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# Media Data 2024

[www.foundry-lexicon.com](http://www.foundry-lexicon.com)

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FOUNDRY-LEXICON.COM published in German and  
English

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## ■ Preamble

- With FOUNDRY-LEXICON.COM, the partner has a portal at its disposal that guides readers and users free of charge via basic technical, practical and scientific information to the respective companies that can help them with their problem.  
The online foundry lexicon thus sees itself as a know-how carrier and intermediary between the foundry industry and the adjacent branches of industry or the supplier industry.
  
- FOUNDRY-LEXICON.COM does not see itself as an advertising portal and claims serious information, which is why the number of partners and technology leaders is selected and limited.

## ■ Partner Information's

- Editor: Foundry Technologies & Engineering GmbH,  
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## ■ Marketing - key figures

- Target Groups
  - Foundries, foundry engineers, foundry technicians, metallurgists, engineers from related industries, foundry planners, entire foundry supply industry, decision-makers in the foundry market, top suppliers of the branch and foundries, industry-based associations and their members, universities and technical institutes, consultants, students ...
  - The new FOUNDRY-LEXICON.COM enjoys a unique position worldwide. There is no comparable work based on the highest technology standards in English and German, which is available online.

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## ■ Announcement

- Worldwide fairs and congresses
  - z. B. EUROGUSS, Nurnberg (Germany), GIFA Dusseldorf (Germany) IFEX (India), Metal+ Metallurgy, Shanghai (China), World Foundry Conference, Indometal, Jakarta (Indonesia, Metef, Verona (Italy) ...
  - Advertising measures through roll-ups, flyers, brochures, banner ads at customers, universities, trade fairs...
  - Social Media Presence
    - Facebook
    - Twitter
    - LinkedIn

## ■ Web Statistic\*

□ Page impressions	498.264
□ Visits	439.825
□ Unique user	321.281
□ Access from	178 Countries
■ Top ten see next slide	
□ Average dwell time	1.52 min.

\* Source: Google Analytics, period January till December 2023



## Top Ten Countries\*

\* Source: Google Analytics, period January till December 2023

## ■ Product placement opportunities

- On front page of FOUNDRY-LEXICON.COM
  - Header
  - Slider
  - Linked News
  
- On content pages and in the suppliers register of FOUNDRY-LEXICON.COM
  - Banner
  - Entry in the manufacturer's directory under all categories
  
- On key word pages
  - "Related Companies" banner for each relevant keyword with a link to the partner's homepage
  
- Distribution via social media
  - Facebook
  - Twitter
  - LinkedIn

## ■ Front Page of FOUNDRY-LEXICON.COM

The screenshot shows the front page of the Foundry-Lexikon website. At the top, there is a header with navigation links and a search bar. Below the header is a large slider advertisement for Bühler AG, featuring a green and white machine. The main content area contains the website's logo and a brief description. Below that is a section titled 'DAS KÖNNTE SIE AUCH INTERESSIEREN ...' which displays a grid of news items, each with a date, a small image, and a short headline.

Header

Slideshow

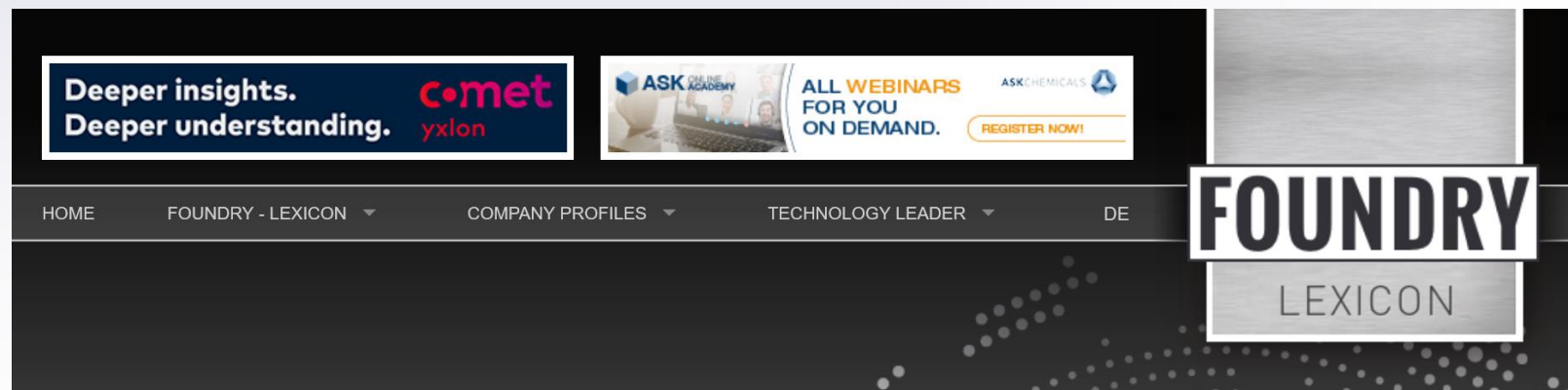
News





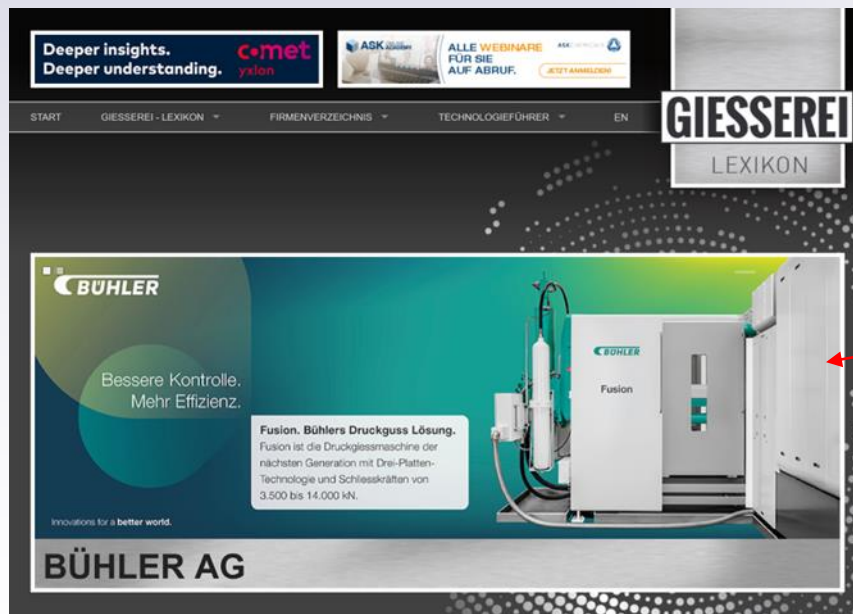
## ■ Header

- Top-class space, always appears when the page is opened (maximum presence, maximum access)
- Firmly associated with the logo of FOUNDRY-LEXICON.COM , that means the partner is an integral part of FOUNDRY-LEXICON.COM
- Presence on every page of FOUNDRY-LEXICON.COM
- Presence on all advertising media of FOUNDRY-LEXICON.COM worldwide
- Publication on social media
- Space limited to three sponsors



## ■ Slider

- ❑ Always appears when the page is opened (maximum presence there on the start page)
- ❑ Release time every 6 seconds
- ❑ Animated sliders are also possible
- ❑ Can be put in the first place
- ❑ Linking to any desired page possible



Slideshow

## ■ News

- Always appear when the page is opened (are selected editorially, very high presence)
- Direct link with keywords from the foundry lexicon and from there directly to the desired website
- Publication days on Tuesday and Friday
- News from the foundry industry and related industries, personnel matters ...
- Publication on social media channels



News

direct link to the keyword in the lexicon



## ■ Content Page of the **FOUNDRY-LEXICON.COM**

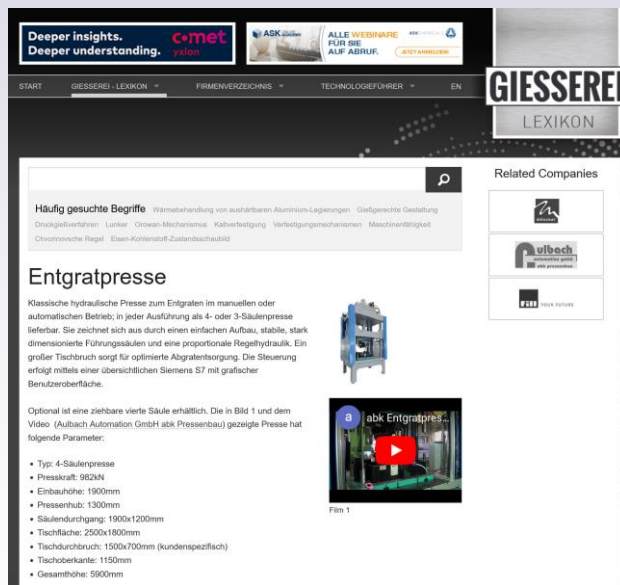
- All our partners' banners appear here

The screenshot shows the 'GIESSEREI LEXIKON' website. At the top, there are navigation links: START, GIESSEREI - LEXIKON, FIRMENVERZEICHNIS, TECHNOLOGIEFÜHRER, and EN. Below the navigation is a search bar with 'Suchbegriff' and 'Suche' buttons. A filter section lists various categories like 'Abkühlung/Ausleeren/Putzen', 'Arbeitschutz', etc. The main content area is a grid of company profiles, including .YXLON International GmbH, A. Cesana S.r.l., ABB Automation GmbH, Access, A&S Metallurgical Resources Ltd., AAGM Aalener Gießereimaschinen GmbH, ABP Induction Systems GmbH, and Acheson Industries Deutschland. On the right side, there is a vertical sidebar of partner banners for FOUNDRY SKILLS, FOMET, BAETR, BOHLER, ASKCHEMICALS, KE, ROBODAT, apronace, YXLON, and HÖCKNER POLYTECHNIK.



■ **Banners on the keyword pages (Related Companies), linked to the desired page**

- The banners of the companies appear here which can show expertise for the respective keyword
- In order to clearly emphasize the images, the banners appear in gray tones, they only appear in the original when "mouse over"



## ■ Expense

### □ Partnership I

- Banner on the content page and the manufacturer's directory of the lexicon with a link to the homepage or as requested by the company
- Any number of lexicon entries with banners for all relevant keywords (related companies)
- Company profile and company news (constant updates possible)
- Image source with link to the homepage (for each keyword as well as all images, tables, films and animations)
- Entry in the manufacturer's directory
  - **3.350,- €/Year**
  
- If there is a desire for exclusivity, then a "company business card" can be entered under "Technology leader". The company can determine the further content itself or update it continuously. The entry of specialist articles on the topic is possible. The company is only present on this page (unique selling point)
- 4 sliders per year for 4 weeks each
  - **additional 1.100,- €/Year**

### ■ Partnership II (Related Companies)

- Any number of lexicon entries with banners for all relevant keywords (related companies)
- Image source with link to the homepage (for each keyword as well as all images, tables, films and animations)
- Entry in the manufacturer's directory
  - **€ 1.900,-/Year**

- Partnership III (Related Companies)
  - Lexicon entries as above, however, for 3 relevant keywords and without entry in the manufacturer directory
    - **€ 1.100,-/Year**
  
- Partnership IV (Related Companies)
  - Booking a **keyword** that fits into the partner's portfolio.
  - The partner is represented by this keyword under “Related Companies” with his banner and linked accordingly.
    - **500,-/Year**
  
- Slider on the home page
  - Image of a product, product group or the like with a link to the company's homepage or to the page in the lexicon where this image and the associated technical term is described (the customer decides).
    - **450, - €/Monat**
  
- Individual packages, especially header placements can be agreed.

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■ **FOR ADVERTISING OPPORTUNITIES  
PLEASE CONTACT**

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