

# Metal Expert

Advertising Opportunities

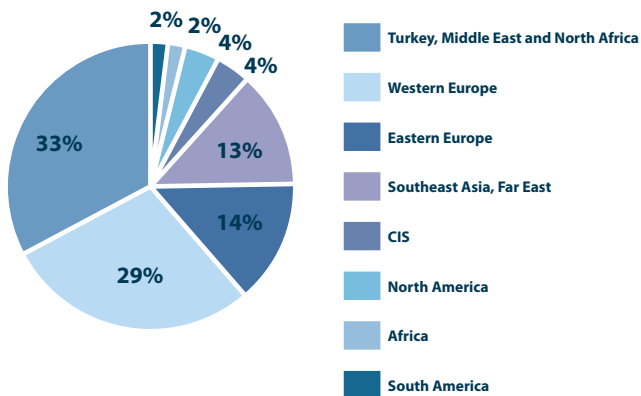
## Metal Expert's Subscribers are YOUR CLIENTS!

Metal Expert would like to propose you an opportunity to reach global steel audience and promote your products or services to potential clients on our website and in our daily updated pdf-editions of news on global steel and raw materials market.

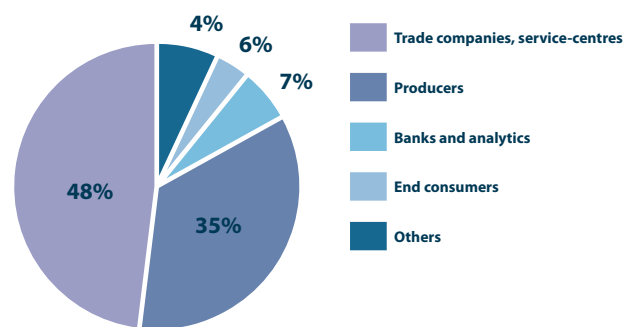
Producers of steel and raw materials, traders, distributors, stockists and service centres, ultimate consumers, financial analytics and other professionals of the steel market make well-informed decisions with Metal Expert News.

3,500 professionals of the steel market in 67 countries get Metal Expert's information every day.

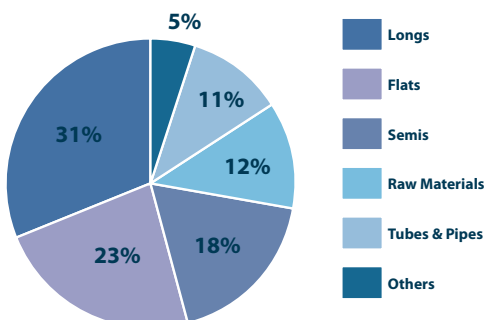
### 1. We show your advertisement to companies in more than 67 countries with special focus on Middle East and Europe.



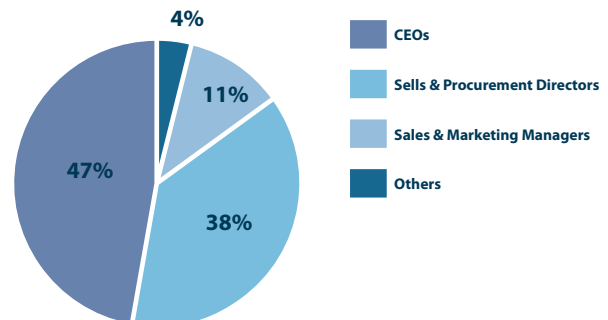
### 2. We help you to sell or buy, as well as distinguish your company among the competitors.



### 3. Our clients deal with the same product you deal with.



### 4. We give you access to steel industry's top decision-makers.



#### Advantages of advertising in Metal Expert's sources:

- Attention of the target audience accurately to your products and services
- Linking banner in pdf directly to your web-site
- Choosing a specific product-focused part in Metal Expert News or region-focused part in Metal Expert Weekly that provides attention of refined target audience.
- Placing your banner on all pages of Metal Expert web site
- Banner advertising is efficient and long-termed (the longer term of placing advertising – the higher DISCOUNT for your company)
- Providing offers a special option for companies, focusing on CIS market – advertising in Russian publications and web-site.

For advertising options, please, turn over >>>

# Metal Expert

Advertising Options

Our Advertising Options are Your Benefits!

**Metal Expert proposes you such advertising options.**

## 1. Advertising on Metal Expert web-site

### Metal Expert web-site

is the on-line source of news, price quotations, statistics and analysis related to the global markets for steel and raw materials.

Metal Expert proposes you to reach the target audience by placing your banner on our website, including the homepage, pages "news" and "prices" as well as subscriber area. Homepage is intensely viewed by large audience.

Pages "news" and "prices" with high percentage of repeated views is the best choice for special offers.



120 px × 60px  
200\$ per month

120 px × 120px  
350\$ per month

120 px × 240px  
600\$ per month

677 px × 105px  
800\$ per month

335px × 105px  
450\$ per month

## 2. Advertising in Metal Expert publications

### Metal Expert News

is a daily pdf-publication delivered by e-mail, allowing readers to be well-informed about the latest and most important trends of the global steel and raw material markets.



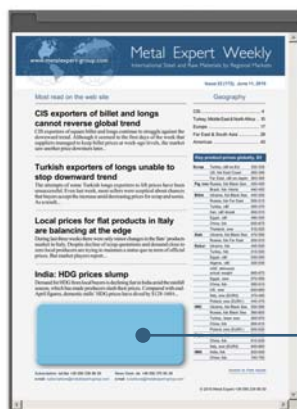
90mm × 53mm  
200\$ per month



180mm × 50mm  
200\$ per month

### Metal Expert Weekly

is a weekly pdf-publication focusing on the latest changes on the regional markets.



115mm × 48mm  
300\$ per month



56mm × 240mm  
350\$ per month

56mm × 120mm  
200\$ per month

**For more details about advertising with Metal Expert, please, CONTACT:**

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