

# SALES KIT 2026

Valid as of January 1st 2026



FOUNDRY-PLANET GMBH • THE PLATFORM FOR THE ENTIRE CASTING INDUSTRY



## Get to know Foundry-Planet at a glance

### Website

Page visits: **648.101**

Page impressions: **1.032.101**

Average length of stay  
on the website: **4:32/min**

Average clicks/  
pages viewed per visit: **1,59**

### Mobile vs. Desktop usage:

Desktop: **80 %**

Mobile: **20 %**

January – October 2025

### Database

Newsletter recipients: **58.000\***

Average newsletter opening rates: **22%\***

### Readers from +180 countries

#### TOP 10 countries

|               |         |
|---------------|---------|
| Germany       | Türkiye |
| United States | France  |
| India         | Poland  |
| China         | Spain   |
| Italy         | Brazil  |

Total personal contacts: **82.500\***

LinkedIn followers: **7.638\***

WeChat followers: **700+\***

\* as of October 2025

## Become a part and partner of the Foundry-Planet network

### Your Basic Partnership:

- ✓ Company description
- ✓ Products and categories
- ✓ Manufacturing capabilities
- ✓ Global presence
- ✓ Pictures & video
- ✓ Keyword/Buzzwords
- ✓ Downloads
- ✓ Archive of all company articles and press releases
- ✓ Your press releases/ articles published:
  - ✓ on the Foundry-Planet website
  - ✓ in the Newsletter
  - ✓ on LinkedIn

**1,490 €**  
per year

### Create your individual partnership:

- Logo in your company profile **included**
- Logo on topic + newslane page **150 €/month**
- Logo on home – 2nd row onwards **250 €/month**
- Logo on home – top row!\* **450 €/month**
- Logo in the bimonthly Newsletter **105 €/month**

\*limited availability

### No time, no resources?

#### We are here to help!

##### Editorial services:

Article creation by Foundry-Planet **890 €/article**

## Show the Foundry and Casting world your presence in the industry

### Desktop Banner: on homepage

|                         |                       |
|-------------------------|-----------------------|
| Full Skyscraper         | <b>1100 €</b> / month |
| Half Skyscraper         | <b>600 €</b> / month  |
| Rectangle               | <b>760 €</b> / month  |
| Super Banner - homepage | <b>1650 €</b> / month |
| topic-page              | <b>1100 €</b> / month |

### Mobile Banner:

|                       |                      |
|-----------------------|----------------------|
| mobile AD on homepage | <b>125 €</b> / month |
|-----------------------|----------------------|

### Mobile & Desktop Banner:

|                                                                                               |                       |
|-----------------------------------------------------------------------------------------------|-----------------------|
| Wide Content Banner in each article<br>on the website with more<br>than 1 million page views! | <b>1420 €</b> / month |
|-----------------------------------------------------------------------------------------------|-----------------------|

### Stand out with our Newsletter AD:

|                      |                     |
|----------------------|---------------------|
| large Banner AD      | <b>610 €</b> / each |
| small Banner AD      | <b>370 €</b> / each |
| limited availability |                     |

Sent out  
to over  
**47.000**  
readers!

## No time, no resources?

### We are here to help!

#### Banner AD design

Banner creation by Foundry-Planet **300 €** / banner

# NO MORE SHOTGUN APPROACH



## Your target, your clients, your leads!

### Stand-Alone Newsletter

Most popular countries/regions:

**DACH** 2.550 €  
5.600 addresses\*

**Europe** 3.890 €  
10.585 addresses\*

**North America** 3.750 €  
9.676 addresses\*

**Turkey** 690 €  
704 addresses\*

**China** 2.590 €  
7.776 addresses\*

**India** 890 €  
1.306 addresses\*

**Mexico** 1.250 €  
1.597 addresses\*

\* as of October 2025

### White Paper

**We promote your technical papers**

Your Know-How as lead generator. All readers “pay” with their contact data!

**220 € / month**

### Webinar

**We promote your technical webinar**

Your webinar as lead generator. We technically set up your webinar. All readers “pay” with their data!

**4.850 € / campaign**

### Targeting

Be seen by those who really care!

Choose our Audience Targeting or Geo Targeting to reach those customers who really fit your requirements!

**30 Package** 3.200 €  
up to 30,000 displays

**60 Package** 5.950 €  
up to 60,000 displays

**90 Package** 8.700 €  
up to 90,000 displays

Other packages upon request.

Prices are exclusive of statutory VAT

## Be seen at the Industry Key Events

**Our Magazines:**  
print & online –  
always in the focus

### GIFA 2027

**2.500**

readers print

**18.650**

e-magazin reads in 2023

### Ankiros 2026

**2.500**

readers print

**16.140**

e-magazin reads in 2024

### EUROGUSS 2026

**2.500**

readers print

**12.600**

e-magazin reads in 2024

### Global Casting Magazine 2026 May edition

**2.000**

readers print

**11.700**

e-magazin reads in 2024

## Print & Online

### Covers

|               |               |
|---------------|---------------|
| Front         | <b>4950 €</b> |
| Back Cover    | <b>4150 €</b> |
| Inside Second | <b>3500 €</b> |
| Inside Third  | <b>3500 €</b> |

### ADs

|          |               |
|----------|---------------|
| 1/1 page | <b>2500 €</b> |
| 1/2 page | <b>1300 €</b> |
| 1/3 page | <b>990 €</b>  |

TIPP: use a video for the e-version  
instead of a picture

Always includes  
an **article**,  
company **logo**  
& **website**

## Want something new and different?

### We got you!

#### Social media push **890 €**/article

LinkedIn Post on the Foundry-Planet account  
about your product releases, exhibition news, etc.

Before and/or after the show – available the whole year

## Newsletter special

### Newsletter AD in our “Road to...”

|          |              |
|----------|--------------|
| large AD | <b>610 €</b> |
| small AD | <b>370 €</b> |

TIPP: 20 % off of the second AD booked

## Outstanding On-Site

### On-Site interview\*\* **1250 €**/each

- ✓ 3 – 5 minutes (questions agreed)
- ✓ recorded and cut  
by Foundry-Planet
- ✓ released on LinkedIn
- ✓ at your disposal
- ✓ at your booth or the FP booth at  
seleted shows

limited  
availability!

\*\*only available at shows attended  
by the Foundry-Planet