



WORLD
STAINLESS STEEL
AMERICAS

Media Kit
2024

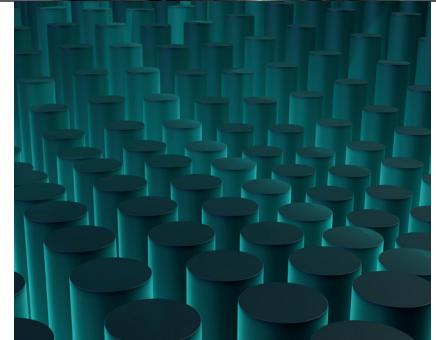
INNOVATIVE.
CUTTING-EDGE.
INFORMATIVE.
DYNAMIC.
COMPELLING.
DIVERSE.



THAT'S STAINLESS
STEEL WORLD
AMERICAS.

Devoted to the world's most dynamic industrial markets, **Stainless Steel World Americas** engages a diverse end user community and inspires them to discover the very best information on the fabrication, use, and maintenance of Stainless Steels and Corrosion Resistant Alloys (CRAs) with a focus on technology, innovation, and industrial advancement.

Through powerful company Spotlights, white papers, interviews, and valuable technical content, **Stainless Steel World Americas** sets the agenda - all in an easy-to-read and share format, becoming your most valuable marketing tool in 2024.



COMPELLING CONTENT. MULTI-PLATFORM REACH.

Stainless Steel World
Americas Journal



Website



Media habits have changed and industry professionals are constantly on the lookout for new ways to engage and interact with information that is relevant to them. **Stainless Steel World Americas** provides quality content across multiple platforms so that its community of users can choose when, where, and how they connect with the brand.



Market Research



Courses



Marketing Integration



Online Newsletter



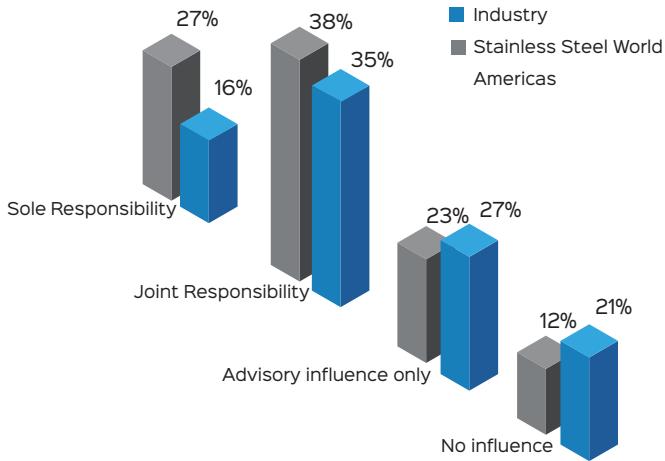
Interactive Digital
Publishing



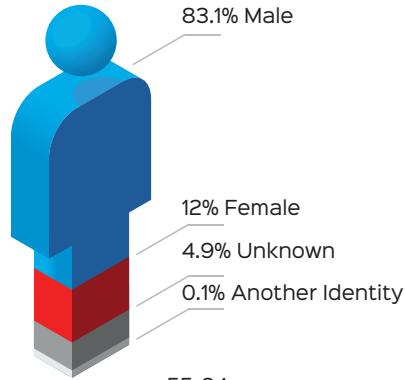
FAST FACTS

Purchasing Authority

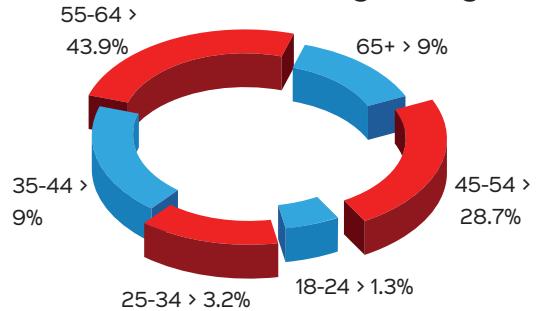
Over **75%** of readers have some degree of influence in the purchasing decision process.



Gender

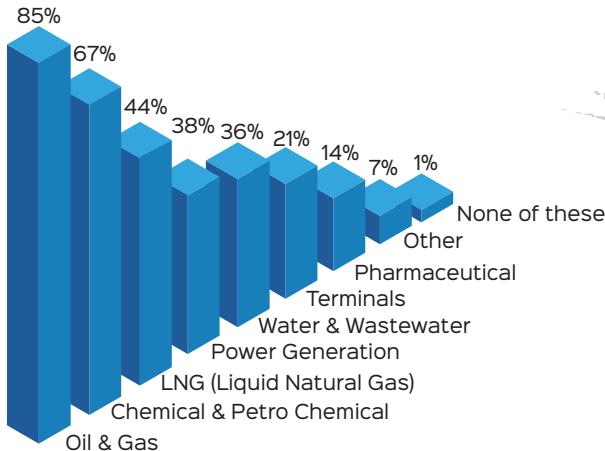


Age Range



Industrial Sectors of Interest

On average, Stainless Steel World Americas readers have three industrial sectors of interest.



Well Educated Demographic

Nearly **100%** of the readers have a four-year college degree or have attended college.

Builds awareness of your brand.

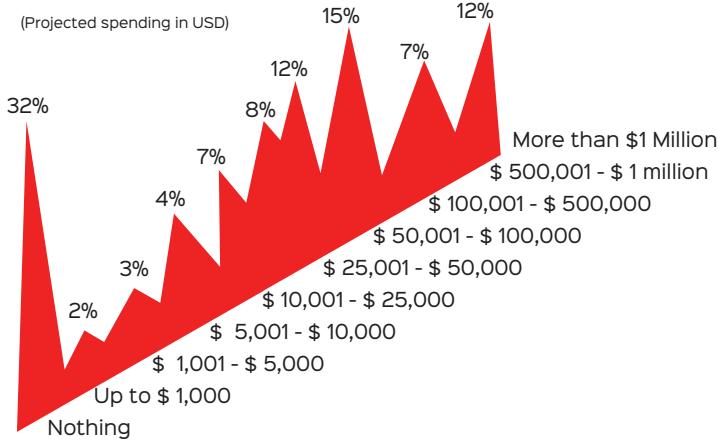
63%

of readers keep their copy until the next issue arrives.

Total Spend

Over two in three community members expect to spend money over the next year as a result of Stainless Steel World Americas.

(Projected spending in USD)



Circulation

8,000+

Total Average Circulation
(per issue)

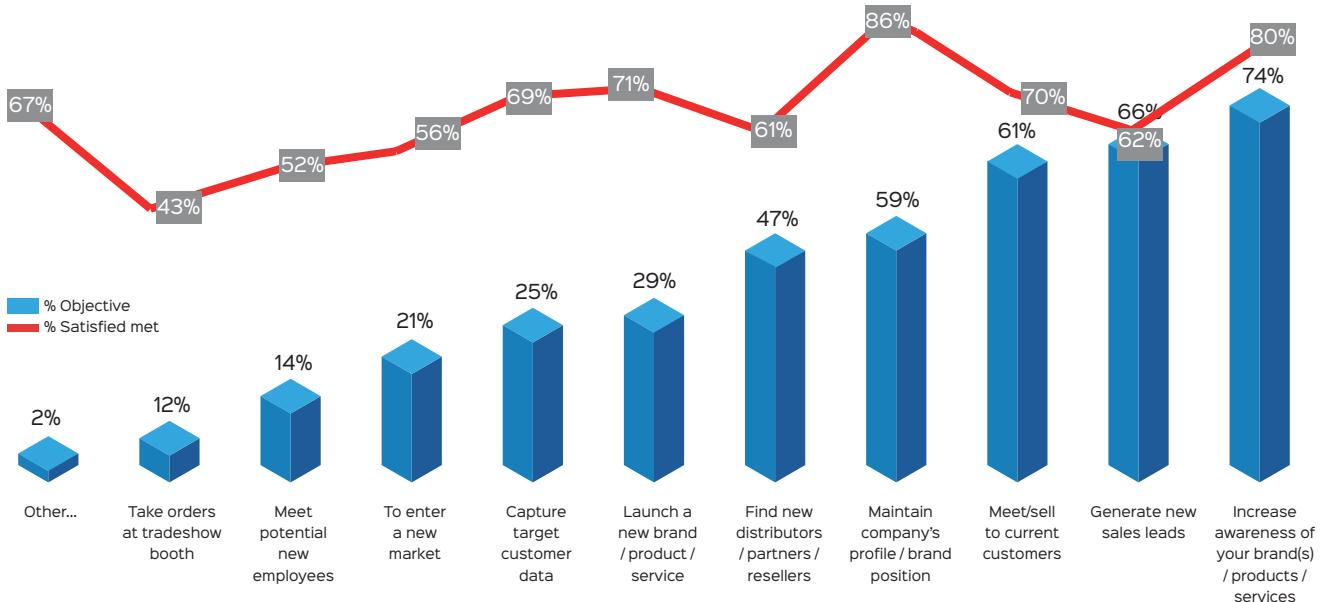


+ Annual Procurement Report
+ Conference Catalogs

6 Issues

Objectives

Raising brand and product awareness is the most common objective held by Stainless Steel World Americas members, followed by sales related objectives.



IN EVERY ISSUE

1 - Spotlight On

Highlight your company's latest innovations, new product developments, business growth, and achievements in a two-page feature article.

2 - End User Interviews

Exclusive interviews with end users & EPCs discuss the latest projects, challenges faced by operators, technological advancements, vendor partnerships, and more!

3 - New Technologies

Learn about the latest products and technologies available pertaining to stainless steel, CRAs, corrosion solutions, welding, metallurgy, and more!

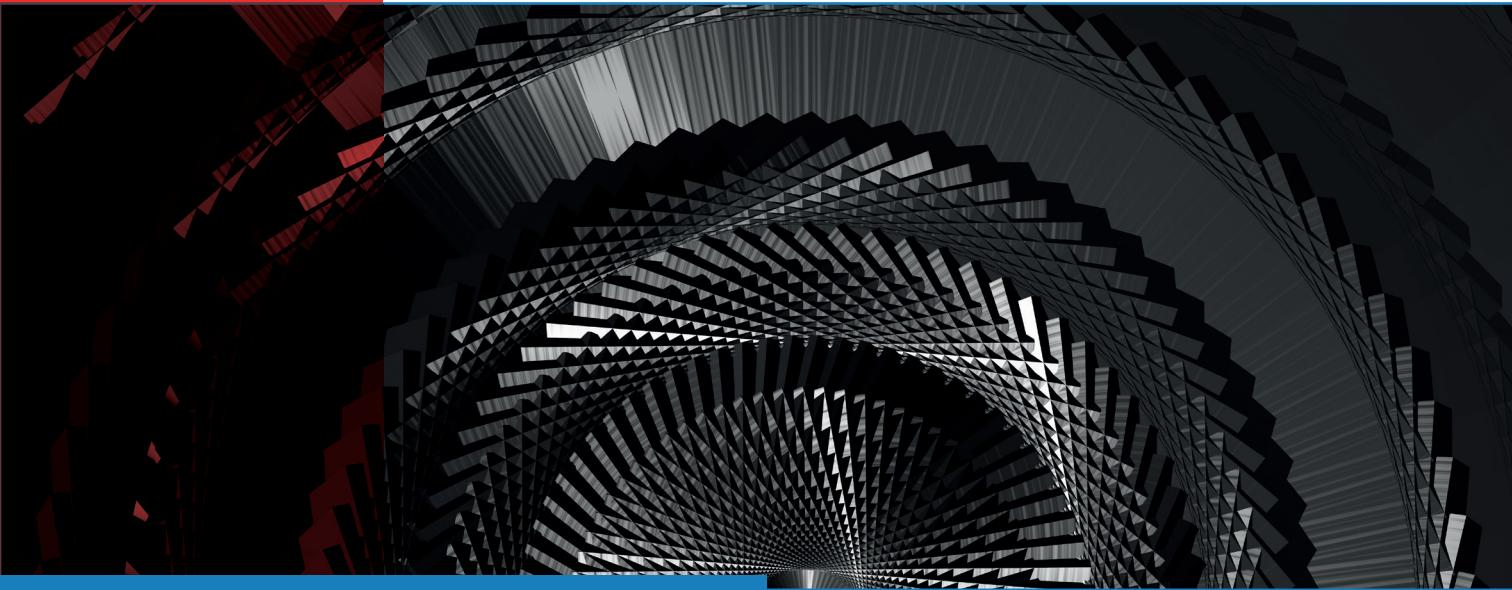
4 - Market Report

Stay up-to-date with the latest factors impacting the industrial stainless steel & corrosion resistant alloy markets.

5 - White Papers & Technical Articles

Read in-depth articles highlighting technological advancements in corrosion resistant alloys, maintenance of steel components, and more!





MEET OUR TEAM



Shopia Ketheeswararajah is the Editor of Stainless Steel World Americas Journal, overseeing content creation, and works closely with the community to build the brand.

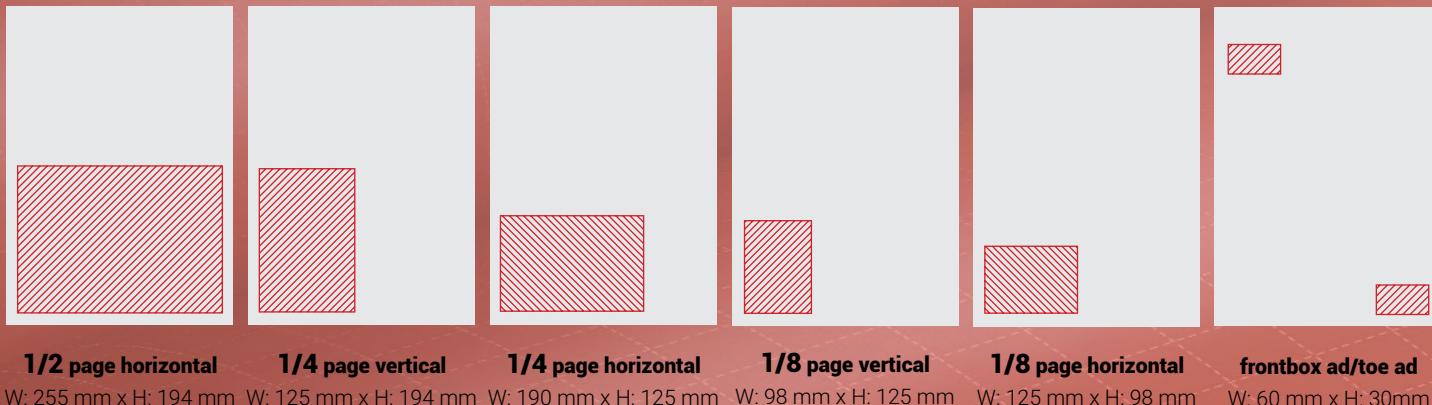


KCI Toronto Sales Manager Mathijs Gordon is responsible for account management in the Americas and overseeing daily sales operations.



Sarah Bradley is responsible for event organization and marketing for KCI's events and publications in the Americas.

AD SPECS



ADVERTISEMENT COPY REQUIREMENTS:

- Delivery of advertising material should be a PDF (PDF/X1a:2001) or TIFF (300 DPI).
- No text should be included within 10 mm of the right and left sides of the crop marks.
- All fonts embedded or Flattened.
- Full-color material should be provided in CMYK.
- No crop marks
- Please send your advertising material to Eriko Ishiyama, e.ishiyama@kci-world.com +1-416-361-7030

Subscription Rates

1 year: (6 issues) \$ 115 USD

2 years: (12 issues) \$ 170 USD

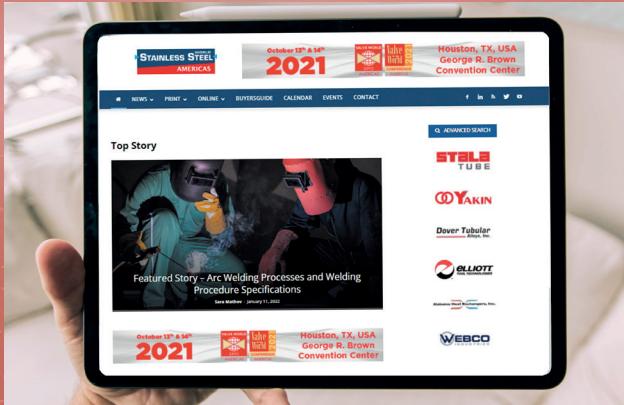
3 years: (18 issues) \$ 215 USD



Months of Publication:

**February, April, June, August,
October, December**

| Advertisement price per insertion in USD | 1X |
|--|-----------------------|
| FULL-COLOR | Price per unit |
| 1/2 | \$ 1,700 |
| 1/4 | \$ 1,200 |
| 1/8 | \$ 900 |
| FRONT PAGE | |
| Toe ad | \$ 900 |
| Front Box | \$ 900 |



ONLINE NEWSLETTER

The Stainless Steel World Americas News Update is sent bi-weekly to over 5,500 recipients. It is free to subscribe and appears in your mailbox every other week. It contains the latest news and projects from the industry, making it a proactive method for reaching potential clients.



TOP BANNER

Your company logo linked to your website on a top position within the Stainless Steel World Americas newsletter.

Format: jpg, eps, ai
Size: 728 px * 90 px

4 WEEKS
\$ 1,750 USD

NEWSLETTER LOGO BANNER

Banner including link to your homepage.

Format: jpg
Size: max. 125 px * 40 px

1 YEAR
\$ 3,500 USD

NEWSLETTER PRODUCT SHOWCASE

You can add a box with information about your products, company news, events, etc.

Size: max. 175px * 175px

4 WEEKS
\$ 1,250 USD

WEBSITE

The benefits of online exposure are obvious: fast, interactive, direct worldwide access, 24 hours a day. **Stainless Steel World Americas** community members connect to their target audience through a singular or multi-platform approach. From online News Updates to Web TV, the benefits are: brand recognition, global exposure, buyer education and quality, targeted leads.

Visit us at <https://www.ssw-americas.com> and get connected!



5,000+
MONTHLY
UNIQUE
VISITORS



100+
PAGE 1
RANKING
KEYWORDS



4-5 MINS
AVG. TIME ON
ARTICLES

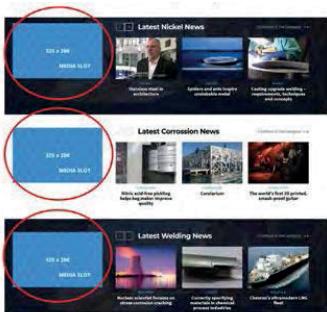


6,000
ORGANIC
IMPRESSIONS
PER MONTH



10,000
MONTHLY
PAGE VIEWS

News Category Banner



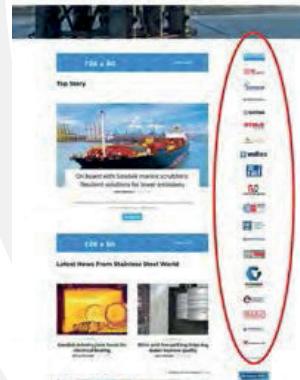
1 MONTH

\$ 490 USD

Format: .jpg

Size: max. 325 px * 200 px

Homepage Logo Banner



2 WEEKS \$ 1,720 USD

Max. 20 positions available

- Format: .jpg

- Size: 160 px * 60 px

Web Box



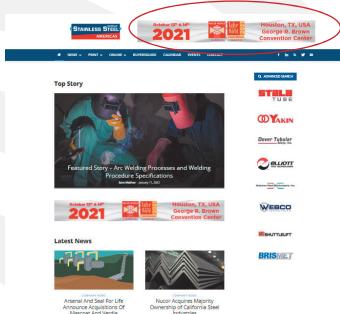
1 YEAR

\$ 3,500 USD

Format: .jpg

Size 160 px * 60 px

Top Leaderboard Banner



1 MONTH \$ 1,650 USD

Format: .jpg/.gif

(animation possible)

Size: max. 728 px * 90 px

Skyscraper Banner

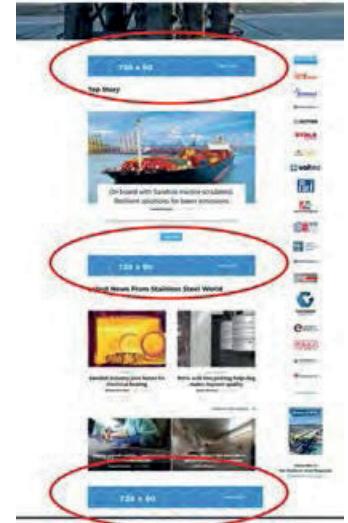


1 MONTH \$ 1,650 USD

Format: .jpg

Size: max. 160 px * 600 px

Content Leaderboard Banner



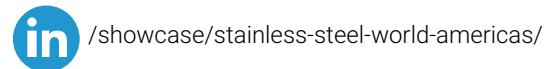
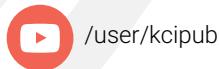
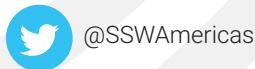
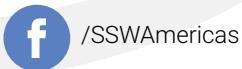
1 MONTH \$ 1,650 USD

Format: .jpg/

Size: max. 728 px * 90 px

SOCIAL MEDIA

Stainless Steel World Americas' social media channels connect our community members through one-of-a-kind platforms. End-users, engineers, suppliers, and international experts stay connected and highlight their companies to gain optimal exposure.



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