

## MEDIA KIT - 2025



### ASN & ASW Profiles

Australian Steel News (ASN) is the only independent steel and metals newsletter providing information twice monthly about the Australian and New Zealand marketplace. Concurrently, the website AustralianSteel.com (ASW) is a permanent reference point and information source for the steel and metals industries in Australasia. Both platforms provide a direct and unrivalled link between advertisers and the Australasian steel industry.

Our readers are your customers.

ASN and ASW are both owned and published by Caletablanca Media.

### Testimonials

#### **David Roberts, Trading Director, Sanwa**

“Advertising in Australian Steel News and AustralianSteel.com has brought the Sanwa name to the attention of precisely the market we wanted to reach.”

#### **Ari Amoils, Managing Director, Ariston Wire**

“Our company’s profile has undoubtedly increased within the industry since we started advertising in Australian Steel News.”

## ASN Profile

Australian Steel News is sent twice a month to its readership list of just over 1800 people, all of whom work at senior management level in steel industry companies or in companies and associations directly connected to the steel industry. About 85% of the readers live in Australia and New Zealand, the remainder in South-East Asia, China, West Asia and Europe.

The readership of ASN is found in more than 400 companies and associations and is proportionally represented as follows:

- 72% - prime steel, wire, stainless steel and aluminium distributors, stockists and fabricators in Australia and New Zealand
- 8% - steel and metals consumers in the construction and engineering sectors, plus prefabricated and precast material providers and consumers in Australia and New Zealand
- 6% - steel manufacturers and scrap buyers in China / SE Asia / West Asia
- 6% - associations and ancillary services to the steel industry.
- 5% - scrap metal merchants in Australia and New Zealand
- 3% - foundries in Australia

## ASW Profile

AustralianSteel.com can be found at: [www.australiansteel.com](http://www.australiansteel.com)

ASW is the online gateway to the Australasian steel and metals industry. It provides a more detailed coverage of steel, metals and raw materials pricing trends – in Australia, New Zealand and globally – than is found in ASN. It also regularly publishes special product features which are a directory of service providers in Australasia. A comprehensive list of steel industry associations and peak bodies is also found in ASW. Each month, ASW attracts about 2,500 individual visitors who make more than 7,000 individual page hits.

## The ASN – ASW Relationship

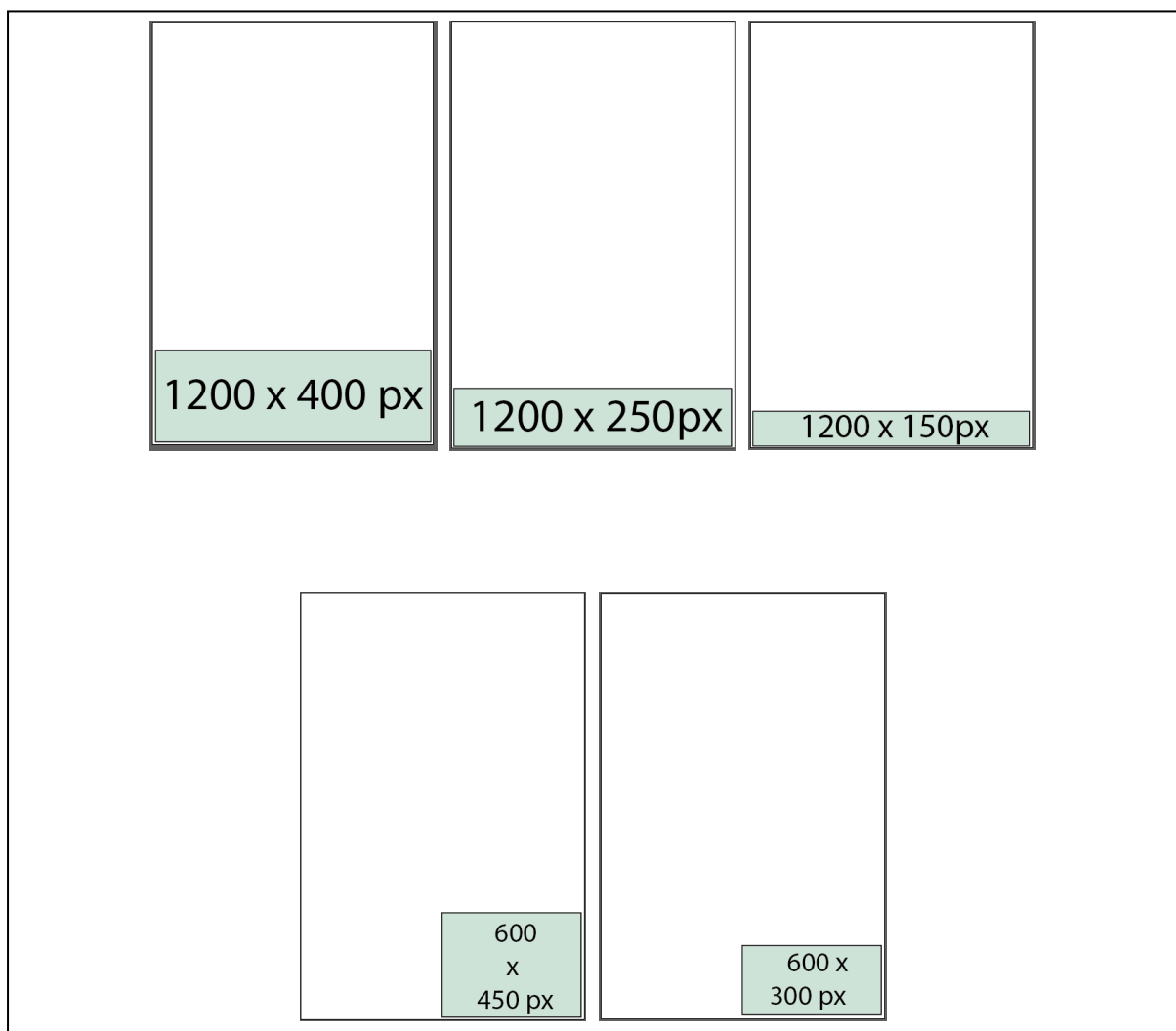
Readers of ASN are also readers of ASW. They are obliged to be so - because much of the information they start reading in ASN is then concluded on a page in ASW. For example, the first half of the Steel Market Summary – Australia is found in the newsletter. But to access the second half of the summary, the reader is seamlessly transferred to a page on the ASW website. Similarly, ASN readers have come to realise that ASW offers a deeper analysis of some of the quick-read information found in ASN. As a consequence, our readers spend as much time on the website as they do on the newsletter.

As the publisher of both platforms, we took this editorial decision deliberately, to create a symbiotic relationship between ASN and ASW. This strategy ensures that your advertisements on the website are seen just as frequently as your advertisements in the newsletter.

## Advertisement Options

Five advertisement sizes are available in ASN and ASW. Their names and specifications are:

Deep Banner	1200 x 400 pixels
Medium Banner	1200 x 250 pixels
Strip Banner	1200 x 150 pixels
M-Rec	600 x 450 pixels
S-Rec	600 x 300 pixels



## Advertising Rates

The unique nature of the relationship between Australian Steel News and AustralianSteel.com means the cost of advertising in either is the same. Contracts offered are for 12 months or six months. Requesting a “Preferred Position” placement, for example beside a specific editorial section, attracts a 20% loading. The cost of advertising in a Special Product Feature is separate and is detailed later in this document.

<u>Advertisement Type</u>	<u>Annual Cost</u>	<u>Six-Month Cost</u>
Deep Banner	4000	3000
Medium Banner	3000	2000
Strip Banner	2000	1500
M-Rec	3000	2000
S-Rec	2000	1500

The prices quoted are for the insertion of one advertisement in every issue of ASN or permanently in ASW for the contract period. Prices listed are in Australian dollars (AUD). Where the AUD is not the national currency of the advertiser, the AUD prices indicated above will be used as the benchmark in the contract negotiation.

## Electronic Direct Marketing (EDM)

An EDM provides a one-off, direct connection to every one of the 1800+ steel industry executives on the ASN readership list.

It works as follows: You create a jpeg image which contains the entirety of the information you want to broadcast. This image is your EDM. In shape it should be like an A4 page, with pixel specifications of 850 x 1250 (width to height ratio). We then send that image – once only - to the email inbox of ASN’s entire readership, on a date specified by you. The EDM can be linked to your website.

The content of your EDM is entirely up to you. It could promote a specific product or event; or you might use it to announce a special offer, or to broadcast news about your company. Either way, an EDM gives you direct, personalised access to all ASN’s readers.

The cost of one EDM campaign is \$350.



## Advertising Enquiries

Henna Arcadi is the national advertising manager responsible for AustralianSteel.com and Australian Steel News. Her contact details are:

Phone: 0415640645

Email: [hennaa@australiansteel.com](mailto:hennaa@australiansteel.com)

## Special Product Features

AustralianSteel.com regularly publishes Special Product Features (SPF) highlighting industry providers in key steel and related areas such as: long and flat steel products, scrap metal, stainless steel, wire products, steel traders, transport, etc.

A Special Product Feature is like a directory.

Participants are invited to supply ASW with their company logo (linked to their website) and 200 words about their business. These components constitute your entry in the SPF. A standard, up-front cost of \$500 applies equally to all participants. The first company to confirm its participation will appear at the top of the directory.

Each SPF – and therefore your entry within it – will remain visible on the ASW website for 12 months. Upcoming SPFs are identified on the homepage of ASW. Or you can contact our national advertising manager, Henna Arcadi, at any time to discuss participating.

## Basics of the Agreement

An advertising agreement with Caletablanca Media in respect to Australian Steel News and/or AustralianSteel.com carries with it certain terms and conditions. The following is a contracted summary of some of those issues:

- All advertisements must be sent electronically in their fully-completed form to Caletablanca Media by the 25<sup>th</sup> day of the month immediately preceding publication. Advertisements must be in jpeg format and correspond exactly in pixels to the size of advertising space purchased.
- By signing an Advertising Purchase Agreement, the advertiser is contracted to place the indicated number of advertisements identified and to pay the invoices arising.
- Advertisers will receive an invoice at the end of each calendar quarter of the Agreement's publishing period, with payment to be made within 14 days of the invoice date.
- The rates agreed to in all current advertising contracts will be honoured until the contract expires. The rates shown in this document expire on December 31, 2025 and will be reviewed thereafter.



- Caletablanca Media is a communications agency owned by Mark Maccallum, an Australian citizen living in Spain. The Australian Taxation Office regards Mr Maccallum as a non-resident. GST is therefore not applied to any transaction because it is neither applicable nor retrievable.

For Caletablanca Media's full Advertising Terms & Conditions, go to: [www.caletablanca.com/advertising](http://www.caletablanca.com/advertising)

Australian Steel News (ASN) and AustralianSteel.com (ASW) are entirely independent publications with no affiliation whatsoever with any steel association, company or entity in Australia or elsewhere. They are both wholly owned and published by Caletablanca Media, whose website address is: [www.caletablanca.com](http://www.caletablanca.com)

Caletablanca Media – December 2024