

# GP **GESTEINS** Perspektiven

Information | Events and dates | Data | Prices

## MEDIA DATA 2023



**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>• ForumMIRO</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 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

27. Jahrgang 2023

### Frequency

8 times in 2023

### Publication schedule

See dates + topics

### Subscription rates

Unit price.....€ 9.10  
(excl. shipping costs and statutory VAT)  
Annual subscription Germany.....€ 62.00  
(incl. shipping costs, excl. statutory VAT)  
Annual subscription abroad.....€ 72.00  
(incl. shipping costs)

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### Advertising rate list

Price list no. 27 of 01.01.2023

## Analyses, editions

### Circulation analysis 2022

(editions 1-6/2022)

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 2022

(Editions 1-6/2022)

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

### Recipient analysis 2021

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

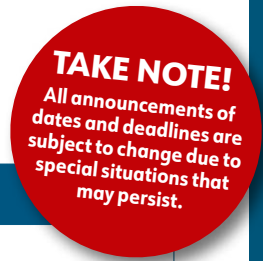
## Topics 2023

Edition	Date of publication	Copy deadline	Main topics
1	13/02	16/01	<ul style="list-style-type: none"> <li>• Maintenance and repairs</li> <li>• Operating equipment</li> <li>• Tyres and tyre protection</li> </ul>
2	23/03	16/02	<ul style="list-style-type: none"> <li>• Drones, sensor technology, monitoring and automation in the aggregates industry</li> <li>• Materials handling technology and accessories</li> </ul>
3	15/05	11/04	<ul style="list-style-type: none"> <li>• Mobile preparation</li> <li>• Dust Extraction Technology</li> <li>• Sifting, separating and cleaning</li> <li>• Direct extraction or drilling and blasting?</li> </ul>
4	19/06	09/05	<ul style="list-style-type: none"> <li>• Wet extraction</li> <li>• Grabs, pumps, extraction tools and control equipment</li> <li>• Wet processing and water treatment</li> <li>• Concrete filling station</li> </ul>
5	15/08	11/07	<ul style="list-style-type: none"> <li>• <b>Big special edition for steinexpo 2023:</b> Exhibitors, areas, activities, attractions</li> <li>• Extraction, processing, loading, transport, accessories, service, etc.</li> </ul>
6	11/10	07/09	<ul style="list-style-type: none"> <li>• steinexpo review</li> <li>• Excavators, wheel loaders and bulldozers</li> <li>• Heavy vehicles, dumpers and trucks</li> <li>• Storing, buffering and handling</li> </ul>
7	14/11	09/10	<ul style="list-style-type: none"> <li>• Crushers, mills and mixers</li> <li>• Attachments for rough use</li> <li>• Construction machine simulators</li> </ul>
8	14/12	07/11	<ul style="list-style-type: none"> <li>• Modernising of plants</li> <li>• Attachments for surface cleaning &amp; winter service</li> <li>• <b>GP special: Profiles for professionals</b></li> </ul>

Subject to modifications due to current events. Regular sections such as commerce, law, sustainability, training and continued vocational training as well as reports from the field complement the respective main topics with important information.

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 2023



### General meetings of MIRO Member and Partner Associations

UEPG, European Aggregates Association, May/June 2023, Location is not known yet <a href="http://www.uepg.eu">www.uepg.eu</a>
BIV (German Stonemasonry Association) – professional groups for sand, gravel and natural stone (jointly in the Bavarian Industry Association for Building Materials, Stone and Earth, 26 May 2023 in Nuremberg <a href="http://www.biv.bayern">www.biv.bayern</a>
UVMB, Trade Association for Mineral Building Materials and professional groups, 8 to 10 June 2023 in Berlin <a href="http://www.uvmb.de">www.uvmb.de</a>
ISTE, Industrial Association for Stones and Earth Baden-Württemberg, Professional Groups, ISTE annual general meeting and professional groups for natural stone, sand and gravel, 22 and 23 June in Konstanz <a href="http://www.iste.de">www.iste.de</a>
vero, Association of the Building and Raw Materials Industry, vero annual general meeting and professional groups, 21-23 June in Boppard <a href="http://www.vero-baustoffe.de">www.vero-baustoffe.de</a>
MIRO, Association of Mineral Raw Materials, November 2023, Location is not known yet <a href="http://www.bv-miro.org">www.bv-miro.org</a>
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

Winter Workshop, 15-18 January, Längenfeld (A)
Plant and Test Centre Manager Training, 24-25 January, Leipzig
MIRO Compact Seminar: Fundamentals and Technology of the Aggregates Industry, Date and place not fixed yet 
VDBUM Plenary Seminar, 24-27 January, Willingen
Building Materials Technology Day, 7 February, Filderstadt-Bernhausen
German Asphalt Days, 08-10 February, Berchtesgaden
MIRO Plant Manager Seminar, 13-15 February, Wiesbaden 
Raw Materials Day Baden-Württemberg, 22 March, refer to <a href="http://iste.de">iste.de</a> for location
Mineral Processing Technology Symposium, 02-03 March, Freiberg/Saxony
Solids, 29-31 March, Dortmund
TiefbauLive & RecyclingAktiv, 27-30 April, Karlsruhe
Concrete Days Ulm, 20-22 June, Ulm
steinexpo 2023, 23-26 August, Nieder-Ofleiden 
NordBau, 06-10 September, Neumünster
Building Materials Industry Day, 6 September, Neumünster
Other 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.

## 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 € (Eurosкала)	3-/4-colour in € (Eurosкала)
1/1 page	190 x 269	210 x 297	2.445,00	3.167,00	3.651,00
2/3 page portrait	117 x 269	127 x 297	1.548,00	2.124,00	2.622,00
Junior-Page	117 x 190	139 x 203	1.233,00	1.688,00	2.090,00
1/2 page portrait	93 x 269	102 x 297	1.233,00	1.688,00	2.090,00
1/2 page landscape	178 x 131	210 x 145			
1/3 page portrait	57 x 269	66 x 297	895,00	1.217,00	1.382,00
1/3 page landscape	178 x 87	210 x 101			
1/4 page 2-column	93 x 131	103 x 145	629,00	877,00	1.043,00
1/4 page landscape	178 x 63	210 x 75			
1/4 page sandwich	178 x 63	210 x 63	658,00	910,00	1.070,00
1/8 page landscape	178 x 31	210 x 45	308,00	441,00	521,00
1/8 page portrait	45 x 131	-			
1/8 page 2-column	81 x 61	-			
1/9 page	57 x 83	-	296,00	428,00	510,00
L-format	Measurements upon request		1.548,00	2.124,00	2.622,00
U-format	Measurements upon request		2.445,00	3.167,00	3.651,00

All prices are excluding statutory VAT  
- See page 14 for general terms and conditions

## Price list no. 27 of 01.01.2023

<b>Small ads:</b> Type area 178 mm x 269 mm Per millimetre of height 3,40 € (1-column, 57 mm width) Per millimetre of height 6,30 € (2-column, 93 mm width) Per millimetre of height 9,00 € (3-column, 178 mm width)	Box fee: 8,70 €
<b>Cover pages:</b> <b>Front cover:</b> 5.015,00 € <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: 4.006,00 € <b>Format:</b> 210 x 297 mm + 3 mm trim around, 4-farbig Third cover page: 4.006,00 € <b>Format:</b> 210 x 297 mm + 3 mm trim around, 4-farbig Fourth cover page: 4.164,00 € <b>Format:</b> 210 x 297 mm + 3 mm trim around, 4-farbig <b>Fold-out pages after cover page:</b> 4.457,00 € <b>Format on request</b>	
<b>Supplement:</b> 7.900 copies, <b>Format</b> 210 x 297 mm (headtrim: 5 mm, foot trim: 13 mm, left and right: je 3 mm each) Single sheet (2-pager) 3.167,00 € Double sheet (4-pager) 5.264,00 €	
<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, Augsburger 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

## 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 € 440 per category**

### Subscription term:

Minimum of one year until cancelled

### Method of payment:

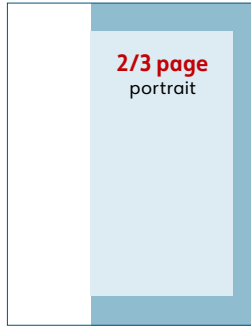
Invoice pro rata in the first year, then at the beginning of the year, not discountable, no agency commission, Price plus total VAT



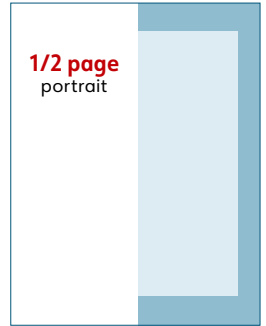
## Forms of advertising



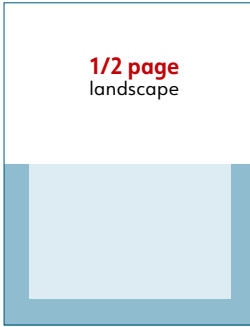
**in type area:** 190 x 269 mm  
**in bleed:** 210 x 297 mm  
 (Format + 3 mm trim around)



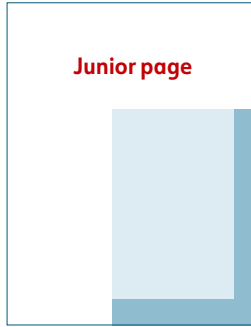
**in type area:** 117 x 269 mm  
**in bleed:** 127 x 297 mm  
 (Format + 3 mm trim around)



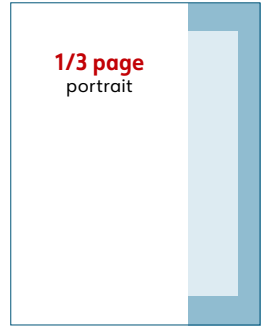
**in type area:** 93 x 269 mm  
**in bleed:** 102 x 297 mm  
 (Format + 3 mm trim around)



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



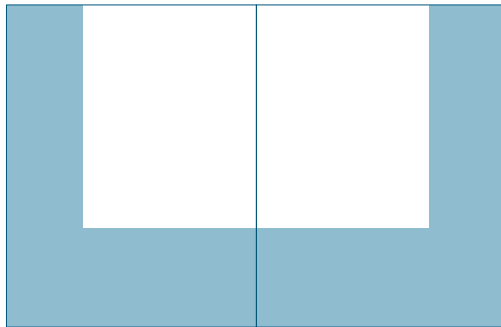
**in type area:** 117 x 190 mm  
**in bleed:** 139 x 203 mm  
 (Format + 3 mm trim around)



**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)



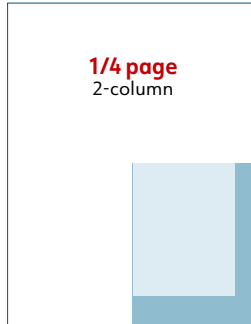
**L- oder U-format in bleed**  
 Measurements upon request



## Forms of advertising



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



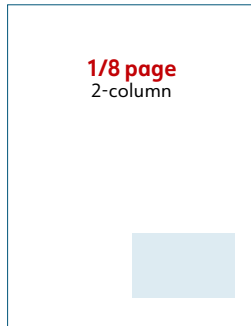
**in type area:** 93 x 131 mm  
**in bleed:** 103 x 145 mm  
 (Format + 3 mm trim around)



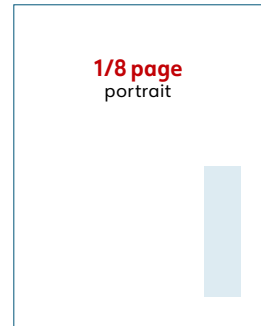
**in type area:** 178 x 63 mm  
**in bleed:** 210 x 63 mm  
 (Format + 3 mm trim around)



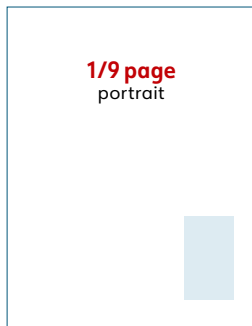
**in type area:** 178 x 31 mm  
**in bleed:** 210 x 45 mm  
 (Format + 3 mm trim around)



**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.

picture size: png, .jpg, .gif



Banner on the news channel	Size	Price per broadcast
Premium placement (over the „News of the Week“)	600 x 150 px	€ 320.00
Plus-placement (after the „News of the Week“)	600 x 150 px	€ 280.00
Basic-placement (above the „Recycling News“)	600 x 150 px	€ 245.00

## 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	€ 225.00
Ad linked to homepage or product page	€ 280.00
Embedded video	€ 385.00



### 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.



picture size: .png, .jpg, .mp4

Banner sizes	Price per month
Super banner (1200 x 120 px)	€ 980.00
Full-size skyscraper (200 x 600 px)	€ 870.00
Full-size banner (980 x 120 px)	€ 705.00
Half-size skyscraper (200 x 280 px)	€ 440.00
Teaser box (200 x 100 px)	€ 300.00

### 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	€ 225.00

**Further details and information on request.**

## 5. GP News Ticker / GP News

The GP News Ticker provides you with other important and highly topical news from the raw materials and building materials industry, supplementing the STV News Channel that you are familiar with. The news items are divided into different sections. Each section contains the two most important news items in the news ticker.

Other news items are also listed in the sections on the corresponding landing page, the GP News page.

One of several options to insert an advertisement offer you an effective way to underpin and promote your editorial presentation.



### Advertising options on the GP News page

	Size	Price per month
<b>Banner placement</b> Above the section selection	Price per month	€ 660.00
<b>Advertising space</b> between the news items including a link to a page of your choice	740 x 900 px	€ 500.00
<b>Advertorial</b> Teaser text with <b>product photo</b> including link to the full advertorial on a subpage of GP News	708 x 267 px (Product photo)	€ 900.00

### Advertising options in the GP News Ticker

Banner placements				
Position	1	2	3	4
Banner size	600 x 150 px			
Price per broadcast	€ 350.00	€ 310.00	€ 290.00	€ 260.00
Advertorial (only in combination with an advertorial on the main page of GP News)				
Teaser text with product photo including link to the full advertorial on a subpage of GP News	Price per broadcast			
	€ 400.00			

## 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

Online: at once

## 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:

Olesja Feduk, Stein-Verlag Baden-Baden GmbH, Josef-Herrmann-Straße 1-3, 76473 Iffezheim, Fon +49 7229 606-36, 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



### Main Editorial Office

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