

If within this conclusion of contract the right of the customer to recall detailed means of advertising is granted, so the order has to be settled within one year after conclusion of the contract.

5. Expansion of order

In case of a conclusion of contract and under reserve to existing capacities, the customer is authorized to recall further adverts, even more than mentioned in the contract, within a period stipulated.

6. Supply of data

- The customer is bound to give means of advertising exactly matching the format or technical defaults of *Foundry-Planet GmbH* in time before start of set-up.
- The duty of *Foundry-Planet GmbH* of saving the means of advertising will end three months after their last publishing.
- Costs of *Foundry-Planet GmbH* and its partners for changing the means of advertising as required by the customer or in a justifiable way have to be paid by the customer.

7. Authority of refusal

- Foundry-Planet GmbH* reserves the right to refuse or to block orders of promotion or just even single parts of an order
 - if its content is contravening laws or magisterial regulations or
 - if its content has been objected in an appellat process by the German *Werbe-rat* or
 - if its publishing is unacceptable for *Foundry-Planet GmbH* because of its content, its source or its technical form.
- In particular, *Foundry-Planet GmbH* can withdraw already published means of advertising when the customer by himself changes the content of these means of advertising belated or when data which are referred to by a link and through this the conditions mentioned in paragraph 1 are fulfilled, are changed belated.

8. Continuative links

Continuative links have to be regarded as hints and additional service within the offer of the available website. *Foundry-Planet GmbH* is not responsible for content, operator and user of these websites.

9. Warranty of rights

- The customer warrants that he is justified to use all means of advertising. Within the limits of the promotion order, the customer releases *Foundry-Planet GmbH* from third party claims which may arise from infringements of the law. Further *Foundry-Planet GmbH* is released from all costs that may arise from necessary legal defense. The customer is bound to act in good faith and to support *Foundry-Planet GmbH* with information and documents in infringements of the law from third party claims.
- The customer transfers all rights of using all kinds of promotion in online medias, including internet, all necessary copyrighted rights of use, all rights of protection of services and all other rights, in particular the right of reproduction, of distribution, of transfer, of sending, of withdrawal from databases and retrieval, in fact in time and content appropriate to the necessary scale of the execution of the order, to *Foundry-Planet GmbH*. In any case, afore mentioned rights are local transmitted without limits and authorize the use via all known technic methods as well as all known forms of online media.

10. Warranty of Foundry-Planet GmbH

- Foundry-Planet GmbH* warrants within the limits of predictable demands a best possible representation of the means of advertising according to the usual technical standard. The customer knows that according to the situation of technic it is not possible to create a programm completely free of defects. Warranty is not valid for irrelevant defects. An irrelevant defect in the representation of the means of advertising exists when caused by
 - using a not suited soft- and/or hardware program for representation (browser) or
 - malfunction of the communication network of other operators or
 - breakdown of the computer caused by breakdown of the system
 - incompletely and/or not updated offers on so called proxies (intermediate memories) or
 - breakdown of the ad-server lasting not longer than 24 hours (continual or added) within 30 days after start of the contractual stipulated set-up.



Terms & Conditions

10. Warranty of Foundry-Planet GmbH

In case of a breakdown of the ad-server lasting a considerable period (more than 10 % of the booked time) within the scope of an temporary and fixed booking the customer is not bound to pay for the period of the breakdown. Further claims are excluded.

- (2) In case of inadequate quality of representation of the means of advertising the customer has the right to claim reduction of the price or faultless substitute promotion, but only in the scale in which the purpose of the means of advertising has been affected. By failure or unacceptability of the substitute promotion, the customer has the right to reduce the price or to cancel the order.
- (3) If faults in the papers of promotion are not clearly obvious, the customer has no right on claims in case of inadequate publication. The same is valid for mistakes in repeating promotion set-ups when the customer doesn't refer to this mistake before the next publication.

11. Malfunction of performance

If the execution of the order fails due to reasons which Foundry-Planet GmbH is not responsible for (contingent on software or other technical reasons), in particular because of breakdown of the computer, acts of God, strike, decrees by law, malfunction in the field of responsibility of third party (other providers), network operators or service provider or any other comparable reasons, the execution of the order will be made up for if possible. After remedy of defects and in rework in adequate and in reasonable time for the customer, the claim on reimbursement of Foundry-Planet GmbH still exists.

12. Liability

- (1) Claims for compensation of positive breaks of claims, defaults in conclusion of a contract and tortious acts only exist in case of intentional and gross negligence of the *Foundry-Planet GmbH*, its representative or its assistant. This is not valid for the liability of the warranted features or the break of essential contractual obligations; in the last case liability is limited to predictable damage. In case of slight negligence claims for compensation due to impossibility of performance and delay are limited to compensation of predictable damages.
- (2) In case of gross negligence by the simple assistant and according to the scale, liability towards contractors is limited to predictable damages. This is not valid for the break of essential duties in contract.

13. Publication of press material

- (1) Press releases and left press material and pictures are subject to the reservations of the online editorial office.
- (2) There is no claim for publication. In case of publication the author is responsible for the content.
- (3) The online editorial office reserves the right to shorten press material. Pictures provided by the customer are regarded as released. In case of violating the personality on third party, the customer will be held responsible for.

14. Price lists

- (1) Price lists published in the internet become valid when placing an order. Subject to alterations with regard to companies. For orders confirmed by Foundry-Planet GmbH price variances are valid only in that case when these variances have been announced by Foundry-Planet GmbH at least one month before publication of this mean of advertising. In case of a price increase the customer is entitled to resign. The customer has to resign within 14 days after receipt of notification of the price increase.
- (2) Allowances go by the actual price list. Advertising agencies and other persons acting in promotion are bound to stand in their offers, contracts and settlements to the price lists of *Foundry-Planet GmbHs*.

15. Delay of payment

- (1) In delay of payment or respite interests and costs of collection are charged. In case of delay of payment Foundry-Planet GmbH can put on hold further execution of the current order up to payment and consist on payment in advance for the rest of the promotion campaign.
- (2) Objective founded doubts concerning solvancy of the customer authorize the Foundry-Planet GmbH, even during the term of a contract, to make dependant the publication of further means of advertising, regardless of a period for payment already agreed, on payment in advance of the amount and on the compensation of open invoices.

16. Termination

Terminations of promotion campaigns are to be made in written form or by e-mail.

17. Duty to supply information

- (1) Unless otherwise expressly agreed, it is incumbent on Foundry-Planet GmbH and its technical partners to keep ready on retrieval the following information for the customer within ten workdays after handling of the order:
 - the number of access of the means of advertising
 - the breakdown of the ad-server as far as it exceeds one connected hour
- (2) Objective founded doubts concerning solvancy of the customer authorize the Foundry-Planet GmbH, even during the term of a contract, to make dependant the publication of further means of advertising, regardless of a period for payment already agreed, on payment in advance of the amount and on the compensation of open invoices.

18. Data protection

Order of promotion is settled in consideration of the valid data protection act.

19. Place of jurisdiction

Place of performance is the headquarters of the publishing firm, exclusive place of jurisdiction is Füssen or another statutory place of jurisdiction at Foundry-Planet GmbH option. In business connections with traders, corporate bodies of the public law or in case of public statutory special fund, place of jurisdiction at lawsuits is the headquarters of Foundry-Planet GmbH. As far as claims of Foundry-Planet GmbH are not demanded in a summary proceedings for debt recovery, the place of jurisdiction is conform with the registered residence of non-traders. German law is valid. Is the registered residence or the usual residence of the customer, even non-traders, unknown at the time of lawsuit or, after conclusion of a contract, the customer transferred his registered residence or usual residence out of the area within which the law is operative, the place of jurisdiction is the headquarters of Foundry-Planet GmbH when the contract has been concluded in written form.

Terms of Trade download on English or German as a PDF-File on the website. Valid since 17.01.2005