

Media Kit

SPOTLIGHTMETAL - 2021



Proud Member of

EUROGUSS FAMILY

What is SPOTLIGHTMETAL?

As Executive Director of the leading die casting show, EUROGUSS I am proud to be responsible for www.SPOTLIGHTMETAL.com, the **leading Online Platform** covering the whole value chain of the die casting market, as part of the **EUROGUSS** product family.

SPOTLIGHTMETAL offers direct access to your customers. Our visitors not only include executives of international die casting companies, suppliers and contractors, but also users of casted products such as Tier-1-Suppliers and OEMs in the Automotive Sector.

Reach your target group through our Media Services 365 days a year!

- > **20.000 Newsletter-Subscribers** – largely exhibitors of EUROGUSS
- > **95.000 visitors per month** www.spotlightmetal.com
- > **129.000 page views** per month

TOP Countries: India, Germany, USA, Great Britain, Italy, Turkey, Mexico and China

→The perfect addition to your participation at [EUROGUSS](#)



Christopher Boss
Executive Director EUROGUSS &
Produktmanager SPOTLIGHTMETAL

Direct target group access: Newsletter Ads

Marketing Goal

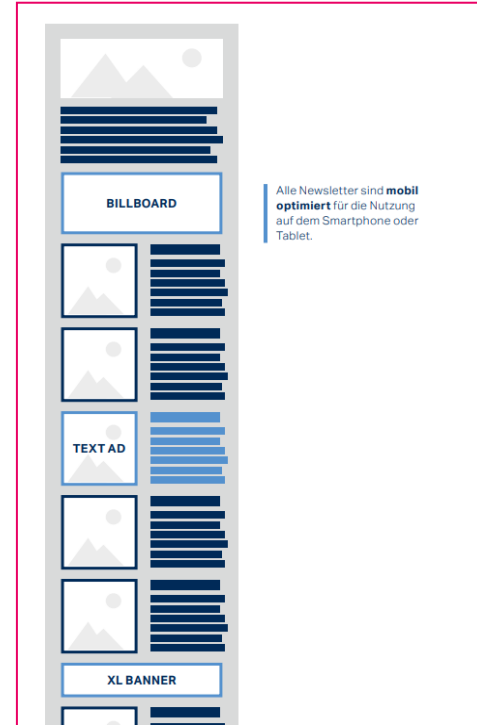
Reach your potential customers at a desired point in time by advertising in our Newsletter, counting over 20.000 subscribers, mainly EUROGUSS visitors and exhibitors.

Benefit further from a placement in our Special Editorial Newsletter shortly prior to and during EUROGUSS 2022. Let your customers know that you are participating and invite them to your exhibition stand!

Price per Mailing

Billboard-Ad: 1.000 EUR

Text-Ad: 1.300 EUR



Banner Ads – generate Attention



Marketing Goal

Enhance the awareness of your brand and products by banners that generate attention in the relevant target group. All banners on the [SPOTLIGHTMETAL homepage](#) link directly to your company website.

Generate visibility for over 95.000 visitors per Month. SPOTLIGHTMETAL plays a key role in online information seeking, especially in non-ferrous casting.

Banner Options

Leaderboard (728 x 90 Pixel)

525 EUR per month



Skyscraper (120 x 600 Pixel or 160 x 600 Pixel)

600 EUR per month



Billboard (960 x 250 Pixel)

600 EUR per month



Your Video Statement on EUROGUSS TV



Marketing Goal

Let your customers and the SPOTLIGHTMETAL audience know why you are the right solutions provider.

Process

Our professional camera crew will interview you or an expert from your company during your EUROGUSS participation.

The following day your edited video will appear in our Special Edition Newsletter and on our social media channels. This will attract customers to your booth.

Price per video 900 EUR



Are you interested in publishing the video on your website or news channels? No problem – for a **license fee of 250 EUR** you can purchase the video including unlimited right of use.

Content Marketing Package

Marketing Goal

Position an expert from your company as a solution provider. With a Management Statement, Interview or Advertorial you are creating valuable content that is not detected by ad blockers.

Benefits

- Provide your customers with informative solutions, interesting insights and inspiration in the framework of a professional article
- Earn credibility by publishing content in an editorial context
- Ad-blockers are prevented while findability on search engines improves

Price 3.900 EUR*

- ✓ Includes support in designing the article or interview
- ✓ Implementation and professional editing of the article
- ✓ Publishing on SPOTLIGHTMETAL, Social Media and in our Newsletter (>20.000 subscribers)
- ✓ Includes a free Newsletter Billboard-Ad (worth 1000 EUR)

*Term of 3-month campaign



Our Media Services for your Success!



Your Benefits – this is how you profit through our services

- **Increase visibility** in the sector – image development/ online-reputation
- Draw attention to your **appearance on EUROGUSS**
- Position yourself as an **expert** in the sector
- **No scatter losses**
- **More cost-effective** compared to print advertising
- Digital brand awareness & **improvement of brand strength**
- **Enhance outreach**
- Increase followers
- Precise analysis & **evaluation** (Customer Center)



Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany

Contact us!



Together we will create the perfect package, tailored to your individual marketing goals and budget.

Making your idea a reality – contact us



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