

GP Gesteins Perspektiven

Information | Events and dates | Data | Prices

MEDIA DATA 2025



Print
+
Digital



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• ForumMIRO• 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.

Contact person



Main Editorial Office

Tobias Neumann (*tne*)
M. +49 151 18403788
tobias.neumann@
stein-verlagGmbH.de



Editorial Office

Jenni Schulz (*jis*)
M. +49 176 41375556
jenni.schulz@
stein-verlagGmbH.de



Editorial Office

**Dipl.-Geol.
Bodo Wistinghausen** (*bwi*)
M. +49 173 4424859
bodo.wistinghausen@
stein-verlagGmbH.de



Ad Sales

**Grimm Kommunikation
Susanne Grimm-Fasching**
F. +49 8364 986079
M. +49 162 9094328
susanne.grimm@
stein-verlagGmbH.de



Advertising Coordination

Fatima Yassine
F. +49 7229 606-27
fatima.yassine@
stein-verlagGmbH.de

Journal/Publisher

Publisher

Stein-Verlag Baden-Baden GmbH
Josef-Herrmann-Straße 1-3
76473 Iffezheim
F. +49 7229 606-0
info@stein-verlagGmbH.de
www.stein-verlagGmbH.de

Publishing Director

Dominik Rese
Dr.-Ing. Friedhelm Rese

Main Editorial Office

Tobias Neumann
M. +49 151 18403788
tobias.neumann@
stein-verlagGmbH.de

Editorial Office

Jenni Schulz
M. +49 176 41375556
jenni.schulz@stein-verlagGmbH.de

Dipl.-Geol. Bodo Wistinghausen
M. +49 173 4424859
bodo.wistinghausen@
stein-verlagGmbH.de

Publisher

General Executive Management
Board of the German Aggregates
Federation

Volume/Year

29. Jahrgang 2025

Frequency

8 times in 2025

Publication schedule

See dates + topics

Subscription rates

Unit price € 10.10
(excl. shipping costs and statutory VAT)
Annual subscription Germany € 69.00
(incl. shipping costs, excl. statutory VAT)
Annual subscription abroad € 79.00
(incl. shipping costs)

Preparation/Layout

Michel Drexel
michel.drexel@stein-verlagGmbH.de

Ad Sales

Grimm Kommunikation
Susanne Grimm-Fasching
F. +49 8364 986079
M. +49 162 9094328
susanne.grimm@stein-verlagGmbH.de

Advertising Coordination

Fatima Yassine
F. +49 7229 606-27
fatima.yassine@
stein-verlagGmbH.de

Advertising rate list

Price list no. 29 of 01.01.2025

Analyses, editions

Circulation analysis 2024 (editions 1-6/2024)

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 2024 (Editions 1-6/2024)

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

Recipient analysis 2023 copies

Gravel and sand operations 1.306
Natural stone companies 764
Ready-mix concrete plants 827
Civil engineering companies 406
State Mining Authorities/State Geological Offices 96
Authorities/ministries (economic and education) 293

Environmental agencies 125
Building authorities 497
Universities/colleges/technical colleges 149
Construction and building materials associations 112
Reclamation companies 292
Asphalt companies/mixing plants 194
Engineering firms/planning/drilling 268
Miscellaneous 232

Manufacturers of:

Dewatering/pumps 137
Conveyors 262
Screens/screening machines/crushers 431
Construction machinery/heavy vehicles/trucks 596
Loading stations 72
Dispensing technology 63
Silo and tank construction 228
EDP/measurement and control technology 215
Drying installations 45

Topics 2025

Edition	Date of publication	Copy deadline	Main topics
1	17.2.	13.1.	<ul style="list-style-type: none"> • Maintenance and Repair • Operating Materials • Tires and Tire Protection
2	4.4.	26.2.	<ul style="list-style-type: none"> • GP-bauma-Special: the big trade fair preview • Networking, IT, Sensor Technology
3	19.5.	2.4.	<ul style="list-style-type: none"> • Extraction: Drilling, Blasting, Tearing, Milling • Screening, Separating, Cleaning • Dust Removal Technology
4	7.7.	20.5.	<ul style="list-style-type: none"> • Processing and Refining, Mobile and Stationary • Loading and Transport • Dosing and Conveying
5	18.8.	8.7.	<ul style="list-style-type: none"> • Excavators and Wheel Loaders • Weighing Technology • Wet Extraction/Processing and Water Treatment
6	17.10.	12.9.	<ul style="list-style-type: none"> • Dumpers, Skw, Trucks • Attachments for Rough Applications • Concrete Stations and Small Mixing Plants
7	19.11.	13.10.	<ul style="list-style-type: none"> • GP-Special: ForumMIRO 2025 • Crushing, Classifying, and Mixing • Simulators, Remote Monitoring, and AI
8	17.12.	10.11.	<ul style="list-style-type: none"> • GP-Special: Profiles for Professionals • Modernizing Plants and Administrations • Winter Service and Surface Cleaning

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 2025

Important trade fairs and events for the industry	
71st Winter Work Conference, January 12–15 , Längenfeld (A)	
Plant and Testing Station Manager Training, January 21–22 , Leipzig	
Building Materials Technology Day, February 4 , Filderstadt-Bernhausen	
MIRO Operations Manager Seminar, February 10–13 , Location not yet determined	
VDBUM Major Seminar, February 11–14 , Willingen	
Symposium for Processing Technology, March 6–7 , Freiberg (Sa.)	
Concrete Days, March 11–13 , Ulm	
Bauma, April 7–13 , Munich	
Information Conference on Blasting Technology, April 25–26 , Siegen	
vero Entrepreneur Forum, June 12 , Travemünde	
70th Nordbau, September 10–14 , Neumünster	
Day of the Building Materials Industry, September , Neumünster	
TiefbauLive & RecyclingAktiv, October 9–11 , Karlsruhe	
Specialist Conference on Approval Procedures in Raw Material Operations, October , Willingen	
ForumMIRO, November 26–28 , Berlin	
Further dates not yet known at the time of printing will be published in the PDF version of the media data on the internet and will also be regularly updated in GP.	

General meetings of MIRO Member and Partner Associations
BIV, Bavarian Industrial Association for Building Materials, Stones, and Earths, as well as Specialist Groups Sand, Gravel, and Natural Stone, May 14–16 in Rottach-Egern www.biv.bayern
vero, Association of the Construction and Raw Materials Industry, June 11–13 in Travemünde www.vero-baustoffe.de
UVMB, Entrepreneur Association for Mineral Resources and Specialist Groups, June 12–13 in Potsdam www.uvmb.de
ISTE, Industrial Association for Stones and Earths Baden-Württemberg, and Specialist Groups, ISTE Annual General Meeting as well as Specialist Groups Natural Stone, Sand, and Gravel, June 26–27 in Baden-Baden www.iste.de
BIV, Bavarian Industrial Association for Building Materials, Stones, and Earths (joint Specialist Group Meeting Natural Stone/Sand and Gravel), October 9–10 in Ingolstadt www.biv.bayern
UEPG, European Aggregates Association: Date to be determined at the time of printing www.uepg.eu
VSE, Association for Stones and Earths Neustadt a.d. Weinstraße and VBS, Association of the Building Materials Industry Saarland: Dates to be determined at the time of printing

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			
	in type area	in bleed (Format + 3 mm trim around)	2-colour in € (Eurosкала)	3-/4-colour in € (Eurosкала)
1/1 page	190 x 269	210 x 297	3.484,00	4.015,00
2/3 page portrait	117 x 269	127 x 297	2.336,00	2.884,00
Junior-Page	117 x 190	139 x 203	1.857,00	2.299,00
1/2 page portrait	93 x 269	102 x 297	1.857,00	2.299,00
1/2 page landscape	178 x 131	210 x 145		
1/3 page portrait	57 x 269	66 x 297	1.339,00	1.520,00
1/3 page landscape	178 x 87	210 x 101		
1/4 page 2-column	93 x 131	103 x 145	965,00	1.148,00
1/4 page landscape	178 x 63	210 x 75		
1/4 page sandwich	178 x 63	210 x 63	1.000,00	1.177,00
1/8 page landscape	178 x 31	210 x 45	485,00	573,00
1/8 page portrait	45 x 131	-		
1/8 page 2-column	81 x 61	-		
1/9 page	57 x 83	-	470,00	560,00

Price list no. 29 of 01.01.2025

Profiles for Professionals:

In a separate section of the year-end issue, we publish information about your company, services, and products.

- **Format:** 210 x 297 mm according to publisher standards, 4-color
- **Price:** 980,00 €

Cover pages:

Front cover: 5.515,00 €

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: 4.407,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour

Third cover page: 4.407,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour

Fourth cover page: 4.580,00 € Format: 210 x 297 mm + 3 mm trim around, 4-colour

Fold-out pages after cover page: 4.903,00 € Format on request

Supplement:

7.900 copies, Format 210 x 297 mm

(headtrim: 5 mm, foot trim: 13 mm, left and right: 3 mm each)

Single sheet (2-pager) 3.484,00 €

Double sheet (4-pager) 5.790,00 €

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

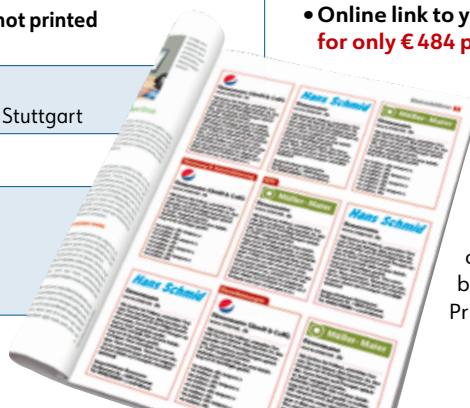
- **For 1 year in every issue of GesteinsPerspektiven**
- **Indefinitely available in the web newsstand**
- **Online link to your own website for only € 484 per category**

Subscription term:

Minimum of one year until cancelled

Method of payment:

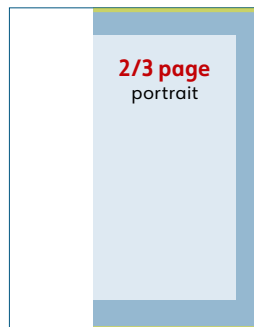
Invoice pro rata in the first year, then at the beginning of the year, not discountable, no agency commission, Price plus total VAT



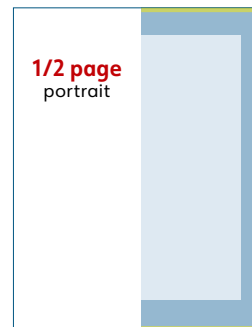
Forms of advertising



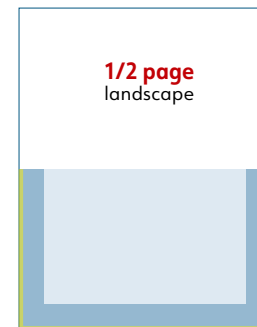
in type area: 190 x 269 mm
in bleed: 210 x 297 mm
(Format + 3 mm trim around)



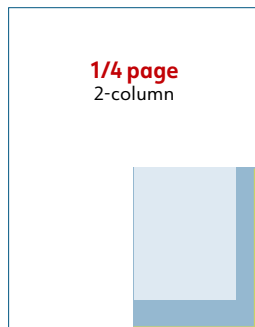
in type area: 117 x 269 mm
in bleed: 127 x 297 mm
(Format + 3 mm trim around)



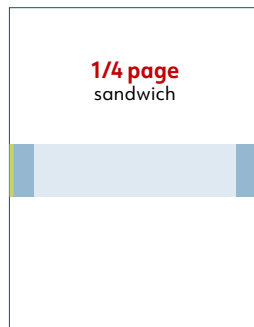
in type area: 93 x 269 mm
in bleed: 102 x 297 mm
(Format + 3 mm trim around)



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



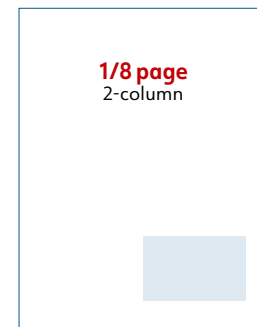
in type area: 93 x 131 mm
in bleed: 103 x 145 mm
(Format + 3 mm trim around)



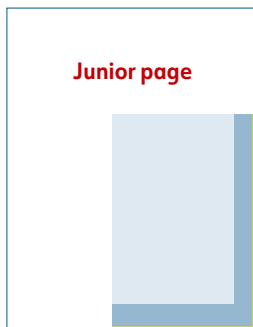
in type area: 178 x 63 mm
in bleed: 210 x 63 mm
(Format + 3 mm trim around)



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

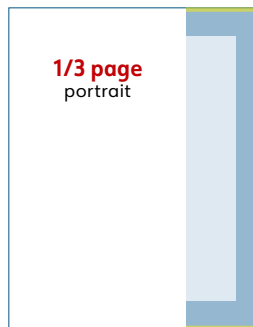


in type area: 81 x 61 mm



Junior page

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



**1/3 page
portrait**

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



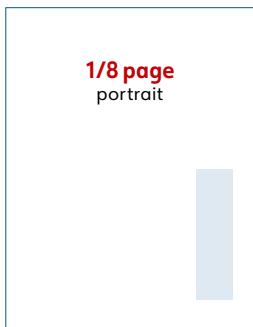
**1/3 page
landscape**

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



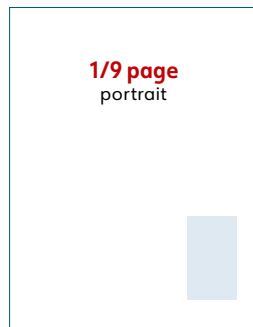
**1/4 page
landscape**

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



**1/8 page
portrait**

in type area: 45 x 131 mm



**1/9 page
portrait**

in type area: 57 x 83 mm

Example for Safety Margin and Bleed Allowance

WICHTIG:

- For bleed advertisements, add a 3 mm bleed allowance all around.
- Extend photos and color areas into the bleed.
- For bleed advertisements, please allow a 5 mm safety margin from the edge for print production. This means no text, QR codes, or important information should be placed there. (Highlighted in yellow here.)

Special Prints

Use editorial coverage for your marketing

Special prints of editorial articles remain a popular and effective means of showcasing expertise, even in the age of electronic media – whether as handouts at trade fairs, events, and in the workplace, or as customer information in a mailing.

Your advantages:

- Reprint of editorial coverage
- Individual design by our graphics team
- Printing on high-quality paper



Edition in 4c	Page number				
	bis 2	4	6	8	12
200	303,00 €	370,00 €	564,00 €	584,00 €	700,00 €
500	324,00 €	466,00 €	630,00 €	651,00 €	781,00 €
1.000	360,00 €	534,00 €	816,00 €	881,00 €	936,00 €
2.000	421,00 €	595,00 €	945,00 €	1.009,00 €	1.090,00 €
3.000	478,00 €	650,00 €	1.074,00 €	1.159,00 €	1.245,00 €



The digital offers of the Stein-Verlag publishing house

Reach your industry's target group online

- ▶ Banner advertising in numerous variants
- ▶ Advertorials
- ▶ Newsletter advertising
- ▶ Videos - produced by you
- ▶ Distribution via social media, among others
- ▶ **GESTEINS**Perspektiven **PLUS**



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
① Premium placement (over the „News of the Week“)	600 x 150 px	€ 352.00
② Plus-placement (after the „News of the Week“)	600 x 150 px	€ 308.00
③ Basic-placement (above the „Recycling News“)	600 x 150 px	€ 270.00

Good to know:

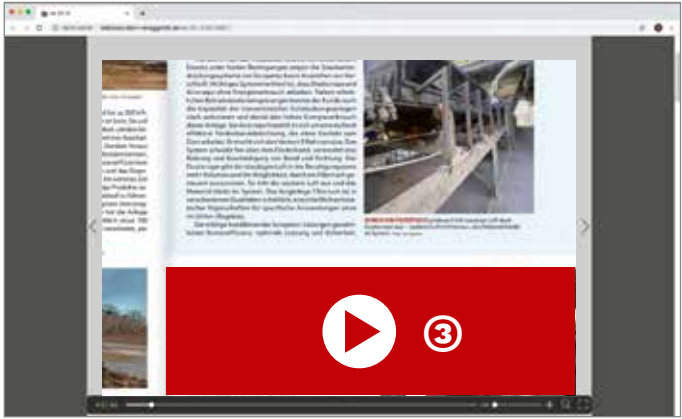
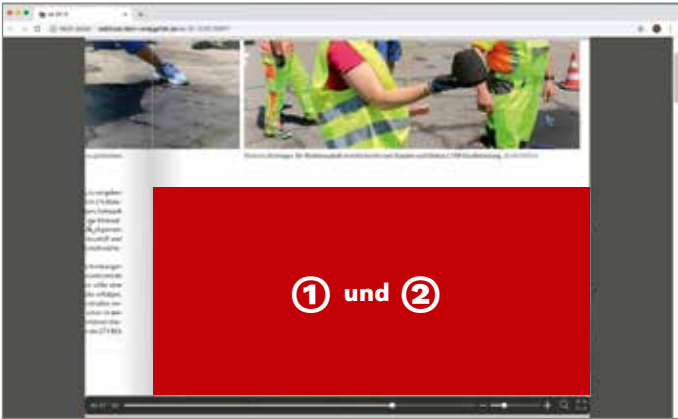
Recipients: Ø 3611 | Delivery rate: Ø 99.8% | Openings: Ø 21.3%



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
① Ad linked to the report	€ 248.00
② Ad linked to homepage or product page	€ 308.00
③ Embedded video	€ 424.00



Access Numbers:
Edition 01/2024: 3.078 | Edition 02/2024: 2.274 | Edition 03/2024: 4.239
Edition 04/2024: 2.635 | Edition 05/2024: 2.936 | Edition 06/2024: 1.912
Current status at time of printing

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

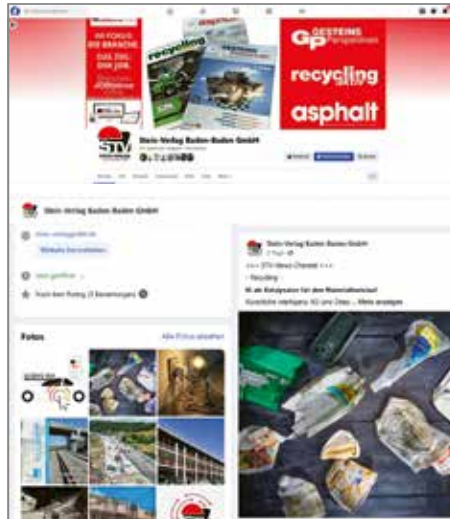
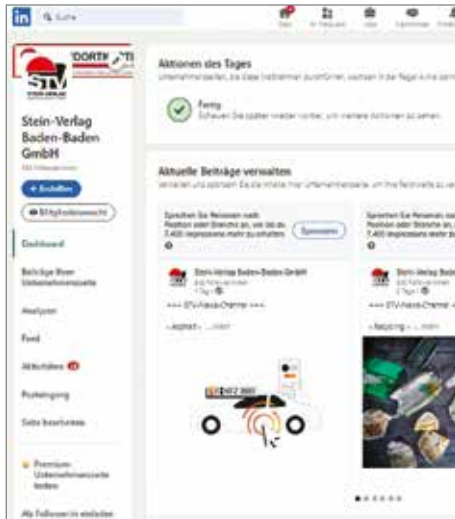
Banner sizes	Price per month
① Super banner (1200 x 120 px)	€ 1.078,00
② Full-size skyscraper (200 x 600 px)	€ 957.00
③ Full-size banner (980 x 120 px)	€ 775.00
④ Half-size skyscraper (200 x 400 px)	€ 490.00



4. LinkedIn, Facebook, Instagram

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	€ 248.00



Further details and information on request.

5. GESTEINSPerspektiven PLUS

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.

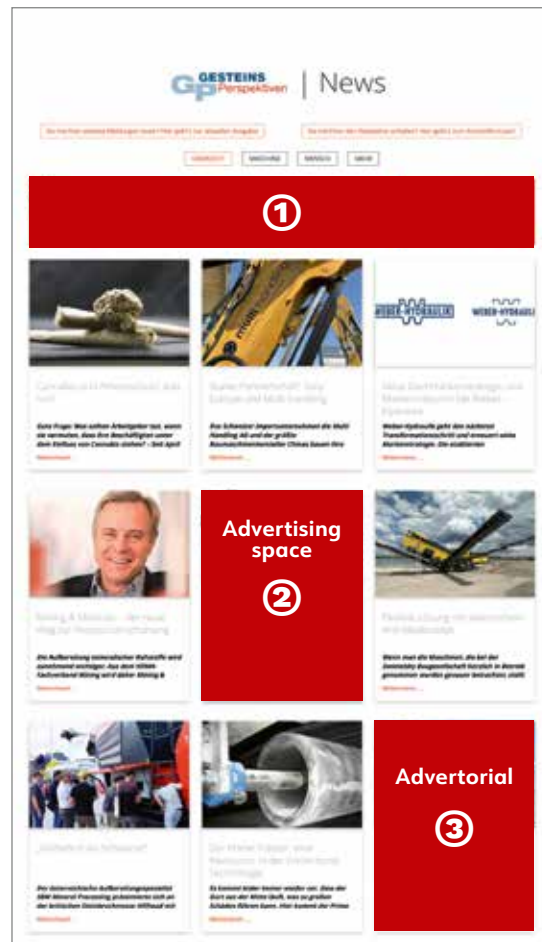
One of several options to insert an advertisement offer you an effective way to underpin and promote your editorial presentation.

Topics/Dates

1/2025	13/01/2025 People and machines
2/2025	10/02/2025	.. VDBUM major seminar and more
3/2025	17/03/2025	.. Occupational safety and more
4/2025	07/04/2025 Bauma
5/2025	12/05/2025 Associations and assemblies
6/2025	10/06/2025 People and machines
7/2025	14/07/2025 Processing and more
8/2025	11/08/2025 Machines and more
9/2025	15/09/2025 Nordbau
10/2025	13/10/2025 People and machines
11/2025	10/11/2025 ForumMIRO
12/2025	08/12/2025 Winter service and more

Advertising options on the GP News page

	Size	Price per month
① Banner placement Above the section selection	1140 x 150 px	€ 725,00
② Advertising space between the news items including a link to a page of your choice	740 x 900 px	€ 550,00
③ Advertorial Teaser text with product photo including link to the full advertorial on a subpage of GP News	708 x 267 px (Product photo)	€ 990,00



6. Digital Special Publications and Special News Ticker



①

The Special News Ticker is another component of **GESTEINSPerspektiven PLUS** and is similar in content, layout, and design to the **GESTEINSPerspektiven** News Ticker – with the key difference being that your company is the focus here!

In addition to the Special News Ticker, a digital special publication of **GESTEINSPerspektiven PLUS** is also possible, which will then be published in our web kiosk. The content basis is provided by our current and practice-oriented reports.



②

	Preise
① Special News Ticker	1.500,00 €
② Digital Special Publications*	2.500,00 €

Dates

Printing process:

Offset printing, 80 screen, printed with colors from the Euro color scale for offset printing.

Color mode for advertisements/supplied data:

CMYK (Euro scale), output profile PSO Coated v3/FOGRA51, RGB or special colors may not be used!

Artwork:

Only digital data in the format PDF/x 4-2010 or higher, TIFF, JPG, EPS from the programs InDesign, QuarkXPress, Illustrator, Photoshop or Freehand. Resolution for color and grayscale images at least 300 dpi, line drawings at least 1,200 dpi. Fonts must be embedded or converted to paths. The safety distance to the edge must be 5 mm. No guarantee for the quality can be given for

open files or files from the programs CorelDraw, PowerPoint, Publisher, Excel or Word etc.

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:

Fatima Yassine
Stein-Verlag Baden-Baden GmbH
Josef-Herrmann-Straße 1-3
76473 Iffezheim, Tel. +49 7229 606-27
fatima.yassine@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.

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



Josef-Herrmann-Straße 1-3 | 76473 Iffezheim
Fon +49 7229 606-0 | info@stein-verlagGmbH.de | www.stein-verlagGmbH.de