

ADVERTISING OPTIONS 2011



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I. Metal Expert Services

Metal Expert is an independent provider of comprehensive market information including news and analysis for global steel and raw materials markets.

Metal Expert holds conferences and advertising campaigns. Our company is among 5 world biggest companies that provide information about steel market.

Our clients are steel and raw material producers, traders and service companies all around the world.

Market segments: steel products – semis, long products, flat products; steel tubes & pipes; raw materials — coke, iron ore and other ferrous raw materials; coal; refractory; ferroalloys.

Regions: We carry out research of global steel markets.

Subscription options: online access and e-mail delivery.

We provide a wide range of services: Our publications and services are classified into three groups of online, analytical and customized ones. Conferences, various advertising and promotion options are a valuable addition to this range.

Advertising in our publications and on the website is a powerful tool for promoting industrial brands, products and services.

2. Advertising Opportunities

Metal Expert is a reliable source of commercial information. The quality of our information is guaranteed by providing first-hand information obtained from phone surveys with market participants, which is thoroughly checked and analyzed thereafter. High authority of our publications ensures great effect of advertising campaign.

Advertising in Metal Expert publications is an effective support for company marketing campaigns: sale and brand promotion, creating informational connection with consumers, entering new marketing outlets, media coverage of the tenders and corporate events.

Advantages of advertising in Metal Expert sources:

1. Attention of the target audience accurately to your products and services.
2. Linking banner in pdf directly to your website.
3. Choosing a specific region-focused part in World Steel News and World Steel Weekly that provides attention of refined target audience.
4. Placing your banner on all pages of Metal Expert website.
5. Placing your advertising in Russian-language printed magazine "Metal-Courier" — an informational leader on CIS market.

3. Advertising Options

3.1 News & Market Reports Service: World Steel News & World Steel Weekly

Powerful combination of World Steel News and World Steel Weekly includes both industrial news and regionally focused market reports on global steel and raw materials market.

Circulation: 3 500 copies

Segments: raw materials (scrap, pig iron, iron ore, DRI & HBI, coal & coke), steel semis (billet, slab, round billet) and finished steel products (flats and longs, including sections), steel tubes & pipes (welded and seamless)

Regional markets: Middle East, North Africa, Central and Eastern Europe, CIS markets and export activity of CIS mills, China and South East Asia, as well as India, USA, Brazil and others.



3. Advertising Options

3.2 Metal Expert website: www.metalexpert-group.com

Metal Expert website is efficient online source of steel and raw materials industry information. Online information is being update during the day and therefore attracts a great attention of subscribers.

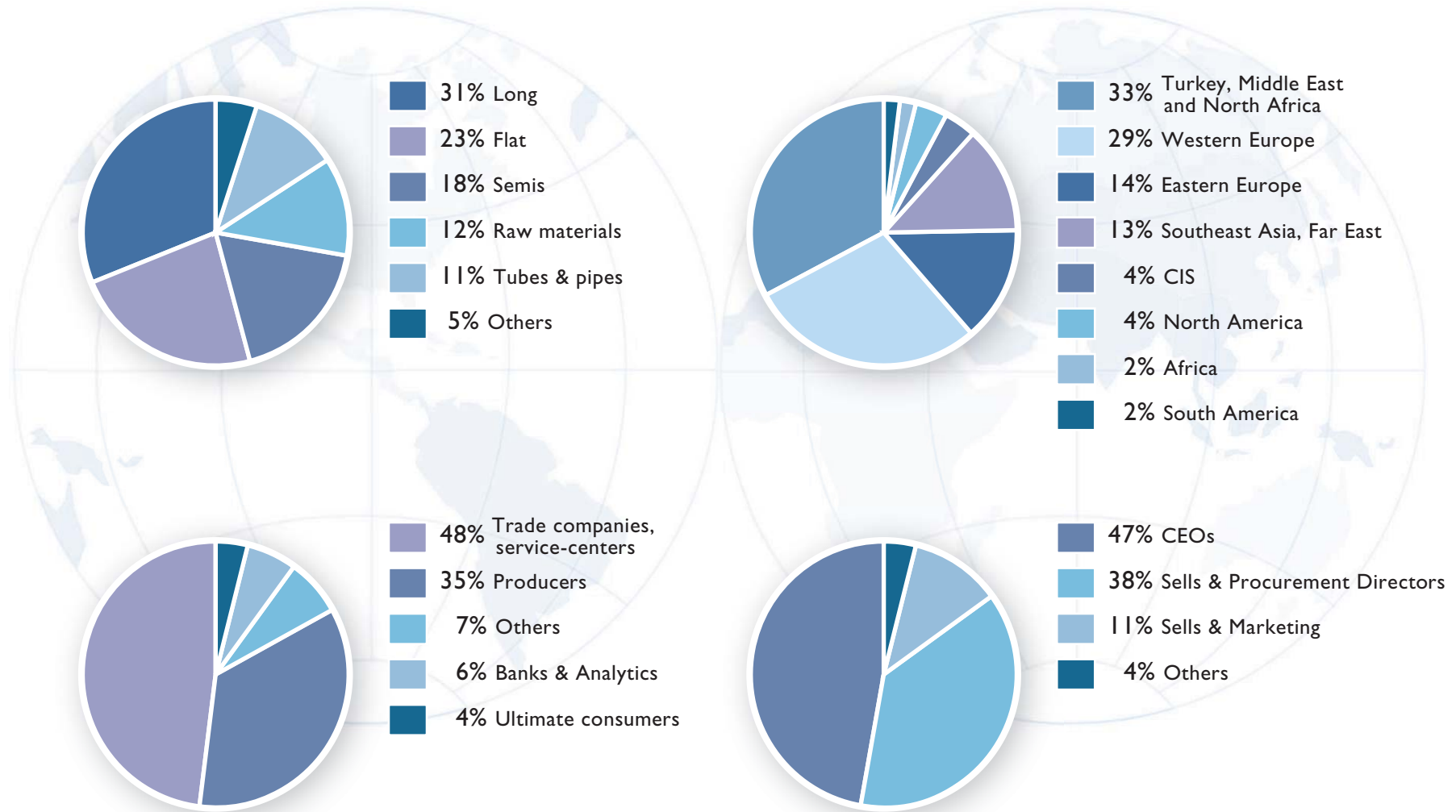
ME website provides the following information:

1. Latest news about world steel and raw materials market
2. Prices and statistics
3. News and Weekly archive
4. Monthly analytical reports
5. Forecasts

Our website is the best choice to attract attention to your advertising banner and make your future partners learn more about you.



4. Metal Expert readers



5. Prices

World Steel News

Sizes (mm)

90 x 53 (cover page)

180 x 50 (inner page)

Price per month

USD 700

USD 500

World Steel Weekly

Sizes (mm)

180x50 mm (cover page)

180x50 mm (inner pages)

Price per month

USD 500

USD 350

Metal Expert website (www.metalexpert-group.com)

Sizes (px)

60 x 480 (top banner)

60 x 480 (bottom banner)

120 x 240 (right-side banner)

120 x 120 (right-side banner)

120 x 60 (right-side banner)

Price per month

USD 1000

USD 500

USD 600

USD 400

USD 250

6. CIS market magazine: Metal – Courier

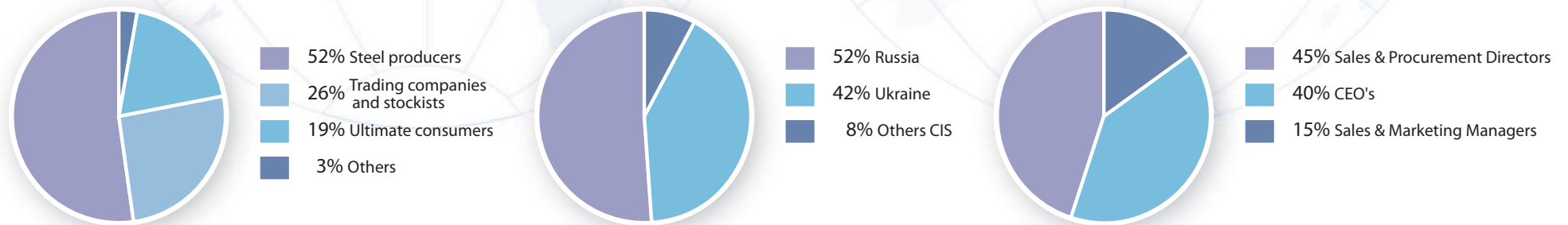
Metal-Courier is a printed weekly magazine issued **since 1994** and allowing readers to be well informed about the latest and the most important trends of the CIS steel and raw materials markets.

Circulation: 5 000 copies.

Segments: scrap, pig iron, ferroalloy, iron-ore, coke; semis, steel, finished products (long and flat), carbon and special steels, tube and pipe with a special focus on Russia and Ukraine.

Regional markets: Russia (50%), Ukraine (42%), other CIS (8%).

Metal – Courier readers



7. Contact Information

EKATERINA SUBBOTINA **Advertising Manager**

tel.: +38 056 370 12 06 (ext. 149)
e-mail: E.Subbotina@metalexpert-group.com

www.metalexpert-group.com

Metal Expert Russia

tel./fax: + 7 495 780 30 93, 775 60 55
e-mail: v.volodarsky@metalexpert-group.com

73, Volokolamskoe shosse, Moscow

Post address:
P/O box 60, Moscow 123060, Russia

Metal Expert USA

tel.: +1 832 545 50 23
e-mail: k.hashimova@metalexpert-group.com

Post address:
2470 Hodges Bend Cir., Sugar Land,
TX 77479, USA