

# GP **GESTEINS** Perspektiven

Information | Events and dates | Data | Prices

## MEDIA DATA 2020



**PLUS**  
Targeted online  
advertising  
opportunities



## Brief outline

The trade magazine „GP Gesteins-Perspektiven“, as the official organ of the German Aggregates Federation MIRO and its regional associations, represents the entire aggregates industry as publication. The member companies of these associations regularly receive the magazine free of charge as part of the public relations service. Over and above, GP is also subscribed to by other interested companies and service providers in the industry. Furthermore, ‘Gesteins-Perspektiven’ is also the official organ or media partner of many industry events, which are organised by the sister company of the publisher, the events agency GEOPLAN GmbH, such as:

steinexpo:	Demonstration exhibition for the mineral raw materials and building materials industry
ForumMIRO:	Trade convention with accompanying exhibition
GEOPLAN Academy:	Practical advanced training seminars
Symposia:	<ul style="list-style-type: none"><li>• Approval procedures in raw materials operations</li><li>• Asphalt Days</li></ul>

The main issues of ‘Gesteins-Perspektiven’ are practical technical articles and reports on:

- Business, politics and law that affect the raw and building materials industry
- Prospecting, exploration of deposits
- Assessment of deposits
- Operational planning and mining technology
- Recovery and processing of mineral raw materials
- Preparation: crushing, classification, sorting, cleaning of material
- Refinement: ready-mix concrete, limestone, asphalt
- Rehabilitation through recultivation and/or renaturation
- Authorisation processes and practices
- Research as well as training and advanced training

Reporting covers all areas in detail on the appropriate vehicles and Machinery, on measurement, control and regulation technology, analytics, relevant regulations and case law, innovation, associations, institutions, companies and individuals, as well as literature and events.



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## Journal/Publisher

### Publisher

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### Publisher

General Executive Management Board  
of the German Aggregates Federation

### Volume/Year

24. Jahrgang 2020

### Frequency

8 times in 2020

### Publication schedule

See dates + topics

### Subscription rates

Unit price ..... € 8.00  
(excl. shipping costs and statutory VAT)  
Annual subscription Germany € 56.00  
(incl. shipping costs, excl. statutory VAT)  
Annual subscription abroad ... € 65.00  
(incl. shipping costs)

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### Advertising rate list

Price list no. 24 of 01.01.2020

## Analyses, editions

### Circulation analysis 2019 (editions 1-6/2019)

Copies printed ..... 7.900  
Copies circulated ..... 7.790

Copies sold ..... 3.712  
– Subscribers ..... 324  
– Association subscriptions ..... 3.388

Copies distributed free of charge ..... 4.188  
– Permanent recipients ..... 3.308  
– Alternating delivery ..... 580  
– Symposiums ..... 300

Archive and sample copies ..... 110

These are the average quantities for the regular issues. On a case by case basis the number of magazines which are distributed at trade shows and conventions are increased considerably. The alternating delivery also leads to an increase in circulation compared with the regular distribution.

### Volume analysis 2019 (Editions 1–6/2019)

Total volume: ..... 774 Seiten (100 %)  
Share of copy: ..... 451 Seiten (67 %)  
Share of advertising: ..... 223 Seiten (35 %)  
Inserts: ..... 17 Stück

### Recipient analysis 2018


#### copies

Gravel and sand operations ..... 1.281  
Natural stone companies ..... 781  
Ready-mix concrete plants ..... 808  
Civil engineering companies ..... 427  
State Mining Authorities/State Geological Offices ..... 91  
Authorities/ministries (economic and education) ..... 295  
Environmental agencies ..... 115  
Building authorities ..... 509  
Universities/colleges/technical colleges ..... 137  
Construction and building materials associations ..... 120  
Recultivation companies ..... 292  
Asphalt companies/mixing plants ..... 176  
Engineering firms/planning/drilling ..... 282  
Miscellaneous ..... 225

### Manufacturers of:

Dewatering/pumps ..... 138  
Conveyors ..... 269  
Screens/screening machines/crushers ..... 415  
Construction machinery/heavy vehicles/trucks ..... 603  
Loading stations ..... 65  
Dispensing technology ..... 66  
Silo and tank construction ..... 216  
EDP/measurement and control technology ..... 233  
Drying installations ..... 41

## Topics 2020

Edition	Date of publication	Copy deadline	Main topics
1	7.2.	9.1.	<ul style="list-style-type: none"> <li>• Maintenance and repairs</li> <li>• Operating equipment</li> <li>• Tyres and tyre protection</li> </ul>
2	9.3.	7.2.	<ul style="list-style-type: none"> <li>• Drilling and blasting</li> <li>• Sensor technology, monitoring and automation</li> <li>• Stationary mineral processing technology</li> </ul>
3	20.4.	20.3.	<ul style="list-style-type: none"> <li>• Mobile mineral processing technology</li> <li>• Direct extraction</li> <li>• Dust collection/dedusting</li> </ul>
4	10.6.	7.5.	<ul style="list-style-type: none"> <li>• Wet extraction and wet processing</li> <li>• Water treatment and drying</li> <li>• Dosing and conveying</li> </ul>
5	14.8.	17.7.	<ul style="list-style-type: none"> <li>• <b>Big special edition for steinexpo 2020:</b> Exhibitors, areas, activities, attractions </li> <li>• <b>Exclusive industry overview:</b> The situation in the German aggregates industry</li> </ul>
6	30.9.	3.9.	<ul style="list-style-type: none"> <li>• <b>steinexpo review</b> Extraction, processing, loading, transport, accessories, service &amp; co</li> </ul>
7	3.11.	2.10.	<ul style="list-style-type: none"> <li>• Crushers, screens, mills and mixers</li> <li>• Construction machinery and transport equipment in perfect interaction</li> </ul>
8	14.12.	13.11.	<ul style="list-style-type: none"> <li>• Modernising plants</li> <li>• Attachments for surface cleaning &amp; winter service</li> <li>• <b>GP special: Profiles for professionals</b></li> </ul>

Subject to changes due to current circumstances. Regular sections such as economy, Europe, legal, environment and training complement the respective main technical topics with important information. Current technical operating reports are also published in the „Practice“ section, irrespective of the topic.

Other association dates not yet known at the time of going to print will be published in the PDF version of the rate card on the Internet and updated dates will also be announced regularly in GP.

## Events 2020

Membership meetings of MIRO associations
Professional Groups from the Natural Stone Industry and Sand and Gravel Industry in the Industrial Association of the Bavarian Building Materials Industry, BIV, 13-15 May, Rottach-Egern
Trade Association of Mineral Building Materials, UVMB, 10-12 June, Wernigerode
Association of the Raw Materials and Building Materials Industry, vero, 17-19 June, Kiel
Baden-Württemberg Association of the Building Materials Industry, ISTE, 18-19 June, Lindau
German Building Materials Association, bbs, June, Berlin
European Aggregates Association, UEPG, 20-22 May, Slovakia
German Aggregates Federation, MIRO, November
General meetings of VSE (Association for Stones and Earth) Neustadt a. d. Weinstraße and VBS (Industrial Association of the Building Industrie) Saarland: dates had not yet been fixed at the time of going to press

Important trade fairs and events for the industry in 2020
ISTE Winter Workshop, 12-15 January, Telfs (A)
MIRO Compact Seminar on Fundamentals and Technology of the Aggregates Industry, 16-18 January, Burghotel Staufenberg, Staufenberg 
UVMB Plant and Test Centre Manager Training, 21-22 January, Leipzig
ISTE Building Material Technology Day, 4 February, Ostfildern, Germany
MIRO Plant Manager Seminar, 10-13 February, location to be announced 
20th German Asphalt Days, 12-14 February, Berchtesgaden
VDBUM Plenary Seminar, 11-14 February, Willingen
Symposium for Mineral Processing Technology, 5-6 March, Freiberg/Saxony
Information Conference on Blasting Technology, April, Siegen
ABBM Raw Materials Colloquium, 16 July, Iphofen
steinexpo, 26-29 August 2020 in Homberg/Nieder-Ofleiden 
Nordbau, 9-13 September, Neumünster
Euroschotter (gravel) Conference, 3-5 September, Sierning bei Steyr (A)
MIRO Compact Seminar on Fundamentals and Technology of the Aggregates Industry, 8-10 October, Lufthansa Seeheim, Seeheim-Jugenheim 

## Forms of advertising/prices/PRINT

**Trim size: 210 mm x 297 mm, print run: 7.900 copies**

Format of ads	Width x height in mm		Euro scale		
	in type area	in bleed (Format + 3 mm trim around)	BW in €	2-colour in € (Euroskala)	3-/4-colour in € (Euroskala)
1/1 page	190 x 269	210 x 297	2.217,00	2.873,00	3.313,00
2/3 page portrait	117 x 269	127 x 297	1.405,00	1.926,00	2.379,00
Junior-Page	117 x 190	139 x 203	1.119,00	1.532,00	1.896,00
1/2 page portrait	93 x 269	102 x 297	1.119,00	1.532,00	1.896,00
1/2 page landscape	178 x 131	210 x 145			
1/3 page portrait	57 x 269	66 x 297	813,00	1.104,00	1.254,00
1/3 page landscape	178 x 87	210 x 101			
1/4 page 2-column	93 x 131	103 x 145	571,00	797,00	946,00
1/4 page landscape	178 x 63	210 x 75			
1/4 page sandwich	178 x 63	210 x 63	597,00	824,00	971,00
1/8 page landscape	178 x 31	210 x 45	280,00	400,00	473,00
1/8 page portrait	45 x 131	–			
1/8 page 2-column	81 x 61	–			
1/9 page	57 x 83	–	269,00	389,00	463,00
L-format	Measurements upon request		1.405,00	1.926,00	2.379,00
U-format	Measurements upon request		2.217,00	2.873,00	3.313,00

All prices are excluding statutory VAT  
– See page 13 for general terms and conditions

## Price list no. 24 of 01.01.2020

<b>Small ads:</b> Type area 178 mm x 269 mm	
Per millimetre of height 3,10 € (1-column, 57 mm width)	
Per millimetre of height 5,70 € (2-column, 93 mm width)	
Per millimetre of height 8,20 € (3-column, 178 mm width)	
Box fee: 7,90 €	
<b>Cover pages:</b>	
<b>Front cover:</b> 4.550,00 € <b>Format:</b> 210 x 157 mm + 3 mm trim around, 4-colour (Pure image representation with company name/logo of the advertiser. Design must be approved in advance by the publisher)	
Second cover page:	3.635,00 € Format: 210 x 297 mm + 3 mm trim around, 4-farbig
Third cover page:	3.635,00 € Format: 210 x 297 mm + 3 mm trim around, 4-farbig
Fourth cover page:	3.779,00 € Format: 210 x 297 mm + 3 mm trim around, 4-farbig
<b>Fold-out pages after cover page:</b> 4.044,00 € Format on request	
<b>Supplement:</b>	
7.900 copies, Format 210 x 297 mm (headtrim: 5 mm, foot trim: 13 mm, left and right: je 3 mm each)	
Single sheet (2-pager) 2.873,00 €	
Double sheet (4-pager) 4.776,00 €	
<b>Inserts, special forms of advertising and colour surcharges, which are not printed from the euroscale, on request</b>	
<b>Shipping address inserts/supplements (with delivery note):</b>	
W. Kohlhammer Druckerei GmbH + Co. KG, Augsburgener Straße 722, 70329 Stuttgart	
<b>Stickers on ads: on request</b>	
<b>Discounts on purchases within one year:</b>	
2-3 ads	5 %
4-5 ads	10 %
from 6 ads	15 %

## Shopping guide

Your shopping guide for the aggregates industry is divided into the following categories:

- Drilling and blasting
- Reclamation and transport equipment
- Wet mining and refinement
- Wet mining and water treatment
- Wear protection of maintenance accessories
- Controls, automation and IT infrastructure
- Testing technology and laboratory equipment
- Weighing technology
- Operating equipment
- Tyres and tyre protection
- Services
- New brochures

## Complete package price

- For 1 year in every issue of **GesteinsPerspektiven**
  - Indefinitely available in the web newsstand
  - Online link to your own website
- for only € 400 per category**

### Subscription term:

Minimum of one year until cancelled

### Method of payment:

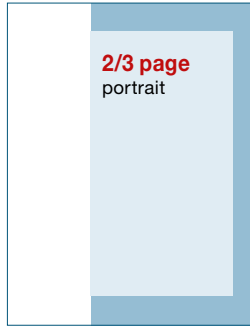
Collective billing at the beginning of the subscription term, not discountable, no agency commission, price excludes statutory VAT.



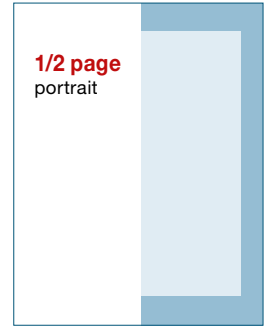
## Forms of advertising



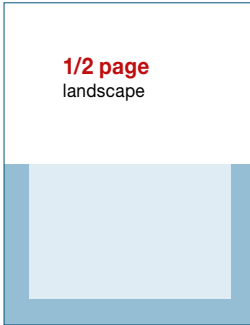
**in type area:** 190 x 269 mm  
**in bleed:** 210 x 297 mm  
 (Format + 3 mm trim around)



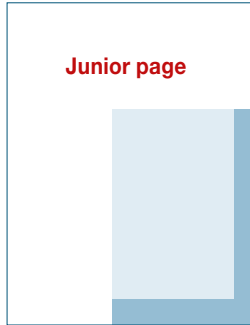
**in type area:** 117 x 269 mm  
**in bleed:** 127 x 297 mm  
 (Format + 3 mm trim around)



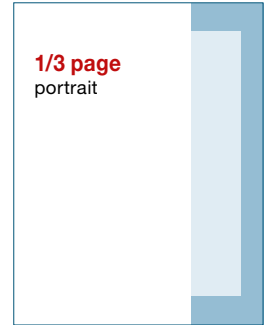
**in type area:** 93 x 269 mm  
**in bleed:** 102 x 297 mm  
 (Format + 3 mm trim around)



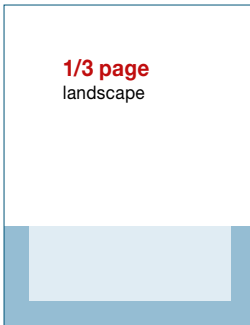
**in type area:** 178 x 131 mm  
**in bleed:** 210 x 145 mm  
 (Format + 3 mm trim around)



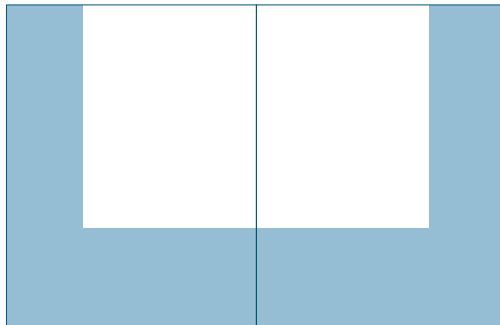
**in type area:** 117 x 190 mm  
**in bleed:** 139 x 203 mm  
 (Format + 3 mm trim around)



**in type area:** 57 x 269 mm  
**in bleed:** 66 x 297 mm  
 (Format + 3 mm trim around)



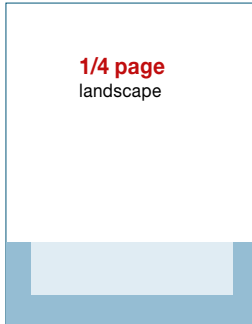
**in type area:** 178 x 87 mm  
**in bleed:** 210 x 101 mm  
 (Format + 3 mm trim around)



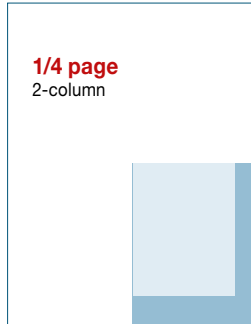
**L- oder U-format in bleed**  
 Measurements upon request



## Forms of advertising



**in type area:** 178 x 63 mm  
**in bleed:** 210 x 63 mm  
 (Format + 3 mm trim around)



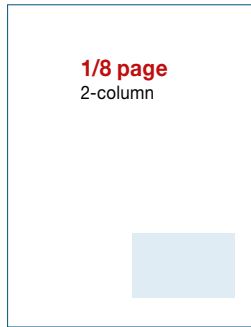
**in type area:** 93 x 131 mm  
**in bleed:** 103 x 145 mm  
 (Format + 3 mm trim around)



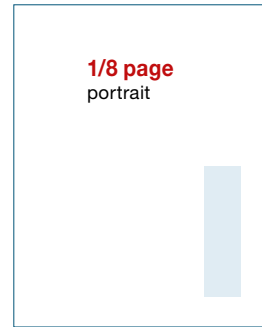
**in type area:** 178 x 63 mm  
**in bleed:** 210 x 63 mm  
 (Format + 3 mm trim around)



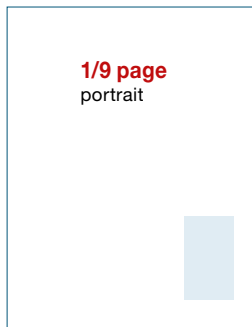
**in type area:** 178 x 31 mm  
**in bleed:** 210 x 45 mm  
 (Format + 3 mm trim around)



**in type area:** 81 x 61 mm



**in type area:** 45 x 131 mm



**in type area:** 57 x 83 mm





# Faster to be found thanks to the STV online campaign

The digital offers of the Stein-Verlag publishing house



## Your competitive edge

### Your targeted online advertising opportunities

- ▶ In the weekly STV News Channel
- ▶ In the E-Paper of GesteinsPerspektiven
- ▶ In the online magazine newsstand
- ▶ On Facebook

# STV Online campaign options and prices

## 1. STV News Channel

Styled as a news channel, the latest industry news is covered weekly. Support the STV News Channel through your banner advertising and innovative machine and service presentations.



Banner on the news channel	Size	Price per broadcast
Premium placement (over the "News of the Week")	600 x 150 pixels	€ 290,00
Standard placement (in the middle of the news channel)	600 x 150 pixels	€ 250,00

## 2. E-Paper

Our readers are increasingly using the option to retrieve trade journals electronically. Take advantage of the opportunity to attract new attention with new forms of advertising (e.g. videos, links to landing pages).

Linking options	Price per issue
Ad linked to the report	€ 200,00
Ad linked to homepage or product page	€ 250,00
Embedded video	€ 350,00



### 3. Online Magazine Newsstand

All current titles are available in our innovative online magazine newsstand.

The newsstand also has a comprehensive archive with various search functions, also for all our trade journals.

Advertising here with an online banner guarantees reaching several target groups.



Banner sizes	Price per month
Super banner (1200 x 120 pixels)	€ 890,00
Full-size skyscraper (200 x 600 px)	€ 790,00
Full-size banner (980 x 120 pixels)	€ 640,00
Half-size skyscraper (200 x 280 px)	€ 400,00
Teaser box (200 x 100 pixels)	€ 270,00

### 4. Facebook



We post the most important news for the industry on a weekly basis. A news item will report on the technical data of a machine. This could be yours!

Option	Price per week
Teaser about the report + link to the e-paper	€ 200,00

**Further details and information on request.**

## General Terms and Conditions

1. In case of doubt, advertising orders must be placed within one year of conclusion of the contract.
2. The order is based on the conditions of the respectively valid advertising price list and the „General Terms and Conditions“.
3. The discounts specified in the advertising price list are only granted for ads published within one year. The period begins with the publication of the first ad, unless another starting date is agreed upon when the contract is concluded.
4. If ads are purchased within the one-year period, the advertiser is entitled to a discount if he has completed an order at the beginning of the period which entitles him to a discount from the outset on the basis of the price list.
5. No guarantee is given for the inclusion of ads in specific numbers, specific issues or at specific places in the magazine, unless the client has expressly made the validity of the order dependent on it.
6. The exclusion of competitors can only be agreed in the case of two opposite pages.
7. The order for an ad or insert shall only be rejected on the basis of uniform principles due to content, origin or technical form. The client will be notified of the rejection.
8. The publisher guarantees the perfect printed reproduction of the ad. Unsuitable or damaged artwork will be returned to the client immediately. If the ad is printed illegibly, incorrectly or incompletely in whole or in part, the client shall be entitled to a price reduction or a claim for compensation unless the purpose of the advertisement is negligibly impaired by the defects or incorrectly printed code numbers only have a negligible effect on the purpose of the ad.
9. Proofs are only supplied upon express request. The client is responsible for the correctness of the returned proofs. If the client does not return the proof sent to him in due time, approval for printing shall be deemed to have been granted.
10. If a special size is not specified, the actual print height shall be used as the basis to calculate the price.
11. The invoice must be paid within the deadline indicated on the price list, unless a shorter payment period or advance payment has been agreed in specific cases.
12. In the event of late payment or deferment of payment, customary default interest as well as any collection costs incurred shall be charged; the publisher can postpone executing the order until payment has been made. No discount shall be granted in the case of bankruptcies and compulsory settlements.
13. The publisher shall provide a specimen copy immediately after publication of the ad.
14. If an order is not fulfilled due to circumstances beyond the control of the publisher, the client shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual due amount.
15. A right of withdrawal shall only be deemed to have been agreed if it has been fixed and confirmed in the advertisement order and is exercised in due time. (No later than 14 calendar days before the respective advertisement deadline at the publisher.)
16. German law shall apply to the confirmed advertisement order.

### Additional conditions

- a) The client must ensure that the advertising texts and/or digital data are delivered on time.
- b) The publisher accepts no liability for the correctness of the reproduction if the ad is placed by phone or if changes are made to the ad in this way.
- c) Any faults that may occur in artwork, damaged data, if not immediately recognisable, shall exclude claims against the publisher.
- d) Complaints of any kind must be made within 30 days after publication of the ad or after receipt of the invoice.

### Payment terms

Payment term: 14 days strictly net

## **Dates**

### **Printing process:**

Offset printing, 70 screen, printed with colours from the Euro colour scale for offset printing

### **Colour mode for ads/delivered data:**

CMYK (Euroscale), output profile ISO Coated v2 (ECI)/FOGRA39 (ISO 12647-2:2004)  
RGB or special colours may not be used!

### **Artwork:**

Only digital data in PDF/x 3-2002 format or higher, TIFF, JPG, EPS from InDesign, QuarkXPress, Illustrator, Photoshop or Freehand. Minimum resolution for colour and grayscale images 300 dpi, line drawings 1,200 dpi. Fonts must be embedded or converted to paths.

If artwork is delivered as open files and files from CorelDraw, PowerPoint, Publisher, Excel or Word etc., the quality cannot be guaranteed.

### **Proof/press proof:**

For the printing of colour ads, please supply a corresponding and true colour-matched proof or press proof in 1:1 scale.

The publisher accepts no liability for colour deviations and text positions in ad images and logos if files have not been saved in the above manner and true colour-matched proofs have not been supplied.

### **Data archiving:**

Data is archived for 1 year, so unchanged repetitions are usually possible.  
However, a data guarantee is not given.

### **Re-setting:**

Any typesetting or correction work will be charged at cost price.

### **Transmission of ad data:**

Gudrun Schwend, Stein-Verlag Baden-Baden GmbH, Josef-Herrmann-Straße 1-3,  
76473 Iffezheim, Tel. +49 7229 606-31, anzeigen@stein-verlagGmbH.de

### **Guarantee:**

The client is responsible to supply the ads/artwork punctually and without any faults.  
If the client does not supply faultless artwork, the publisher will print the ad in the quality that the artwork allows.

## Contact person



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BADEN-BADEN GMBH



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