



2025 media kit

Connect to the **GLOBAL STEEL INDUSTRY.**
Partner with AIST and expand your reach!

- ✓ Print Advertising
- ✓ Digital Advertising
- ✓ Sponsorships

[AIST.org](https://www.aist.org)

AIST Sales Team
+1.724.814.3000, ext. 2
sales@aist.org

about AIST

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 18,500 members.

AIST is recognized as a global leader in networking, education and sustainability programs for advancing iron and steel technology.

Our mission is to advance the technical development, production, processing and application of iron and steel.

why advertise with AIST

With 29 technical areas of interest, *Iron & Steel Technology*, AIST's monthly journal, covers steelmaking from raw materials to finished products.

On average, more than 17,000 copies of *Iron & Steel Technology* circulate each month, with more than 30+ potential bonus distribution opportunities throughout the year.

AIST members by job function*

28% Corporate Management & Administration	17% Sales & Marketing
21% Engineering	9% Other
19% Maintenance Operations	6% Research & Academia

advertising reach

IRON & STEEL TECHNOLOGY MAGAZINE

16,654** I&ST Monthly Distribution
3,340 Companies Reached
84 Countries Reached

DIGITAL ADVERTISING

32K Average Monthly Visitors
132K Average Monthly Page Views
38K+ Email Database

event statistics

AISTECH

8K Industry Personnel Attendance
100+ Sponsorship Opportunities
400+ Technical Presentations
675+ Exhibiting Companies

CONFERENCES & WEBINARS

4,400 Annual Attendance
40+ Events in 2024-2025
100+ Sponsorship Opportunities
45+ Attendee Countries

*Stats from June 2024 month end.

**Includes print and digital copies distributed to professional members, students and subscribers.

IRON & STEEL TECHNOLOGY

editorial calendar

MONTH AND FEATURE TOPIC	AD CLOSING DATE	MATERIAL DUE DATE	BONUS FEATURES
JANUARY Steelmaking Technologies (Electric Steelmaking and Oxygen Steelmaking)	15 NOV 2024	21 NOV 2024	Electric Arc Furnace Roundup* Basic Oxygen Furnace Roundup*
FEBRUARY Plant Services (Maintenance & Reliability, Project & Plant Management, and Rolls)	12 DEC 2024	18 DEC 2024	Winners of the Project Excellence Award Winners of the Reliability Achievement Award
MARCH Cold Sheet Rolling, Processing, Coating & Finishing	17 JAN 2025	23 JAN 2025	AISTech 2025 Preview Galvanizing Lines Roundup* Cold Mill Roundup*
APRIL Coke & Ironmaking	18 FEB 2025	24 FEB 2025	AISTech 2025 Preview Developments in the North American Iron & Steel Industry – 2024 Coke Oven Battery Roundup* Cokemaking Byproducts Roundup* Blast Furnace Roundup*
MAY Digitalization Applications	18 MAR 2025	24 MAR 2025	AISTech 2025 Show Issue Winners of the Energy Achievement Award
JUNE Material Handling, Packaging & Transportation	16 APR 2025	23 APR 2025	
JULY Ladle Refining & Refractories	19 MAY 2025	23 MAY 2025	
AUGUST Decarbonization Technologies (and Energy & Utilities and Environmental)	16 JUN 2025	20 JUN 2025	AISTech 2025 Conference and Exposition Review DRI-HBI Roundup*
SEPTEMBER Continuous Casting	22 JUL 2025	28 JUL 2025	Continuous Caster Roundup* Global Steel Dynamics Forum Recap MS&T25 Program
OCTOBER Process Metallurgy & Product Applications	18 AUG 2025	22 AUG 2025	MS&T25 Program Specialty Alloy and Foundry Roundup*
NOVEMBER Hot Flat Product Rolling	16 SEP 2025	22 SEP 2025	Hot Strip Mill Roundup* Plate/Steckel Mill Roundup*
DECEMBER Long Products Rolling Technologies	21 OCT 2025	27 OCT 2025	Long Products Roundup* Pipe and Tube Roundup*

Buy 2 Ads, Get 1 Free***

AISTech ad special*** buy 2 ads, get 1 FREE!

Purchase advertising in the March and May issues at the published price and receive an ad in the April issue for FREE!
See AIST.org/AdvertisingSpecial for full details.

*INDUSTRY ROUNDUPS are compiled by the AIST Technology Committees to cover the comprehensive steel production process from coke oven batteries, blast furnaces and electric arc furnaces to continuous casters and rolling facilities. Refer to page 3 for advertising opportunity.

IRON & STEEL TECHNOLOGY

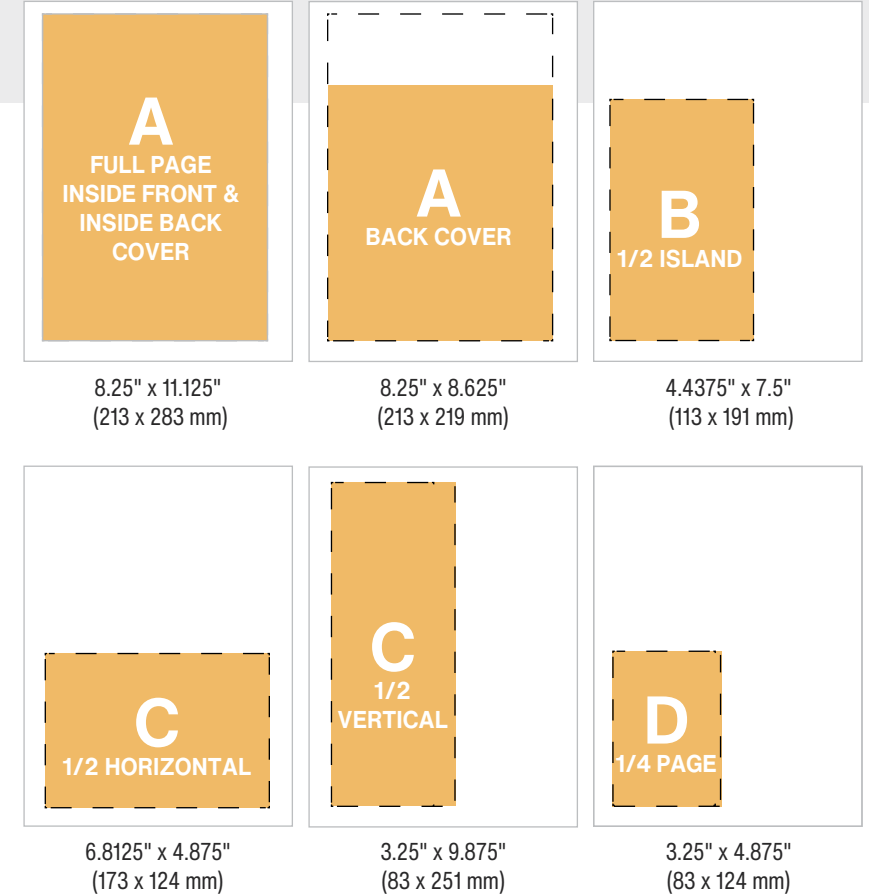
solutions

SPECIAL INSERTS

For more information on special inserts, please contact sales at +1.724.814.3000, ext. 2 or sales@aist.org.

PRINT TEMPLATES AVAILABLE

Visit AIST.org/PrintAdTemplates for acceptable file formats and to download our ad templates. Please submit ad material to printads@aist.org.



4-Color Ad Cost Per Month

AD SIZE	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
A	FULL PAGE	US\$4,500	US\$4,050	US\$3,600
	COVER POSITIONS	US\$4,800	US\$4,320	US\$3,840
B	1/2 PAGE ISLAND	US\$3,700	US\$3,330	US\$2,960
C	1/2 PAGE	US\$3,300	US\$2,970	US\$2,640
D	1/4 PAGE	US\$2,500	US\$2,250	US\$2,000
2-PAGE SPREAD/ADVERTORIAL		US\$7,900	US\$7,110	US\$6,320
1/2 PAGE HORIZONTAL SPREAD/ADVERTORIAL		US\$5,625	US\$5,063	US\$4,500
INDUSTRY ROUNDUP, LOGO		Non-advertiser US\$1,000 Advertiser US\$500	N/A	N/A
BELLY BAND NOT AVAILABLE FOR MARCH ISSUE		Single-sided US\$6,500 Double-sided US\$8,200	N/A	N/A

A premium of US\$300 over the standard space rate will be charged for the May show issue. (Proportionately lower premiums will apply for fractional pages.)

digital advertising solutions

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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Calendar

Find the latest AIST and steel industry events, including annual conferences, Technology Training Conferences, and Technology Committee and Member Chapter meetings. 2,700 average monthly views.

1	TOP PREMIUM CENTER Option to submit two rotating banners.	US\$1,450	US\$1,305	US\$1,233	US\$1,160
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Iron & Steel Technology Homepage

Prominent placement on the steel industry's premier magazine webpage. Over 1,500 monthly views.

1	TOP PREMIUM CENTER Option to submit two rotating banners.	US\$1,450	US\$1,305	US\$1,233	US\$1,160
2	1ST POSITION (right)	US\$700	US\$630	US\$595	US\$560

AIST.org Homepage

Create a company advertorial to be featured on the AIST.org homepage, with an average of 9,800 monthly views.

3	FEATURE AREA	US\$5,500
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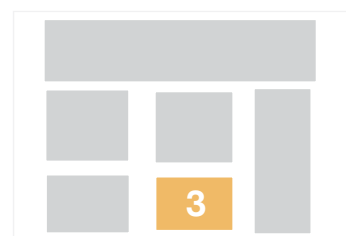
AIST Social Media Posts

AIST will post company-sponsored content to our steel-specific LinkedIn and Facebook pages.

4	US\$550/post with photos	US\$800/post with video
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(1) 970 x 250 px
(2) 170 x 200 px



(3) Image Size - 280 x 160 px,
Headline - 10 words,
Text - 30 words



(4) Image Size - 1200 x 628 px,
Text - 280 characters

monthly website banner ad opportunities

AIST offers multiple opportunities to build your brand, promote your services and sell your products with our digital advertising opportunities. Reach new customers and grow your audience through banner ads on AIST.org or by advertising in our weekly, monthly and event-specific emails.

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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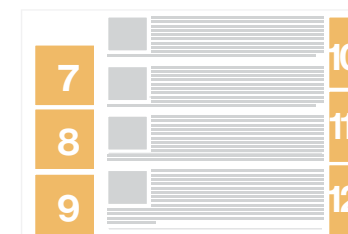
Steel News

In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment, technology, and more. Over 22K in average monthly views.

1	TOP PREMIUM CENTER Option to submit two rotating banners.	US\$2,100	US\$1,890	US\$1,785	US\$1,680
7	1ST POSITION (left) Option to submit two rotating banners.	US\$1,323	US\$1,191	US\$1,124	US\$1,059
8	2ND POSITION (left) Option to submit two rotating banners.	US\$1,323	US\$1,191	US\$1,124	US\$1,059
9	3RD POSITION (left) Option to submit two rotating banners.	US\$1,102	US\$992	US\$938	US\$882
10-11	1ST & 2ND POSITION (right)	US\$735	US\$662	US\$625	US\$588
12	3RD-6TH POSITION (right)	US\$525	US\$473	US\$446	US\$420

Steel Industry Jobs Homepage

2	1ST POSITION (right)	US\$700	US\$630	US\$595	US\$560
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(7-9) 220 x 200 px
(10-12) 100 x 200 px

DIGITAL AD TEMPLATES AVAILABLE

Visit [AIST.org/DigitalAdTemplates](https://www.aist.org/DigitalAdTemplates) for acceptable file formats and to download our ad templates.

Please submit ad material to digitalads@aist.org.

A 10% premium over the standard pricing will be charged for all digital advertising in the months of March, April and May.

email banner ad opportunities

Email advertising is an effective tool for maintaining consistent communications with prospects and customers for brand promotion. We have options to help you reach your audience.

	POSITION	RATE	DISTRIBUTION
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Steel News Rewind Email

Sent to more than 35,000 global iron and steel industry personnel, this weekly newsletter provides the steel community with select announcements from AIST's Steel News about North American and international producers and suppliers.

A	TOP CENTER	US\$1,100	WEEKLY
B	ADVERTORIAL	US\$1,100	WEEKLY

AIST Update Email

The AIST monthly email newsletter is sent to more than 38,000 global iron and steel industry professionals, informing them of all AIST and steel industry happenings.

C	1ST POSITION CENTER	US\$1,800	MONTHLY
D	ADVERTORIAL	US\$1,200	

I&ST Digital Edition email

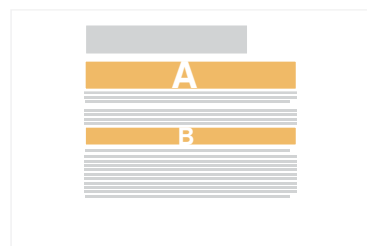
Exclusive to one company, this monthly email is sent to more than 11,000 AIST members and subscribers when the digital edition of *Iron & Steel Technology* is available online.

A	TOP POSITION	US\$1,000	MONTHLY
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AIST Student Newsletter

Distributed monthly to more than 3,000 students. We offer two opportunities to promote open positions or internships available. Includes a company logo/image, URL and a descriptive paragraph.

E	LEFT OR RIGHT POSITION	US\$1,200	MONTHLY
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(A) 650 x 50 px
(B) Headline - 66 characters,
Text - 100 characters



(C) 650 x 50 px
(D) Advertorial: Image Size - 160 x 60 px,
Headline - 66 characters, Text - 66 characters



(E) Image Size: 150 x 90 px,
Headline - 66 characters,
Text - 50 words

digital ad retargeting

Increase your visibility and gain exposure to AIST's online audience through ad retargeting. AIST.org is the premier website for the steel industry, bringing together people from every aspect of the steelmaking process, from raw materials to finished products.

PRICE	DURATION	NUMBER OF IMPRESSIONS
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AIST Digital Retargeting

US\$4,500	3 Months	200,000
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WHY RETARGETING?

Our audience is your audience. You can have access to AIST.org visitors. Retarget these visitors with your company's ads anywhere they visit online.

QUALITY TARGETING

Ad retargeting with AIST guarantees sustained, specific exposure to the iron and steel industry audience you're trying to reach, rather than broad, generic targeting on common ad platforms.

QUANTIFIABLE RESULTS

Ad retargeting with AIST guarantees sustained, specific exposure to the iron and steel industry audience you're trying to reach, rather than broad, generic targeting on common ad platforms. Advertisers will receive access to a detailed online dashboard to see campaign results in real time.



LEADERBOARD
728 x 90 px

SQUARE POP-UP
300 x 250 px

WIDE SKYSCRAPER
160 x 600 px

SMALL RECTANGLE
180 x 150 px

Advertisers to provide one ad of each size.
Specs: .jpg or .gif static images only; no flash ads.

A 10% premium over the standard pricing will be charged for all digital advertising in the months of March, April and May.

DIRECTORY — IRON AND STEEL PLANTS

advertising opportunities

AIST's best-selling publication

As AIST's best-selling publication, the *Directory* serves as an effective advertising medium, as well as a useful personnel source and sales tool. The *Directory* is used by steel company executives, operators, engineers and maintenance personnel.

about

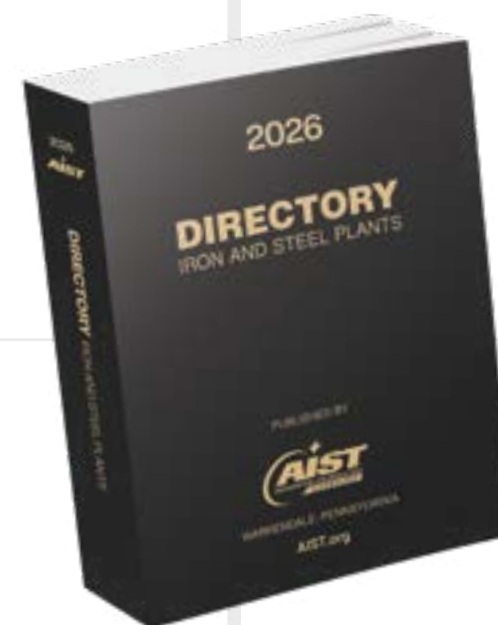
Featuring data on essentially every U.S., Canadian and Mexican steel producer, this comprehensive resource also includes names and titles of executive, engineering, maintenance and operating personnel; an alphabetical listing of all major suppliers within the global iron and steel industry; a listing of associations and technical societies affiliated with the iron and steel industry; and complete geographical indexing for steel producers and suppliers of equipment, products and services.

why advertise

Industry professionals rely on the *Directory* because of its extensive information. More than 1,500 companies and 15,000 individual names are included! In addition to reaching customers worldwide, the *Directory* is distributed annually to a select group of industry VIPs.

audience

The *Directory* is used by steel company executives, operators, engineers and maintenance personnel. The annual publication is targeted to reach your prospects and customers, putting your company's information in front of the right people. Get a year's worth of advertising with one ad!



4-color advertising opportunities for US\$1,700, which include a copy of the *Directory*.

Available as a printed book and e-book.

Complimentary copy mailed to a select group of steel industry VIPs.

AD CLOSING DATE
3 OCT 2025

MATERIAL DUE DATE
10 OCT 2025

See [AIST.org/Directory](https://www.aist.org/Directory) for full details.

sponsorship solutions

SPONSOR AN AIST EVENT!

Our sponsorship opportunities are designed to make an impact and provide the ROI you are looking for. Our goal is to put your brand front and center with new and existing customers.

AISTech

Steel's Premier Technology Event – More than 8,000 iron and steel personnel attend each year, making this the largest annual steel exposition in the world.

Global Steel Dynamics Forum

World Steel Dynamics and AIST have joined to host the world's premier executive event focused on industry dynamics, critical insights and essential strategic outlooks.

Women in Steel Conference

Created to support the recruitment, engagement and professional development of women in the global steel industry, this event will feature panel discussions, keynote speakers, and leadership skills training to enhance attendee personal and professional growth.

Member Chapter Events

With 22 Member Chapters globally, local professionals in the steel industry come together to participate in over 75 regional events each year.

International Steel Forums

Steel industry executives will present their perspectives, experiences, challenges and road maps to incorporating new technology and transforming their production value chain.

AIST Webinars

AIST webinars bring together industry experts to discuss topics and events impacting all aspects of the steel community.

Technology Training Events

More than 4,000 industry workers attend these technology-specific training courses each year.

Materials Science & Technology (MS&T)

Thousands of materials science personnel meet for this yearly technical conference and exposition.

**LET US HELP YOU MAKE AN IMPACT
ON YOUR MARKETING PLAN!**

AIST Sales Team

+1.724.814.3000, ext. 2 or sales@aist.org

AIST ANTI-HARASSMENT POLICY

AIST has a strict Anti-Harassment policy and is dedicated to providing harassment-free forums for everyone. Visit AIST.org for full policy details.

