

Steel Market Update

Media Kit 2025

CRU

About Steel Market Update

Steel Market Update is an 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. Our mission aims to inform, educate and motivate our readers in the ever-evolving steel market.

Where the *Steel Industry* Comes Together



News



Community
Chats



Market
Surveys



Training



Events



Price
Indices

Newsletter analytics

2,414,980

Emails sent in 2024

38%

Open rate

7.9%

Click rate

21%

Unique clicks

0.03%

Unsubscribe rate

99.7%

Delivery rate

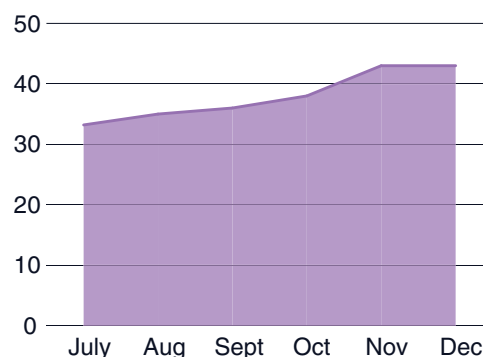


90%

Desktop

10%

Mobile



10%

Increase in open rates from July to December



33% July
35% August
36% September
38% October
43% November
43% December

Website analytics

A dedicated core audience:

50% of SMU members log on to the website daily

Monthly new users

13 k

Monthly return users

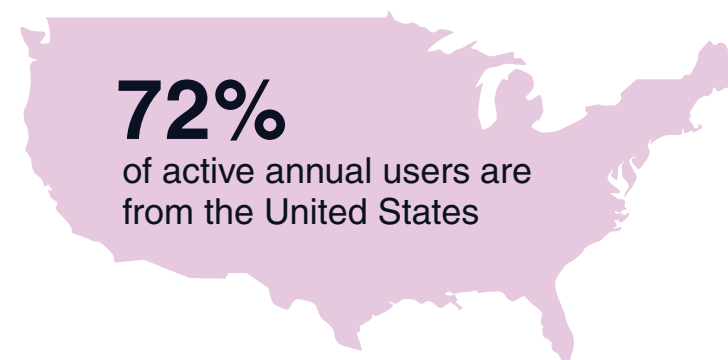
2 k

Page views per month

53 k

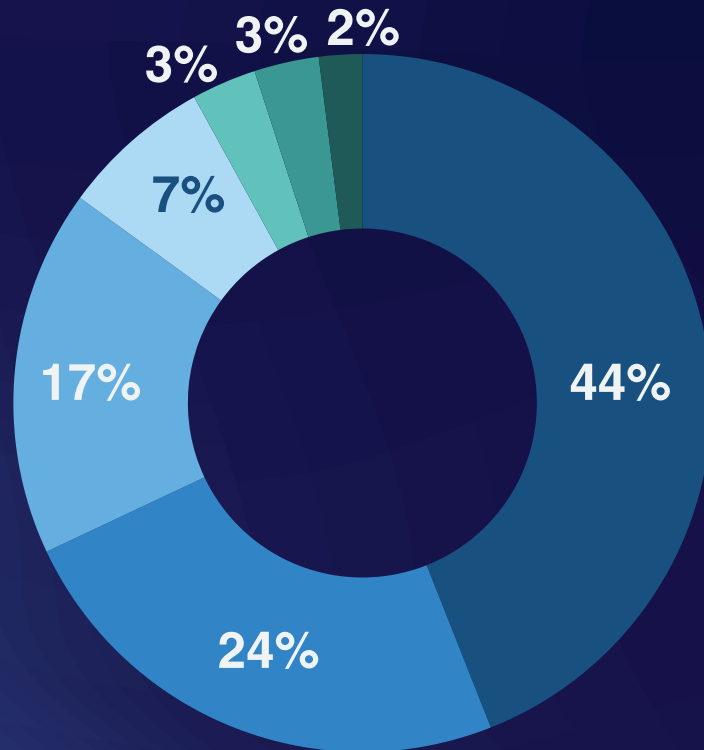
Total annual active users

158 k



SMU Audience *demographics*

Our newsletter and website content reaches thousands of professionals in the flat-rolled steel industry everyday



The SMU member *profile*:

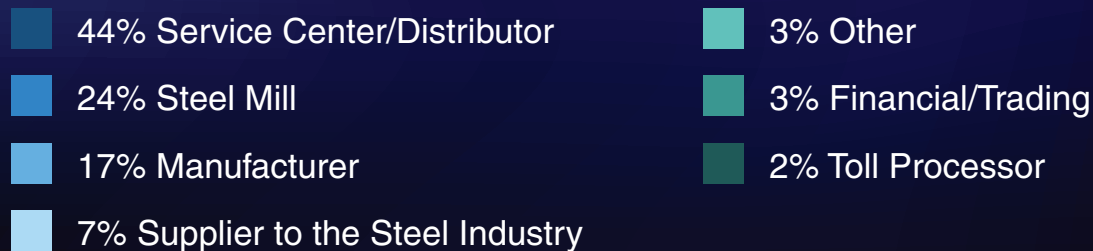
4 k Members

785 Unique companies

43% Managers/Decisions makers

150 Average number of new trialists per month

Top Industries Served



Elevate your brand with our *engaged* Steel Community

High-impact branding and sponsorship opportunities

- ✓ Exhibition booths
- ✓ Speaking opportunities
- ✓ Sponsorships

Why partner with us?



Connect with decision makers in the steel industry



Showcase your brand to an engaged and business-ready audience



Leverage targeted sponsorship and speaking opportunities

Exclusive industry events:



SMU Steel Summit

1,500+ attendees | 500+ companies



600 attendees | 200+ companies



Steel 101 Workshop

50-100 attendees per workshop

Let's chat

Ready to showcase your brand? Contact us to explore customised sponsorship and advertising options. Email us advertising@steelmarketupdate.com

Join in on the fun



Newsletter at a glance

Our newsletter leverages the insights and perspectives of the masses, differentiating our service from traditional pricing or news products. Place your business' ad among highly relevant industry content.

Steel Market Update CRU

Steel Prices, News and Analysis

- HRC futures: Navigating HRC market depth
- SMU survey: Steel mill lead times mostly slipping
- SMU survey: Sheet buyers find mills more willing to talk price
- SMU Spotlight: Worthington Steel CEO Geoff Gilmore talks 'seamless' transition
- Steel market chatter this week
- Letter to the editor: Nippon Steel deal good for USS and domestic manufacturing
- Manufacturing activity in New York lowest since pandemic
- CRU aluminum: Challenges ahead as 2024 kicks off
- November exports hit lowest point of 2023
- SMU Community Chat: Catch up with CRU iron ore expert Erik Hedborg on Jan. 24!
- HRC vs. busheling spread narrows in January
- Final thoughts

The latest sheet and plate prices keep you up to speed on the spot market

Key data like lead times, mill negotiations and sentiment put those prices in context

Expert contributions from veteran players in scrap, steel futures and trade law

In-depth research and analysis from CRU – our parent company

Final thoughts provide key takeaways from Michael Cowden and the SMU staff

“I subscribed to your newsletter approximately 60 days ago. Let me say that to date I am extremely pleased as it has provided me both an education as well as insight into this industry.”

Fred Dannhauser, CFO Arrow Tru-Line, Inc.

2025 SMU advertising rates and specifications

Newsletter placement

Banner Ads	Monthly Price	Ad Specs
Headline	\$5,600	650 x 250
Double Height Lower	\$5,200	650 x 350
Below First Story	\$3,700	650 x 250
Below Second Story	\$3,200	650 x 250
Above Final Thoughts	\$3,700	650 x 250
Below Final Thoughts	\$3,200	650 x 250
Lower Banner	\$2,700	650 x 250

Website placement

Side Rail Ads	Monthly Price	Ad Specs
Extra Large	\$2,700	250 x 500
Large	\$1,700	250 x 400
Medium	\$1,450	250 x 300
Small	\$950	250 x 250

Side Rail Ads	Monthly Price	Ad Specs
Extra Large	\$2,700	250 x 500
Large	\$1,700	250 x 400
Medium	\$1,450	250 x 300
Small	\$950	250 x 250

We offer advertising options
available over multiple months

Enquire today!



Contact us for more information
advertising@steelmarketupdate.com

Advertising *partners*

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