

ADVERTISING WITH A VISION **FOUNDRY**

PRINT | ONLINE | EVENTS

WHERE IT'S ALL ABOUT CASTING



MEDIA KIT
2025

DVS MEDIA

DECISION MAKERS READ THE MARKET LEADERS

Expertise, know-how and long-term vision
for effective advertising

90% of our readers
prefer print*



Besuchen Sie hier die Webversion.



HOME OF FOUNDRY
DAS BRANCHENPORTAL

Newsletter powered by **GIESSEREI**

Twitter | Facebook | LinkedIn | Abo | Aktuelles Heft

Newsletter Nr. 63, November 2021

Home of Foundry ist das neue Branchenportal

Sie lesen gerade den ersten Newsletter des Home of Foundry (HoF) - powered by GIESSEREI. Was ist das HoF? Es ist die Nachfolge des bisherigen Internet-Auftritts unter www.giesserei.de, der bis Jahresende online bleibt. Wir arbeiten im HoF noch aktueller, liefern Tag für Tag News zu Produkten und Entwicklungen in der Branche und bieten Ihnen noch kreativere Möglichkeiten, sich nicht nur zu informieren, sondern auch Ihre Kommunikationsbedürfnisse gegenüber Ihren Kunden passgenau zu erfüllen. Dafür steht das Team hinter dem Home of Foundry - der Verlag DVS Media mit seinen Ansprechpartnern aus dem Team Vermarktung um Markus Winterhalter sowie die Redaktion der GIESSEREI mit Christian Thieme und mir.

Ich wünsche Ihnen informative Momente mit unserem neuen Home of Foundry - powered by GIESSEREI.

Martin Vogt, Chefredakteur

ANZEIGE

Nürnberg, Germany
18.-20.1.2022



EUROGUSS 2022

euroguss.de

ca. 20,000

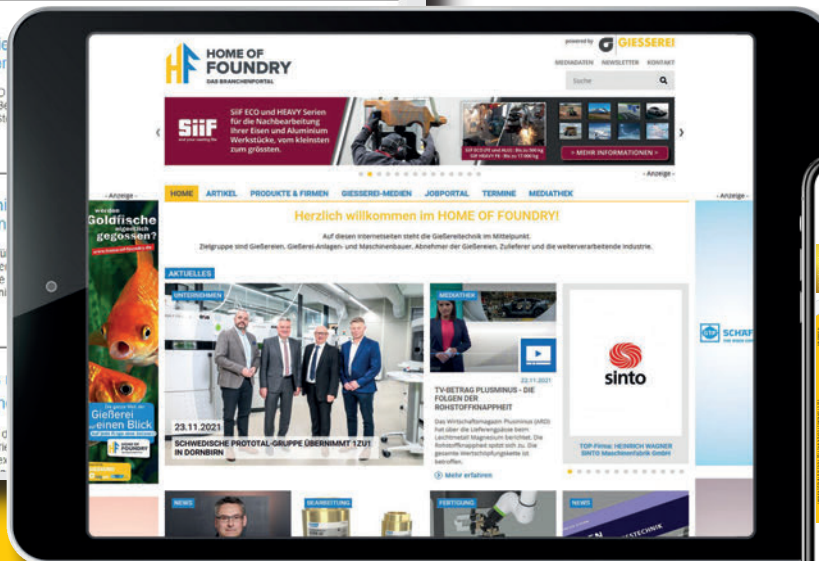
user/month**

1,470

Subscribers**

70.24%

opening rate**



The tablet shows the homepage of the HOME OF FOUNDRY website. At the top, it features the logo and navigation links for 'NEWSACTEN', 'NEWSLETTER', and 'KONTAKT'. A search bar is visible. The main content area includes a featured article for 'Siif' (Siif ECO and HEAVY Series) and a welcome message: 'Herzlich willkommen im HOME OF FOUNDRY!'. Below this, there are sections for 'ARTIKEL', 'PRODUKTE & FIRMAN', 'GIESSEND-BEDIEN', 'JOBPORTAL', 'TERMINE', and 'MEDATHEK'. A prominent article titled 'SCHWEDISCHE PHOTOTAL-GROUPE ÜBERNIMMT TZY IN DORNBRIN' is displayed with a photo of four men in suits. Other articles include 'Goldfische gegossen?' and 'TV-BETRAG PLUSMINUS - DIE FOLGEN DER ROHSTOFFKRISE'. The bottom of the page has a 'MEHR' button and a 'NEWS' section.



The smartphone displays the 'GIESSEREI' newsletter. The header includes the logo and the tagline 'Die Zeitschrift für Technik, Innovation und Management'. Below the header, there is a statistic: '0% Abbestellen' and '40% geöffnet' (with a '24/7' icon). The main content area features a blue background with a network diagram and the text 'Bleiben Sie sich vor...'. At the bottom, there is a 'GIESSEREI' logo and a 'KONTAKT' button.



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Advertising rates: All prices are in EURO and do not include the currently valid VAT rate.

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SWIFT-Code: DEUTDEDD

Terms of Payment:

Payment within 14 days with 2 % discount, net within 30 days after invoicing.

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Market Leader for Industry and Research

GIESSEREI is the leading German-language trade journal for technology, innovation and management in the foundry industry.

The target groups are foundries (iron, steel and malleable foundries, non-ferrous metal foundries and die casting foundries), foundry plant and mechanical engineers, foundry customers, suppliers and the processing industry.

Contents:

■ Technology-, Strategy- and Management Trends | ■ Profiles of the Industry Players | ■ Comments | ■ Interviews | ■ In-depth Technical Reports | ■ Scientific Background | ■ Patent Reports | ■ Information from Associations and Politics

The **GIESSEREI SPECIAL** - research and innovation - is published twice a year as a main topic in the **GIESSEREI** magazine. In it, **GIESSEREI** readers and the scientific community are presented with future-oriented research and development topics from the existing research network in foundry technology prominently presented in the media.

98 % of our readers read all editions of **GIESSEREI**.

Our readers attest the traditional magazine **GIESSEREI** a high professional utility value, 70 % of the readers are TOP decision-makers in the industry.



Print run:	1,948
Sold Circulation: (Yearly average July 2023 – June 2024)	1,005
Distributed Circulation:	1,643

- 1 Title:** GIESSEREI
- 2 Brief Description:** Leading trade journal for the foundry industry in German-speaking countries. Main topics are technology, innovation and management with a target group-specific business section and patent report.
- 3 Target Group:** Foundries (iron, steel and malleable foundries, non-ferrous metal foundries, die casting foundries), foundry plant and machine builders, foundry customers, suppliers and the processing industry.
- 4 Frequency:** monthly
- 5 Format:** DIN A4
- 6 Volume:** 112th Volume
- 7 Print Run:** Print Run 1,948 Ex.
Sold Circulation: 1,005 Ex.
- 8 Organ:** German Foundry Association (BDG)
- 9 Membership / Participation:** IVW, Verband Deutscher Zeitschriftenverleger e.V.
Media database of the German Trade Press



- 10 Publishing House:** DVS Media GmbH
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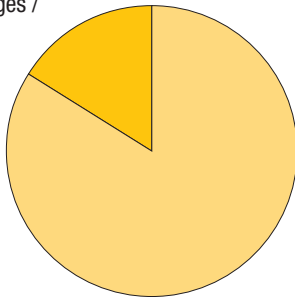
Profile

Scope Analysis

14 Scope Analysis: 2023 = 12 Issues
Total Volume: 1,306 Pages = 100%

Advertisements

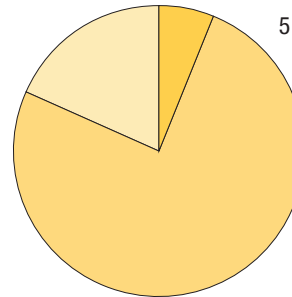
223 Pages /
17 %



Editorial Part
1,083 Pages /
83 %

Publisher's Advertisements

64 Pages / 29 %



Job and Classified Advertisements

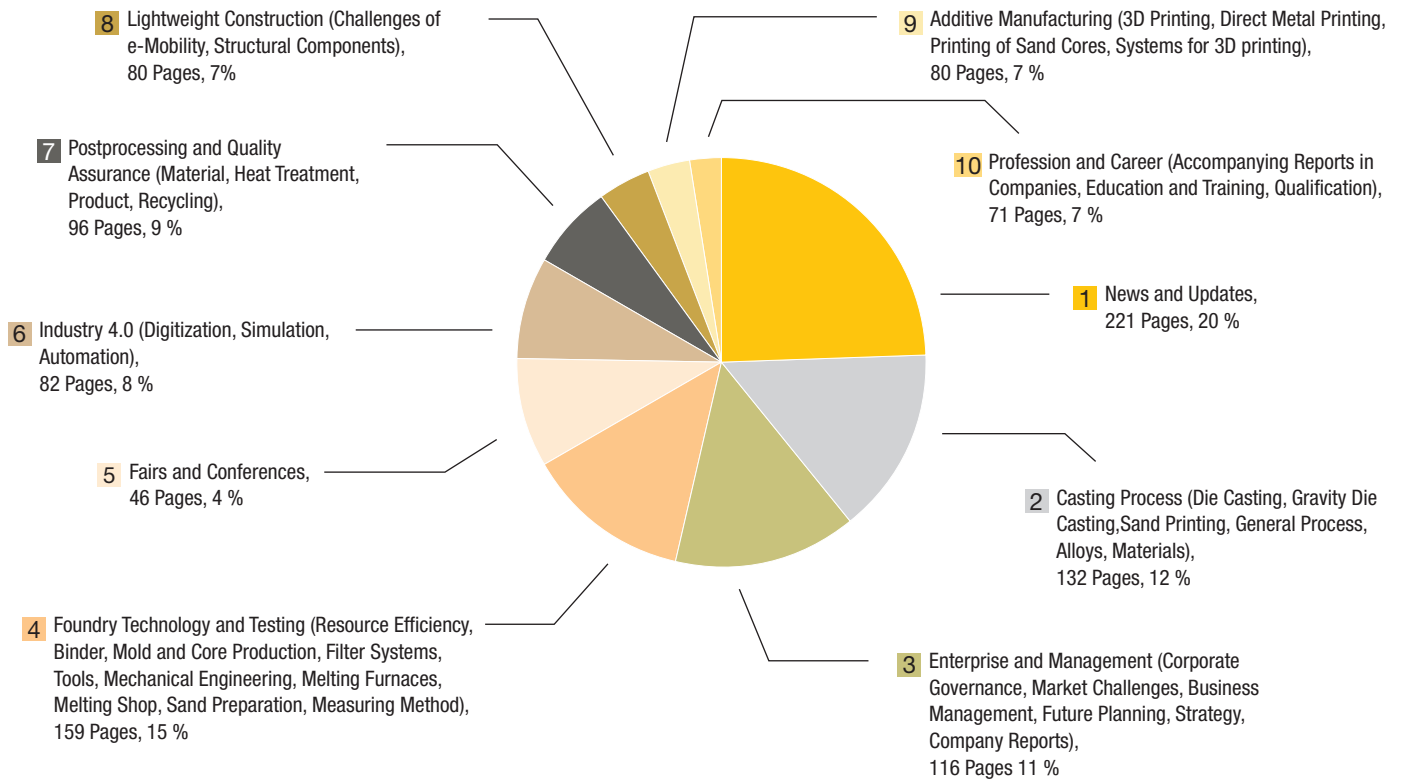
5 Pages / 2 %

Advertisements
154 Pages / 69 %



Profile

Scope Analysis



Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs Conferences Events
1	Ad Closing Date: 11.12.2024 Printing Material: 15.12.2024 Publication Date: 07.01.2025	Die Casting and Die Casting Systems	24. Druckgusstag, Ingolstadt/Germany 25.02. - 26.02.2025
2	Ad Closing Date: 17.01.2025 Printing Material: 21.01.2025 Publication Date: 04.02.2025	Review EUROGUSS 2024 Mold and Core Production Sand Preparation and Regeneration	New Battery World, Munich/Germany 27.02. - 28.02.2025 GTK Colloquium - Global Giga-Casting Congress, Kassel/Germany 05.03. - 06.03.2025 Inceight Casting C8, Stockstadt/Germany 05.03. - 07.03.2025 Metef, Bologna/Italy 05.03. - 07.03.2025 Formstoff-Forum, Freiberg/Germany 26.03. - 27.03.2025
3	Ad Closing Date: 10.02.2025 Printing Material: 14.02.2025 Publication Date: 04.03.2025	Automation & Industry 4.0	Intec + Zuliefermesse Z, Leipzig/Germany 11.03. - 14.03.2025 49. Aachener Gießereikolloquium 2025, Aachen/Germany 13.03. - 14.03.2025 HANNOVER MESSE, Hanover/Germany 31.03. - 04.04.2025
4	Ad Closing Date: 14.03.2025 Printing Material: 18.03.2025 Publication Date: 02.04.2025	Measurement Technology Melting	37. Control, Stuttgart/Germany 06.05. - 09.05.2025 Moulding Expo, Stuttgart/Germany 06.05. - 09.05.2025 rapid.tech 3D, Erfurt/Germany 13.05. - 15.05.2025
5	Ad Closing Date: 11.04.2025 Printing Material: 15.04.2025 Publication Date: 06.05.2025	Cast Iron	Aalener Gießerei Kolloquium 2025, Aalen/Germany 08.05. - 09.05.2025 Deutscher Gießereitag, Aachen/Germany 12.06. - 13.06.2025
6	Ad Closing Date: 09.05.2025 Printing Material: 13.05.2025 Publication Date: 03.06.2025	IT, Software, Simulation	
7/8	Ad Closing Date: 13.06.2025 Printing Material: 17.06.2025 Publication Date: 08.07.2025	Blasting and Cleaning / Surface Treatment Special: Research & Innovation	

Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs Conferences Events
9	Ad Closing Date: 15.08.2025 Printing Material: 19.08.2025 Publication Date: 02.09.2025	Light Metal and Aluminium Alloys Refractory	Feuerfest Kolloquium, Aachen/Germany 65. IFC Portoroz, Portoroz/Slovenia parts2clean, Stuttgart/Germany 17.09. - 18.09.2025 17.09. - 19.09.2025 07.10. - 09.10.2025
10	Ad Closing Date: 15.09.2025 Printing Material: 19.09.2025 Publication Date: 02.10.2025	Melting / Alloy Development	UNITECR, Cancun/Mexico Parts Finishing, Karlsruhe/Germany 27.10. - 30.10.2025 12.11. - 13.11.2025
11	Ad Closing Date: 10.10.2025 Printing Material: 14.10.2025 Publication Date: 04.11.2025	Additive Manufacturing Investment Casting	Formnext 2025, Frankfurt/Germany Tagung Werkstoffprüfung 2025, Dresden/Germany 18.11. - 21.11.2025 27.11. - 28.11.2025
12	Ad Closing Date: 14.11.2025 Printing Material: 18.11.2025 Publication Date: 02.12.2025	Foundry Plants and Facilities	EUROGUSS 2026, Nuremberg/Germany 13.01. - 15.01.2026
2026			
1	Ad Closing Date: 05.12.2025 Printing Material: 09.12.2025 Publication Date: 06.01.2026	Die Casting and Die Casting Systems	EUROGUSS 2026, Nuremberg/Germany 13.01. - 15.01.2026

**including YEARLY
CALENDAR 2026**

The editors reserve the right to change topics for reasons of actuality.

Rate Card No. 50

valid since January 1, 2025



Format	Type Area wide x high in mm	Bleed wide x high in mm*	Black/White	4-colours
Front Cover	186 x 186	-	-	4,420
2./3./4. Cover Page	174 x 260	210 x 297	2,898	3,795
Inside cover page at the beginning of a SPECIAL or main topic, 1/1 Page	-	210 x 164	-	3,447
2/1 Page	174 x 260	430 x 303	4,468	5,365
1/1 Page	174 x 260	210 x 297	2,237	3,134
3/4 Page, horizontal	174 x 195	210 x 210		
3/4 Page, vertical	130 x 260	145 x 297	1,733	2,630
2/3 Page, horizontal	174 x 172	210 x 191		
2/3 Page, vertical	114 x 260	130 x 297	1,539	2,436
Juniorpage	128 x 174	145 x 210	1,176	2,073
1/2 Page, horizontal	174 x 128	210 x 145		
1/2 Page, vertical	85 x 260	102 x 297	1,176	2,073
1/3 Page, horizontal	174 x 85	210 x 100		
1/3 Page, vertical	54 x 260	72 x 297	798	1,695
1/4 Page, horizontal	174 x 62	210 x 80		
1/4 Page, vertical	40 x 260	57 x 297	615	1,512
1/4 Page, post card	85 x 128	102 x 145		
1/6 Page, horizontal	174 x 42	210 x 62		
1/6 Page, vertical	56 x 128	71 x 145	425	1,322
1/8 Page, horizontal	174 x 30	210 x 50		
1/8 Page	85 x 62	102 x 80	345	1,242
1/8 Page, vertical	40 x 128	55 x 145		
1/16 Page	85 x 30	102 x 45	195	1,092
Handhold		95 x 80		800
Post-it (incl. Company Logo)		58 x 58		800

Colour surcharges will not be discounted:

Each standard colour	299 €
Each special colour	735 €

Placement surcharges on b/w price (not discountable):

1. right side	20 %
other binding placements	10 %

Discounts: For a booking period of one year

<u>Series Discounts</u> 3 – 5 advertisements	5 %
6 – 11 advertisements	10 %
12 – 23 advertisements	15 %
24 and more advertisements	20 %

<u>Quantity Discounts</u>	2 Pages	5 %
	3 – 5 Pages	10 %
	6 – 9 Pages	15 %
	10 – 12 Pages	20 %
	from 13 Pages	25 %

* plus 3 mm bleed difference round

NEW

Rate Card No. 50

valid since January 1, 2025

2 Surcharge	each standard colour	299 €	Loose Inserts:	Weight up to 25 g, max size 205 x 295 x 2 mm	
Colours:	4-colour advertisement (European scale)	897 €		in the domestic circulation	2,882 €
	Colour surcharges will not be discounted.			in the total circulation including abroad	Price on request
	Each special colour	735 €		3 samples requested from the publisher	
	Metal and fluorescent colours on request		Stick-on	on request	
Format:	There is no trimming surcharge for advertisements larger than print area.		6 Advertorial:	The optimal supplement to your classic advertising with an editorial-like background. You provide text/picture material, we layout adapted to the magazine design:	
3 Surcharge	20% Surcharge for 1st right side, opposite start and end of text on the b/w basic price (not discountable), 10% Surcharge for other binding placements with the corresponding b/w-format price (not discountable).			2/1 Pages, 4c	
Positions:				(10,000 characters including spaces)	5,365 €
Discounts:	No discount on colour surcharges, additional technical effort charged and situations vacant.			1/1 Page, 4c	
	Combinations: 3 % for simultaneous placement in CP+T and "GIESSEREI" of at least 3 advertisements within one year.			(5,000 characters including spaces)	3,134 €
4 Sections:	Job offers and job applications, see page 16			1/2 Page horizontal, 4c	
5 Special Forms of Advertisement:	Bound-in Inserts		7 Terms of Payment:	2 % discount on payments within 14 days and net price for payments within 30 days from the date of the invoice.	
	Discountable, 1 Bound-in Insert = 1/1 page ad				
	Weight up to 11g/sheet.				
	Minimum size untrimmed (also folded)				
	216 x 307 mm. Allowance for trim: On top and at the bottom of the page 5 mm each, outside and inside 3 mm each for binding.				
	Only whole circulation.				
	1 Blatt = 2 Pagen 2,915 €				
	2 Blatt = 4 Pagen 5,775 €				

Supplement to Advertising Rate Card No. 50

valid since January 1, 2025



JOB MARKET

Advertisement formats and prices for the job market (prices in Euro, surcharges not discountable)

Colour Surcharges

per standard colour: 299 €
 colour surcharge 897 €
 per special colour: 735 €

Box Number Fee:

Domestic: 7 €
 Abroad: 10 €

Format	Width x Height in mm	Job offer Print only (b/w)	Job offer Print (b/w) + Internet	Job offer Internet only, Duration 1 month
1/1 Page	174 x 260	1,754	2,054	567
3/4 Page	130 x 260 174 x 195	1,329	1,629	567
2/3 Page	174 x 172 horizontal 114 x 260 vertical	1,181	1,481	567
1/2 Page	174 x 128 horizontal 85 x 260 vertical	893	1,193	567
1/3 Page	174 x 85 horizontal 54 x 260 vertical	599	899	567
1/4 Page	85 x 128 174 x 62 horizontal 40 x 260 vertical	447	747	567
1/8 Page	85 x 62 horizontal	349	649	567
1/16 Page	85 x 30 horizontal	325	625	567

Job Applications (Minimum Size 1/16 Page b/w) incl. Box Number Fee and Internet

Format	Width x Height in mm	only Print (b/w)	Print (b/w) + Internet	only Internet
1/16 Page	85 x 30 horizontal	95	inclusive	not possible
1/8 Page	85 x 62 horizontal	136	inclusive	not possible
1/4 Page	40 x 260 vertical 174 x 62 horizontal	181	inclusive	not possible

Circulation and Distribution Analysis

1. Audited by:



2. Distribution:

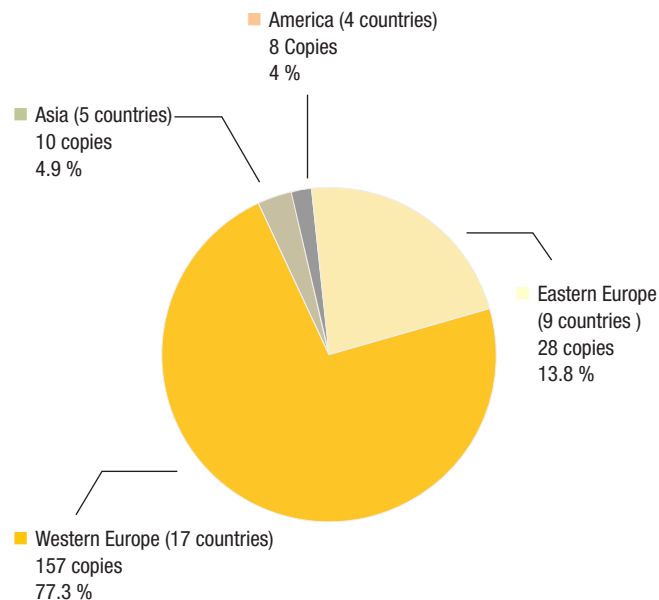
Copies per issue, annual average
(July 1, 2022 to June 30, 2023)

Print run	1,984	
Actual circulation:	1,610	thereof outside Germany 203
Sold circulation:	955	thereof outside Germany 141
Subscribed circulation:	632	
Single copies sold	0	
Other paid circulation	323	thereof outside Germany 26
Free copies	655	thereof outside Germany 63
Remaining, voucher and archive copies	374	

3. Geographical Distribution Analysis:

Economic region	Percentage of actual circulation	
	%	Copies
Germany	88	1,437
Outside Germany	12	203
Actual circulation	100	1,610

3.1 Breakdown of foreign distribution



Reader survey GIESSEREI-MEDIEN

Method:

1. Online survey of GIESSEREI customers by email
2. On-site survey via the website www.giesserei.eu
3. Via the magazine itself (via the printed short URL)

Target group: subscribers and readers of GIESSEREI magazine as well as visitors to www.giesserei.eu

Sample: 34 participants through the website, 39 participants through the magazine, 41 participants / customers contacted by email

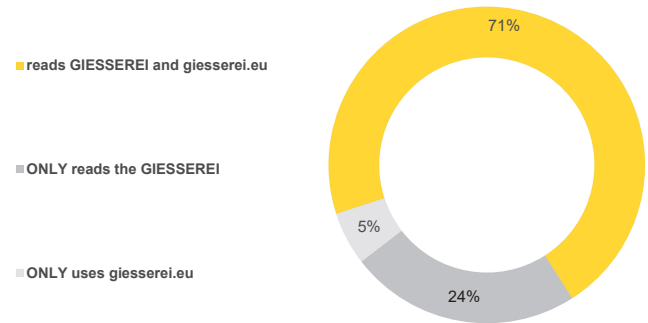
Study period: April 29, 2021 - July 15, 2021

Execution:

SKOPOS Institut für Markt- und Kommunikationsforschung GmbH & Co. KG

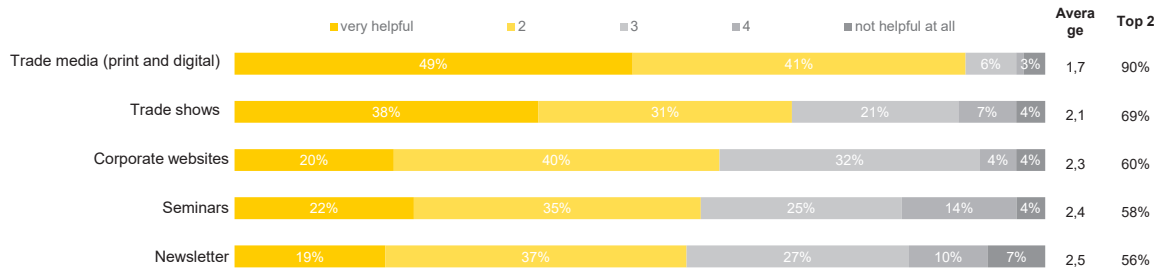
Reading behavior

More than two thirds of those surveyed read both the print and the online edition. Almost a quarter of those surveyed only read the print edition.



Information channels

Specialized media are particularly helpful in everyday professional life. Trade fairs and company websites follow at a distance. Seminars and newsletters are helpful for about half



Overall Satisfaction

The GIESSEREI is rated very positively overall. 85% of the participants are satisfied with the magazine, around a third are even very satisfied. Almost all respondents like the appearance at least well.

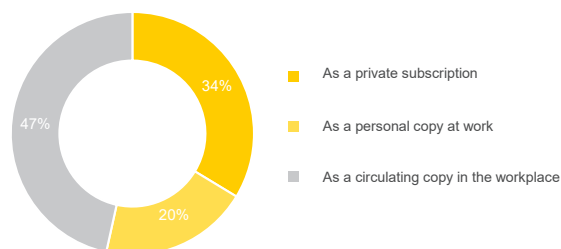
With GIESSEREI magazine, I am ...



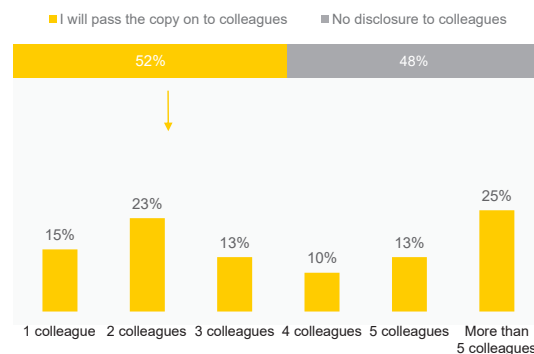
Receipt / circulation of the magazine

A third of the readers receive the GIESSEREI as a private subscription, all others either as a personal copy or a copy in circulation at work. It is passed on to colleagues in approx. 50% of the cases, mostly to several.

Circulating copy vs. personal copy

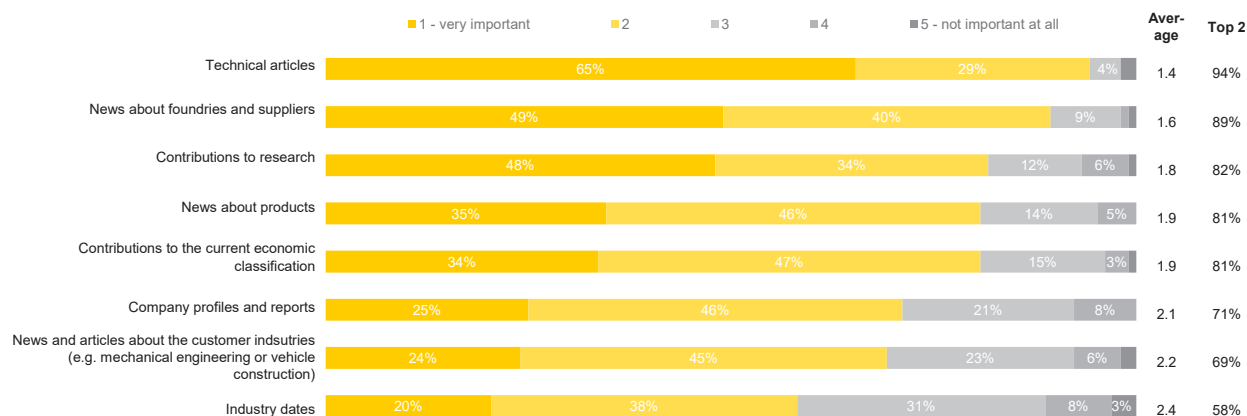


Passing on to colleagues

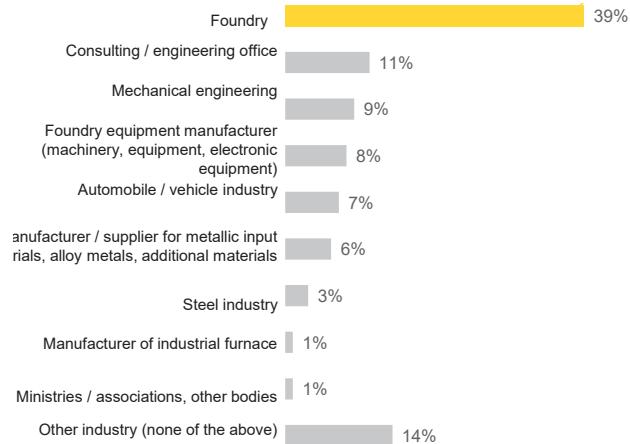


Importance of subject areas

Technical articles are indispensable for GIESSEREI readers. News about foundries and suppliers as well as articles on research topics are also very relevant.

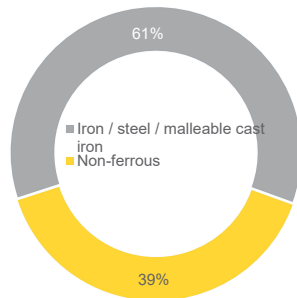


Industry affiliation

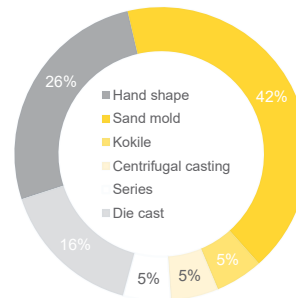


Foundry process of the respondents

What is poured?

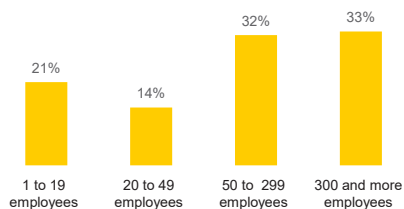


Foundry processes

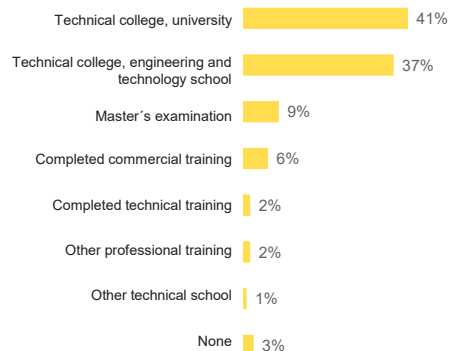


Number of employees and qualifications

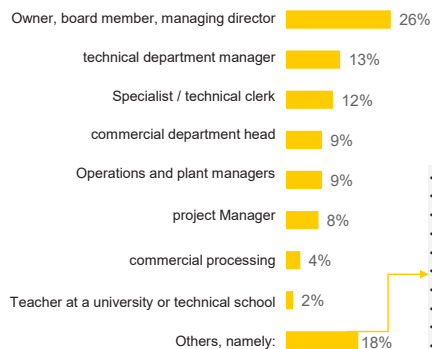
Number of employees in the company



Vocational training

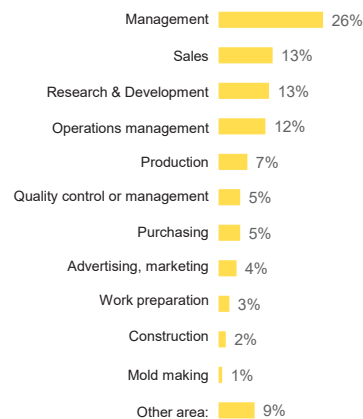


Position in the company

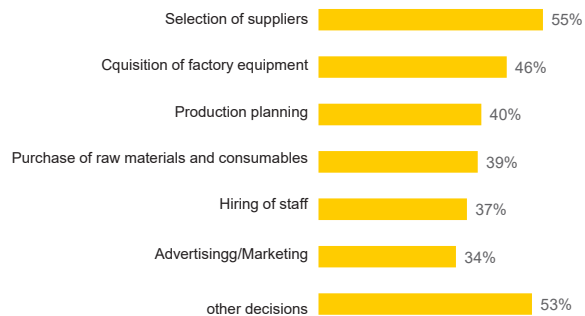


- Sales manager for the hand-molded range
- Technologist
- Technical Consultant
- techn. Outside sales
- Strategy & internationalization
- Deputy Head of Department
- Senior Business Development Manager
- Pensioner
- Product manager
- Master and construction
- Supplier Development
- Foundry mechanic
- Foundry manager
- Skilled foundry workers

Responsibility in the company

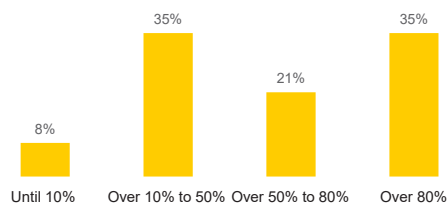


Decision-making authority of the GIESSEREI readers

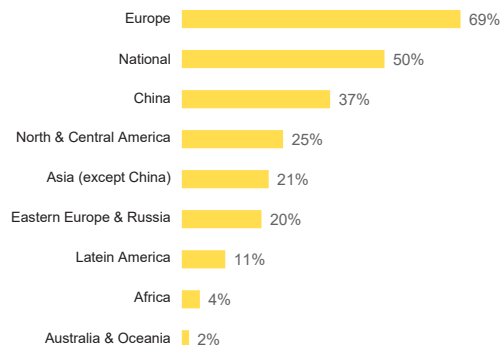


Sales national / future markets

Sales in the national market (in% of total sales)



Interesting markets in the future



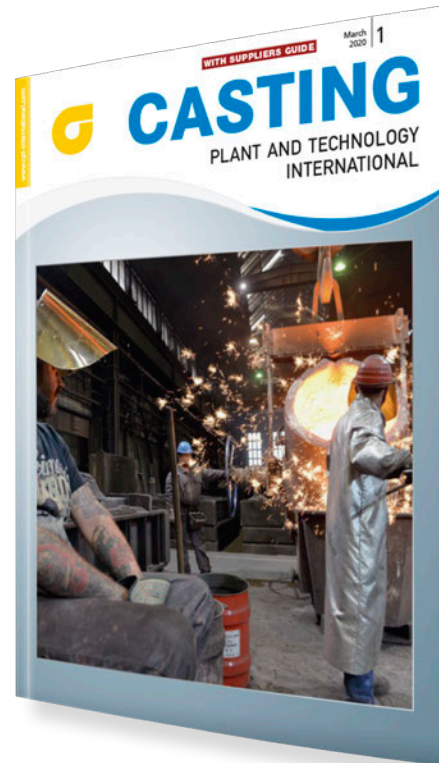
The specialist magazine for the international market

CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T) is the leading English-language trade journal for the foundry industry with worldwide distribution.

It covers the entire foundry technology for iron and steel casting, as well as non-ferrous metal casting including die casting. Raw and auxiliary materials as well as questions of quality monitoring and environmental protection are included. The focus is on technical articles from the practice of plant builders, suppliers and foundries. Short news about new facilities and processes and important events in the foundry industry complete the editorial offer..



Print run:	4,170
Sold Circulation:	4,020



- 1 Title:** CASTING PLANT AND TECHNOLOGY INTERNATIONAL (CP+T)
- 2 Brief Description:** CP+T International is the leading English language technical journal for the foundry industry with a worldwide distribution.
- 3 Target Group:** Top and middle management in the international foundry industry, and ministries, authorities.
- 4 Frequency:** 4 issues per year
- 5 Format:** DIN A4
- 6 Volume** 41st Volume
- 7 Circulation** Print Run 4,170 copies
Sold Circulation: 4,020 copies
- 8 Organ:** German Foundry Association (BDG)
- 9 Membership / Participation** Verband Deutscher Zeitschriftenverleger e.V.
- 10 Publishing House:** DVS Media GmbH
Postfach 10 19 65, 40010 Düsseldorf, Germany
Aachener Straße 172, 40223 Düsseldorf, Germany
☎ +49 211 1591-0
☎ +49 211 1591-150
🌐 www.dvs-media.eu
✉ media@dvs-media.info
- 11 Publisher** German Foundry Association (BDG)
- 12 Advertising:** Markus Winterhalter
☎ +49 211 1591-142
✉ markus.winterhalter@dvs-media.info
- 13 Editor** Martin Vogt, Chief Editor
☎ +49 211 6871 - 107
✉ martin.vogt@bdguss.de



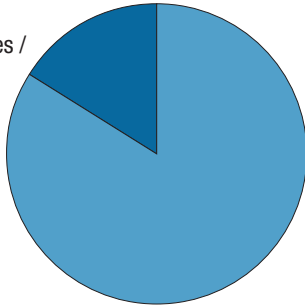
Profile

Scope analysis

14 Scope analysis: 2023 = 3 Issues
Total Scope: 158 Pages = 100%

Advertising section

22 Pages /
14 %

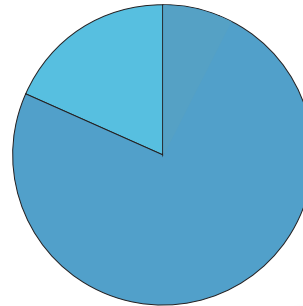


Editorial section

136 Pages /
86 %

Publisher's Advertisements

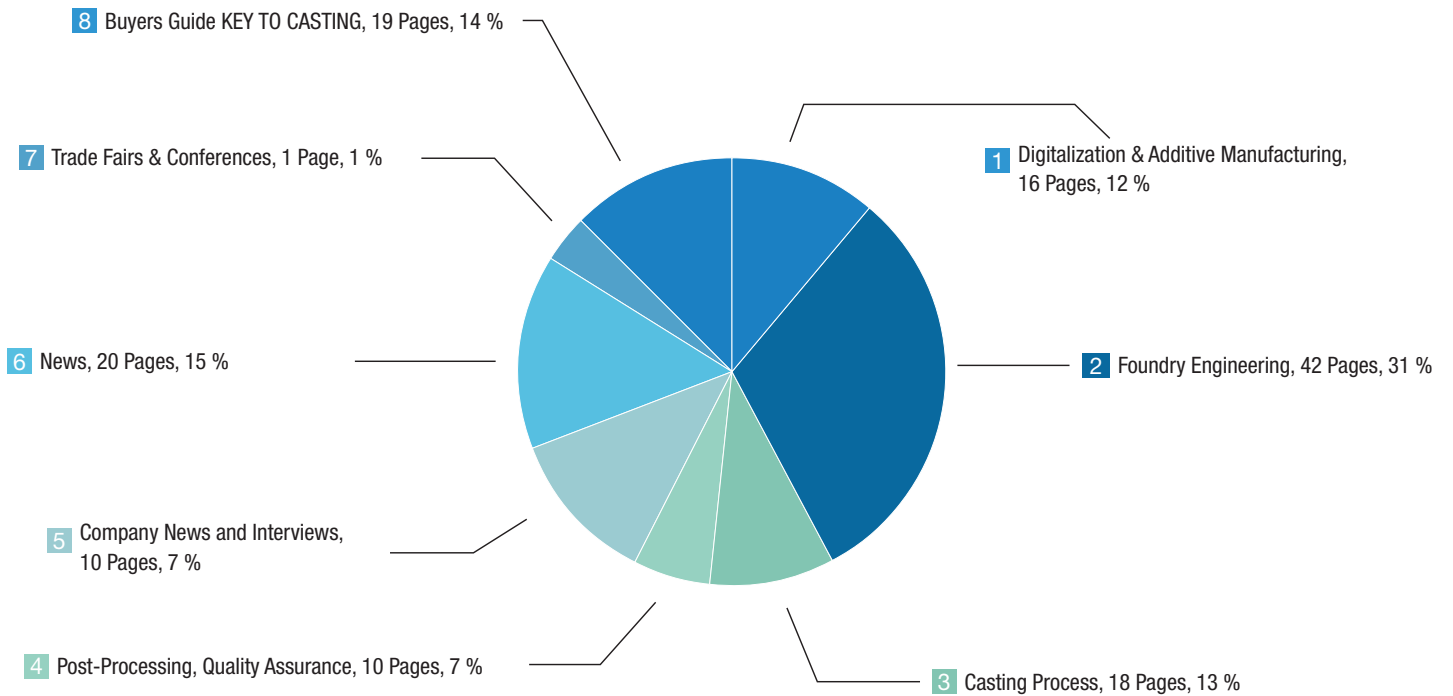
2 Pages / 9 %



Advertisements

20 Pages / 91 %





Cast for gold instead of fish

www.home-of-foundry.de

The whole World of the
**foundry at
a glance**

Has an answer to every question!



- Daily news
- Practical tips
- Interviews with industry giants
- Industry-specific job portal


Up-to-date, knowledge-
able and compelling

powered by:

GIESSEREI



Dates & Editorial Programme

Issues	Dates	Topics	Trade Fairs Conferences Events
1	Ad Closing Date: 21.02.2025 Printing Material: 24.02.2025 Publication Date: 11.03.2025	Die casting and die casting systems Mold and core production Sand processing and regeneration Automation & Industry 4.0	HANNOVER MESSE, Hanover/Germany INTERMOLD/Die and Mold Asia, Tokyo/Japan 37. Control, Stuttgart/Germany 31.03. - 04.04.2025 16.04. - 18.04.2025 06.05. - 09.05.2025
2	Ad Closing Date: 02.05.2025 Printing Material: 06.05.2025 Publication Date: 10.06.2025	Measuring technology Cast iron IT, software, simulation	Lightweight Asia, Shanghai/ People's Republic of China China Diecasting, Shanghai/ People's Republic of China 65. IFC Portoroz, Portoroz/Slovenia GIFA Southeast, Bangkok/Thailand Alu Expo, Istanbul/Türkiye 09.07. - 11.07.2025 16.07. - 18.07.2025 17.09. - 19.09.2025 17.09. - 19.09.2025 18.09. - 20.09.2025
3	Ad Closing Date: 15.08.2025 Printing Material: 19.08.2025 Publication Date: 09.09.2025	Blasting and cleaning / surface treatment Light metal / aluminum Additive manufacturing Refractory	EUROGUSS Mexico, Guadalajara/Mexico Global FoundryExpo, Guadalajara/Mexico UNITECR, Cancun/Mexico Formnext 2025, Frankfurt/Germany 15.10. - 17.10.2025 15.10. - 17.10.2025 27.10. - 30.10.2025 18.11. - 21.11.2025
4	Ad Closing Date: 21.11.2025 Printing Material: 25.11.2025 Publication Date: 09.12.2025	Fair issue EUROGUSS Die casting and die casting systems 	EUROGUSS 2026, Nuremberg/Germany 13.01. - 15.01.2026
2026			
1	Ad Closing Date: 20.02.2026 Printing Material: 24.02.2026 Publication Date: 10.03.2026		

including YEARLY
CALENDAR 2026

Rate Card No. 31

Valid since January 1, 2025

Format	Type Area wide x high in mm	Bleed wide x high in mm*	Black/White	4 colours
Cover Page	186 x 186	-	-	5,390
2./3.4./ Cover Page	174 x 260	210 x 297	3,522	4,419
Inside cover page at the beginning of a SPECIAL or main topic, 1/1 Page	-	210 x 164	-	4,219
1/1 Page	174 x 260	210 x 297	2,938	3,835
2/3 Page, horizontal	174 x 172	210 x 191	2,022	2,919
2/3 Page, vertical	114 x 260	130 x 297		
Juniorpage	128 x 174	145 x 210	1,685	2,582
1/2 Page, horizontal	174 x 128	210 x 145	1,685	2,582
1/2 Page, vertical	85 x 260	102 x 297		
1/3 Page, horizontal	174 x 85	210 x 100	1,045	1,942
1/3 Page, vertical	54 x 260	72 x 297		
1/4 Page, horizontal	174 x 62	210 x 82		
1/4 Page, vertical	40 x 260	57 x 297	804	1,701
1/4 Page, Post card	85 x 128	102 x 145		
Handhold		95 x 80		1,299
Post-it (incl. Company Logo)		58 x 58		1,299

NEW

NEW

Colour surcharges will not be discounted:

Each standard colour	299 €
Each special colour	735 €

Placement surcharges on b/w price (not discountable):

1. right side	20 %
other binding placements	10 %

Discounts:

For a booking period of one year

<u>Series discount</u>	3 – 5 advertisements	5 %
	6 – 11 advertisements	10 %
	12 – 23 advertisements	15 %
	24 and more advertisements	20 %

<u>Quantity discount</u>	2 pages	5 %
	3 – 5 pages	10 %
	6 – 9 pages	15 %
	10 – 12 pages	20 %
	from 13 pages	25 %



* plus 3 mm bleed difference round

Rate Card No. 32

valid since January 1, 2025

2 Surcharge	Each standard colour + Red like HKS 13		
Colours:	4-colour advertisement (European scale)	299 €	
	Each special colour	897 €	
	Metal and fluorescent colours on request	735 €	
	Colour surcharges will not be discounted.		
Format:	There is no trimming surcharge for advertisements larger.		
3 Surcharge	10 % surcharge for other binding placements with the		
Position:	corresponding b/w-format price (not discountable).		
Discounts:	No discount on colour surcharges, additional technical effort charged and situations vacant.		
	Combinations: 3 % for simultaneous placement in CP+T and "GIESSEREI" of at least 3 advertisements within one year.		
4 Sections:	Job offers and job applications, see page 29		
5 Special Forms of Advertisement:	Bound-in inserts Discountable, 1 Bound-in Insert = 1/1 page ad Weight up to 11g/sheet. Minimum size untrimmed (also folded) 216 x 307 mm. Allowance for trim: On top and at the bottom of the page 5 mm each, outside and inside 3 mm each for binding. Only whole circulation.		
	1 Sheet = 2 pages		3,585 €
	2 Sheets = 4 pages		7,100 €
Loose Inserts	Not bound in, max. size 205 x 295 mm. Weight up to 25 g		3,229 €
Stick-on:	on request		
6 Advertorial:	The optimal supplement to your classic advertising with an editorial-like background. You provide text/picture material, we layout adapted to the magazine design:		
	2/1 Pages, 4c (10,000 characters including spaces)		6,559 €
	1/1 Page, 4c (5,000 characters including spaces)		3,835 €
	1/2 Page, horizontal, 4c (2,000 characters including spaces)		2,582 €
7 Terms of Payment:	2 % discount on payments within 14 days and net price for payments within 30 days from the date of the invoice.		

Supplement to Advertising Rate Card No. 32

valid since January 1, 2025

JOB MARKET

Advertisement formats and prices for the job market (prices in Euro, surcharges not discountable)

Colour Surcharges:

per standard colour: 299 €

4 colour surcharge: 897 €

per special colour: 735 €

Box Number Fee:

Domestic: 7 €

Abroad: 10 €

Format	Type Area wide x high in mm	Job Offer Print only (b/w)	Job Offer Print (b/w) + Internet	Job Offer Internet only, Duration 1 month
1/1 Page	174 x 260	1,754	2,054	567
3/4 Page	130 x 260 174 x 195	1,329	1,629	567
2/3 Page	174 x 172 horizontal 114 x 260 vertical	1,181	1,481	567
1/2 Page	174 x 128 horizontal 85 x 260 vertical	893	1,193	567
1/3 Page	174 x 85 horizontal 54 x 260 vertical	599	899	567
1/4 Page	85 x 128 174 x 62 horizontal 40 x 260 vertical	447	747	567
1/8 Page	85 x 62 horizontal	349	649	567
1/16 Seite	85 x 30 quer	325	625	567

Job Applications (Minimum Size 1/16 Page b/w) incl. Box Number Fee and Internet

Format	Width x Height in mm	only Print (b/w)	Print (b/w) + Internet	Internet only
1/16 Page	85 x 30 horizontal	95	inclusive	not possible
1/8 Page	85 x 62 horizontal	136	inclusive	not possible
1/4 Page	40 x 260 vertical 174 x 62 horizontal	181	inclusive	not possible

2 Distribution: Copies per Issue, Annual Average

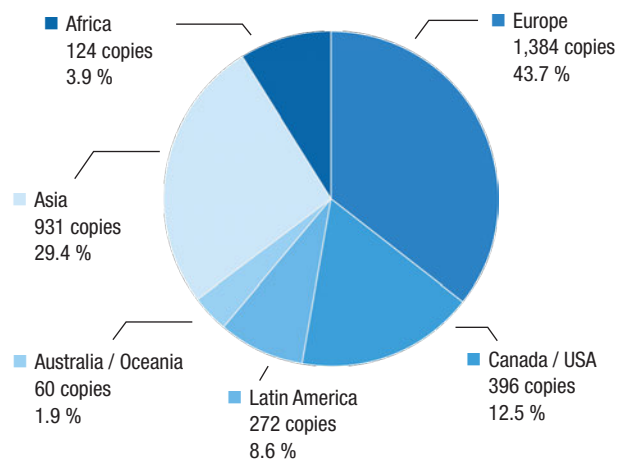
Print run:	4,170		
Actual Circulation:	4,020	thereof outside Germany	3,167
Sold Circulation:	24	thereof outside Germany	14
Subscribed Circulation:	24	thereof to Members	–
Single Sold Copies:	–		
Other Paid Circulation:	–		
Free Copies	3,996		
Remaining, Voucher and Archive Copies	150		

3 Geographical Distribution Analysis:

Percentage of Actual Circulation			
Economic Region	%	Copies	
Germany	21		853
Outside Germany	79		3,167
Actual Circulation	100		4,020

3.1 Geographical Breakdown

Total 3,167 copies



1.1 Sectors / economic sectors / company types

Position in the works	Groups of recipients (according to classification of economic sectors)	Percentage of actual distribution	
		%	copies
B 01	Iron, steel and malleable foundries	35	1,469
B 02	Non ferrous metal foundries (heavy and light metals)	8.7	365
B 03	Die casting foundries	2.7	113
B 04	Investment casting foundries	2.7	113
B 05	Manufacturer/suppliers of metallic charge materials, alloying metals and additives of iron, steel and malleable foundries	1.4	59
B 06	Manufacturer/suppliers of metallic charge materials, alloying metals and additives for non-ferrous foundries	0.5	21
B 07	Manufacturer of foundry equipment (plant and machinery, electrical equipment)	1.4	59
B 08	Industrial furnaces	0.3	13
B 09	Suppliers of ancillary materials and operating equipment (e.g, moulding material binders, refractory products ancillary foundry materials, hydraulic computers, measurement and control equipment etc.)	0.9	38
B 10	Pattern and permanent mould makers	0.2	8
B 11	Ministries and other authorities engaged with industrialization in Third world countries	5.8	244
B 12	Universities and technical colleges, research and advisory institutes	1.1	46
B 13	Engineering companies and consultancies engaged in the foundry industry as well as importers and exporters of foundry plant and equipment, subsidiaries or agencies in third countries without own production facilities	4.2	176
B 14	Trade, technical and scientific organizations, chambers of commerce, banks	0.6	25
B 15	Others	2.4	101
	No statement	32.1	1,348
Actual circulation		100	4,198

1.2 Size of business unit:

Details were not requested because the value of this journal is not depended on this.

2.1 Occupational features

2.1.1 Field of responsibility

Groups of recipients		Percentage of actual distribution	
		%	copies
F 01	Executive function in a ministry or other authority	4.0	168
F 02	Company management, plant management	39.3	1,650
F 03	Assistant to company or plant management	2.7	113
F 04	Research, development, pilot plant	1.6	67
F 05	Production planning, production control operations scheduling	1.2	50
F 06	Pattern and permanent mould manufacture	1.0	42
F 07	Moulding and core making	0.3	13
F 08	Melting and casting	6.4	269
F 09	Continuous casting	0.4	17
F 10	Cleaning, fettling, finishing	0.1	4
F 11	Quality control	1.1	46
F 12	Project planning, plant planning, design	1.5	63
F 13	Maintenance, workshops, ancillary facilities	0.3	13
F 14	Environmental protection, Ergonomics	0.1	4
F 15	Energy and heat management	0.1	4
F 16	Transport, stores, traffic management	0.1	4
F 17	Purchasing, materials management	0.4	17
F 18	Marketing and other commercial functions 1.1 46	1.1	46
F 19	Others (also technical libraries)	1.5	63
F 20	Function not known	4.1	172
	No indication	32.7	1,373
Actual circulation 100.0		100	4,198

} Production

2.1.2 Position in the company

Groups of recipients		Percentage of actual distribution	
		%	copies
P 01	Executive function in a ministry or other authority	4.0	168
P 02	Owner, company management	38.3	1,608
P 03	Assistant to company management	3.2	134
P 04	Chief Engineer, chief designer or chief metallurgist	3.4	143
P 05	Works or departmental manager	2.7	113
P 06	Works engineer, design engineer, works assistant	4.0	168
P 07	Moulding or melting shop foreman	1.6	67
P 08	Consulting engineers	0.2	9
P 09	Consulting engineers	1.7	71
P 10	Teachers at universities, technical colleges, technical high schools	0.6	25
P 11	All others	3.5	147
P 12	Position unknown	4.1	172
	No indication	32.7	1,373
Actual circulation		100	4,198

Summary of the surveying method

1. Method: Analysis of recipient structure by data evaluation - total survey

2. Population:

actual circulation 4,198 = 100%

Not considered in the survey 711 = 17.0%

3. Sample: total survey

4. Target persons of the survey: personal recipients in the institutions contained in the data pool

5. Period of the survey: July 1, 2018 – June 30, 2019

Maximum Visibility of your company: Print & Online

In the international trade journal **CASTING PLANT AND TECHNOLOGY INTERNATIONAL** and **www.keytocasting.com**.

Finding the right business partners quickly and reliably, being found yourself or gaining an overview of the market - this is ensured by the international source of supply directory in every issue of **CASTING PLANT AND TECHNOLOGY INTERNATIONAL** and online at **www.keytocasting.com**.

Thanks to the clear structure in technical areas, your company will be found quickly and precisely as a suitable manufacturer, supplier and service provider in the international foundry business.

Prices

The price of your entry depends on the number of keywords.
All prices are in EURO and do not include the currently valid VAT rate.

Number of Keywords	Cost per Year/per Keyword
1 - 2	200
3 - 5	190
6 - 11	180
12 - 15	170
16 - 20	160
21 +	on request



Formats and Technical Details

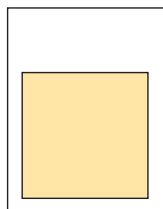
- 1 Size of Journal:** 210 mm wide, 297 mm high, DIN A4 format untrimmed:
216 mm wide, 303 mm high. 3 mm trimming allowance at all sides
Print Area: 174 mm wide, 260 mm high
- 2 Printing and Binding Method:** Offset, perfect binding
- 3 Transmission of Digital Data:** Britta Wingartz
☎ +49 211 1591-155
✉ britta.wingartz@dvs-media.info
- 4 File Formats:** We recommend the delivery of PDF data (standard: PDF/X-4:2008). Open data (e.g. InDesign etc.) should be avoided. The file must be printable, i.e. all fonts used must be embedded, halftone images require a resolution of 300 dpi, line images at least 600 dpi.
- 5 Colours:** PSO Coated v3 (ECI)
Colour profiles and more information about ICC profiles at eci.org.

When delivering print files that are sent to us in RGB colour mode, we automatically convert them to CMYK. Please note that the conversion may result in colour changes. The publisher is not liable for colour deviations in print. Special colours are possible on request.
- 6 Archiving of Data:** As the data are archived, it is generally possible to use the data in an unchanged version for reprints. However, we do not assume any responsibility for the provided data.
- 7 Warranty:** We accept no responsibility for the printing result, if the data (for texts, colours, artwork) provided are incomplete or deviate from the proof. Wrong exposures due to incomplete or faulty files, wrong settings or incomplete instructions will be charged extra. Also additional typesetting or copying effort and the production of faulty proofs will be extra charged.
- 8 Additional Technical Costs:** Layout of the advertisement including 2 correction phases 85 €



Formats and Technical Details

Front Cover



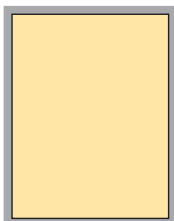
■ 186 x 186 mm

Inside cover page



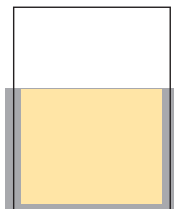
■ 210 x 164 mm *

1/1 Page



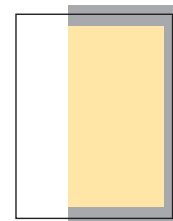
■ 174 x 260 mm
 ■ 210 x 297 mm *

2/3 Page, horizontal



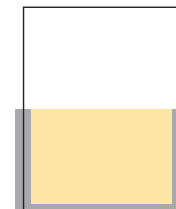
■ 174 x 172 mm
 ■ 210 x 194 mm *

2/3 Page, vertical



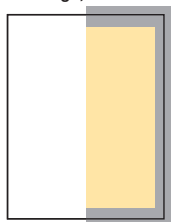
■ 114 x 260 mm
 ■ 130 x 297 mm *

1/2 Page, horizontal



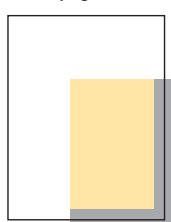
■ 174 x 128 mm
 ■ 210 x 145 mm *

1/2 Page, vertical



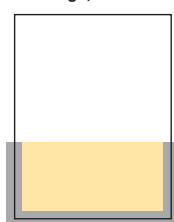
■ 85 x 260 mm
 ■ 102 x 297 mm *

Juniorpage



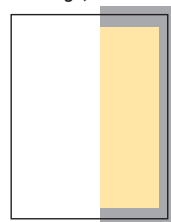
■ 128 x 174 mm
 ■ 145 x 210 mm *

1/3 Page, horizontal



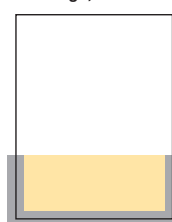
■ 174 x 85 mm
 ■ 210 x 100 mm *

1/3 Page, vertical



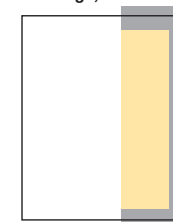
■ 54 x 260 mm
 ■ 72 x 297 mm *

1/4 Page, horizontal



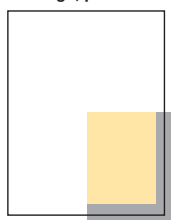
■ 174 x 62 mm
 ■ 210 x 80 mm *

1/4 Page, vertical



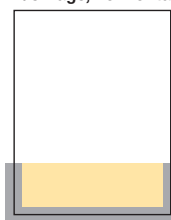
■ 40 x 260 mm
 ■ 57 x 297 mm *

1/4 Page, post card



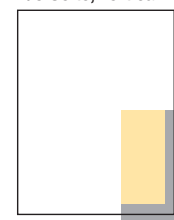
■ 85 x 128 mm
 ■ 102 x 145 mm

1/6 Page, horizontal



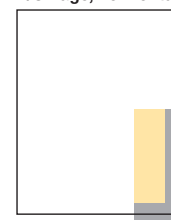
■ 174 x 42 mm
 ■ 210 x 62 mm *

1/6 Seite, vertical



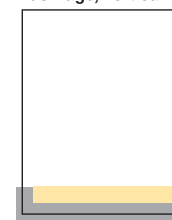
■ 56 x 128 mm
 ■ 71 x 145 mm *

1/8 Page, horizontal



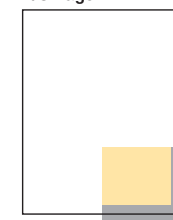
■ 40 x 128 mm
 ■ 55 x 145 mm *

1/8 Page, vertical



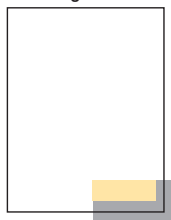
■ 174 x 30 mm
 ■ 210 x 50 mm *

1/8 Page



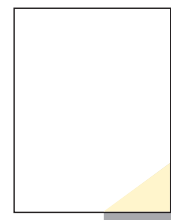
■ 85 x 62 mm
 ■ 102 x 80 mm *

1/16 Page



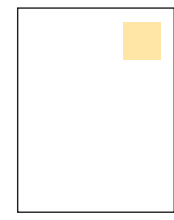
■ 85 x 30 mm
 ■ 102 x 45 mm *

Handhold



■ 95 x 80 mm *

Post-it



■ 58 x 58 mm

■ Type Area
 Width x Height

■ Trimmed size*
 Width x Height

* plus 3 mm bleed
 difference round

Bound-in Inserts

Formats and Technical Details

Bound-in Inserts::

Before accepting and confirming the order, a binding sample, if necessary a blind sample with details of size and weight, must be submitted. Supplements must be designed in such a way that they are recognizable as advertising, cannot be confused with the editorial section, and may only advertise the sales program of an advertiser. The placement of supplements depends on the technical possibilities. Supplements that are printed on a material other than paper can only be accepted with the prior approval of the post office.

Formats:

untrimmed in mm Width x Height
1 Sheet (= 2 Pages) 216 x 307
2 Sheet (= 4 Pages) 432 x 307
3 Sheet (= 6 Pages) 620 x 307
4 Sheet (= 8 Pages) = 2 x 2 Sheets

Required Quantity:

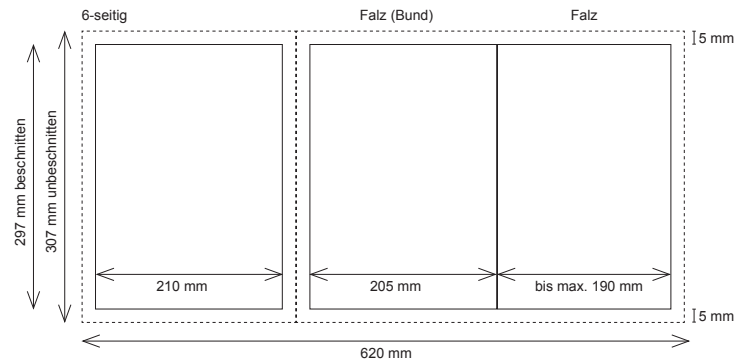
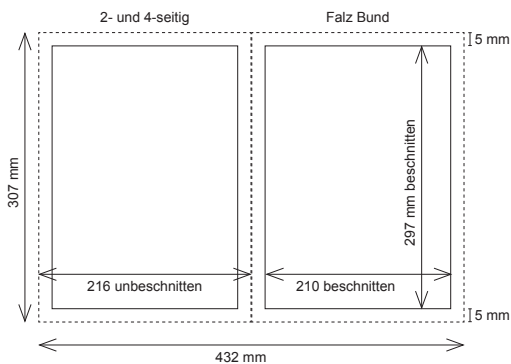
on request

Technical Information:

Bound-in inserts are to be delivered untrimmed. Multi-page bound-in inserts must be delivered folded accordingly. The front of the insert must be marked. The type and design of the Bound-in inserts must be trimmed in such a way that additional preparation and processing is not necessary. Difficulties and additional folding and gluing work will be invoiced separately. In the case of multi-leaf Boundin inserts, the Bound-in inserts must be closed towards the bundle, i.e. in the direction of insertion. In all other cases, a hardship surcharge must be calculated.

Shipping Address:

Free delivery to:
D+L Printpartner
Schlavenhorst 10
46395 Bocholt / Germany
Delivery note: For magazine „GIESSEREI“,
issue (No.)



Loose Inserts, Stick-on Advertising Material

Formats and Technical Details

Loose Inserts: The condition for the order acceptance and confirmation by the publisher is the submission of a binding sample, if necessary a blind sample with details of size and weight. Inserts may only advertise an advertiser's sales program. They must be designed so that they are not confused with the text part of the magazine. The placement according to the technical possibilities.

Insert Note: An insert note will be included in the ad section free of charge

Required Quantity: on demand

Delivery Date: At the respective advertising deadline (see schedule and topic plan, pages 12 & 13 and 26)

Format: Maximum 205 x 295 mm

Shipping Address:: Free delivery to:
D+L Printpartner
Schlavenhorst 10
46395 Bocholt / Germany
Delivery note: For magazine „GIESSEREI“,
issue (No.)

Technical Information: Loose inserts are inserted loosely. They must consist of one piece and be made in such a way that no additional processing is necessary. Difficulties in processing and additional work (e.g. folding) will be invoiced separately. Inserts that are printed on a material other than paper can only be accepted after submission of a binding sample to check the possibilities of processing and shipping. If the insert consists of several sheets, it must be closed to the bundle, i.e. in the direction of insertion. Postcards stuck on inserts or advertisements, as well as other advertising material on request.

Special Advertising Formats

More attention for your print advertising!

Our special formats of advertising are a special form of print advertising, they appear pleasant and at the same time surprising to readers and are particularly well perceived and remembered. So your advertising stays present.

Special advertising formats...

- ...offer you a particularly prominent advertising placement
- ...show our readers - your target group - your innovative strength
- ...are attention and / or topic-oriented
- ...increase the response effect

Let your creativity run free, draw from the wide range of our innovative special forms of advertising or challenge us with your own ideas.

More than ever - Print is successful - We would be happy to advise you!



Special Advertising Formats

Bound-in Insert



Loose Insert



Tip-on Post-its on Carrier Ad



Bellyband



Booklets



Loose Insert



1/6 Page, 1-column Island Ad



2x 2/3 Page, Over Gutter



2x 1/3 Page, Tunnel Ad



3x 1/3 Page, Over Gutter



1x 1/3 Page vertical, Middle Column



2x 1/3 Page, Tunnel Ad



Print Run: 9,000 Copies

Distribution: As an insert in the magazines
 GIESSEREI and CASTING PLANT AND
 TECHNOLOGY INTERNATIONAL
 in the December 2025 issues

Format: 80 x 58 cm (slightly smaller than DIN A 1),
 folded

Paper: 135 g/qm, matte, picture printing

Advertisements

Ad Rate: 882 € plus VAT for 1 field
 1,382 € plus VAT for 2 fields
 (German or English side)
 Motif change possible

Ad Size: 55 mm x 90 mm (Width x Height)

Advertising Deadline: November 7, 2025

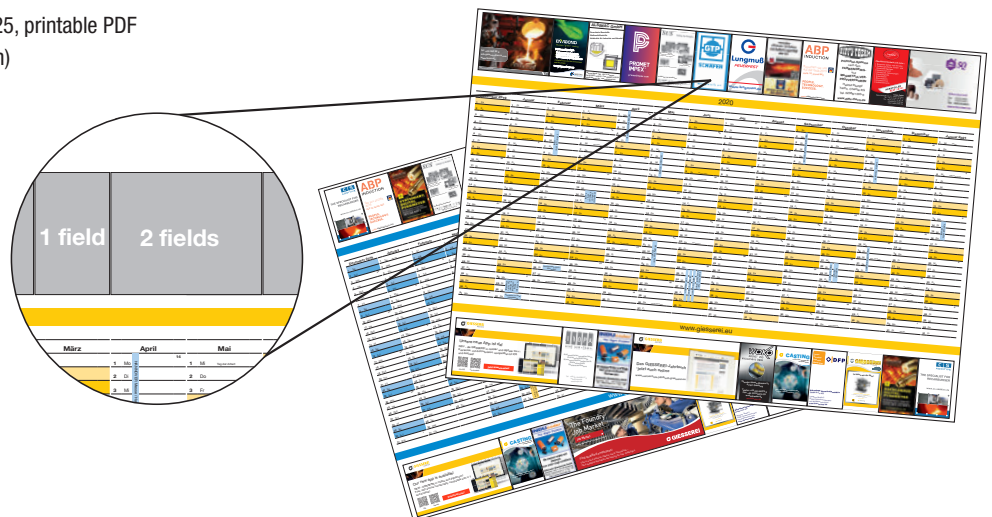
Printing Material: November 11, 2025, printable PDF
 (300 dpi resolution)

8 Good Reasons for Your Advertising Success

- High circulation with industry-specific target group
- Supplement in the leading media of the foundry industry
- Present in offices and production for 1 year (trade fair and holiday planner)
- Most important industry trade fairs for the target group in view
- Cost Effective
- Exclusivity
- Brand booster
- Long-term advertising with a long-term effect

Your advantage

Inexpensive way to provide decision-makers with long-term effects without wastage to reach!



GIESSEREI YEARBOOK 2026

The Foundry Industry in a Nutshell

The entire foundry industry in one volume - that is what it has stood for since 1999 FOUNDRY yearbook. In the 2026 edition, too, the yearbook provides comprehensive information on the industry, from C for contact persons to D for directory of supply sources and F for further training opportunities to S for specialist articles.

Publisher:

German Foundry Association (BDG)
Verein Deutscher Giessereifachleute (VDG)

Publication Date: December 12, 2025

Advertising Closing Date: October 17, 2025

Distribution in Print and Online: 5,000 Copies

The Content

The **GIESSEREI Yearbook** contains current engineering reports on various key issues in the foundry industry and deals with diverse further topics related to the industry, such as training and further education, research, industry organization, industry figures, standardization activities and much more.



The integrated company directory (print & online) helps with alphabetical list of companies and key words, as well as a detailed list of the suppliers guide, in the search for suitable business partners, products and services for all areas of foundry production.

Alphabetical Company Directory (print & online)

<https://verzeichnis-jahrbuch.giesserei.eu/> - Accessible online for 12 months!

Registration fee: 119 € (including logo)

Logo requirements: four colours, max. width 52 mm, max. height 20 mm

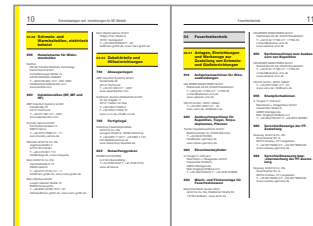
Please send the logo in high resolution as an image file (JPEG or EPS) to:

britta.wingartz@dvs-media.info



List of Products and Services (minimum entry 2 lines)

Two lines: 40 €* } per keyword number
Each additional line 9 €* }



* All prices are in EURO and do not include the currently valid VAT rate.

Format	Formate wide x high in mm	Black/White	2-coloured	3-coloured	4-coloured
2./3./4. Cover Page	148 x 210 (with 3 mm bleed surcharge)	1,225 €	1,441 €	1,657 €	1,873 €
1/1 Page	120 x 170	1,019 €	1,235 €	1,451 €	1,667 €
1/2 Page, horizontal	120 x 85	515 €	731 €	947 €	1,163 €
1/2 Page, vertical	60 x 170				
Footer*	120 x 20	247 €	247 €	463 €	679 €
2/1 Bound-in Insert	154 x 216 (with 3 mm bleed surcharge)	upon delivery to the printer			1,180 €
Loose Insert	142 x 205	upon delivery to the printer			1,528 €
Bookmark		on delivery complete with ribbon to the printer			°/oo 357 €

Colour Surcharge / Discount / Technical Details

Colour Surcharge

For each standard colour red, blue, yellow according to the Euroscale as well as HKS 13 and HKS 57 **216 €**
 For each special colour **433 €**

*For the footer there is no colour surcharge for each of the primary colours red / blue / yellow on the Euroscale.

Discount

2 ads 5% / 3 and more ads 10%

Book Format

148 mm wide x 210 mm high

Printing and binding processes: Offset printing, perfect binding, digital data with proof (request our information sheet "Digital printing documents"). On request, your ad will be created or digitized by the publisher at cost.

Prices for company entries in the suppliers guide can be found on the at:

<https://verzeichnis-jahrbuch.giesserei.eu>



NEW! BE A TOP PARTNER - PACKAGE

Become a TOP PARTNER of the GIESSEREI Yearbook 2026!

Advertise **prominently** with these **exklusive** media services:

- Company Logo on the Front Cover
- Company Logo on Special Page 5 (tbc)
- 1/1 Page 4c advertisement within Editorial Section
- 2/1 Pages 4c Advertorial
- 10 free Copies GIESSEREI Yearbook 2026

Limited number of TOP PARTNERS.

Partnership Rate: 5,145 € ex. VAT.

How to ignite the advertising turbo with your technical papers...

With your published article in one of our trade journals you have set a visible sign of **your professional competence**. Use this effect to boost your marketing - with an **offprint in print or digital!**

With printed special editions of your specialist article, you literally "put your expertise in the hands" of your customers or partners. And at events the printed special editions successfully complement your marketing measures.

In digital form, you can integrate the offprints into your web presence or conveniently send them by e-mail.

Whether print or digital: Offprints protect you from copyright infringement. All publications and illustrations in our media are protected. With our special print versions you can publish your contribution without any legal concerns. We would be pleased to provide you with an individual offer.

1 The Classic – printed in 4-colours

In printed form

Includes permission to distribute your prints

Printing: 4-colour Euroscale, Paper: 135 g/m² Picture printing matt, white

Format: DIN A4 (front and back printed)

On request practical ring eye stapling for filing (extra charge 20 €)

Print Run/Copies*									
Pages	Processing	100	200	300	400	500	600	800	1000
1	plano	206 €	256 €	296 €	304 €	310 €	316 €	328 €	340 €
2	plano	256 €	310 €	350 €	362 €	368 €	374 €	386 €	398 €
4	Folded	394 €	532 €	584 €	608 €	620 €	632 €	656 €	680 €
6	Folded	524 €	678 €	798 €	828 €	850 €	872 €	916 €	960 €
8	Back Wire	632 €	816 €	864 €	892 €	936 €	974 €	1,054 €	1,130 €
12	Back Wire	1,064 €	1,200 €	1,264 €	1,320 €	1,366 €	1,416 €	1,516 €	1,616 €
16	Back Wire	1,416 €	1,472 €	1,536 €	1,594 €	1,658 €	1,718 €	1,838 €	1,958 €

All prices plus VAT and postage and packing costs.

*We will be happy to make you an individual offer for a different number of copies.

2 As print PDF – digital

High-resolution print file in PDF format

For forwarding to your own printers

Unlimited print run

Unlimited reprint right

Includes the right to distribute your prints

300 dpi printable	1 Page	2 Pages	3 Pages	4 Pages	5 and more Pages
	500 €	600 €	700 €	800 €	900 €

All prices plus VAT and postage and packing costs.

3 As Internet PDF – digital

Web-ready file format

For integration on your website or for sending by e-mail

Includes the right to publish on the Internet and for distribution

Ideal in combination with print or print PDF

200 dpi Internet PDF	1 Page	2 Pages	3 Pages	4 Pages	5 and more Pages
	120 €	160 €	200 €	240 €	280 €

All prices plus VAT and postage and packing costs.



Assistance + Booking:

DVS Media GmbH

Postfach 10 19 65, 40010 Düsseldorf

Aachener Straße 172, D-40223 Düsseldorf

Martina Reintjens

☎ +49 211 1591-156

✉ martina.reintjens@dvs-media.info

🌐 www.dvs-media.eu

Your advertisement in the **DIRECT FOCUS** of over **1,400 E-Paper Readers**: Advertising in E-Paper + Print = Increase your advertising reach!

DIGITALER ADDITIONAL VALUE for your booked print ad in the trade journal **GIESSEREI**
via linking of multimedia content:

We offer you these direct link options: Video | Website / Product Page | Email | Google Maps | Sound
Talk to us, we will advise you!



THE website of the industry journal: GIESSEREI

Formats:



Sky-
scraper

160 × 600 Pixel



Super Banner

1126 × 150 Pixel

It should be noted here that this is “responsive” and must also be supplied by the customer in the following formats:

Large banner responsive formats:

Banner Top L – Banner (946x150)

Banner Top M – Banner (706x150)

Banner Top S – Banner (526x150)

Banner Top XS – Banner (468x150)



The 24-hour headquarters for all subscribers and those interested in high-quality specialist articles and background information. Rounded off with access to the current issue up to 2016 with an integrated full-text search.

Prices:

Format/Month	Super Banner	Skyscraper
Start page and subpages: Issues / Subscription / Search	850	850
Combo price with HOME OF FOUNDRY	595	595

Cast for gold instead of fish

www.home-of-foundry.de

The whole World of the
**foundry at
a glance**

Has an answer to every question!



- Daily news
- Practical tips
- Interviews with industry giants
- Industry-specific job portal

Up-to-date, knowledge-
able and compelling

powered by:

GIESSEREI





HOME OF FOUNDRY

DAS BRANCHENPORTAL

MEDIA KIT 2025

WELCOME TO HOME OF FOUNDRY

The world of the foundry industry has found a virtual home: **HOME OF FOUNDRY**

The focus of this contemporary content-based B2B information service is versatile reporting on current trends in the sector, in industry and trade. We focus in particular on practical topics in our editorial work. HOME OF FOUNDRY serves as a competent source for all those who are professionally involved in production, application and processing as well as research and innovations in the field of casting.

The entire process chain from plant engineering, melting, refractory technology, mould and core production, raw materials, preparation technology, surface treatment, automation technology, measuring

and testing systems, consulting and service offers to the diverse range of cast products is shown on HOME OF FOUNDRY.

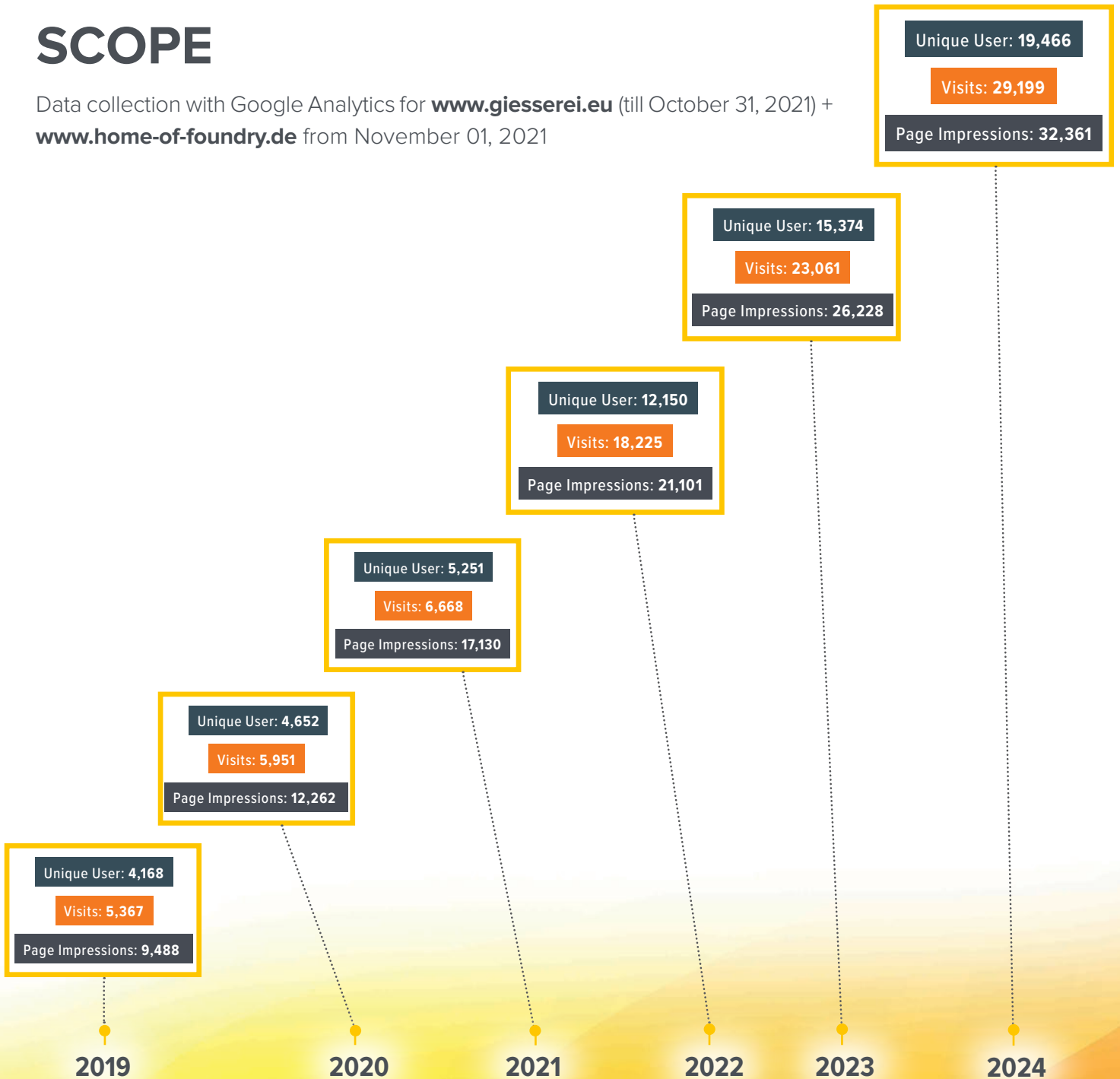
Both users and decision-makers from purchasing, sales and marketing benefit from this unique range of reporting, the expert opinions and the background reports.

Everything for foundrymen
www.home-of-foundry.de

The screenshot shows the homepage of the HOME OF FOUNDRY website. At the top left is the logo 'HOME OF FOUNDRY DAS BRANCHENPORTAL'. To the right, it says 'powered by GIESSEREI' with a search bar containing 'Suche'. Below the search bar is a navigation menu with links: HOME, ARTIKEL, PRODUKTE & FIRMEN, GIESSEREI-MEDIEN, JOBPORTAL, TERMINE, MEDIATHEK. A central banner features a video player with the title 'Der neue S-Max Flex Sand-3D-Roboterdrucker' and a 'VIDEO ANSEHEN' button. Below the banner is a navigation bar with 'Anzeige' on the left and right. The main content area has a welcome message: 'Herzlich willkommen im HOME OF FOUNDRY!' followed by a paragraph about the site's focus on foundry technology. Below this are several content blocks: 'AKTUELLES' with a 'NEWS' section showing a photo of a factory interior, 'UNTERNEHMEN' with a 'SCHAFFER THE RISER COMPANY' logo, and a 'GTP' logo. On the left and right sides, there are vertical advertisements for 'JASPER' and 'Das neue Gesicht der Branche'.

SCOPE

Data collection with Google Analytics for **www.giesserei.eu** (till October 31, 2021) + **www.home-of-foundry.de** from November 01, 2021



ONLINE AND DIGITAL ADVERTISING OPPORTUNITIES.

Banner advertising

Banner advertising is one of the most popular advertising options on the Internet because good banner advertising is perceived and clicked. In the HOME OF FOUNDRY you can use various standard formats for your advertising goals.

Advertorials

Advertisements in editorial guise are becoming increasingly popular. With this advertising opportunity you benefit from our high quality editorial content in the HOME OF FOUNDRY.

Product and company directory

An industry directory for the foundry industry with well-known manufacturers and the associated products completes the usefulness of this

industry portal. Quick and easy search options enables a swift connection to new suppliers.

Newsletter advertising

In our regularly newsletter you can choose between different ad formats such including native ads which guarantees the highest possible level of awareness.

JobPortal

Are you looking for specialists and managers who are familiar with foundry technology? Reach your target group precisely with our crossmedial JobPortal.

We have put together four attractive packages for your optimal presence in the **HOME OF FOUNDRY**. The heart of these service packages is the company and product database.

Learn more on the following pages and choose between: **Basic Plus, Bronze, Silver or Gold.**

BASIC PLUS

Listing of max. 5 product categories in the directory, further listings on request

+ Full address

+ Linked to your web page

75 € monthly/duration: 12 month*

PRESENTATION OF YOUR COMPANY


[HOME](#) [ARTIKEL](#) [PRODUKTE & FIRMEN](#) [GIESSEREI-MEDIEN](#) [JOBPORTAL](#) [TERMINE](#) [MEDIATHEK](#)

[Home](#) > [Produkte & Firmen](#) > [Rubriken](#)

> [Gießereianlagen und -einrichtungen](#)


[Gießereianlagen und -einrichtungen, allgemein](#)

GOLD

 **Maschinenfabrik Gustav Eirich GmbH & Co KG**
Walldürner Straße 50
74736 Hardheim
Deutschland

[Firmendetails](#)

[Produktkategorien](#) ▾

 **HEINRICH WAGNER SINTO Maschinenfabrik GmbH**
Bahnhofstraße 101
57334 Bad Laasphe
Deutschland

[Firmendetails](#)

[Produktkategorien](#) ▾

BASIC

* Minimum term: 12 months, annual invoice plus VAT.

BRONZE

Listing of max. 5 product categories in the directory, further listings on request

Full address and link to web page

- + Own micro site | + Contacts | + Additional text |
- + Company logo | + Cover picture
- + 1 Banner (Skyscraper or Super Banner)

400 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER AD

Skyscraper
160 x 600 px

Skyscraper
160 x 600 px

Super Banner
1126 x 150 px

TRENDTHEMA

VERANSTALTUNG

UNTERNEHMEN

UNTERNEHMEN

UNTERNEHMEN

UNTERNEHMEN

UNTERNEHMEN

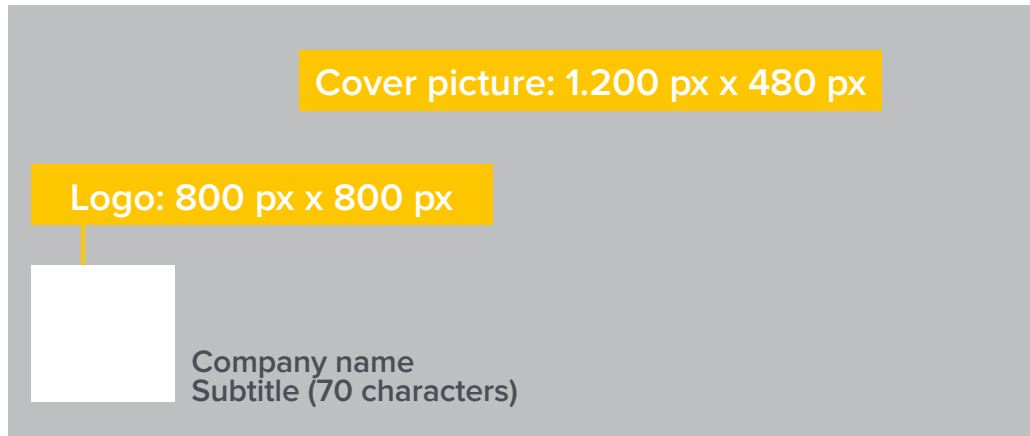
UNTERNEHMEN

BLEIBEN SIE INFORMIERT!

Unternehmen wichtiger
Kunden Teil der wichtigsten
Wahlungen für die nächsten 100
Anbieter, Schlegel und
Verantwortungsbereich sind es dies
in ihrem Postfach.

Zur Newsletter Anmeldung

PRESENTATION OF YOUR MICRO SITE



Company name Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

Additional text: 800 characters
annual invoice plus VAT.

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
[01234 456789](tel:01234456789)

E-Mail:
muster@muster.de

Internet:
www.muster.de

* Minimum term: 12 months, annual invoice plus VAT.

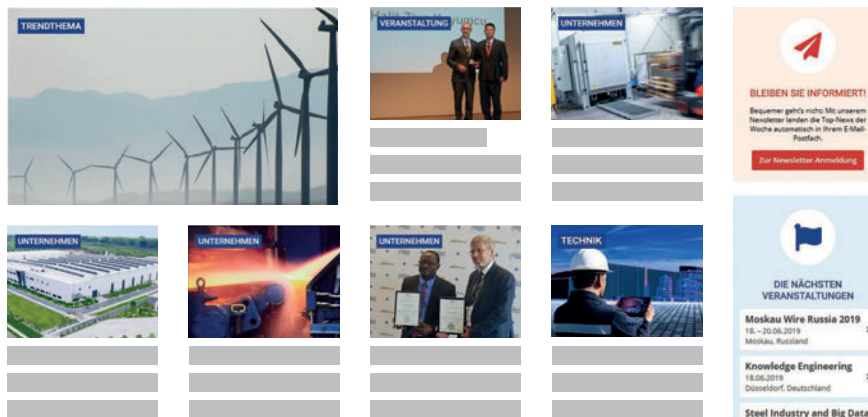
SILVER

Listing in dirctory
Own micro site
Full address and link to web page
Contacts
Additional text
Company logo
Cover picture
+ TOP BANNER

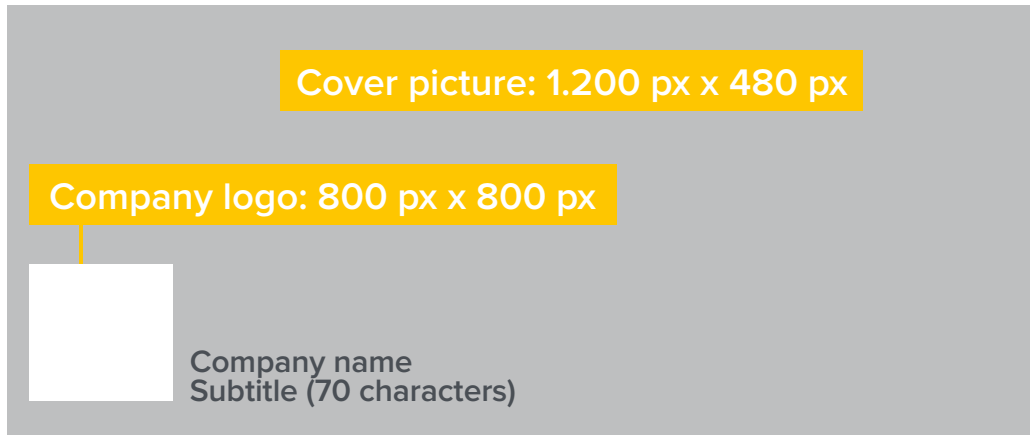
492 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER AD

Top-Banner
1126 x 150 px



PRESENTATION OF YOUR MICRO SITE



Company name Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
[01234 456789](tel:01234456789)

E-Mail:
muster@muster.de

Internet:
www.muster.de

* Minimum term: 12 months, annual invoice plus VAT.

GOLD

Listing in directory
Own micro site
Full address and link to web page
Contacts
Additional text
Company logo
Cover picture
TOP BANNER **plus** Super Banner
(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)
+ Listed under TOP COMPANY (TOP-FIRMA) |
+ Videos | + Whitepaper | + Advertorial (1 per month)
800 € monthly/duration: 12 months*

PRESENTATION AS TOP COMPANY

powered by **GIESSEREI**

MEADIADATEN NEWSLETTER KONTAKT

Suche

Top Company

TOP-FIRMEN

DVS MEDIA GMBH Fachmedien für die Schweißtechnik Mehr erfahren	MAGMA GIESSEREITECHNOLOGIE GMBH Committed to Casting Excellence Mehr erfahren	ABP INDUCTION SYSTEMS GMBH Ein Unternehmen – weltweiter Service Mehr erfahren	ACTOS GESELLSCHAFT FÜR TECHNISCHE OBERFLÄCHENSYSTEME MBH Erhalten Sie den Wert ihrer Strahlanlagen Mehr erfahren
JASPER GESELLSCHAFT FÜR ENERGIEWIRTSCHAFT UND KYBERNETIK MBH Feuer und Flamme für Innovationen Mehr erfahren	VESUVIUS GMBH - FOSECO weltweit führendes Unternehmen in der Metallflusstechnik Mehr erfahren	GIFA 2023 15. Internationale GIESSEREI-Fachmesse mit Technical Forum Mehr erfahren	RGU GMBH Wir lieben Gießerei... Mehr erfahren

in Ihrem Produkt
zur Newsletter-Anmeldung

PRESENTATION OF YOUR MICRO SITE

Cover picture: 1.200 px x 480 px

Company logo: 800 px x 800 px



Company name
Subtitle (70 characters)

Company name Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A t vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A t vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.



tero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.



tero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

Additional text:
3,000 characters + images

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de



* Minimum term: 12 months, annual invoice plus VAT.

ADVERTISING IN TIME WITH **OUR INDIVIDUAL SERVICES**

Basic Plus, bronze, silver and gold advertising packages do not match what you are looking for?

On the following pages you find the individual services in detail.

THIS IS WHAT YOU CAN EXPECT FROM US

Banner ads

- › Skyscraper
- › Super Banner

Newsletter ads

- › Banner / Text / Native ad
- › Stand Alone Newsletter

Job-Portal

- › online
- › print + online

Advertorial & Whitepaper

SHOW PRESENCE WITH YOUR BANNER AD

Choose between the portrait format Skyscraper and the landscape format Super Banner.

Ad rate

- > Homepage + sub pages*: 850 €/month
- *except JobPortal


PRESENTATION OF YOUR BANNER AD

Skyscraper
160 x 600 px

Skyscraper
160 x 600 px

Super Banner
1126 x 150 px

JOBPORTAL

in Cooperation with:  StepStone

Colour surcharge:

- > each Standard Colour 299 €
- > Full Colour 897 €
- > each Special Colour 735 €



Forma	Width x Height in mm	Job Offer print (b/w) only	Job Offer print (b/w) + Internet	Job Offer print (4c) + Internet	Job Offer Internet only Duration 1 month
1/1 page	174 x 260	1,754	2,054	2,951	567
3/4 page	130 x 260 174 x 195	1,329	1,629	2,526	567
2/3 page	174 x 172 horizontal 114 x 260 vertical	1,181	1,481	2,378	567
1/2 page	174 x 128 horizontal 85 x 260 vertical	893	1,193	2,090	567
1/3 page	174 x 85 horizontal 54 x 260 vertical	599	899	1,796	567
1/4 page	85 x 128 174 x 62 horizontal 40 x 260 vertical	447	747	1,644	567
1/8 page	85 x 62 horizontal	349	649	1,556	567
1/16 Seite	85 x 30 horizontal	310	570	1,522	567

ADVERTORIAL OR WHITEPAPER: YOUR PUBLICITY IN EDITORIAL PACKAGING

Advertorial and Whitepaper are a popular means of presenting advertising in editorial packaging. HOME OF FOUNDRY also offers you this opportunity.

We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

Later, your article will be listed in our chronological article overview for a certain period of time.

Advertorial or Whitepaper:

- > 3 months period 990 €
- > 6 months period: 1,690 €
- > 12 months period: 2,590 €

PLACEMENT OF ADVERTORIALS & WHITEPAPERS

The screenshot displays the homepage of HOME OF FOUNDRY, a portal for the foundry industry. The header includes the logo, navigation links (HOME, ARTIKEL, PRODUKTE & FIRMEN, GIESSEREI-MEDIEN, JOBPORTAL, TERMINE, MEDIATHEK), and a search bar. A banner for SIMPSON TECHNOLOGIES is featured, along with a search bar and a search icon. The main content area is titled "Herzlich willkommen im HOME OF FOUNDRY!" and displays a grid of articles. Two whitepapers are highlighted: "WHITEPAPER: EIN ENTSCHIEDENDER SCHRITT IN RICHTUNG GREEN FOUNDRY" (dated 16.02.2022) and "WHITEPAPER: DER NACHHALTIGKEITSVORTEIL" (dated 19.01.2022). A circular inset shows a group of people, likely the management of the Fraunhofer IGCV, with the text "UNTERNEHMEN Das Fraunhofer IGCV sagt Danke!".

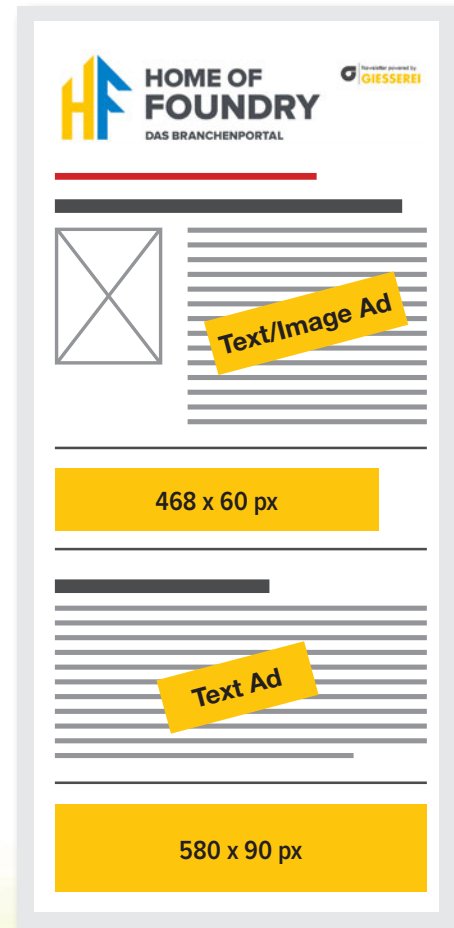
THE NEWSLETTER, YOUR DIRECT LINE TO THE INDUSTRY **FAST, DIRECT, COST-EFFICIENT!**

The bi-lingual HOME OF FOUNDRY Newsletter is regularly published and provides the latest news in a nutshell from the industry for the industry. Ensure that your advertising is in the right context.

Choose between these options:

Fullbanner	468 x 60 px	313 €
Text Ad	400 characters max.	325 €
Text/Image Ad	300 characters max. + 1 image	325 €
Special Banner	580 x 90 px	441 €






Booking and ad required:
10 days prior to mailing date



THE NEWSLETTER, DATES 2025/26



DATES 2025/26

ISSUE	TRANSMISSION	DATA DELIVERY	EVENT
January 1	09.01.2025	02.01.2025	
February 1	06.02.2025	30.01.2025	24. Druckgusstag, Ingolstadt/Germany
February 2	20.02.2025	13.02.2025	24. Druckgusstag, Ingolstadt/Germany Inceight Casting C8, Stockstadt/Germany
March 1	06.03.2025	27.02.2025	49. Aachener Gießereikolloquium, Aachen/Germany, Formstoff-Forum, Freiberg/Germany
March 2	20.03.2025	13.03.2025	
April 1	03.04.2025	27.03.2025	
April 2	17.04.2025	10.04.2025	
April 3	24.04.2025	17.04.2025	Moulding Expo, Stuttgart/Germany
May 1	08.05.2025	30.04.2025	
May 2	15.05.2025	07.05.2025	Aalener Gießerei Kolloquium, Aalen/Germany, Deutscher Gießereitag, Aachen/Germany
June 1	05.06.2025	28.05.2025	Deutscher Gießereitag, Aachen/Germany
June2	19.06.2025	12.06.2025	China Diecasting, Shanghai/China
July 1	03.07.2025	26.06.2025	
July2	17.07.2025	10.07.2025	
August 1	07.08.2025	31.07.2025	
August 2	21.08.2025	14.08.2025	65. IFC Portoroz, Portoroz/Slovenia
September 1	04.09.2025	28.08.2025	GIFA Southeast, Bangkok/Thailand
September 2	18.09.2025	11.09.2025	
October 1	02.10.2025	25.09.2025	EUROGUSS Mexico, Guadalajara/Mexico
October 2	16.10.2025	09.10.2025	Formnext 2025, Frankfurt/Germany
November 1	06.11.2025	30.10.2025	Parts Finishing, Karlsruhe/Germany
November 2	20.11.2025	13.11.2025	
December 1	04.12.2025	27.11.2025	
December 2	18.12.2025	11.12.2025	EUROGUSS, Nürnberg/Germany  EUROGUSS
2026			
January 1	08.01.2026	30.12.2025	EUROGUSS, Nürnberg/Germany  EUROGUSS
January 2	09.01.2026	02.01.2026	EUROGUSS, Nürnberg/Germany  EUROGUSS
January 3	12.01.2026	05.01.2026	EUROGUSS, Nürnberg/Germany  EUROGUSS
January 4	13.01.2026	06.01.2026	EUROGUSS, Nürnberg/Germany  EUROGUSS

SCOPE

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HOME OF FOUNDRY

DAS BRANCHENPORTAL

Newsletter powered by **GIESSEREI**

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Newsletter 15/2024 - 22. August 2024



Warum der Austausch mit der Politik entscheidend bleibt

Liebe Leserinnen und Leser,

in den vergangenen zwei Wochen hatte ich die Gelegenheit, die **FWH Stahlguss GmbH**, **Otto Junker** und die **Schmiedeberger Gießerei GmbH** zu besuchen. Dabei sind interessante Gespräche entstanden, die Sie bald im HOME OF FOUNDRY nachlesen können. Der Blick hinter die Kulissen zeigt, dass alle Unternehmen bemüht sind, den Dialog mit politischen Mandatsträgern zu suchen – sei es persönlich oder über Verbände. Es bleibt entscheidend, im Kontakt zu bleiben, nachzuhaken und die technischen Aspekte der Branche immer wieder zu verdeutlichen. Nutzen Sie die Gelegenheit, vor Ort mit Ihren Abgeordneten zu sprechen und bleiben Sie dran.

Auch im vorliegenden Newsletter haben wir wieder interessante Inhalte für Sie zusammengestellt. Viel Spaß bei der heutigen Lektüre und bleiben Sie kommunikativ!

Christian Thieme
HOME OF FOUNDRY-Redaktion

Subscribers: 1,470

Opening rate: 70.24%

FOR ALL WHO HAVE MORE TO SAY: STAND ALONE NEWSLETTER

Your marketing messages to the industry need more space than an advertising banner can offer? Take advantage of our subscriber pool for a **stand alone newsletter**. The design corresponds to the common HOME OF FOUNDRY newsletter.

The crucial difference, however, lies in the content, which is composed exclusively of your messages. The stand alone newsletter can be sent at any time, with the exception of Thursday.

Besuchen Sie hier die Webversion.

HOME OF FOUNDRY
DAS BRANCHENPORTAL

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Newsletter Nr. 37, Februar 2020

ANZEIGE

Die NFM Gruppe wird zu REAZN

Unter dem neuen Markennamen REAZN vereint sich ab sofort die Unternehmensgruppe aus NFM Alloy, NFM Cranet, ISTC und The Brock Metal Company. Mit der neuen Marke präsentieren sich nun alle Akteure in einem einheitlichen und modernen Erscheinungsbild.

Der neue Name transportiert den Kern des Unternehmens und steht für Reliability, Recycling und Zink.

RE:ZN
THE ZINC COMPANY

Erste Vorstellung der neuen Marke

Auf der EUROGUSS 2020 wurde REAZN erstmals der Öffentlichkeit präsentiert. Bei den Messebesuchern und Brancheninsidern stieß der neue Auftritt auf eine sehr positive Resonanz. Hohe Aufmerksamkeit erzeugte auch das Thema der Nachhaltigkeit, da REAZN dank eines innovativen Produktionsprozesses den Energieverbrauch sowie die Emissionen auf ein minimales Level senken kann.

EUROGUSS 2020

Spezialist für Zinklegierungen

Mit Standorten in Luxemburg, Belgien und England produziert REAZN über 90 000 t Zinklegierungen und beliefert über 400 Kunden. Durch eine hohe Expertise in den Bereichen Recycling und Circular Economy, ist REAZN ein zukunftsstarker und innovativer Partner für die Druckguss- und Galvanisierungsindustrie.

Besuchen Sie hier die Webversion.

HOME OF FOUNDRY
BRANCHENPORTAL

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Abo | Aktuelles Heft

2021

Home of Foundry ist das neue Branchenportal

Sie lesen gerade den ersten Newsletter des Home of Foundry (HoF) - powered by GIESSEREI. Was ist das HoF? Es ist die Nachfolge des bisherigen Internet-Auftritts unter www.giesserei.eu, der bis Jahresende online bleibt. Wir arbeiten im HoF noch aktiver, liefern Tag für Tag News zu Produkten und Entwicklungen in der Branche und bieten Ihnen noch kreativere Möglichkeiten, sich nicht nur zu informieren, sondern auch Ihre Kommunikationsbedürfnisse gegenüber Ihren Kunden passgenau zu erfüllen. Dafür steht das Team hinter dem Home of Foundry - der Verlag DVS Media mit seinen Ansprechpartnern aus dem Team Vermarktung um Markus Winterhalter sowie die Redaktion der GIESSEREI mit Christian Thome und mir.

Ich wünsche Ihnen informative Momente mit unserem neuen Home of Foundry - powered by GIESSEREI.

Martin Vogt, Chefredakteur

2022 euroguss.de

Weg für Quantensprung in der Bearbeitung

DR F erleichtert Fill die harte an Gussteilen massiv bei Qualität.

Wahl zur neuen Gewählt

Europäischen Geldregiegruppe wird neue CAEF. Die Wahl von Igha cio Di la verewand REAF ab 2022.

3-D-Druck Potenzial

Stärke des 3D-Drucks und besuchen Sie Altair (Stand F 59).

Beispiel, wie Sie optimieren und mittels KI das Geschwindigkeit können.

- › Intro text 1,500 characters incl. spaces max.)
- › 3 Teaser articles consisting of:
- › Headline: 75 characters max.
- › Teaser text: 540 characters max.
- › Image size: 271 x 181 px
- › Up to 4 news headlines: 70 characters max.
- › Up to 4 company events
- › **Ad rate Stand Alone Newsletter: 2,079 €**

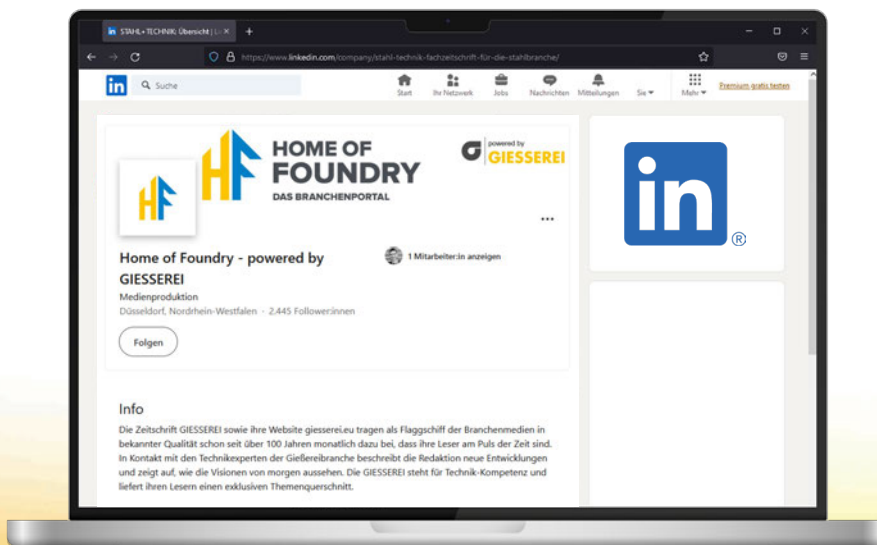
SOCIAL MEDIA POSTING



Leverage the GIESSEREI network and give your press releases a social media boost.

LinkedIn 2025

1x Posting	325 €
3x Postings	900 €
10x Postings	2,500 €



Follower:
2,442

2024

Follower:
2,308

2023

Follower:
1,938

2022





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