AIST
ASSOCIATION FOR IRON & STEEL TECHNOLOGY

2026 **media** kit

Connect to the
GLOBAL STEEL INDUSTRY.
Partner with AIST and expand your reach!

- ☑ **Print Advertising**
- ☑ **Digital Advertising**
- ☑ **Sponsorships**

about **AIST**

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 18,500 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.

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 17,000 copies of *Iron & Steel Technology* circulate each month, with more than 30+ potential bonus distribution opportunities throughout the year.

AIST members by **job function***

28% Corporate Management & Administration
21% Engineering
19% Maintenance Operations
17% Sales & Marketing
9% Other
6% Research & Academia

advertising **reach**

***IRON & STEEL TECHNOLOGY* MAGAZINE**

18,721** *I&ST* Monthly Distribution
3,554 Companies Reached
74 Countries Reached

DIGITAL ADVERTISING

32K Average Monthly Visitors
132K Average Monthly Page Views
38K+ Email Database

event **statistics**

AISTech

8K Industry Personnel Attendance
100+ Sponsorship Opportunities
400+ Technical Presentations
600+ Exhibiting Companies

CONFERENCES & WEBINARS

4,400 Annual Attendance
40+ Events in 2024–2025
100+ Sponsorship Opportunities
45+ Attendee Countries

**Stats from June 2025 month end.*
***Includes print and digital copies distributed to professional members, students and subscribers.*

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)		14 NOV 2025	20 NOV 2025	Electric Arc Furnace Roundup* Basic Oxygen Furnace Roundup* Winners of the Project Excellence Award Winners of the Reliability Achievement Award
FEBRUARY Plant Services (Maintenance & Reliability, Project & Plant Management, and Rolls)		11 DEC 2025	17 DEC 2025	Winners of the Energy Achievement Award
MARCH Cold Sheet Rolling, Processing, Coating & Finishing	Buy 2 Ads, Get 1 Free***	19 JAN 2026	23 JAN 2026	AISTech 2026 Preview Galvanizing Lines Roundup* Cold Mill Roundup*
APRIL Coke & Ironmaking	Buy 2 Ads, Get 1 Free***	17 FEB 2026	23 FEB 2026	AISTech 2026 Preview Developments in the North American Iron & Steel Industry – 2025 Coke Oven Battery Roundup* Cokemaking Byproducts Roundup* Blast Furnace Roundup*
MAY Digitalization Applications	Buy 2 Ads, Get 1 Free***	16 MAR 2026	20 MAR 2026	AISTech 2026 Show Issue
JUNE Material Handling, Packaging & Transportation		14 APR 2026	20 APR 2026	
JULY Ladle Refining & Refractories		18 MAY 2026	22 MAY 2026	
AUGUST Decarbonization Technologies (and Energy & Utilities and Environmental)		15 JUN 2026	19 JUN 2026	AISTech 2026 Conference and Exposition Review DRI-HBI Roundup*
SEPTEMBER Continuous Casting		21 JUL 2026	27 JUL 2026	Continuous Caster Roundup* Global Steel Dynamics Forum Recap MS&T26 Program
OCTOBER Process Metallurgy & Product Applications		17 AUG 2026	21 AUG 2026	MS&T26 Program Specialty Alloy and Foundry Roundup*
NOVEMBER Hot Flat Product Rolling		22 SEP 2026	28 SEP 2026	Hot Strip Mill Roundup* Plate/Steckel Mill Roundup*
DECEMBER Long Products Rolling Technologies		20 OCT 2026	26 OCT 2026	Long Products Roundup* Pipe and Tube Roundup* Women in Steel Conference Recap

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 for full details.

**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 3 for advertising opportunity.*

IRON & STEEL TECHNOLOGY
solutions

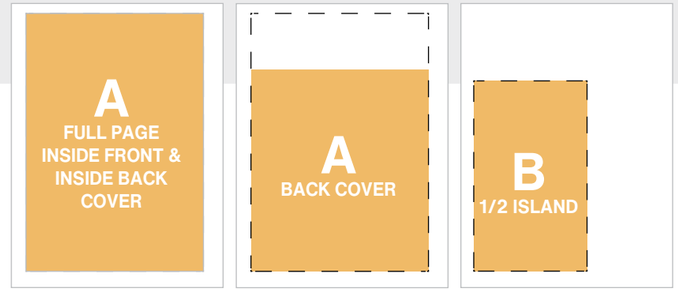
SPECIAL INSERTS

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 for acceptable file formats and to download our ad templates.

Please submit ad material to printads@aist.org.



A	B	C
8.25" x 11.125" (213 x 283 mm)	8.25" x 8.625" (213 x 219 mm)	4.4375" x 7.5" (113 x 191 mm)
6.8125" x 4.875" (173 x 124 mm)	3.25" x 9.875" (83 x 251 mm)	3.25" x 4.875" (83 x 124 mm)

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
A	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		Single-sided US$6,500 / Double-sided US$8,200	N/A	N/A	N/A

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.)

digital advertising **solutions**

POSITION		1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
Calendar					
	Find the latest AIST and steel industry events, including annual conferences, Technology Training Conferences, and Technology Committee and Member Chapter meetings. 2,700 average monthly views.				
1	TOP PREMIUM CENTER Option to submit two rotating banners.	US$1,450	US$1,305	US$1,233	US$1,160
***Iron & Steel Technology* Homepage**					
	Prominent placement on the steel industry's premier magazine webpage. Over 1,500 monthly views.				
1	TOP PREMIUM CENTER Option to submit two rotating banners.	US$1,450	US$1,305	US$1,233	US$1,160
2	1ST POSITION (right)	US$700	US$630	US$595	US$560

AIST.org Homepage

Create a company advertorial to be featured on the AIST.org homepage, with an average of 9,800 monthly views.

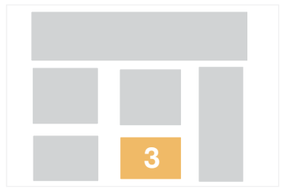
3	FEATURE AREA	US$5,500

AIST Social Media Posts

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

4	US$550/post with photos	US$800/post with video

(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

monthly 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
Steel News					
	In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment, technology, and more. Over 22K in average monthly views.				
1	TOP PREMIUM CENTER Option to submit two rotating banners.	US$2,100	US$1,890	US$1,785	US$1,680
7	1ST POSITION (left) Option to submit two rotating banners.	US$1,323	US$1,191	US$1,124	US$1,059
8	2ND POSITION (left) Option to submit two rotating banners.	US$1,323	US$1,191	US$1,124	US$1,059
9	3RD POSITION (left) Option to submit two rotating banners.	US$1,102	US$992	US$938	US$882
10-11	1ST & 2ND POSITION (right)	US$735	US$662	US$625	US$588
12	3RD–6TH POSITION (right)	US$525	US$473	US$446	US$420

Steel Industry Jobs Homepage

2	1ST POSITION (right)	US$700	US$630	US$595	US$560

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

DIGITAL AD TEMPLATES AVAILABLE

Visit AIST.org/DigitalAdTemplates for acceptable file formats and to download our ad templates.

Please submit ad material to digitalads@aist.org.

A 10% premium over the standard pricing will be charged for all digital advertising in the months of March, April and May.

email banner ad **opportunities**

Email advertising is an effective tool for maintaining consistent communications with prospects and customers for brand promotion. We have options to help you reach your audience.

	POSITION	RATE	DISTRIBUTION
Steel News Rewind Email			
	Sent to more than 35,000 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$1,500	WEEKLY
B	ADVERTORIAL	US$1,500	WEEKLY
AIST Update Email			
	The AIST monthly email newsletter is sent to more than 38,000 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$1,500	
***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.		
A	TOP POSITION	US$1,200	MONTHLY
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.		
E	LEFT OR RIGHT POSITION	US$1,200	MONTHLY
AIST Young Professionals Newsletter			
	Exclusive to one company per newsletter, this email is distributed quarterly to approximately 10,000 global iron and steel industry professionals, age 35 and under (not including students). Use the opportunity to promote relevant open positions or content targeted toward this young professional demographic. Includes a company logo/image, URL and a descriptive paragraph.		
F	CENTER POSITION	US$1,200	QUARTERLY

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

(F) Image Size: 120 x 120 px, Headline - 66 characters, Text - 100 characters

digital ad **retargeting**

Increase your visibility and gain exposure to AIST's online audience through ad retargeting. AIST.org is the premier website for the steel industry, bringing together people from every aspect of the steelmaking process, from raw materials to finished products.

PRICE	DURATION	NUMBER OF IMPRESSIONS
AIST Digital Retargeting		
US$4,500	3 Months	200,000

WHY RETARGETING?

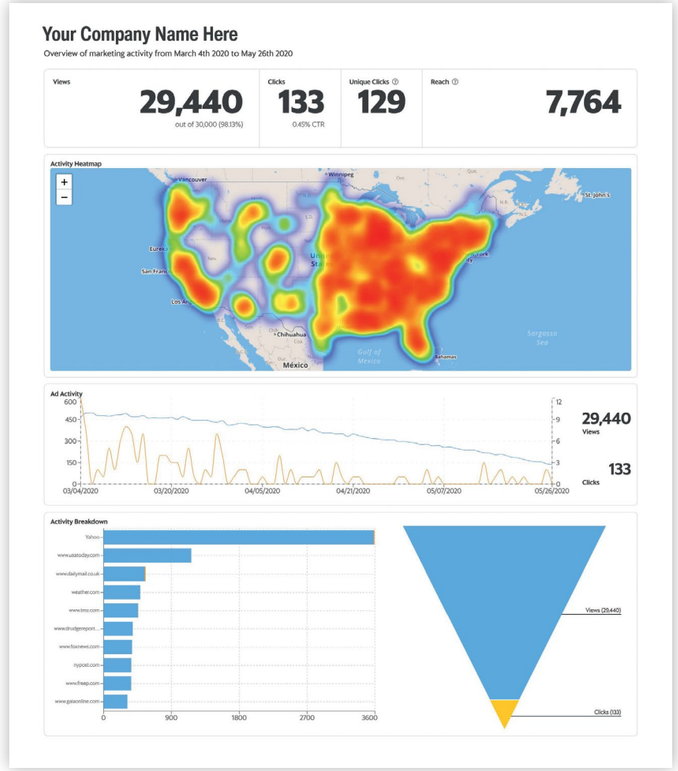
Our audience is your audience. You can have access to AIST.org visitors. Retarget these visitors with your company's ads anywhere they visit online.

QUALITY TARGETING

Ad retargeting with AIST guarantees sustained, specific exposure to the iron and steel industry audience you're trying to reach, rather than broad, generic targeting on common ad platforms.

QUANTIFIABLE RESULTS

Advertisers will receive access to a detailed online dashboard to see campaign results in real time.



LEADERBOARD	SQUARE POP-UP	WIDE SKYSCRAPER	SMALL RECTANGLE
728 x 90 px	300 x 250 px	160 x 600 px	180 x 150 px

Advertisers to provide one ad of each size.
Specs: .jpg or .gif static images only; no flash ads.

A 10% premium over the standard pricing will be charged for all digital advertising in the months of March, April and May.

DIRECTORY — *IRON AND STEEL PLANTS*
advertising opportunities

Featuring data on essentially every U.S., Canadian and Mexican steel producer, this comprehensive resource also includes names and titles of executive, engineering, maintenance and operating personnel; an alphabetical listing of all major suppliers within the global iron and steel industry; a listing of associations and technical societies affiliated with the iron and steel industry; and complete geographical indexing for steel producers and suppliers of equipment, products and services.

why **advertise**

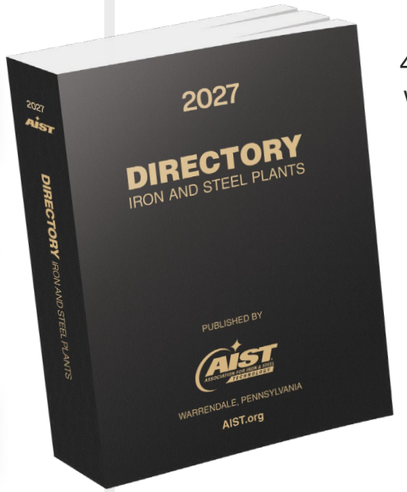
Directory has everything you need to know about steel producers, equipment, product and service providers, and major associations and technical societies.

audience

The *Directory* is used by steel company executives, operators, engineers and maintenance personnel. The annual publication is targeted to reach your prospects and customers, putting your company's information in front of the right people. Get a year's worth of advertising with one ad!

AIST's best-selling **publication**

As AIST's best-selling publication, the *Directory* serves as an effective advertising medium, as well as a useful personnel source and sales tool. The *Directory* is used by steel company executives, operators, engineers and maintenance personnel.



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.

AD CLOSING DATE	MATERIAL DUE DATE
6 OCT 2026	13 OCT 2026

See AIST.org/Directory for full details.

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 8,000 iron and steel personnel attend each year, making this the largest annual steel exposition in the world.

Global Steel Dynamics Forum
World Steel Dynamics and AIST have joined to host the world's premier executive event focused on industry dynamics, critical insights and essential strategic outlooks.

Women in Steel Conference
Created to support the recruitment, engagement and professional development of women in the global steel industry, this event features panel discussions, keynote speakers, and leadership skills training to enhance attendee personal and professional growth.

Member Chapter Events
With 22 Member Chapters globally, local professionals in the steel industry come together to participate in over 75 regional events each year.

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.

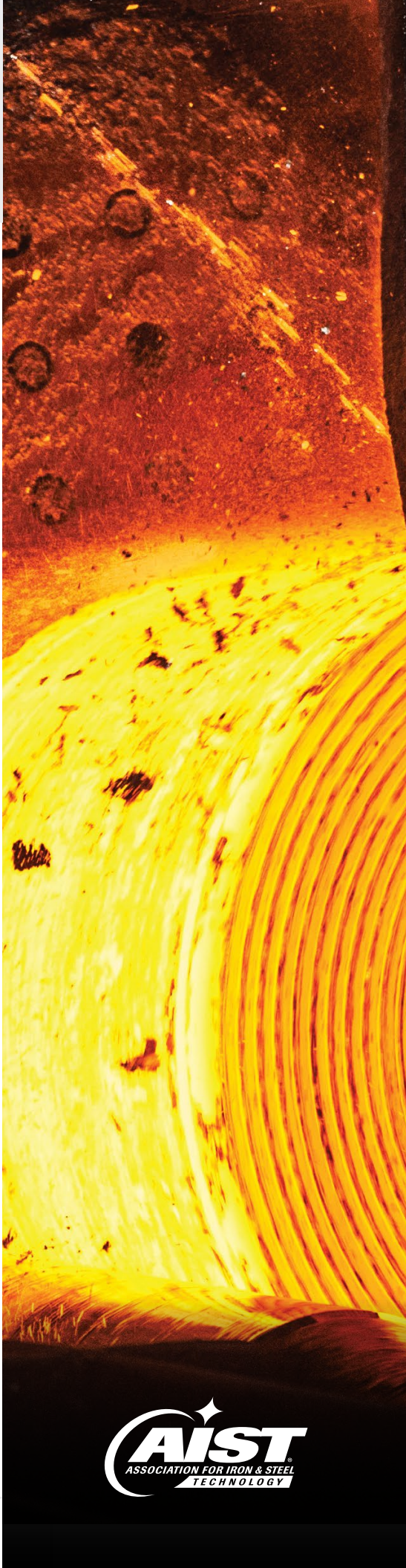
Technology Training Events
More than 4,000 industry workers attend these technology-specific training courses each year.

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.