



2023 media kit

Your connection to the **GLOBAL STEEL INDUSTRY.**
Partner with **AIST** and expand your reach!

- ✓ Print Advertising
- ✓ Digital Advertising
- ✓ Sponsorships

AIST Sales Team
+1.724.814.3000, ext. 2
sales@aist.org

about AIST

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 15,500 members.

AIST is recognized as a global leader in networking, education and sustainability programs for advancing iron and steel technology.

Our mission is to advance the technical development, production, processing and application of iron and steel.

AIST MEMBERS BY JOB FUNCTION

- 27% Corporate Management & Administration
- 24% Engineering
- 16% Maintenance Operations
- 14% Sales & Marketing
- 13% Other
- 6% Research & Academia

advertising reach

IRON & STEEL TECHNOLOGY MAGAZINE

- 14,337* I&ST Monthly Distribution
- 2,734 Companies Reached
- 64 Countries Reached

DIGITAL ADVERTISING

- 44K Average Monthly Visitors
- 105,000 Average Monthly Page Views
- 30K+ Email Database

increase your visibility

There’s never been a better time to be in the global iron and steel industry! An effective marketing campaign goes a long way to make your company stand out. Don’t keep your success a secret — let AIST help you achieve your goals by putting your company in front of our extensive steel industry network.

event statistics

AISTech

- 7K Industry Personnel Attendance
- 100+ Sponsorship Opportunities
- 300+ Technical Presentations

CONFERENCES, WEBINARS & VIRTUAL EVENTS

- 4K Annual Attendance
- 40+ Events in 2022-2023
- 100+ Sponsorship Opportunities



*Includes print and digital copies distributed to professional members, students and subscribers.

why advertise with AIST

With 29 technical areas of interest, *Iron & Steel Technology*, AIST’s monthly journal, covers steelmaking from raw materials to finished products.

On average, more than 14,000 copies of *Iron & Steel Technology* circulate each month, with more than 29 potential bonus distribution opportunities throughout the year.



AISTech ad special** buy 2 ads, get 1 FREE!

Purchase advertising in the March and May issues at the published price and receive an ad in the April issue for FREE!

See [AIST.org/AdvertisingSpecial](https://www.aist.org/AdvertisingSpecial) for full details.

IRON & STEEL TECHNOLOGY editorial calendar

MONTH AND FEATURE TOPIC	AD CLOSING DATE	MATERIAL DUE DATE	BONUS FEATURES
JANUARY Steelmaking Technologies (Electric Steelmaking and Oxygen Steelmaking) <i>was Electric Steelmaking</i>	22 NOV 2022	29 NOV 2022	Electric Arc Furnace Roundup* Basic Oxygen Furnace Roundup* Reliability Achievement Award Winners
FEBRUARY Plant Services (Maintenance & Reliability, Project & Plant Management, Rolls) <i>was Cold Sheet Rolling, Processing, Coating & Finishing</i>	15 DEC 2022	21 DEC 2022	Winners of the Project Excellence Award
MARCH Cold Sheet Rolling, Processing, Coating & Finishing <i>was Coke & Ironmaking</i>	16 JAN 2023	20 JAN 2023	AISTech 2023 Preview Galvanizing Lines Roundup*, Cold Mill Roundup*
APRIL Coke & Ironmaking <i>was Oxygen Steelmaking</i>	15 FEB 2023	21 FEB 2023	AISTech 2023 Preview Coke Oven Battery Roundup*, Blast Furnace Roundup*, Cokemaking Byproducts Roundup*, Developments in the North American Iron and Steel Industry
MAY Digitalization Applications <i>was Project & Plant Management, Energy & Utilities, and Environmental Technologies</i>	20 MAR 2023	24 MAR 2023	AISTech 2023 Show Issue
JUNE Material Handling, Packaging & Transportation	17 APR 2023	21 APR 2023	
JULY Ladle Refining & Refractories <i>was Ladle Metallurgy & Continuous Casting</i>	23 MAY 2023	30 MAY 2023	
AUGUST Decarbonization Technologies (and Energy & Utilities and Environmental) <i>was Maintenance & Reliability</i>	20 JUN 2023	26 JUN 2023	AISTech 2023 Conference and Exposition Review, DRI-HBI Roundup*, Winners of the Energy Achievement Award
SEPTEMBER Continuous Casting <i>was Long Products Rolling Technologies</i>	19 JUL 2023	25 JUL 2023	MS&T23 Program, Continuous Caster Roundup*
OCTOBER Process Metallurgy & Product Applications	22 AUG 2023	28 AUG 2023	MS&T23 Program, Specialty Alloy and Foundry Roundup*
NOVEMBER Hot Flat Product Rolling <i>was Hot Flat Product Rolling, Rolls, Safety & Health</i>	20 SEP 2023	26 SEP 2023	Hot Strip Mill Roundup* Plate/Steckel Mill Roundup*
DECEMBER Long Products Rolling Technologies <i>was Process Control & Automation</i>	18 OCT 2023	24 OCT 2023	Long Products Roundup*, Pipe and Tube Roundup*

*INDUSTRY ROUNDUPS are compiled by the AIST Technology Committees to cover the comprehensive steel production process from coke oven batteries, blast furnaces and electric arc furnaces to continuous casters and rolling facilities. Refer to page 5 for advertising opportunity.

IRON & STEEL TECHNOLOGY solutions

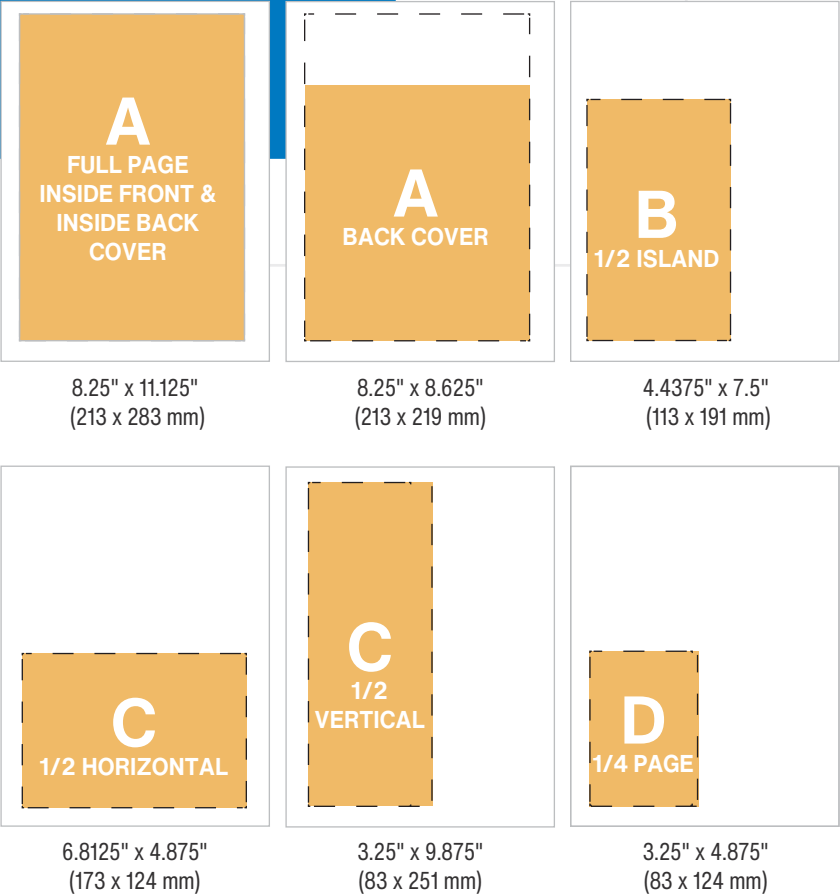
special inserts

For more information on special inserts, please contact sales at +1.724.814.3000, ext. 2 or sales@aist.org.

print templates available

Visit AIST.org/PrintAdTemplates to download our ad templates.

Please submit ad material to printads@aist.org.



4-COLOR AD COST PER MONTH

AD SIZE		1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
A	FULL PAGE	US\$4,500	US\$4,050	US\$3,825	US\$3,600
	COVER POSITIONS	US\$4,800	US\$4,320	US\$4,080	US\$3,840
B	1/2 PAGE ISLAND	US\$3,700	US\$3,330	US\$3,145	US\$2,960
C	1/2 PAGE	US\$3,300	US\$2,970	US\$2,805	US\$2,640
D	1/4 PAGE	US\$2,500	US\$2,250	US\$2,125	US\$2,000
2-PAGE SPREAD/ADVERTORIAL		US\$7,900	US\$7,110	US\$6,715	US\$6,320
1/2 PAGE HORIZONTAL SPREAD/ADVERTORIAL		US\$5,625	US\$5,063	US\$4,781	US\$4,500
INDUSTRY ROUNDUP, LOGO		NON-ADVERTISER US\$1,000 ADVERTISER US\$500	N/A	N/A	N/A
BELLY BAND NOT AVAILABLE FOR MARCH ISSUE		US\$6,500	N/A	N/A	N/A

Note: A premium of US\$300 over the standard space rate will be charged for the May show issue. (Proportionately lower premiums will apply for fractional pages.)

DIRECTORY – IRON AND STEEL PLANTS advertising opportunities

The *AIST Directory – Iron and Steel Plants* is an annual publication known industrywide for its comprehensive details on North American steel producers and global industry suppliers.

4-color advertising opportunities for US\$1,700, which include a copy of the *Directory*.

Available as a printed book and e-book.

Complimentary copy mailed to a select group of steel industry VIPs.

[See AIST.org/Directory](http://AIST.org/Directory) for full details.



digital advertising solutions

website banner ad opportunities

AIST offers multiple opportunities to build your brand, promote your services and sell your products with our digital advertising opportunities. Reach new customers and grow your audience through banner ads on AIST.org or by advertising in our weekly, monthly and event-specific emails.

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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CALENDAR

Find the latest AIST and steel industry events, including annual conferences, Technology Training Conferences, and Technology Committee and Member Chapter meetings.

1	TOP PREMIUM CENTER NON-ROTATING	US\$1,450	US\$1,305	US\$1,233	US\$1,160
	TOP PREMIUM CENTER 50/50 ROTATING	US\$725	US\$653	US\$617	US\$580

IRON & STEEL TECHNOLOGY HOMEPAGE

Prominent placement on the magazine webpage.

1	TOP PREMIUM CENTER NON-ROTATING	US\$1,450	US\$1,305	US\$1,233	US\$1,160
	TOP PREMIUM CENTER 50/50 ROTATING	US\$725	US\$653	US\$617	US\$580
2	1ST POSITION (right)	US\$700	US\$630	US\$595	US\$560

AIST.ORG HOMEPAGE

Create a company advertorial to be featured front and center on the AIST.org homepage.

3	FEATURE AREA	US\$5,000/month
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AIST SOCIAL MEDIA POSTS

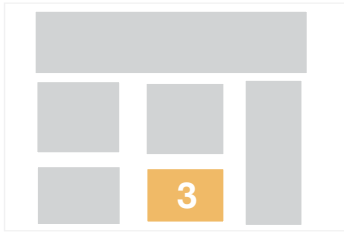
AIST will post company-sponsored content to our steel-specific LinkedIn and Facebook pages.

4	US\$500/post	US\$750/post with video
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A 10% premium over the standard pricing will be charged for all digital advertising in the months of March, April and May.



(1) 970 x 250 px
(2) 170 x 200 px



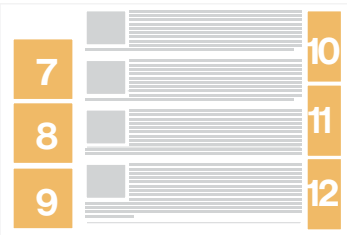
(3) Image Size - 280 x 160 px,
Headline - 10 words,
Text - 30 words



(4) Image Size - 1200 x 628 px,
Text - 280 characters



(5) 600 x 75 px
(6) 130 x 200 px



(7-9) 220 x 200 px
(10-12) 100 x 200 px

digital ad templates available

Visit [AIST.org/DigitalAdTemplates](https://www.aist.org/DigitalAdTemplates) to download our ad templates.

Please submit ad material to digitalads@aist.org.

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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BUYER'S GUIDE

A database enabling steel industry personnel to find essential products and services.

5	TOP CENTER	US\$700	US\$630	US\$595	US\$560
6	1ST POSITION HOME PAGE (left & right)	US\$400	US\$360	US\$340	US\$320

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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STEEL NEWS

In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment, technology, and more.

1	TOP PREMIUM CENTER NON-ROTATING	US\$2,000	US\$1,800	US\$1,700	US\$1,600
	TOP PREMIUM CENTER 50/50 ROTATING	US\$1,000	US\$900	US\$850	US\$800
7	1ST LEFT NON-ROTATING	US\$1,200	US\$1,080	US\$1,020	US\$960
	1ST LEFT 50/50 ROTATING	US\$600	US\$540	US\$510	US\$480
8	2ND LEFT NON-ROTATING	US\$1,200	US\$1,080	US\$1,020	US\$960
	2ND LEFT 50/50 ROTATING	US\$600	US\$540	US\$510	US\$480
9	3RD LEFT NON-ROTATING	US\$1,000	US\$900	US\$850	US\$800
	3RD LEFT 50/50 ROTATING	US\$500	US\$450	US\$425	US\$400
10-11	1ST & 2ND POSITION (right)	US\$700	US\$630	US\$595	US\$560
12	3RD-6TH POSITION (right)	US\$500	US\$450	US\$425	US\$400

email banner ad opportunities

Email advertising is an effective tool for maintaining consistent communications with prospects and customers for brand promotion. Choose between the AIST Update, Steel News Rewind, AISTech Product Showcase and Daily email, AIST Student Newsletter, and the *Iron & Steel Technology* digital edition announcement.

POSITION	RATE	DISTRIBUTION
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STEEL NEWS REWIND EMAIL

Sent to more than 25,000 global iron and steel industry personnel, this weekly newsletter provides the steel community with select announcements from AIST’s Steel News about North American and international producers and suppliers.

A	TOP CENTER	US\$1,000	WEEKLY
B	ADVERTORIAL	US\$1,000	WEEKLY

AIST UPDATE EMAIL

The AIST monthly email newsletter is sent to more than 25,000 global iron and steel industry professionals, informing them of all AIST and steel industry happenings.

C	1ST POSITION CENTER	US\$1,800	MONTHLY
D	ADVERTORIAL	US\$1,200	
C	3RD POSITION CENTER	US\$1,000	

I&ST DIGITAL EDITION EMAIL

Exclusive to one company, this monthly email is sent to more than 11,000 AIST members and subscribers when the digital edition of *Iron & Steel Technology* is available online.

E	TOP POSITION	US\$1,000	MONTHLY
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(A) 650 x 50 px
(B) Headline - 66 characters,
Text - 100 characters



(C) 650 x 50 px
(D) Advertorial: Image Size - 160 x 60 px,
Headline - 66 characters, Text - 66 characters



(E) 650 x 50 px

POSITION	RATE	DISTRIBUTION
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AISTECH PRODUCT SHOWCASE EMAIL

This AISTech-specific email allows exhibitors to describe products and promote their booths to more than 25,000 recipients. This opportunity includes a company logo/image, URL and a descriptive paragraph.

F	ROTATING POSITIONS	US\$3,600/3 MONTHS	FEBRUARY, MARCH AND APRIL
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AISTECH DAILY EMAIL

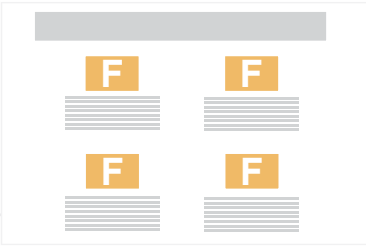
Sent daily during AISTech to a distribution upwards of 30,000. We offer four opportunities that can be purchased individually or exclusively.

G	TOP CENTER	US\$1,750/DAY	DAILY; SUNDAY-WEDNESDAY
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AIST STUDENT NEWSLETTER

Distributed monthly to more than 3,000 students. We offer two opportunities to promote open positions or internships available. Includes a company logo/image, URL, and a descriptive paragraph.

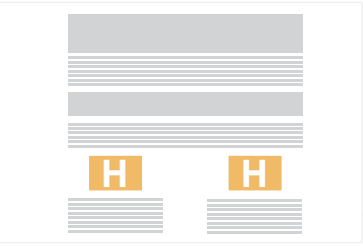
H	LEFT OR RIGHT POSITION	US\$1,200	MONTHLY
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(F) Image Size: 150 x 90 px,
Headline - 66 characters,
Text - 50 words



(G) 650 x 50 px



(H) Image Size: 150 x 90 px,
Headline - 66 characters,
Text - 50 words





sponsorship solutions

sponsor an **AIST event!**

Our sponsorship opportunities are designed to make an impact and provide the ROI you are looking for. Our goal is to put your brand front and center with new and existing customers.



AISTech

Steel's Premier Technology Event — More than 7,000 iron and steel personnel attend each year, making this the largest annual steel exposition in the world.

International Steel Forums

Steel industry executives will present their perspectives, experiences, challenges and road maps to incorporating new technology and transforming their production value chain.

AIST Webinars

AIST webinars bring together industry experts to discuss topics and events impacting all aspects of the steel community.

Technology Training Events

More than 4,000 industry workers attend these technology-specific training courses each year.

Materials Science & Technology (MS&T)

Thousands of materials science personnel meet for this yearly technical conference and exposition.

let us help you **make an impact on your marketing plan!**

AIST Sales Team

+1.724.814.3000, ext. 2 or sales@aist.org

AIST ANTI-HARASSMENT POLICY

AIST has a strict Anti-Harassment policy and is dedicated to providing harassment-free forums for everyone. Visit AIST.org for full policy details.