

GP **GESTEINS** Perspektiven

Information | Events and dates | Data | Prices

MEDIA DATA 2021



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">• Approval procedures in raw materials operations• Asphalt Days

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 und 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 2021

Frequency

8 times in 2021

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. 25 of 01.01.2021

Analyses, editions

Circulation analysis 2020 (editions 1-6/2020)

Copies printed 7.900
Copies circulated 7.790

Copies sold 3.712
– Subscribers 323
– Association subscriptions 3.387

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 2020 (Editions 1-6/2020)

Total volume: 490 Seiten (100 %)
Share of copy: 330 Seiten (68 %)
Share of advertising: 160 Seiten (34 %)
Inserts: 8 Stück

Recipient analysis 2019


copies

Gravel and sand operations 1.283
Natural stone companies 780
Ready-mix concrete plants 808
Civil engineering companies 425
State Mining Authorities/State Geological Offices 91
Authorities/ministries (economic and education) 295
Environmental agencies 116
Building authorities 509
Universities/colleges/technical colleges 139
Construction and building materials associations 119
Recultivation companies 291
Asphalt companies/mixing plants 178
Engineering firms/planning/drilling 283
Miscellaneous 222

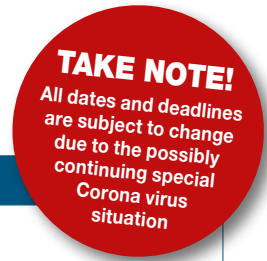
Manufacturers of:

Dewatering/pumps 138
Conveyors 267
Screens/screening machines/crushers 417
Construction machinery/heavy vehicles/trucks 603
Loading stations 66
Dispensing technology 65
Silo and tank construction 216
EDP/measurement and control technology 234
Drying installations 40

Topics 2021

Edition	Date of publication	Copy deadline	Main topics
1	15/02	18/01	<ul style="list-style-type: none"> • Maintenance and servicing/repairs • Operating equipment • Tyres and tyre protection
2	06/04	05/03	<ul style="list-style-type: none"> • steinexpo special: Exhibitors, areas, promotions & attractions  • Major innovations for extraction, processing, mixing, storage and transportation of mineral raw and building materials • IT infrastructure and sensors in rock operations
3	28/05	23/04	<ul style="list-style-type: none"> • steinexpo review • Extraction: drilling, blasting and/or directly on the raw material • Dosing and conveying • Dust Extraction Technology
4	02/07	04/06	<ul style="list-style-type: none"> • Mobile and stationary processing and high-grade finishing • Sifting, separating and cleaning • Drive technology • Loading, transport, accessories, service, etc.
5	27/08	30/07	<ul style="list-style-type: none"> • Excavators and wheel loaders for the rock industry • Weighing technology • Wet extraction, wet processing and water treatment
6	07/10	07/09	<ul style="list-style-type: none"> • Conveying, storing, buffering and handling • Halls & boxes • Heavy-duty trucks, dumpers, trucks and dump trucks
7	09/11	11/10	<ul style="list-style-type: none"> • Drones and data • IT infrastructure • Crushing, classifying and mixing • GP-Special: Forum MIRO 2021
8	17/12	17/11	<ul style="list-style-type: none"> • Plant modernisation • Attachments for surface cleaning & winter service • GP-Special: Profiles for professionals
<p>Subject to modifications due to current events. Regular sections such as economy, Europe, legal, environment and training, etc. complement the respective main technical topics with important information. Current technical reports are also published independently of the topic in the „Practice“ section.</p> <p>Other association dates not yet known at the time of going to print will be published in the PDF version of the media information/rate card on the Internet and updated dates also regularly announced in GP.</p>			

Events 2021



Membership meetings of MIRO associations
UEPG, European Rock Association, 26–28 May in Bratislava www.uepg.eu
UVMB, Trade Association for Mineral Building Materials and professional groups, 3 to 5 June in Wernigerode www.uvmb.de
ISTE, Industrial Association for Stones and Earth Baden-Württemberg, Professional Groups, ISTE annual general meeting (75th ISTE anniversary) and professional groups for natural stone, sand and gravel, 9–10 June in Stuttgart www.iste.de
vero, Association of the Construction and Raw Materials Industry, annual general meeting of vero and professional groups, 18 June in Kiel www.vero-baustoffe.de
MIRO, Association of Mineral Raw Materials, 24 November in Berlin www.bv-miro.org
BIV (German Stonemasonry Association) professional groups sand and gravel as well as natural stone (together) in the Bavarian Industrial Association of Building Materials, Stones and Earth, 8 October, location to follow later www.biv.bayern
VSE, Association for Stones and Earthworks Neustadt a. d. Weinstraße, and VBS, Association of the Building Materials Industry Saarland: Dates still open when going to press

Important trade fairs and events for the industry
Plant and Test Centre Manager Training, 20–21 January, Leipzig
MIRO compact seminar: Fundamentals and Technology of the Aggregates Industry, 28–30 January, Staufenberg 
Drilling and Blasting Technology Colloquium, 3–4 February, Clausthal
ISTE Building Materials Technology Day, 9 February, Ostfildern
MIRO operations manager seminar, 23. – 25. February, as a virtual video conference 
VDBUM Plenary Seminar, 23–26 February, Willingen
Betontage (concrete days), 23–26 February, Neu-Ulm
Symposium on Mineral Processing Technology, 4–5 March, Freiberg
Solids, 17–18 March, Dortmund
Bavarian Natursteintag (Natural Stone Day), 18 March, Nuremberg
Mawev Show, 24–27 March, St. Pölten
Information Meeting on Blasting Technology, 9–10 April, Siegen
steinexpo: 11th International demonstration fair for the raw materials and building materials industry, 14–17 April, Homburg/Nieder-Ofleiden 
Stone+tec, 12–15 May, Nuremberg
RecyclingAktiv & TiefbauLive, 10–12 June, Karlsruhe
Forest recultivation seminar, 6 July, Iffezheim area
Nordbau, 8–12 September, Neumünster
Building Materials Industry Day, 8 September, Neumünster
Euroschotter conference, September, Austria
BIV raw materials seminar, 26 October, Augsburg
Stones and earth seminar, 23 November, Ostfildern
ForumMIRO, 24–26 November, Berlin 

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 01.01.2021

Small ads: 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 €	
Cover pages:	
Front cover: 4.550,00 € Format: 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
Fold-out pages after cover page:	4.044,00 € Format on request
Supplement:	
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 €	
Inserts, special forms of advertising and colour surcharges, which are not printed from the euroscale, on request	
Shipping address inserts/supplements (with delivery note):	
W. Kohlhammer Druckerei GmbH + Co. KG, Augsburgener Straße 722, 70329 Stuttgart	
Stickers on ads: on request	
Discounts on purchases within one year:	
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

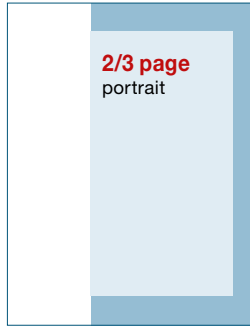
Method of payment:

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

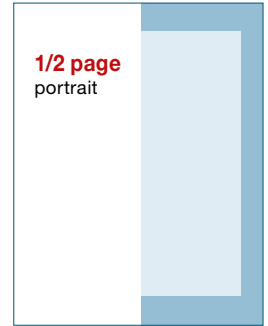
Forms of advertising



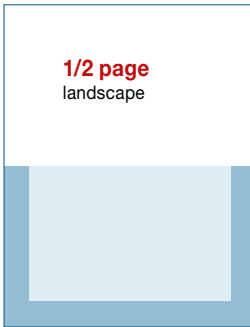
in type area: 190 x 269 mm
in bleed: 210 x 297 mm
 (Format + 3 mm trim around)



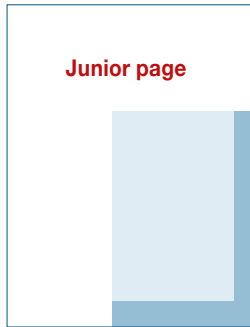
in type area: 117 x 269 mm
in bleed: 127 x 297 mm
 (Format + 3 mm trim around)



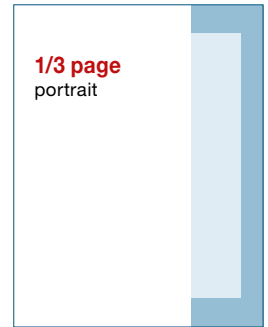
in type area: 93 x 269 mm
in bleed: 102 x 297 mm
 (Format + 3 mm trim around)



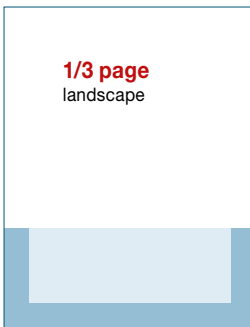
in type area: 178 x 131 mm
in bleed: 210 x 145 mm
 (Format + 3 mm trim around)



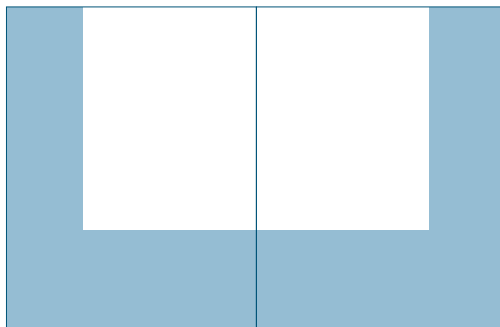
in type area: 117 x 190 mm
in bleed: 139 x 203 mm
 (Format + 3 mm trim around)



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

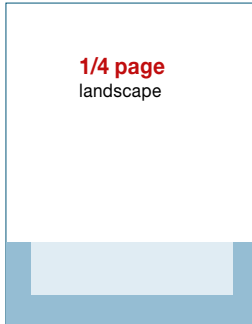


in type area: 178 x 87 mm
in bleed: 210 x 101 mm
 (Format + 3 mm trim around)

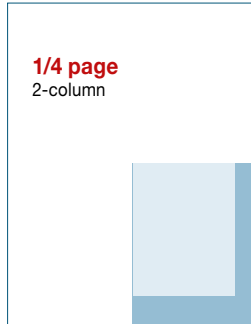


L- oder U-format in bleed
 Measurements upon request

Forms of advertising



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



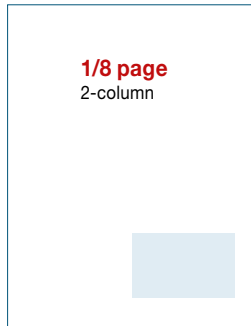
in type area: 93 x 131 mm
in bleed: 103 x 145 mm
 (Format + 3 mm trim around)



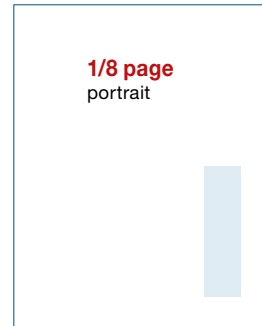
in type area: 178 x 63 mm
in bleed: 210 x 63 mm
 (Format + 3 mm trim around)



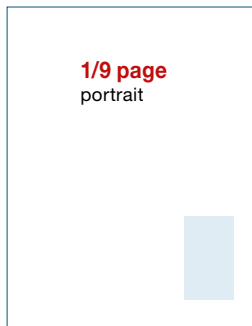
in type area: 178 x 31 mm
in bleed: 210 x 45 mm
 (Format + 3 mm trim around)



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

NEW:
The STV industry
online JOB exchange

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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