

GP GESTEINS Perspektiven

Information | Events and dates | Data | Prices

MEDIA DATA 2022



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 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

26. Jahrgang 2022

Frequency

8 times in 2022

Publication schedule

See dates + topics

Subscription rates

Unit price € 8.50
(excl. shipping costs and statutory VAT)
Annual subscription Germany € 58.00
(incl. shipping costs, excl. statutory VAT)
Annual subscription abroad ... € 67.00
(incl. shipping costs)

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Advertising rate list

Price list no. 26 of 01.01.2022

Analyses, editions

Circulation analysis 2021 (editions 1-6/2021)

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 2021 (Editions 1-6/2021)

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

Recipient analysis 2020

copies

Gravel and sand operations 1.286
Natural stone companies 777
Ready-mix concrete plants 815
Civil engineering companies 418
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 121
Recultivation companies 289
Asphalt companies/mixing plants 178
Engineering firms/planning/drilling 285
Miscellaneous 220

Manufacturers of:

Dewatering/pumps 134
Conveyors 271
Screens/screening machines/crushers 415
Construction machinery/heavy vehicles/trucks 605
Loading stations 63
Dispensing technology 68
Silo and tank construction 223
EDP/measurement and control technology 220
Drying installations 40

Topics 2022

| Edition | Date of publication | Copy deadline | Main topics |
|---------|---------------------|---------------|--|
| 1 | 11/02 | 11/01 | <ul style="list-style-type: none"> • Maintenance and servicing/repairs • Operating equipment • Tyres and tyre protection • Special: Remote services – a fully-fledged substitute, or even more? |
| 2 | 31/03 | 25/02 | <ul style="list-style-type: none"> • New trends in treatment plant design and layout • IT infrastructure, automation and sensors in aggregates operations • Market chatter: Hidden champions or what? (lesser known brands are coming – or going) |
| 3 | 20/05 | 19/04 | <ul style="list-style-type: none"> • Extraction: Drilling, blasting, ripping, milling • Dosing and conveying • Dust extraction • Construction machinery special: Saving time and money with ideal combinations |
| 4 | 24/06 | 18/05 | <ul style="list-style-type: none"> • Processing and finishing, mobile and stationary • Screening, separating and cleaning • Construction machine simulators and remote control of machines • Loading, transportation, accessories, servicing, etc. |
| 5 | 12/08 | 13/07 | <ul style="list-style-type: none"> • Excavators and wheel loaders for the aggregates industry • Weighing technology • Wet extraction, wet processing and water treatment |
| 6 | 14/10 | 12/09 | <ul style="list-style-type: none"> • Conveying and handling • Halls and stalls • Heavy vehicles, dumpers, trucks and dump trucks • GP bauma special: Industry-relevant exhibitors and exhibits |
| 7 | 18/11 | 14/10 | <ul style="list-style-type: none"> • Data collection and sensible use in construction machinery and plants • Shredding, classifying and mixing • GP special: ForumMIRO 2022 |
| 8 | 16/12 | 14/11 | <ul style="list-style-type: none"> • bauma in the rearview mirror • Plant modernisation • Attachments for surface cleaning & winter service • GP special: Profiles for professionals |

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.

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.

Events 2022




TAKE NOTE!

All dates and deadlines are subject to change due to the possibly continuing special Corona virus situation

Membership meetings of MIRO associations

| |
|---|
| UVMB, Association of Mineral Building Materials and professional groups, 15–17 June, Wernigerode www.uvmb.de |
| vero, Association of the Building and Raw Materials Industry, vero annual general meeting and professional groups, 08–10 June in Hamburg www.vero-baustoffe.de |
| ISTE, Industry Association for Stones and Earth Baden-Württemberg, and professional groups, ISTE annual general meeting as well as Professional Groups for natural stone, sand and gravel, 23–24 June, Baden-Baden www.iste.de |
| MIRO, Association of Mineral Raw Materials, 1 December in Berlin www.bv-miro.org |
| BIV (German Stonemasonry Association) – professional groups for sand, gravel and natural stone (jointly) in the Bavarian Industry Association for Building Materials, Stones and earth, 18–20 May, Augsburg www.biv.bayern |
| VSE, Association for Stones and Earth Neustadt a. d. Weinstraße, and VBS, Association of the Building Materials Industry Saarland: Dates still open at the time of going to press |

Important trade fairs and events for the industry

| | |
|--|---|
| Plant and Test Centre Manager Training, 25–26 January, Leipzig | |
| 50th VDBUM (German Association for Construction Industry Engineers and Professionals) Anniversary Plenary Seminar, 25–28 January | |
| Colloquium of Conveyor Technology in Mining, 02–03 February, Clausthal | |
| Building Materials Technology Day of the ISTE, 08 February, Ostfildern | |
| MIRO Plant Manager Seminar, 14–17 February, location will be announced at the end of the year |  |
| Solids, 16–17 February, Dortmund | |
| German Asphalt Days, 16–18 February, Berchtesgaden | |
| 66th Concrete Days, 22–24 February, Ulm | |
| Symposium on Mineral Processing Technology, 03–04 March, Freiberg | |
| Bavarian Natursteintag (Natural Stone Day), 18 March, Nuremberg | |
| MIRO seminar: Fundamentals and Technology of the Aggregates Industry (online) every Friday from 25 March to 08 May |  |
| Mawev Show, 06–09 April, St. Pölten | |
| RecyclingAktiv & TiefbauLive, 05–07 May, Karlsruhe | |
| vero-business forum, 09 June, Hamburg | |
| Stone+tec, 22–25 April June, Nuremberg | |
| NordBau, 07–11 September, Neumünster | |
| Building Materials Industry Day, 07 September, Neumünster | |
| Euroschotter Conference, 15–17 September, Switzerland | |
| BIV (German Stonemasonry Association) Raw Materials Seminar, 25 October, Augsburg | |
| Symposium: approval procedures in raw-material companies (MIRO and Geoplan) 13–14 Oktober, Willingen | |
| Bauma, 24–30 October, Munich | |
| ForumMIRO, 30/11–02/12, Berlin |  |
| Stones and Earth Seminar, November, Ostfildern | |

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 | 2.285,00 | 2.960,00 | 3.412,00 |
| 2/3 page portrait | 117 x 269 | 127 x 297 | 1.447,00 | 1.985,00 | 2.450,00 |
| Junior-Page | 117 x 190 | 139 x 203 | 1.153,00 | 1.578,00 | 1.953,00 |
| 1/2 page portrait | 93 x 269 | 102 x 297 | 1.153,00 | 1.578,00 | 1.953,00 |
| 1/2 page landscape | 178 x 131 | 210 x 145 | | | |
| 1/3 page portrait | 57 x 269 | 66 x 297 | 837,00 | 1.137,00 | 1.292,00 |
| 1/3 page landscape | 178 x 87 | 210 x 101 | | | |
| 1/4 page 2-column | 93 x 131 | 103 x 145 | 588,00 | 820,00 | 975,00 |
| 1/4 page landscape | 178 x 63 | 210 x 75 | | | |
| 1/4 page sandwich | 178 x 63 | 210 x 63 | 615,00 | 850,00 | 1.000,00 |
| 1/8 page landscape | 178 x 31 | 210 x 45 | 288,00 | 412,00 | 487,00 |
| 1/8 page portrait | 45 x 131 | – | | | |
| 1/8 page 2-column | 81 x 61 | – | | | |
| 1/9 page | 57 x 83 | – | 277,00 | 400,00 | 477,00 |
| L-format | Measurements upon request | | 1.447,00 | 1.985,00 | 2.450,00 |
| U-format | Measurements upon request | | 2.285,00 | 2.960,00 | 3.412,00 |

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

Price list no. 26 of 01.01.2022

| | |
|--|--|
| Small ads: Type area 178 mm x 269 mm | |
| Per millimetre of height 3,20 € (1-column, 57 mm width) | |
| Per millimetre of height 5,90 € (2-column, 93 mm width) | |
| Per millimetre of height 8,40 € (3-column, 178 mm width) | |
| Box fee: 8,10 € | |
| Cover pages: | |
| Front cover: 4.685,00 € 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: | 3.744,00 € Format: 210 x 297 mm + 3 mm trim around, 4-farbig |
| Third cover page: | 3.744,00 € Format: 210 x 297 mm + 3 mm trim around, 4-farbig |
| Fourth cover page: | 3.892,00 € Format: 210 x 297 mm + 3 mm trim around, 4-farbig |
| Fold-out pages after cover page: | 4.165,00 € 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) 2.960 € | |
| Double sheet (4-pager) 4.920,00 € | |
| 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



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 € 410 per category

Subscription term:

Minimum of one year until cancelled

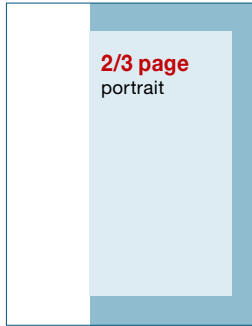
Method of payment:

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

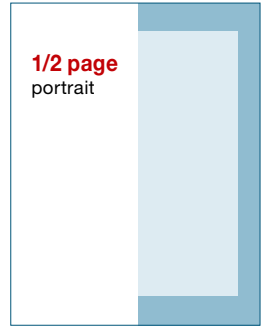
Forms of advertising



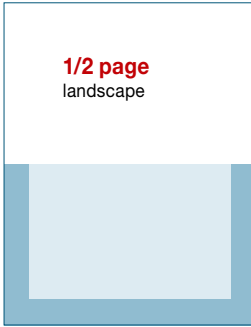
in type area: 190 x 269 mm
in bleed: 210 x 297 mm
 (Format + 3 mm trim around)



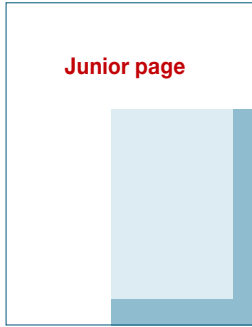
in type area: 117 x 269 mm
in bleed: 127 x 297 mm
 (Format + 3 mm trim around)



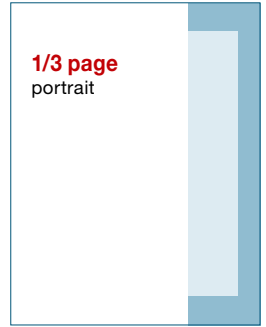
in type area: 93 x 269 mm
in bleed: 102 x 297 mm
 (Format + 3 mm trim around)



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



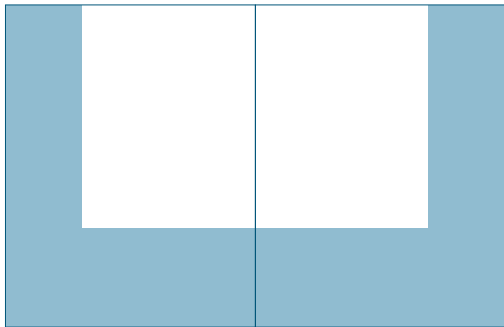
in type area: 117 x 190 mm
in bleed: 139 x 203 mm
 (Format + 3 mm trim around)



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)

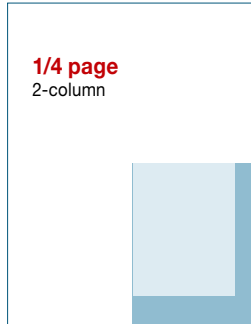


L- oder U-format in bleed
 Measurements upon request

Forms of advertising



in type area: 178 x 63 mm
in bleed: 210 x 75 mm
 (Format + 3 mm trim around)



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



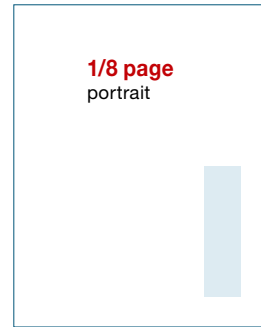
in type area: 178 x 63 mm
in bleed: 210 x 63 mm
 (Format + 3 mm trim around)



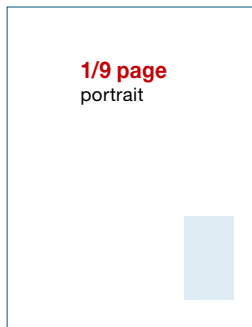
in type area: 178 x 31 mm
in bleed: 210 x 45 mm
 (Format + 3 mm trim around)



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 STV-Online

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

**Included:
The STV industry
online JOB exchange**

STV-Online – 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 px | € 300,00 |
| Plus-placement (after the „News of the Week“) | 600 x 150 px | € 260,00 |
| Basic-placement (above the „Recycling News“) | 600 x 150 px | € 230,00 |

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 | € 210,00 |
| Ad linked to homepage or product page | € 260,00 |
| Embedded video | € 360,00 |



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 px) | € 915,00 |
| Full-size skyscraper (200 x 600 px) | € 815,00 |
| Full-size banner (980 x 120 px) | € 660,00 |
| Half-size skyscraper (200 x 280 px) | € 410,00 |
| Teaser box (200 x 100 px) | € 280,00 |

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 | € 210,00 |

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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