B2B PORTAL FOR TECHNICAL AND COMMERCIAL FOUNDRY MANAGEMENT

NO. 14 // JANUARY 2018

MEDIA DATA 2018

B2B FOR TECHNICAL AND COMMERCIAL FOUNDRY MANAGEMENT

THE LEADING WEBSITE IN THE FOUNDRY INDUSTRY WORLDWIDE

PORTRAIT // ABOUT FOUNDRY-PLANET

NO. 1 ONLINE-PORTAL FOR THE FOUNDRY INDUSTRY – KNOWN ALL OVER THE WORLD!

SUMMARY

www.foundry-planet.com is an international B2B internet portal, specifically 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 in many different languages. This is accomplished by stunning simplicity; with one exclusive and most widespread medium.

YEAR

15 th Year / 2018

WEB-ADDRESS

www.foundry-planet.com

CONTACT

Sales Department
sales@foundry-planet.com

Editorial Office
info@foundry-planet.com

FOUNDRY-PLANET TEAM

For more information please contact us.

THOMAS FRITSCH
CEO Foundry Planet
Tel.: +49(0) 83 62 - 930 85-0
tf@foundry-planet.com

ADRIANA WEISENBACH
International Sales
Tel.: +49(0) 83 62 - 930 85-44
aw@foundry-planet.com

OANH LARSEN
International Sales
Tel.: +49(0) 83 62 - 930 85-65
marketing@foundry-planet.com

THERESA NEUMANN
International Sales & Marketing
Tel.: +49 (0)83 62 - 930 85-13
tn@foundry-planet.com

REASONS WHY // FACT AND FIGURES

COMPETENCE

The online branch specific portal is a perfect alternative and amendment to print media offering supplementary features of communication. You are able to meet your customers expectations without any delay.

- Articles / Reports
- Product information
- Animation / Illustrations
- Video
- Interviews

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

REASONS WHY:

- Top B2B issues of the day at a glance.
- Verifiable effective promotion and branch oriented advertisement.
- It's the media of today and tomorrow, guaranteeing budget-friendly fees.
- Due to an extensive database, articles remain available over the time.
- The information is strictly business to business: gain access to the sources the specialists have.
- The foundry dictionary provides specific technical terms in 9 languages.
- Multiplies access to your own website
- Benefit from multimedia presentation.
- Featuring used equipment and job offers.

ONLINE CONTENT:

- more than 10.000 reports
- more than 15.000 pictures
- more than 200 videos

NEWSLETTER

More than 28.500 subscribers worldwide are informed monthly about news and offers from the foundry-industry.

DATABASE

We have accumualted 75.000 personal contacts within the industry who are notified every single time we have a special promotion on Foundry Planet. You can be sure they will be notified about your firm.

ESTABLISHED AND RENOWNED // PAGE IMPRESSIONS AND VISITS

OUR READERS:

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

OUR VISITORS:

- Our visitors are looking at approximately 10 pages on average
- In total, all visitors spend 64.000 hours per year on foundry-planet

INTERNATIONAL RELATIONS:

Foundry-Planet.com is being accessed from all over the world and stands out within its international relations.

VISITORS FROM 189 COUNTRIES, THE TOP 24:

- Germany
- United States
- India
- China
- Italy
- Turkey
- France
- Poland
- Spain
- Brazil
- Czech Republic
- Russia
- Mexico
- Japan
- Sweden
- Austria
- United Kingdom
- Switzerland
- Canada
- Slovenia
- Iran
- South Africa
- United Arab Emirates
- Ukraine

THE FOUNDRY PLANET WORLD // WE ARE MUCH MORE THAN A NEWSPORTAL

...SEE WHAT WE COULD DO FOR YOU!

FOUNDRY-PLANET
www.foundry-planet.com

PARTNER ASSOCIATIONS

ABIFA – Associação Brasileira de Fundição
AFS – American Foundry Society
AMAFOND – Italian Association of companies which produce Machinery and Foundry Products
ASSOFOND – Italian Foundry Federatio
BDGuss – Bundesverband der Deutschen Gießerei-Industrie
BRICS – Foundry Association
Tabira – Instituto de Fundición Tabira
CAEF – The European Foundry Association
CFA – China Foundry Association
CEMAFON – The European Foundry Equipment Suppliers Association
Česká slévárenská společnost – Czech Foundrymen Society
Društvo livarjev – Slovenian Foundrymen`s Society
FESA – Foundry Equipment and Supplies Association
FICMES – Foundry Institution of Chinese Mechanical Engineering Society
FUNDIGEX – Casting Exporters' Association of Spain
HKDFA – Hong Kong Diecasting and Foundry Association
Iran – Iran Foundry Syndicate
IIF – Institute of Indian Foundrymen
JFS – Japan Foundry Engineering Society
NADCA – North American Die Casting Association
P.F.A – Pakistan Foundry Association
РАЛ – Russian Foundrymen Association
S.A.I.F. – South African Institute of Foundrymen
TÜDÖKSAD – Foundrymen's Association Of Turkey
VDMA – Verband Deutscher Maschinen- und Anlagebau
VÖG – Verein Österreichischer Giessereifachleute
W F O – World Foundrymen Organization

GLOBAL CASTING MAGAZINE
www.globalcastingmagazine.com

PREMIUM BOX PARTNER PACKAGE

THE BEST PLACE TO BE ON FOUNDRY-PLANET WITH HIGH CONTINUITY AND A LASTING IMPRESSION

- Banner on the TOP row of Foundry Planet homepage
- Additional Banner on Topic Page with a link to company homepage
- Max. 12 x Corporate News Press Releases on the front page of Foundry Planet
- Banner and Press Releases included in the Foundry-Planet Newsletter
- Relevance-Link on Topic Page
- Full Suppliers Profile

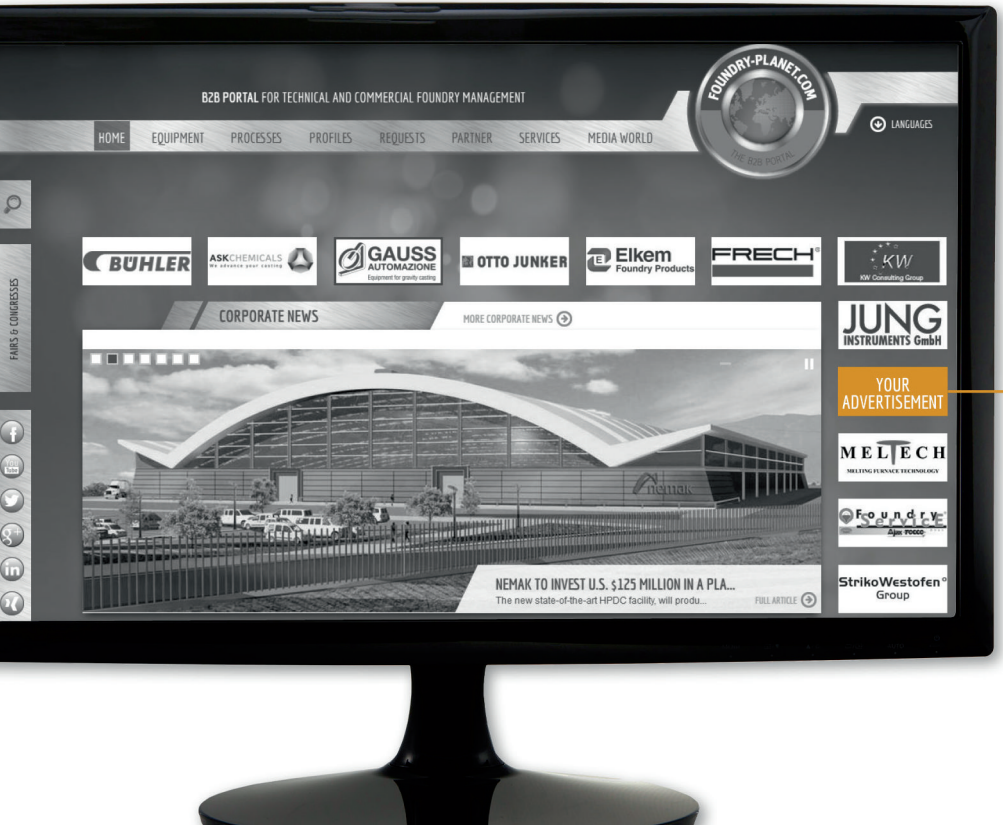
BOOKING-PRICE PER MONTH

PREMIUM BOX PARTNER-PACKAGE

550,- EUR

TRIBUNE PARTNER PACKAGE

NEVER LEAVE THE EYES AND MINDS OF OUR FOUNDRY PLANET AUDIENCE IN THE AREA OF TRIBUNE



- Banner in the Tribune Section on Foundry Planet homepage
- Additional Banner on Topic Page with a link to company homepage
- Max. 12 x Corporate News Press Releases on the front page of Foundry Planet
- Banner and Press Releases included in the Foundry-Planet Newsletter
- Relevance-Link on Topic Page
- Full Suppliers Profile

BOOKING-PRICE PER MONTH

TRIBUNE PARTNER-PACKAGE

450,- EUR

BALCONY PARTNER PACKAGE

PLACE YOUR BANNER AMONGST OTHER GLOBAL PLAYERS UNDER OUR HIGHLY READ CORPORATE NEWS

- Banner in the Balcony Section on Foundry Planet homepage
- Additional Banner on Topic Page with a link to company homepage
- Max. 12 x Corporate News Press Releases on the front page of Foundry Planet
- Banner and Press Releases included in the Foundry-Planet Newsletter
- Relevance-Link on Topic Page
- Full Suppliers Profile

BOOKING-PRICE PER MONTH

BALCONY PARTNER-PACKAGE

350,- EUR

PARTNER PACKAGE

YOUR ULTIMATE BRANCH ENVIRONMENT

- Banner on Topic Page with a link to company homepage
- Max. 6 x Corporate News Press Releases on the front page of Foundry Planet
- Banner and Press Releases included in the Foundry-Planet Newsletter
- Relevance-Link on Topic Page
- Full Suppliers-Profile

BOOKING-PRICE PER MONTH

PARTNER-PACKAGE

210,- EUR

NEWSLETTER // AD IN THE MONTHLY NEWSLETTER

USE THIS OPPORTUNITY!

The Foundry Planet monthly newsletter is sent out to 28,500 recipients worldwide! What better way to reach out to a large audience than to make your firm visible in the Foundry Planet monthly newsletter.

- Large Ad: 635 (width) x 350 (height) pixels.
- Small Ad: 635 (width) x 100 (height) pixels.

BOOKING-PRICE PER MONTH

WITHOUT PACKAGE	WITHOUT PACKAGE
Large 895,– EUR	Small 595,– EUR
PACKAGE-PARTNER	**PACKAGE-PARTNER**
Large 450,– EUR	Small 250,– EUR

SUPPLIERS PROFILE // SUPPLIERS PROFILE AND FOUNDRY PROFILE

THIS IS YOUR OPPORTUNITY TO SHOW WHAT YOUR FI RM IS CAPABLE OF

Included in all package options.
The Suppliers Profile module can also be booked without a package.

- Basic Entry
- Module Company Profile
- Module Product and Categories
- Module Manufacturing Capabilities
- Module References
- Module Representation Worldwide

BOOKING-PRICE PER YEAR / EACH

INCLUDED IN PARTNER PACKAGES

WITHOUT PACKAGE

450,– EUR

EMPLOYMENT OPPORTUNITIES

LET US KNOW ABOUT YOUR LATEST JOB OPENINGS!

You can enter your available job positions and even search and find new employees worldwide. Use our diverse language possibilities. Included in all package options and can be booked for those without a package.

BOOKING-PRICE PER YEAR

INCLUDED IN PARTNER PACKAGES

WITHOUT PACKAGE

290,– EUR

ADDITIONAL OPTIONS // WE ALSO OFFER FURTHER ADDITIONAL OPTIONS

ASK US ABOUT:

SKYSCRAPER

SUPER BANNER

POWERED BY AD

EXCLUSIVE NEWSLETTER

VIDEO BOX

FOUNDRY-PLANET.TV // TO ACHIEVE MAXIMUM ATTENTION

A PICTURE SAYS A THOUSAND WORDS, SO WHAT ABOUT THE IMPACT OF A VIDEO?

CREATE EMOTIONAL CLOSENESS

Foundry Planet understands that professional flash video presenting image, product, techniques or philosopy guarantees a high impression of your company on a grand scale. Foundry Planet provides offers for your requests in video production, fair videos, video sequences and more. Foundry Planet can provide you with medial multiplication on excellent media channels.

EXAMPLES FOR ONLINE VIDEOS

- video of your exhibition attendance
- interview with your management
- video about your company / products / anniversary events/meetings

EXHIBITION FILM SEQUENCES

- camera team at your exhitbition stand
- documentation of your exhibition presentation and products
- interview by our editorial staff
- cinematography, editing and sound including rights-free music
- video for unrestricted use on your side

PRICE STARTING AT: 990,– EUR

PRODUCT VIDEO

- detailed briefing with storyboard
- camera crew for a day of shooting
- branch specific interview, cinematography, editing and sound including rightsfree music
- Video for unrestricted use on your side Travel expenses will be charged separately.

PRICE: 4.000,– EUR

IMAGE VIDEO

- detailed briefing with storyboard
- assignment of the camera team according to volume and complexity
- branch specific interview, cinematography, editing and sound including rightsfree music
- video for unrestricted use on your side Travel expenses will be charged separately.

PRICE: UPON REQUEST

GENERAL TERMS AND CONDITIONS OF BUSINESS FOR INTERNET PROMOTION FOUNDRY-PLANET LIMITED

1. Promotion campaign

(1) 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.

(2) 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 Limited Suite C4 1st Floor, New City Chambers, 36 Wood Street, Wakefield, West Yorkshire, WF 1 2HB, GB, represented by Thomas Fritsch, Foundry-Planet Limited, 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

(1) 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 /or 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).

(2) Means of advertising, which are - due to their design - not identifiable as promotion, will be clearly indicated as such.

3. Conclusion of the contract

(1) Except when otherwise stipulated, the contract only accomplishes by confirmation of the order in written form or by e-mail.

(2) 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 Limited is authorized to demand a proof of mandate of the advertising agency.

(3) Promotion of goods or services of more than only 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 autohorized to recall further adverts, even more than mentioned in the contract, within a period stipulated.

6. Supply of data

(1) The customer is bound to give means of advertising exactly matching the format or technial defaults of Foundry-Planet Limited in time before start of set-up.

(2) The duty of Foundry-Planet Limited of saving the means of advertising will end three months after their last publishing.

(3) Costs of Foundry-Planet Limited and its partners for changing the means of advertising as required by the customer or in a justifiable way have to be payed by the customer.

7. Authority of refusal

(1) Foundry-PlanetLimited 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 appellant process by the german Werberat or
- if its publishing is unacceptable for Foundry-Planet Limited because of its content, its source or its technical form.

(2) In particular, Foundry-Planet Limited 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 fullfilled, 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 Limited is not responsable for content, operator and user of these websites.

9. Warranty of rights

(1) 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 Limited from third party claims which may arise from infringements of the law. Further Foundry-Planet Limited 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 Limited with information and documents in infringements of the law from third party claims.

(2) 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 neccessary scale of the execution of the order, to Foundry-Planet Limited. 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 Limited

(1) Foundry-Planet Limited 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 programm for representation (browser) or
- malfunction of the communication network of other operators or
- breakdown of the computer caused by breakdown of the system
- incompleted 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 OF TRADE // GENERAL TERMS AND CONDITIONS

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 substitue 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 Limited is not responsable 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 responsabilty 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 reasonnable time for the customer, the claim on reimbursement of Foundry-Planet Limited 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 Limited, 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 responsable 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 responsable for.

14. Price lists

(1) Price lists published in the internet become valid when placing an order. Subject to alterations wth regard to companies. For orders confirmed by Foundry-Planet Limited price variances are valid only in that case when these variances have been announced by Foundry-Planet Limited 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 Limited.

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 Limited 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 Limited, 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 Limited 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 Limited, 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 Limited´s 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 Limited. As far as claims of Foundry-PlanetLimited 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 transfered 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 Limited 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

THE FOUNDRY-PLANET WORLD

www.foundry-planet.com
It's the number 1 of internet portals for foundries, the metal casting industry suppliers and casting buyers

www.Foundry-Asean.com
The network for foundry professionals in south-east-asia

www.Foundry- Russia.com
The network for foundry professionals in russia

www.globalcastingmagazine.com
Casting competence across three continents in one eMagazine

www.Foundry-Iran.com
The network for foundry professionals in Iran

www.Foundryturkey.com
The network for foundry professionals in Turkey

www.Foundry-Mexico.com
The network for foundry professionals in Mexico

ADVERSTISE ON FOUNDRY-PLANET

Please send your printable documents in digital form per CD/DVD or per email as PDF. Other formats to create a banner: Skyscraper 140 x 600 pixel. All quoted prices without VAT.