



STEEL MARKET UPDATE

part of the  **Group**

"Informing, Educating, Motivating Steel Buyers"

2023

Media Kit

Prices effective January 1, 2023
through December 31, 2023

Overview:

Steel Market Update is the only independent and impartial voice specifically focused on serving buyers and sellers of flat rolled steel products.

SMU reports on breaking news, market trends and steel prices using a toolbox of proprietary market indices.

SMU's website, Executive and Premium level memberships, market surveys and price indices offer information and insights available nowhere else.

Monthly Website Stats:

Monthly averages as of 2022

Page views: 30,000

Unique Visitors: 18,000

Percent of Returning Visitors: 30%

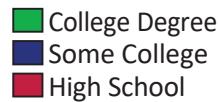
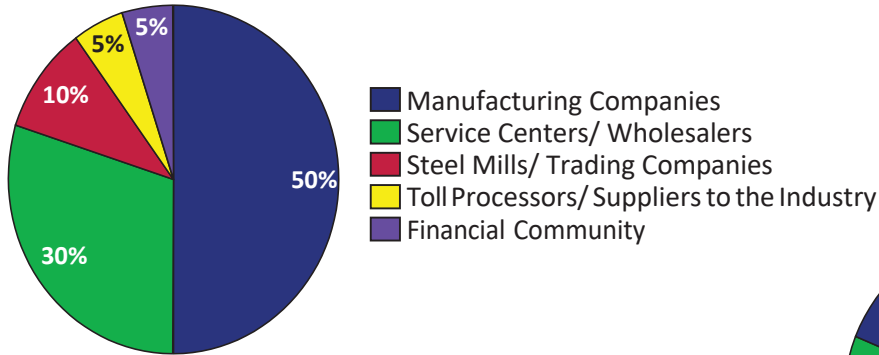
Monthly Newsletter Stats:

Total SMU Subscribers: 4,800

Monthly Email Distributions: 75,000

Average Email Open Rate: 60%





Visitor Demographics:

Our website and newsletter reach thousands of highly educated professionals involved in the flat rolled steel industry.

40% Purchasing Function
 40% Sales Function
 20% Executive/Managerial Function

Industries Served:

At SMU, our customer base comes from the following industries:

40% Manufacturing Companies
 30% Service Centers/Wholesalers
 10% Steel Mills/Trading Companies
 10% Financial Community
 10% Toll Processors/Industry Suppliers/Others

Press Coverage:

SMU is often cited by a variety of high profile news, industry and financial publications and reports.

THE
WALL STREET
JOURNAL

 argus

 ITR ECONOMICS

Bank of America
Merrill Lynch 


SteelOrbis
CONNECTING MARKETS

the fabricator

 ASD

 PLATTS


The magazine for metal service centers, fabricators & OEMs/end users

Metal Center News

 NHK

Steel Market Update has the ability to offer multiple advertising options between our website home page, high exposure internal pages, and newsletter emails. Our market focus is on providing information vital to those in the North American flat rolled steel and related industries, therefore we only allow advertisements that are relevant to our members.

Advertising Opportunities:

SMU offers advertising opportunities in both our newsletters and website.

-Newsletter Advertising: SMU Executive Newsletters are published three times per week. Additional SMU Premium Newsletters are published three to five times per month.

-Website Advertising: We offer a variety of ads in many of the high traffic sections of our website.

Newsletter Advertising

Advertisements in our newsletter will appear on all of our newsletter products:

- Our Executive Newsletter emails which are published three times per week
- Our Premium Newsletter emails which are published three to five times per month
- In the 'Newsletters' section of the Steel Market Update website.

Newsletter Pricing

Our newsletter offers a variety of advertising opportunities designed to meet different budgets.



	Ad Size	Monthly Price
1- Small Sidebar Ad	220 X 110 px	\$650
2- Medium Sidebar Ad	220 X 220 px	\$1000
3- Large Sidebar Ad	220 X 350 px	\$1350
4- Extra Large Sidebar Ad	220 X 500 px	\$2000
5- Top Banner Ad	560 X 140 px	\$4800
6*- Lower Banner Ad	560 X 140 px	\$2500
7*- Double Lower Banner Ad	560 X 280 px	\$4000

All ad prices are valid through December 31, 2023

* The Lower Banner Ads are not pictured in the example on the left. They are located after each newsletter article on a first come, first served basis.

Website Advertising

Our website serves as the go to source for all steel related news and information. Website sidebar advertisements are displayed on our homepage, blog, news area, steel pricing sections, research and analysis pages, price estimator, and more. Website ad pricing is determined by the size of your ad.



Website Pricing

	Ad Size	Monthly Price
1- Small Sidebar Ad	275 X 130 px	\$650
2- Medium Sidebar Ad	275 X 275 px	\$1000
3- Large Sidebar Ad	275 X 435 px	\$1350
4- Extra Large Sidebar Ad	275 X 625 px	\$2000

All ad prices are valid through December 31, 2023

We also offer the option of placing advertisements on both our newsletter and website. Inquire if interested.

Advertising Terms and Conditions

Advertisements must be paid for and submitted to SMU at least 5 business days before they are scheduled to go live. All advertisements must be relevant to our industry and customer interest and are subject to approval. We reserve the right to deny inappropriate advertisements and limit the amount of advertising a company or individual can purchase.

Advertising Design and Development:

We can accommodate PNG, JPG, PDF, and GIF file formats up to 250 KB in size. Inquire about other options.

If you do not have the ability to create your own advertisements, SMU is happy to work with you. We charge a fee for this service. Contact us for more information at:

Advertising@SteelMarketUpdate.com