

Steel Market Update

Media Kit 2026



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

2,500,000

Emails sent in 2025

38%

Open rate

7.9%

Click rate

21%

Unique clicks

0.03%

Unsubscribe rate

99.7%

Delivery rate

Executive Newsletter:

3 times a week

Premium Newsletter:

2 to 3 times per month



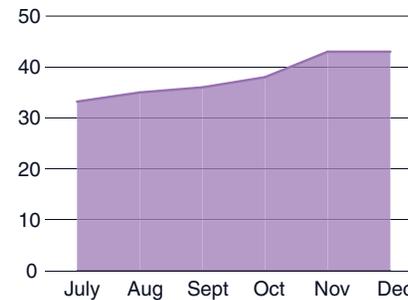
90%

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

3 k

Page views per month

58 k

Total annual active users

314 k

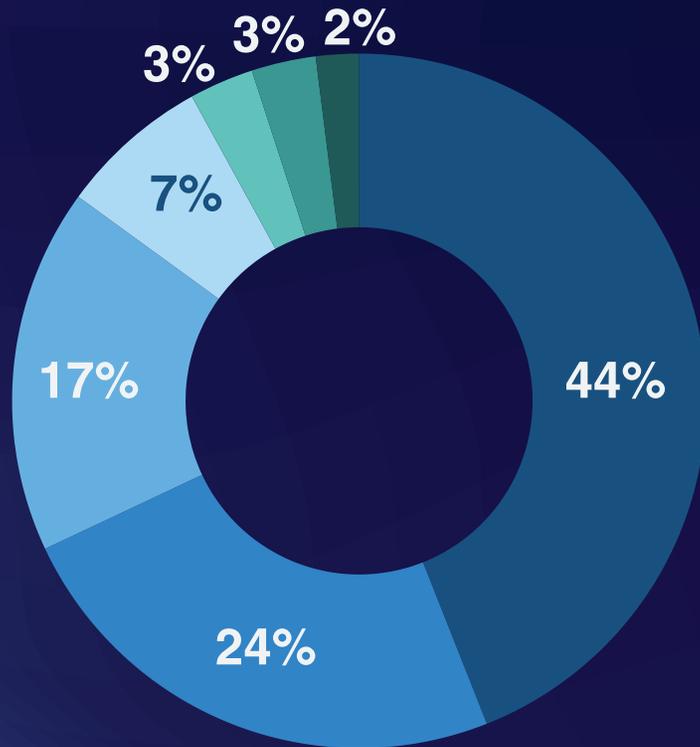
72%

of active annual users are from the United States



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

- 44% Service Center/Distributor
- 24% Steel Mill
- 17% Manufacturer
- 7% Supplier to the Steel Industry
- 3% Other
- 3% Financial/Trading
- 2% Toll Processor

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



50-75 attendees per workshop

Join in on the fun



Let's chat

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

News at a glance

Our Newsletter and Website leverage 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.

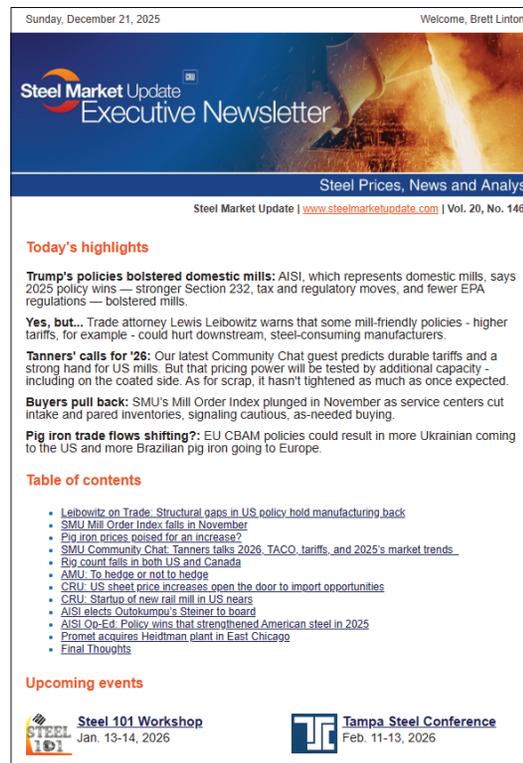


Steel Market Update 

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



Sunday, December 21, 2025 Welcome, Brett Linton

Steel Market Update
Executive Newsletter

Steel Prices, News and Analysis

Steel Market Update | www.steelmarketupdate.com | Vol. 20, No. 146

Today's highlights

Trump's policies bolstered domestic mills: AISI, which represents domestic mills, says 2025 policy wins — stronger Section 232, tax and regulatory moves, and fewer EPA regulations — bolstered mills.

Yes, but... Trade attorney Lewis Leibowitz warns that some mill-friendly policies - higher tariffs, for example - could hurt downstream, steel-consuming manufacturers.

Tanners' calls for '26: Our latest Community Chat guest predicts durable tariffs and a strong hand for US mills. But that pricing power will be tested by additional capacity - including on the coated side. As for scrap, it hasn't tightened as much as once expected.

Buyers pull back: SMU's Mill Order Index plunged in November as service centers cut intake and pared inventories, signaling cautious, as-needed buying.

Pig iron trade flows shifting?: EU CBAM policies could result in more Ukrainian coming to the US and more Brazilian pig iron going to Europe.

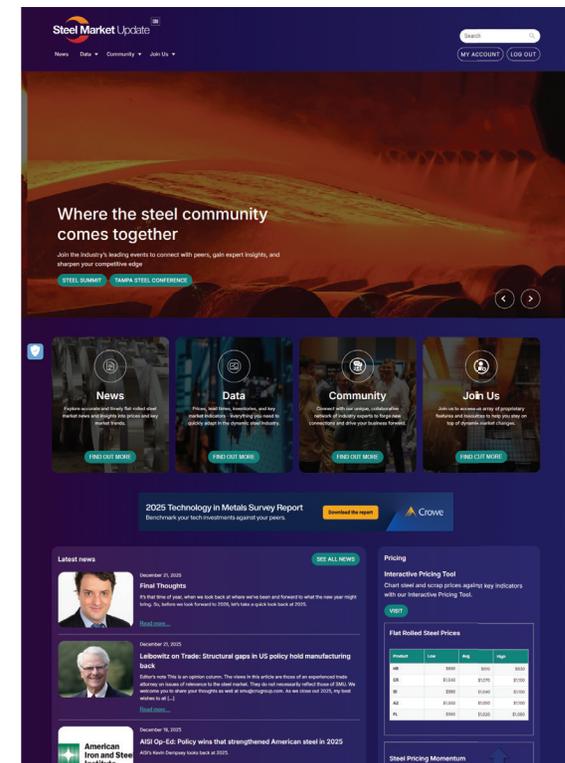
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- [AMU: To hedge or not to hedge](#)
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Upcoming events

 **Steel 101 Workshop**
Jan. 13-14, 2026

 **Tampa Steel Conference**
Feb. 11-13, 2026



Steel Market Update 

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Benchmark your tech investments against your peers. [Download the report](#) 

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Final Thoughts
It's that time of year, when we look back at where we've been and forward to what the new year might bring. Oh, before we look forward to 2026, we have a quick look back at 2025.

Leibowitz on Trade: Structural gaps in US policy hold manufacturing back
Editor's note: This is an opinion column. The views in this article are those of an appointed trade attorney on behalf of members of the steel industry. They do not necessarily reflect the views of CRU. We welcome you to share your thoughts as well at editor@smu.com. An email cover will be added to all e-mails sent to us.

AISI Op-Ed: Policy wins that strengthened American steel in 2025
AISI's Keith Thompson looks back at 2025.

Interactive Pricing Tool
Check trend and price prices, applying key indicators with our Interactive Pricing Tool.

Flat Rolled Steel Prices

	Current	Low	High	High
58	0.00	0.00	0.00	0.00
58	0.00	0.00	0.00	0.00
58	0.00	0.00	0.00	0.00
58	0.00	0.00	0.00	0.00
58	0.00	0.00	0.00	0.00

Steel Pricing Momentum

2026 SMU advertising rates and specifications

Newsletter placement

Banner Ads	Monthly Price	Ad Specs
Top Banner	\$5,800	650 x 250
Double Height Lower	\$5,400	650 x 350
Below First Story	\$3,900	650 x 250
Below Second Story	\$3,400	650 x 250
Below Third Story	\$3,000	650 x 250
Above Final Thoughts	\$3,900	650 x 250

Side Bar Ads	Monthly Price	Ad Specs
Extra Large	\$3,000	170 x 340
Large	\$2,000	170 x 260
Medium	\$1,750	170 x 200
Small	\$1,250	170 x 140

Website Placement

Banner Ads	Monthly Price	Ad Specs
Top Banner	\$5,800	980 x 120
Lower Banner	\$3,000	980 x 120

Side Bar Ads	Monthly Price	Ad Specs
Side Bar	\$1,750	300 x 250

We offer advertising options available over multiple months
Enquire today!



Contact us for more information
smu.sales@crugroup.com

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Women in the Metal Industries