



HOME OF FOUNDRY

DAS BRANCHENPORTAL

MEDIA KIT 2025

WELCOME TO HOME OF FOUNDRY

The world of the foundry industry has found a virtual home: **HOME OF FOUNDRY**

The focus of this contemporary content-based B2B information service is versatile reporting on current trends in the sector, in industry and trade. We focus in particular on practical topics in our editorial work. HOME OF FOUNDRY serves as a competent source for all those who are professionally involved in production, application and processing as well as research and innovations in the field of casting.

The entire process chain from plant engineering, melting, refractory technology, mould and core production, raw materials, preparation technology, surface treatment, automation technology, measuring

and testing systems, consulting and service offers to the diverse range of cast products is shown on HOME OF FOUNDRY.

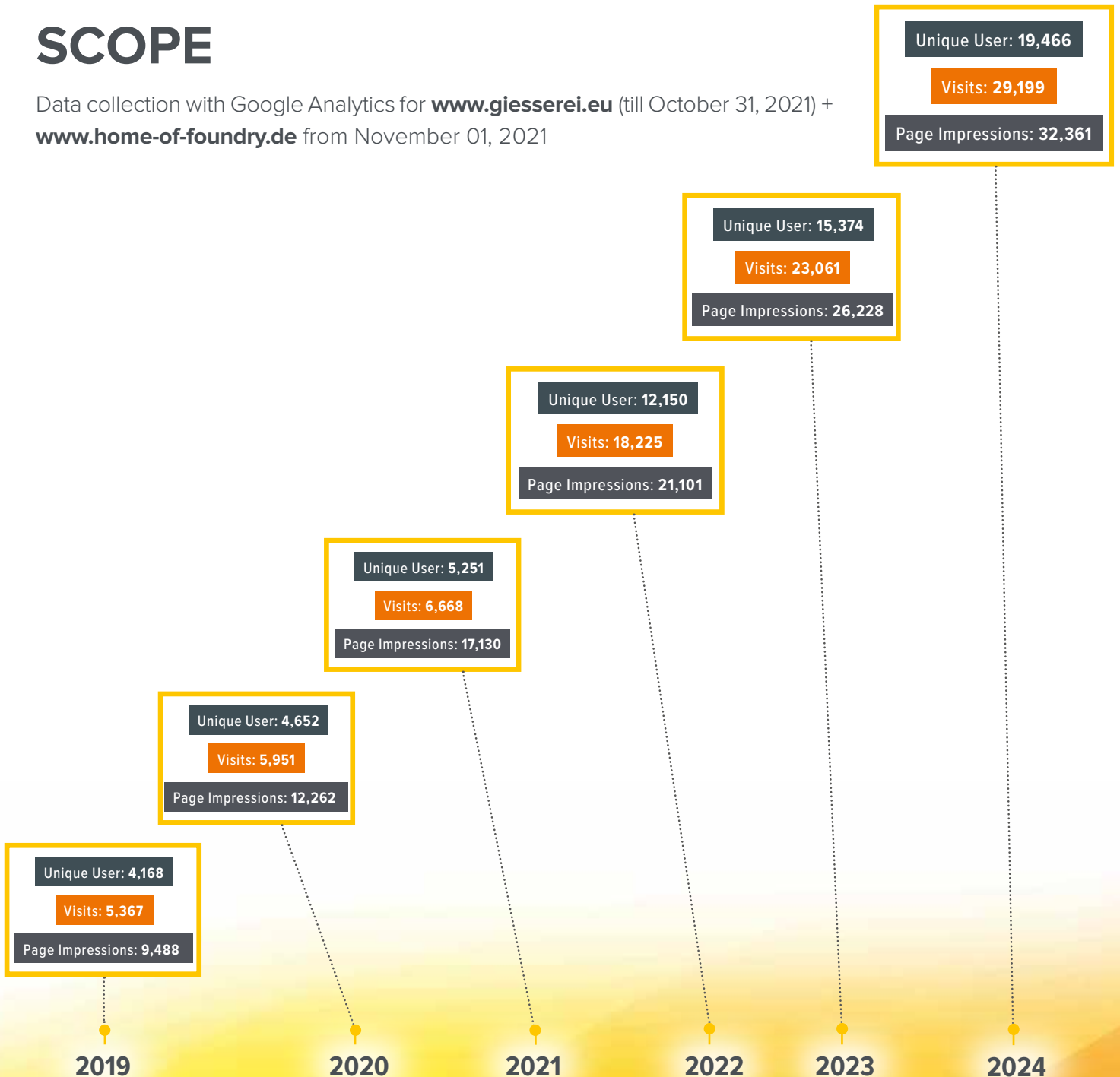
Both users and decision-makers from purchasing, sales and marketing benefit from this unique range of reporting, the expert opinions and the background reports.

Everything for foundrymen
www.home-of-foundry.de



SCOPE

Data collection with Google Analytics for **www.giesserei.eu** (till October 31, 2021) + **www.home-of-foundry.de** from November 01, 2021



ONLINE AND DIGITAL ADVERTISING OPPORTUNITIES.

Banner advertising

Banner advertising is one of the most popular advertising options on the Internet because good banner advertising is perceived and clicked. In the HOME OF FOUNDRY you can use various standard formats for your advertising goals.

Advertorials

Advertisements in editorial guise are becoming increasingly popular. With this advertising opportunity you benefit from our high quality editorial content in the HOME OF FOUNDRY.

Product and company directory

An industry directory for the foundry industry with well-known manufacturers and the associated products completes the usefulness of this

industry portal. Quick and easy search options enables a swift connection to new suppliers.

Newsletter advertising

In our regularly newsletter you can choose between different ad formats such including native ads which guarantees the highest possible level of awareness.

JobPortal

Are you looking for specialists and managers who are familiar with foundry technology? Reach your target group precisely with our crossmedial JobPortal.

We have put together four attractive packages for your optimal presence in the **HOME OF FOUNDRY**. The heart of these service packages is the company and product database.

Learn more on the following pages and choose between: **Basic Plus, Bronze, Silver or Gold.**

BASIC PLUS

Listing of max. 5 product categories in the directory, further listings on request

+ Full address

+ Linked to your web page

75 € monthly/duration: 12 month*

PRESENTATION OF YOUR COMPANY

The screenshot shows a website navigation menu with 'PRODUKTE & FIRMEN' selected. Below the menu, a breadcrumb trail reads 'Home > Produkte & Firmen > Rubriken'. The main content area is titled 'Gießereianlagen und -einrichtungen' and 'Gießereianlagen und -einrichtungen, allgemein'. A 'GOLD' badge is visible. Two company listings are shown:

- Maschinenfabrik Gustav Eirich GmbH & Co KG**
Logo: EIRICH
Address: Walldürmer Straße 50, 74736 Hardheim, Deutschland
Buttons: Firmendetails, Produktkategorien
- HEINRICH WAGNER SINTO Maschinenfabrik GmbH**
Logo: sinto
Address: Bahnhofstraße 101, 57334 Bad Laasphe, Deutschland
Buttons: Firmendetails, Produktkategorien

A 'BASIC' badge is visible at the bottom of the listing area.

* Minimum term: 12 months, annual invoice plus VAT.

BRONZE

Listing of max. 5 product categories in the directory, further listings on request

Full address and link to web page

+ **Own micro site** | + **Contacts** | + **Additional text** |

+ **Company logo** | + **Cover picture**

+ **1 Banner (Skyscraper or Super Banner)**

400 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER AD

Skyscraper
160 x 600 px

Skyscraper
160 x 600 px

Super Banner
1126 x 150 px

TRENDSYSTEME

VERANSTÄLTUNGEN

ANLAGEBAU

UNTERNEHMEN

UNTERNEHMEN

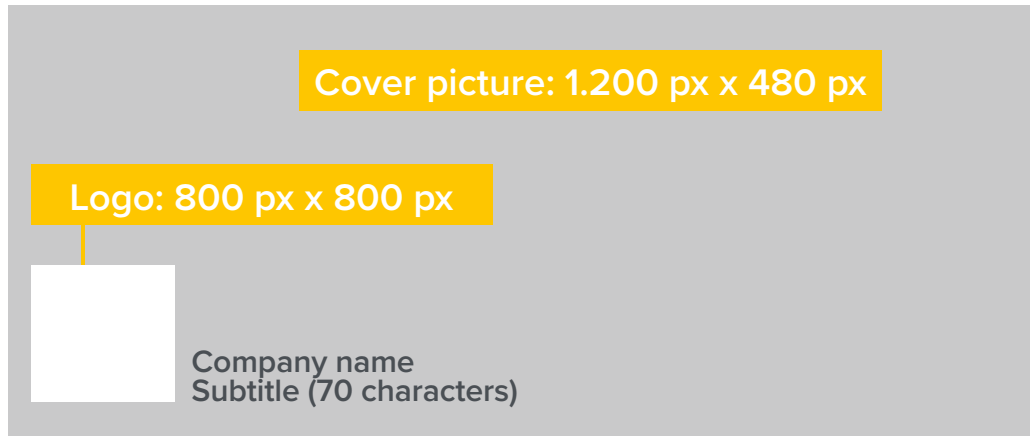
UNTERNEHMEN

SICHERN SICH INFORMATION!

Über unseren Online-Kauf
bestellen Sie die komplette
Broschüre für 30 Cent pro Stück.
Anzahl: 20 Stück pro
Warenkorb und maximal 100
Stück pro Tag.

ANFORDERN & BESTELLEN

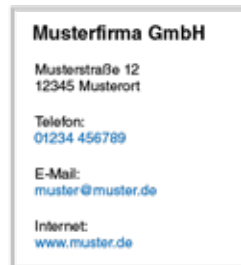
PRESENTATION OF YOUR MICRO SITE



Company name Company subtitle

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Additional text: 800 characters
annual invoice plus VAT.



* Minimum term: 12 months, annual invoice plus VAT.

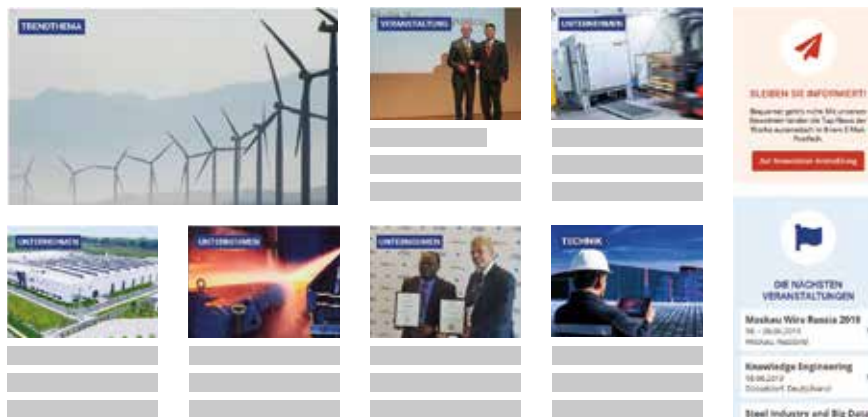
SILVER

Listing in dirctory
Own micro site
Full address and link to web page
Contacts
Additional text
Company logo
Cover picture
+ TOP BANNER

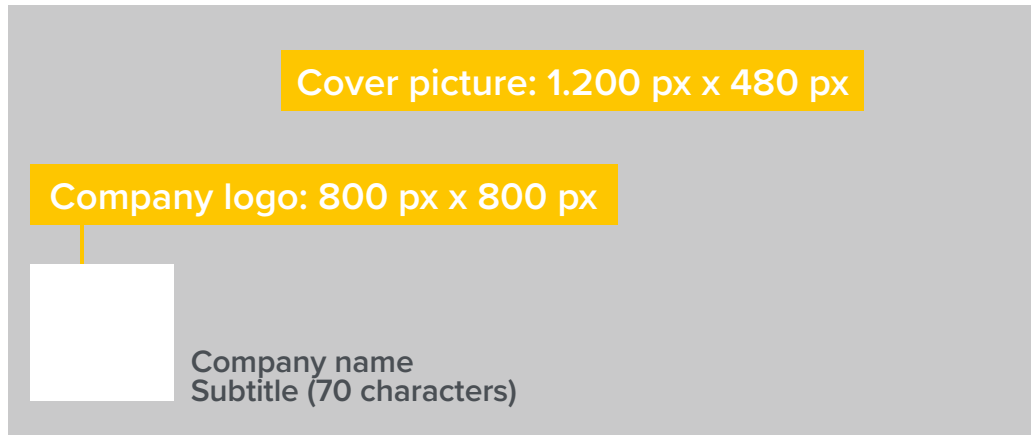
492 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER AD

Top-Banner
1126 x 150 px



PRESENTATION OF YOUR MICRO SITE



Company name Company subtitle

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Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de

* Minimum term: 12 months, annual invoice plus VAT.

GOLD

Listing in directory
Own micro site
Full address and link to web page
Contacts
Additional text
Company logo
Cover picture
TOP BANNER **plus** Super Banner
(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)
+ Listed under TOP COMPANY (TOP-FIRMA) |
+ Videos | + Whitepaper | + Advertorial (1 per month)
800 € monthly/duration: 12 months*

PRESENTATION AS TOP COMPANY

The image shows a screenshot of the 'HOME OF FOUNDRY' website. The main header features the logo and the text 'HOME OF FOUNDRY DAS BRANCHENPORTAL'. Below this, there is a navigation bar with 'HOME', 'ARTIKEL', 'PRODUKTE & FIRMAN', 'GIESSEREI-MEDIEN', 'JOBPORTAL', 'TERMINE', and 'MEDIA'. The main content area is titled 'Internationale Fachmesse für Druckguss Technik, Prozesse, Produkte'. A section titled 'Produkte & Firmen: Wo gibt es zu tun und wo stellt es her?' contains a list of companies. A 'TOP-FIRMEN' section is highlighted with a yellow border, showing a grid of company cards. Each card includes a company name, a brief description, and a 'Mehr erfahren' button. The companies listed are: DWS MEDIA GMBH, BARAGA GIESSERTECHNOLOGIE GMBH, AEP INDUCTION SYSTEMS GMBH, ACTUS GESELLSCHAFT FÜR TECHNISCHE OBERFLÄCHENSYSTEME MBH, JASPER GESELLSCHAFT FÜR ENERGIEWIRTSCHAFT UND KYBERNETIK MBH, VESUVIUS GMBH-FOSECO, GIFA 2023, and BSU GMBH. The 'GIESSEREI' logo is visible in the top right corner of the screenshot.

PRESENTATION OF YOUR MICRO SITE

Cover picture: 1.200 px x 480 px

Company logo: 800 px x 800 px



Company name
Subtitle (70 characters)

Company name Company subtitle

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Additional text:
3,000 characters + images

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de



* Minimum term: 12 months, annual invoice plus VAT.

ADVERTISING IN TIME WITH **OUR INDIVIDUAL SERVICES**

Basic Plus, bronze, silver and gold advertising packages do not match what you are looking for?

On the following pages you find the individual services in detail.

THIS IS WHAT YOU CAN EXPECT FROM US

Banner ads

- › Skyscraper
- › Super Banner

Newsletter ads

- › Banner / Text / Native ad
- › Stand Alone Newsletter

Job-Portal

- › online
- › print + online

Advertorial & Whitepaper

SHOW PRESENCE WITH YOUR BANNER AD

Choose between the portrait format Skyscraper and the landscape format Super Banner.

Ad rate

- > Homepage + sub pages*: 850 €/month
- *except JobPortal

PRESENTATION OF YOUR BANNER AD


The diagram illustrates the placement of banner ads on a website. It features two vertical Skyscraper banners (160 x 600 px) on the left and right sides, and a horizontal Super Banner (1126 x 150 px) at the bottom. The central content area is divided into a grid of sections, each with a representative image and a corresponding text box below it. The images include: a wind farm (TRENDSYSTEMA), two men in suits (VERANSTALTUNG), a factory interior (UNTERNEHMEN), a large industrial building (UNTERNEHMEN), a person in a blue suit (UNTERNEHMEN), two men in suits (UNTERNEHMEN), and a red paper airplane (BLEIBEN SIE ZUFRIEDEN!). The text boxes contain placeholder text and a red button labeled 'Für Ihre nächste Bewerbung'.

Skyscraper
160 x 600 px

Skyscraper
160 x 600 px

Super Banner
1126 x 150 px

JOBPORTAL

in Cooperation with:  StepStone

Colour surcharge:

- > each Standard Colour 299 €
- > Full Colour 897 €
- > each Special Colour 735 €



Forma	Width x Height in mm	Job Offer print (b/w) only	Job Offer print (b/w) + Internet	Job Offer print (4c) + Internet	Job Offer Internet only Duration 1 month
1/1 page	174 x 260	1,754	2,054	2,951	567
3/4 page	130 x 260 174 x 195	1,329	1,629	2,526	567
2/3 page	174 x 172 horizontal 114 x 260 vertical	1,181	1,481	2,378	567
1/2 page	174 x 128 horizontal 85 x 260 vertical	893	1,193	2,090	567
1/3 page	174 x 85 horizontal 54 x 260 vertical	599	899	1,796	567
1/4 page	85 x 128 174 x 62 horizontal 40 x 260 vertical	447	747	1,644	567
1/8 page	85 x 62 horizontal	349	649	1,556	567
1/16 Seite	85 x 30 horizontal	310	570	1,522	567

ADVERTORIAL OR WHITEPAPER: YOUR PUBLICITY IN EDITORIAL PACKAGING

Advertorial and Whitepaper are a popular means of presenting advertising in editorial packaging. HOME OF FOUNDRY also offers you this opportunity.

We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

Later, your article will be listed in our chronological article overview for a certain period of time.

Advertorial or Whitepaper:

- > 3 months period 990 €
- > 6 months period: 1,690 €
- > 12 months period: 2,590 €

PLACEMENT OF ADVERTORIALS & WHITEPAPERS



INNOVATIVE TECHNOLOGY.
OPTIMIZED SOLUTIONS.

sponsored by **GIESSEREI**

MEDIADATEN NEWSLETTER KONTAKT

Suche



- Anzeige -

HOME ARTIKEL PRODUKTE & FIRMEN GIESSEREI-MEDIEN JOBPORTAL TERMINE MEDIATHEK

Herzlich willkommen im HOME OF FOUNDRY!

WHITEPAPER



WHITEPAPER: EIN ENTSCHEIDENDER SCHRITT IN
RICHTUNG GREEN FOUNDRY
Nachhaltige Fertigung steht zunehmend im Fokus von



WHITEPAPER: DER NACHHALTIGKEITSVORTEIL
Mit seinem kompletten Angebot an Gießereiprodukten und
weiteren Fachkenntnissen bietet Procast eine Vielzahl von Lösungen, die



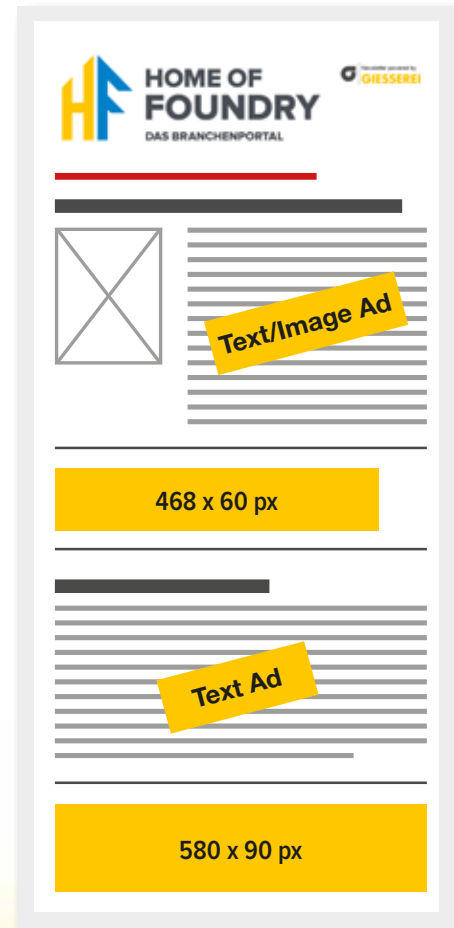
THE NEWSLETTER, YOUR DIRECT LINE TO THE INDUSTRY **FAST, DIRECT, COST-EFFICIENT!**

The bi-lingual HOME OF FOUNDRY Newsletter is regularly published and provides the latest news in a nutshell from the industry for the industry. Ensure that your advertising is in the right context.

Choose between these options:

Fullbanner	468 x 60 px	313 €
Text Ad	400 characters max.	325 €
Text/Image Ad	300 characters max. + 1 image	325 €
Special Banner	580 x 90 px	441 €






Booking and ad required:
10 days prior to mailing date



THE NEWSLETTER, DATES 2025/26



DATES 2025/26

ISSUE	TRANSMISSION	DATA DELIVERY	EVENT
January 1	09.01.2025	02.01.2025	
February 1	06.02.2025	30.01.2025	24. Druckgusstag, Ingolstadt/Germany
February 2	20.02.2025	13.02.2025	24. Druckgusstag, Ingolstadt/Germany Inceight Casting C8, Stockstadt/Germany
March 1	06.03.2025	27.02.2025	49. Aachener Gießereikolloquium, Aachen/Germany, Formstoff-Forum, Freiberg/Germany
March 2	20.03.2025	13.03.2025	
April 1	03.04.2025	27.03.2025	
April 2	17.04.2025	10.04.2025	
April 3	24.04.2025	17.04.2025	Moulding Expo, Stuttgart/Germany
May 1	08.05.2025	30.04.2025	
May 2	15.05.2025	07.05.2025	Aalener Gießerei Kolloquium, Aalen/Germany, Deutscher Gießereitag, Aachen/Germany
June 1	05.06.2025	28.05.2025	Deutscher Gießereitag, Aachen/Germany
June 2	19.06.2025	12.06.2025	China Diecasting, Shanghai/China
July 1	03.07.2025	26.06.2025	
July 2	17.07.2025	10.07.2025	
August 1	07.08.2025	31.07.2025	
August 2	21.08.2025	14.08.2025	65. IFC Portoroz, Portoroz/Slovenia
September 1	04.09.2025	28.08.2025	GIFA Southeast, Bangkok/Thailand
September 2	18.09.2025	11.09.2025	
October 1	02.10.2025	25.09.2025	EUROGUSS Mexico, Guadalajara/Mexico
October 2	16.10.2025	09.10.2025	Formnext 2025, Frankfurt/Germany
November 1	06.11.2025	30.10.2025	Parts Finishing, Karlsruhe/Germany
November 2	20.11.2025	13.11.2025	
December 1	04.12.2025	27.11.2025	
December 2	18.12.2025	11.12.2025	EUROGUSS, Nürnberg/Germany  EUROGUSS
2026			
January 1	08.01.2026	30.12.2025	EUROGUSS, Nürnberg/Germany  EUROGUSS
January 2	09.01.2026	02.01.2026	EUROGUSS, Nürnberg/Germany  EUROGUSS
January 3	12.01.2026	05.01.2026	EUROGUSS, Nürnberg/Germany  EUROGUSS
January 4	13.01.2026	06.01.2026	EUROGUSS, Nürnberg/Germany  EUROGUSS

SCOPE



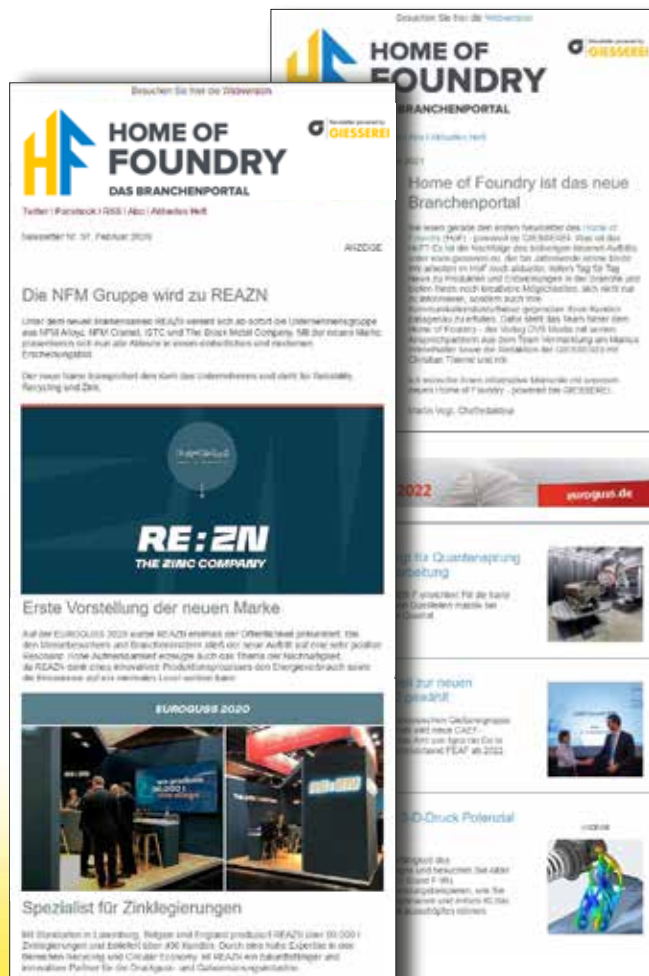
Subscribers: 1,470

Opening rate: 70.24%

FOR ALL WHO HAVE MORE TO SAY: STAND ALONE NEWSLETTER

Your marketing messages to the industry need more space than an advertising banner can offer? Take advantage of our subscriber pool for a **stand alone newsletter**. The design corresponds to the common HOME OF FOUNDRY newsletter.

The crucial difference, however, lies in the content, which is composed exclusively of your messages. The stand alone newsletter can be sent at any time, with the exception of Thursday.



- › Intro text 1,500 characters incl. spaces max.)
- › 3 Teaser articles consisting of:
- › Headline: 75 characters max.
- › Teaser text: 540 characters max.
- › Image size: 271 x 181 px
- › Up to 4 news headlines: 70 characters max.
- › Up to 4 company events
- › **Ad rate Stand Alone Newsletter: 2,079 €**

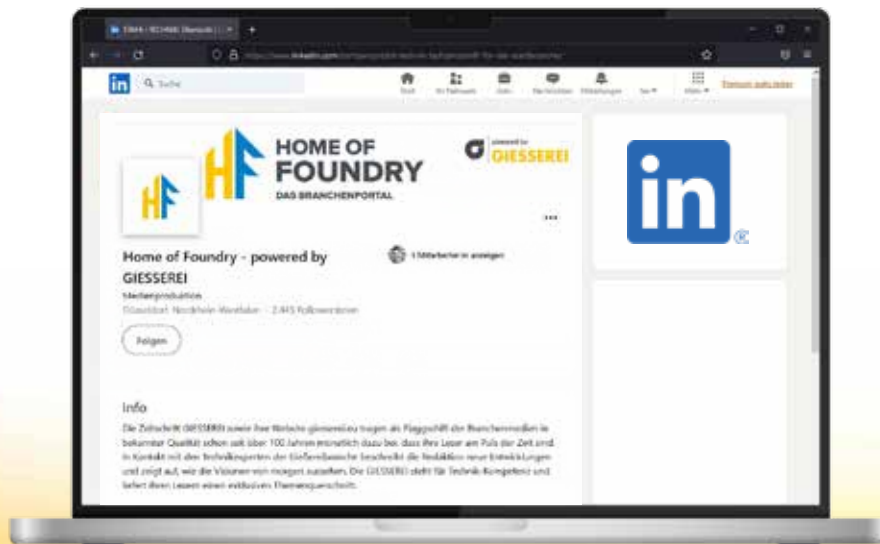
SOCIAL MEDIA POSTING



Leverage the GIESSEREI network and give your press releases a social media boost.

LinkedIn 2025

1x Posting	325 €
3x Postings	900 €
10x Postings	2,500 €



Follower:
2,442

2024

Follower:
2,308

2023

Follower:
1,938

2022





DVS Media GmbH

Aachener Str. 172
40223 Düsseldorf

T +49 211 1591-0
F +49 211 1591-150

anzeigen@dvs-media.info
www.home-of-foundry.de