Media Data 2020
www.foundry-lexicon.com

The FOUNDRY-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.
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.
PUBLICATION / ANNOUNCEMENT

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
# Website Statistics

**Source:** Google Analytics, August 2019 - August 2020

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Impressions</td>
<td>547,931</td>
</tr>
<tr>
<td>Visits</td>
<td>448,294</td>
</tr>
<tr>
<td>Unique User</td>
<td>212,935</td>
</tr>
<tr>
<td>Access from</td>
<td>186 countries</td>
</tr>
<tr>
<td>Average Page Duration</td>
<td>2.04 min.</td>
</tr>
<tr>
<td>Range**</td>
<td>2,491,876</td>
</tr>
</tbody>
</table>

**Source:** Google Console, August 2019 - August 2020
TOP TEN COUNTRIES*

*Sources: Google Analytics, August 2019 - August 2020

#01

#02

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# PRODUCT PLACEMENT POSSIBILITIES

## On the FOUNDRY-LEXICON.COM Homepage
- Header
- Slider
- Linked News

## On the 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

foundry-lexicon.com
FOUNDRY-LEXICON.COM`S HOMEPAGE

HEADER

SLIDESHOW

NEWS

foundry-lexicon.com
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.

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In the period from 01/01/2020 to 08/31/2020, we reached over 1.4 million people of our defined target group via our social media channels.
Impressions 01/01/2020 - 31/08/2020

169,887 Users reached
40,500 Users reached
1,600 Interactions
We reach the most relevant target groups in a precise manner.

### Industry sectors

- Mining & metal processing
- Mechanical- & industrial engineering
- Automobile mechanical engineering
- Chemistry
- Management & Consulting
- Renewable Energy & Environment
- Petroleum and energy industry
- Industrial automation
- Computer - Software

### Demografische Daten zu Ihren Followern

<table>
<thead>
<tr>
<th>Branch</th>
<th>% der Follower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining &amp; metal processing</td>
<td>17.16 %</td>
</tr>
<tr>
<td>Mechanical- &amp; industrial engineering</td>
<td>16.67 %</td>
</tr>
<tr>
<td>Automobile mechanical engineering</td>
<td>13.68 %</td>
</tr>
<tr>
<td>Chemistry</td>
<td>13.18 %</td>
</tr>
<tr>
<td>Management &amp; Consulting</td>
<td>6.22 %</td>
</tr>
<tr>
<td>Renewable Energy &amp; Environment</td>
<td>4.23 %</td>
</tr>
<tr>
<td>Petroleum and energy industry</td>
<td>1.74 %</td>
</tr>
<tr>
<td>Industrial automation</td>
<td>1.49 %</td>
</tr>
<tr>
<td>Computer - Software</td>
<td>1.24 %</td>
</tr>
</tbody>
</table>
NEW! Casting Online Magazine

The new „C.O.M.“!

Foundry-Lexicon consolidates its unique selling proposition as the world’s leading online specialist portal for the entire foundry industry and related industries by expanding its portfolio!

Selected professional articles from our partners - Interactive, modern and digital.
## CONDITIONS

### PARTNERSHIP I

- ✔ A banner on the content page and the manufacturer directory with a link to the company’s homepage or the desired website
- ✔ Any number of lexicon entries including the banner for all relevant keywords (Related Companies)
- ✔ The company’s profile and company news (continuous updates are possible)
- ✔ Image sources with a link to the homepage (for every keyword as well as for all pictures, tables, movies and animations)
- ✔ Entry into the manufacturer directory

<table>
<thead>
<tr>
<th>3,090.00 € / year</th>
<th>zusätzlich 1,000.00 € / year</th>
</tr>
</thead>
</table>

- ✔ 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)
- ✔ Four sliders per year for four weeks each

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### CONDITIONS

<table>
<thead>
<tr>
<th>PARTNERSHIP II</th>
<th>PARTNERSHIP III</th>
<th>PARTNERSHIP IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Related Companies)</td>
<td>(Related Companies)</td>
<td>(Related Companies)</td>
</tr>
<tr>
<td>✓ Any number of lexicon entries (for all relevant keywords) with images, tables, videos, animations of products, processes, equipment or similar</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</td>
</tr>
<tr>
<td>✓ All image sources and banners are linked</td>
<td>✓ The partner is represented on the keyword’s page in the “Related Companies” banner and linked accordingly</td>
<td></td>
</tr>
<tr>
<td>✓ Entry into the manufacturer directory</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Foundry-Lexicon.com**

**1,700.00 € / year**

**1,000.00 € / year**

**400.00 € / year**
<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>
</table>
FOR ADVERTISING OPPORTUNITIES CONTACT:

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regina.hasse@fte-foundry.com

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