Media Data 2020
www.foundry-lexicon.com

The FOUNDARY-LEXICON.COM is published in German and English language
INTRODUCTION

By using FOUNDRY-LEXICON.COM, a partner is granted access to a portal which provides the reader and user with fundamental technical, practical and scientific information about respective companies free of charge, which can help problem-solving. Therefore, FOUNDRY-LEXICON.COM positions itself as a know-how carrier and intermediary between the foundry industry and related industries or the supply industry.

FOUNDRY-LEXICON.COM does not perceive itself as an advertising portal and emphasizes its use of reputable information; for this reason, the number of partners and technology leaders are select and limited.
PARTNER INFORMATION

Publisher: Foundry Technologies & Engineering GmbH

Corporate Headquarters: Rheinweg 9, 8200 Schaffhausen, Switzerland

Authors: Dr. mont. Stephan Hasse, Team of Authors

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E-Mail: info@fte-foundry.com

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MARKETING – KEY FIGURES

TARGET GROUPS:

• Foundries, foundry engineers, foundry technicians, metallurgists, engineers from related industries, foundry planners, the entire foundry supply industry, casting buyers, consulting firms, investors, scientists, universities, students . . .

• The new FOUNDRY-LEXICON.COM appreciates its unique position worldwide.

• No comparable product based on the highest technology standards is available online and in both English and German.

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FAIRS AND CONGRESSES WORLDWIDE:

• for example: EUROGUSS, Nürnberg (Germany), IFEX, Chennai (India), Metal+ Metallurgy, Shanghai (China), World Foundry Conference, Busan (South Korea), Indometal, Jakarta (Indonesia), Litmash, Moscow (Russia), Metef, Verona (Italy) …

• Advertising measures: roll-up`s, flyer, brochures, banner placement at customers, universities, fairs

• Distribution via Social Media Channels:
  Facebook
  Twitter
  LinkedIn
<table>
<thead>
<tr>
<th>Statistics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Impressions</td>
<td>506,571</td>
</tr>
<tr>
<td>Visits</td>
<td>369,606</td>
</tr>
<tr>
<td>Unique User</td>
<td>277,957</td>
</tr>
<tr>
<td>Accessed from</td>
<td>166 countries</td>
</tr>
<tr>
<td>Average Page Duration</td>
<td>1,53 min.</td>
</tr>
</tbody>
</table>

*Source: Google Analytics, January-December 2019*
Top Ten Countries*

#01 Germany #06 Turkey
#02 Netherlands #07 Italy
#03 USA #08 South Korea
#04 Austria #09 China
#05 United Kingdom #10 Canada

*Sources: Google Analytics, January-December 2019

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PRODUCT PLACEMENT POSSIBILITIES

On the FOUNDRY-LEXICON.COM Homepage

- Header
- Slider
- Linked News

On FOUNDRY-LEXICON.COM Keyword Pages

- “Related Companies” banner for each relevant keyword including a link to the partner’s homepage

On the FOUNDRY-LEXICON.COM Content Page and Manufacturer Directory

- Banner
- Entry in the manufacturer directory for all relevant categories

Distribution via Social Media Channels

- Facebook
- Twitter
- LinkedIn

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Product placement possibilities

- A high-profile space which always appears when the site is visited (maximum visibility, maximum views)
- Firmly connected to the FOUNDRY-LEXICON.COM logo, therefore the partner is an integral part of FOUNDRY-LEXICON.COM
- Visible on every page of FOUNDRY-LEXICON.COM
- Visible on all advertising media of the FOUNDRY-LEXICON.COM worldwide
- Distributed on social media channels
- This space is limited to four sponsors
Product placement possibilities

SLIDER:

- Always appears when the page is visited (maximum visibility since on homepage)
- Slider’s image changes every 6 seconds
- Can be positioned in first place
- Can be linked to any desired page
NEWS:

• Always appears when the homepage is visited (selected by editors, very high visibility)
• Directly linked to keywords in FOUNDRY-LEXICON.COM and from there to the desired website
• Release days are Monday, Wednesday and Friday
• News from the foundry industry and related industries (heat treatment, hardening, and forging)
• Distributed on social media channels
(Related Companies) Linked to the desired website
SOCIAL MEDIA:

- 84% of the population regularly browse the web.
- Of these, half use social networks such as Facebook, LinkedIn or Twitter on a regular basis.
- Our users are visible to 3.4 million active Facebook users.
- With the right measures, we sustainably create and maintain a broad reach. Our success in social media channels is the regular and relevant content we create.
<table>
<thead>
<tr>
<th>CONDITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARTNERSHIP I</td>
</tr>
<tr>
<td>✓ A banner on the content page and the manufacturer directory with a link to the company's homepage or the desired website</td>
</tr>
<tr>
<td>✓ Any number of lexicon entries including the banner for all relevant keywords (Related Companies)</td>
</tr>
<tr>
<td>✓ The company's profile and company news (continuous updates are possible)</td>
</tr>
<tr>
<td>✓ Image sources with a link to the homepage (for every keyword as well as for all pictures, tables, movies and animations)</td>
</tr>
<tr>
<td>✓ Entry into the manufacturer directory</td>
</tr>
<tr>
<td>✓ If a company is interested in exclusivity, a “company business card” can be created for the section “Technology Leaders”. The company may specify further content or update it continuously. Publishing technical articles on various subjects is possible. Solely this company is visible on this page. (Unique Selling Point)</td>
</tr>
<tr>
<td>✓ Four sliders per year for four weeks each</td>
</tr>
<tr>
<td>3,090.00 € / year</td>
</tr>
<tr>
<td>zusätzlich 1,000.00 € / year</td>
</tr>
</tbody>
</table>

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| PARTNERSHIP II  
(Related Companies) | PARTNERSHIP III  
(Related Companies) | PARTNERSHIP IV  
(Related Companies) |
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>✓ Any number of lexicon entries (for all relevant keywords) with images, tables, videos, animations of products, processes, equipment or similar ✓ All image sources and banners are linked ✓ Entry into the manufacturer directory</td>
<td>✓ Lexicon entries as in Partnership II, however, only for three relevant keywords and without an entry into the manufacturer directory</td>
<td>✓ Selecting a keyword that fits into the partner’s portfolio ✓ The partner is represented on the keyword’s page in the “Related Companies” banner and linked accordingly</td>
</tr>
<tr>
<td>1,700.00 € / year</td>
<td>1,000.00 € / year</td>
<td>400.00 € / year</td>
</tr>
</tbody>
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## Conditions

<table>
<thead>
<tr>
<th>Manufacturer Directory (basic entry)</th>
<th>The Slider on the Homepage</th>
<th>Individual Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Company logo, telephone, fax, email, and a link to the company’s homepage</td>
<td>✔ The image of a product, product group or similar including a link to the company’s homepage or to the page in the lexicon where this picture and the corresponding technical term are described (the customer decides between the two options)</td>
<td>✔ ... placement in the header can be discussed!</td>
</tr>
<tr>
<td>✔ All products, company profile, sales offices, company news, etc. are published</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>800.00 € / year</strong></td>
<td><strong>350.00 € / month</strong></td>
<td><strong>Price on request!</strong></td>
</tr>
</tbody>
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Company: foundry-lexicon.com
FOR ADVERTISING OPPORTUNITIES CONTACT:

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