



STEELGURU

MEDIA KIT 2012

URU





About us

SteelGuru, world's most popular English based portal in the arena of steel, metals and mining, was started 6 years back as an attempt to make one of a kind place to help individuals and companies in the business of steel and allied materials to do better by utilizing information and has achieved this goal by attracting more than 4 million page hits per month.

We, at SteelGuru, firmly believe that after the age of IT in the earlier years of last decade, now the age of information has come. We also strongly believe in free dissemination of information, unless it is specific in nature and that in coming times users would not pay for information of general nature.

Anyone, using internet, can find out what is happening all over the globe from hundreds of sources, but is it worth the effort? That's why SteelGuru team aggregates content from various news wire services, press releases from companies, partner news service portals and own correspondents, modifies to make them easier to read and then publishes 130 to 150 articles on the website every day without any break.

Although our effort is centered at steel industry but we also covers related fields like raw materials, mining, equipments and logistics etc. We also cover consuming segments like auto, pipelines, infrastructures and shipbuilding etc. General economic indicators and other factors influencing steel business are also covered. As the number of articles is quite large, for easy access we have categorized them in 8 areas - International, Chinese, Indian, Middle East, Russian, Raw Materials & mining, Special Steels and Metals

All this can be accessed by visiting www.steelguru.com without any charge at all.

You can also opt for receiving part of the information by registering for Steel Trade Today, free of charge

For tracking prices, you can utilize our subscription based services for India, China, Middle east and Europe.

STEELGURU



Advertising Opportunities on SteelGuru.com

With 23.7 million page views in H1 of 2011, SteelGuru.com presents a unique platform to you

1. Giving your company the right exposure
2. Strengthening your brand and company image
3. Reaching new markets and customers
4. Increasing investor confidence

SteelGuru is the leading website for the global steel, metal and mining industry. SteelGuru.com has a clear focus on important happenings in steel, iron ore and coal industry in addition to steel using segments as well as economics indicators, which govern steel demand in the long run.

SteelGuru.com caters to a wide audience including steel manufacturers, miners, analyst, traders, end users and allied industries worldwide.

Better Return on Your Investment from SteelGuru.com

We are No 1

In the top 40,000 websites worldwide

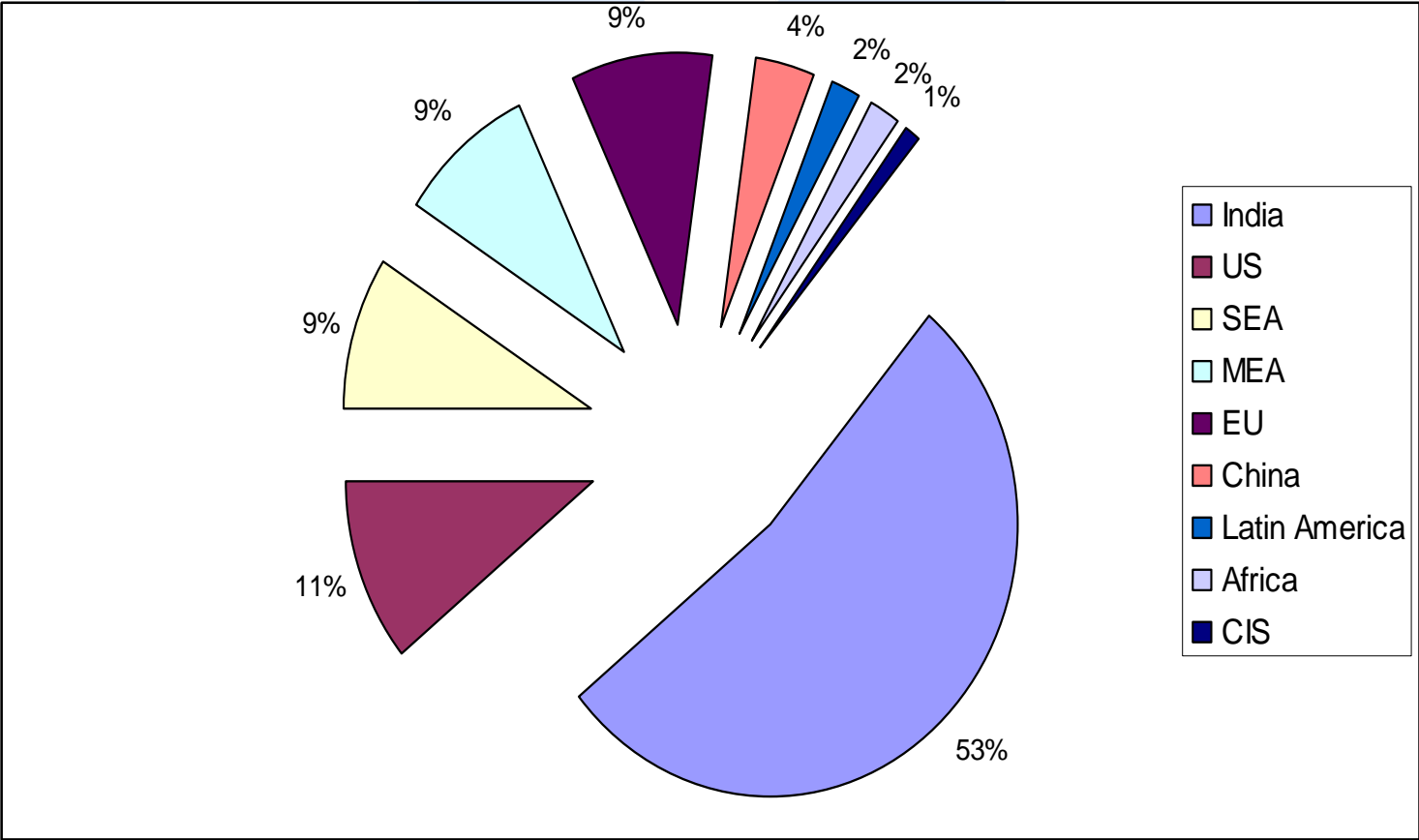
65,000 plus registered users

130,000 plus page views per day

We are largest English based portal globally in steel, metals and mining sectors

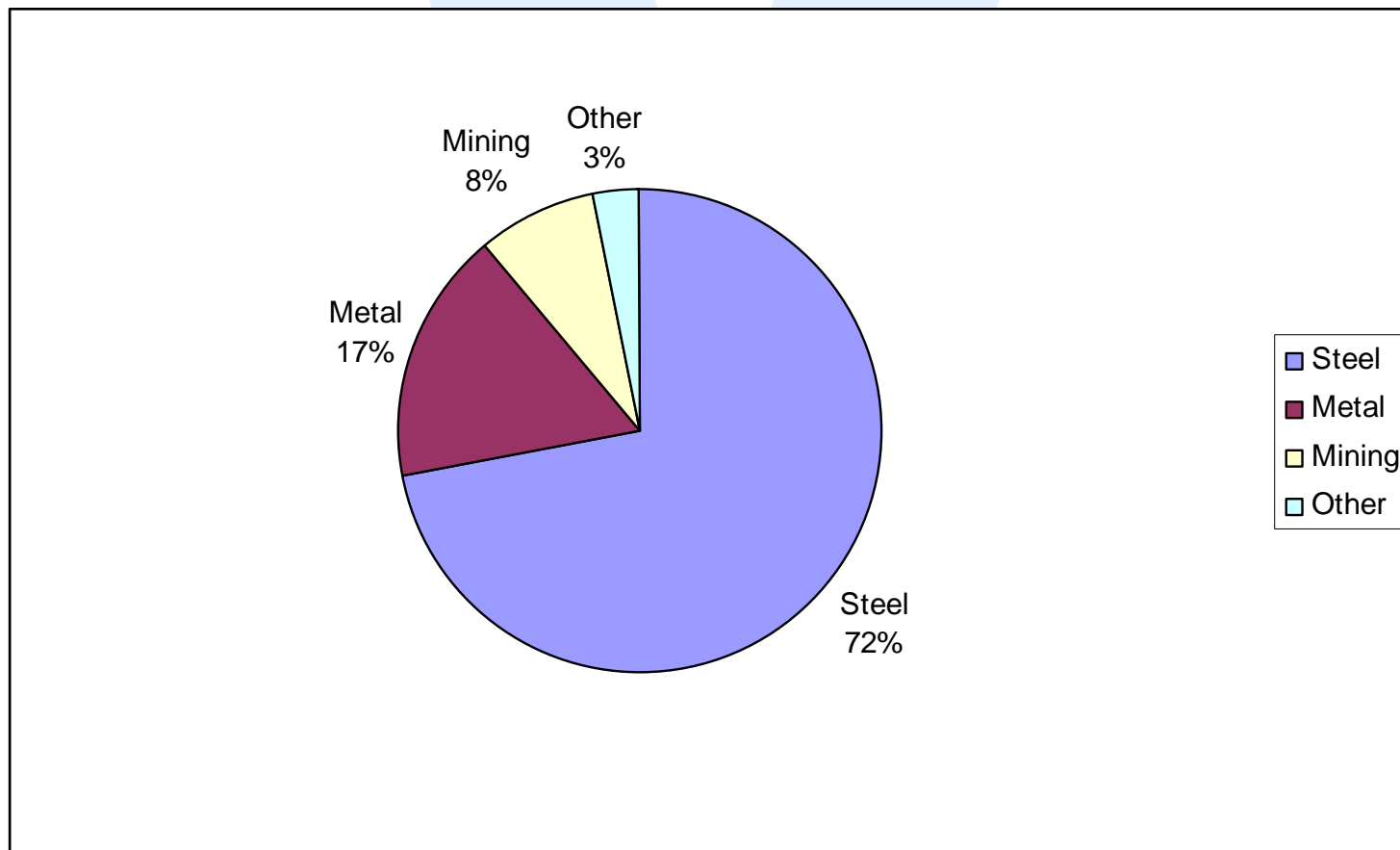
STEELGURU

Geographical distributions of SteelGuru.com reach



STEELGURU

Sectorial distributions of SteelGuru.com reach



STEELGURU

SteelGuru.com visitor map



STEELGURU

Option of advertising on steelguru.com

As we believe in creating value for our advertisers, we have kept the options limited on our home page to give desired exposure to your advertisement.

Although you can choose the period, we strongly recommend continuous presence on our home page for a period of minimum 6 months to achieve desired results. The location, size of advert and pricing in USD is indicated below

The screenshot shows the steelguru.com website interface. At the top, there is a navigation bar with links for 'Hello Guest!', 'Log In', 'Register', 'Home', 'Profile', and 'Jo'. Below this is the STEELGURU logo and the SAIL logo with the tagline 'There is little bit of SAIL in everybody's life'. A main menu includes 'News', 'Chinese', 'Indian', 'International Metals', 'Middle East', 'Raw Material', 'Russian', 'Special Steel', and 'Today News'. A search bar is located below the menu. The main content area features several sections: 'TENDERS' with a link to 'Contact 887 Indian Steelmakers', 'Monday Market Monitor - Iron Ore - WEEK 44 - Momentary pause' with a detailed article, 'Announcement' for SteelHome and SteelGuru, and 'Steel Mill Assets for Sale'. A 'Price Index' section is visible at the bottom left.

Pole Position (272x111px)

Months	One	Three	Six	Twelve
Amount	4000	9600	14400	24000
CPM	1.02	0.81	0.61	0.51

Could be available after April 2012

Eye Catcher (197x203px)

Months	One	Three	Six	Twelve
Amount	2500	6000	9000	15000
CPM	0.64	0.51	0.38	0.32

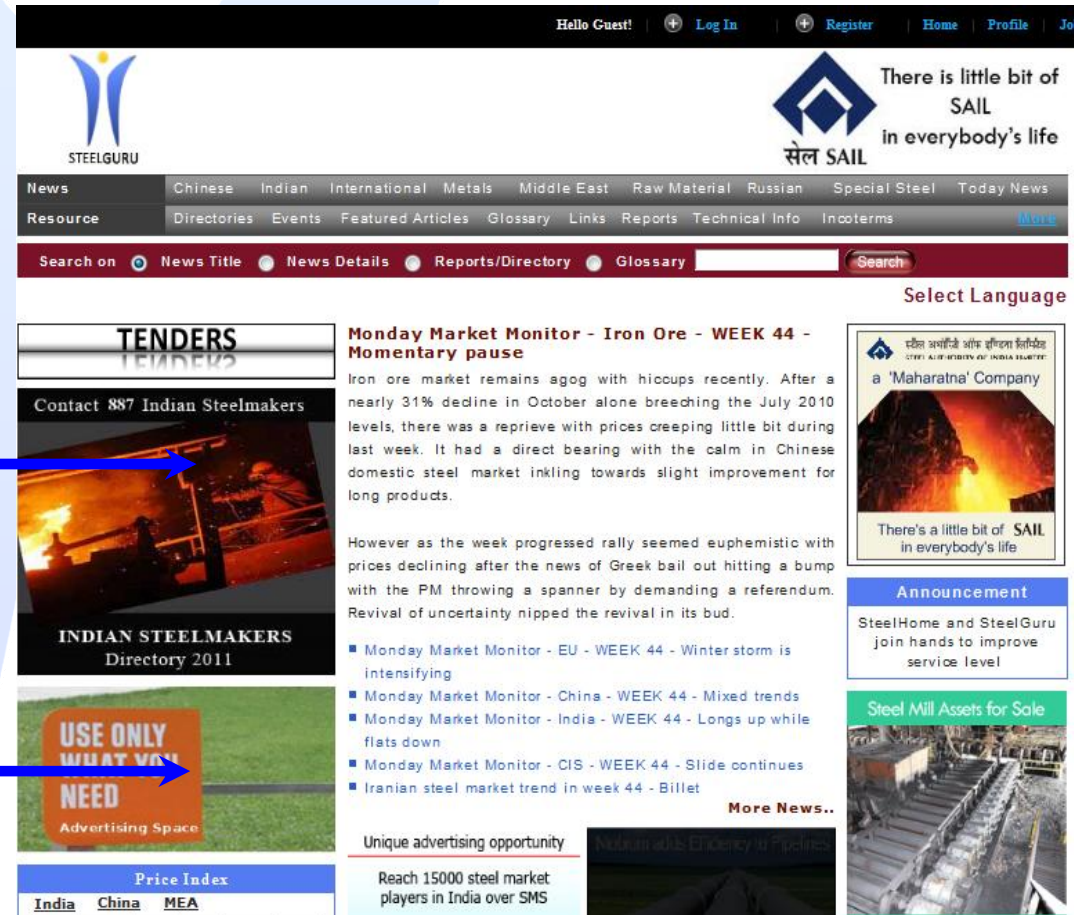
Could be available after April 2012

All amounts in USD

STEELGURU

CPM is based on 130971 per day page hit during Jan 2010 to Jun 2011

Option for advertising on SteelGuru.com



Maximum visibility (287x 250px)

Months	One	Three	Six	Twelve
Amount	3000	7200	10800	18000
CPM	0.76	0.61	0.46	0.38

King Size (287x145px)

Months	One	Three	Six	Twelve
Amount	2000	4800	7200	12000
CPM	0.51	0.41	0.31	0.25

STEELGURU

All amounts in USD

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Option for advertising on Steelguru.com



- Monday Market Monitor - China - WEEK 44 - Mixed trends
 - Monday Market Monitor - India - WEEK 44 - Longs up while flats down
 - Monday Market Monitor - CIS - WEEK 44 - Slide continues
 - Iranian steel market trend in week 44 - Billet
- [More News..](#)

FOR SALE BY

STEEL EQUIPMENT CORPORATION
Dev Lemster
email: steelequip@pghnet
Phone: +1 412 721 6945
www.steelequip.com

Unique advertising opportunity

Reach 15000 steel market players in India over SMS

adverts@steelguru.com
0091 124 404 8993

Ferro Niobium now stocked in our custom bonded warehouse at Nhava Sheva

www.ferrotechindia.com

Center Point-1/2 (205x110px)

Price Index

	India	China	MEA			
	04-Nov	03-Nov	31-Oct	04-Oct	04-Nov	
			WoW	MoM	YoY	
ILPPI	8789	8789	8728	8499	7048	
IFPPI	8928	8928	8936	8784	7810	
INDSPI	8855	8855	8827	8634	7411	

Know Price monthly graph View What is it?
[Register for free daily SMS update](#)

Metal Rate

04 Nov, 2011

Zn	1950	↑
Ni	18400	↓
Sn	22070	↓
Al	2129	↑
Cu	7929	↑

Source: LME.co.uk

Months	One	Three	Six	Twelve
Amount	1000	2400	3600	6000
CPM	0.25	0.20	0.15	0.13

STEEL TALKS

NEWS ARCHIVE

07 Nov 2011

Indian News

GO

- Most Popular News** [More News](#)
- Aluminum smelters in Henan facing power cuts...
 - China Huaneng to start CNY 6 billion power plant in Xinjiang...
 - Henan Province power demand reaches record level...
 - PSL bags API X70 and X80 pipe order from GAIL...
 - Meihua Group and China Merchants invest in Xinjiang

logistics ...

Directory of Russian Metallurgical Companies

Published : Feb 2011
Contact us at : reports@steelguru.com
Phone : +91 124 4048993

PLANT FOR SALE

- Abrasive Blasts with Ceramic Bond
- In running condition
- Very attractive price

For details, mail us at nungoleima@gmail.com



Center Point-3/4 (205x110px)

Featured Article

Interviews and Views

Baltic Dry Index

STEELGURU

CPM is based on 130971 per day page hit during Jan 2010 to Jun 2011

Option for advertising on SteelGuru.com



- Monday Market Monitor - China - WEEK 44 - Mixed trends
- Monday Market Monitor - India - WEEK 44 - Longs up while flats down
- Monday Market Monitor - CIS - WEEK 44 - Slide continues
- Iranian steel market trend in week 44 - Billet

More News..

Unique advertising opportunity

Reach 15000 steel market players in India over SMS

adverts@steelguru.com
0091 124 404 8993

Ferro Niobium now stocked in our custom bonded warehouse at Nhava Sheva



FOR SALE BY

STEEL EQUIPMENT CORPORATION
Dev Lemster
email: steelequip@pghnet
Phone: +1 412 721 6945
www.steelequip.com

Jumbo (198x198px)

Price Index

	India	China	MEA		
	04-Nov	03-Nov	31-Oct	04-Oct	04-Nov
		WoW	MoM	YoY	
ILPPI	8789	8789	8728	8499	7048
IFPPI	8928	8928	8936	8784	7810
INDSPI	8855	8855	8827	8634	7411

Know Price monthly graph View What is it?
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Metal Rate

04 Nov, 2011

Zn	1950	↑
Ni	18400	↓
\$n	22070	↓
Al	2125	↑
Cu	7925	↑

Source: LME.co.uk

Months	One	Three	Six	Twelve
Amount	2000	4800	7200	12000
CPM	0.51	0.41	0.31	0.25

STEEL TALKS

NEWS ARCHIVE

07 Nov 2011

Indian News

GO

- Most Popular News** [More News](#)
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logistics ...

Directory of Russian Metallurgical Companies

Published : Feb 2011

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Phone : +91 124 4048993

PLANT FOR SALE

- Abrasive Elements with Ceramic Bond
- In running condition
- Very attractive price

For details, mail us at ningoleima@gmail.com



Featured Article

Interviews and Views

Baltic Dry Index

04 Nov, 2011

STEELGURU

CPM is based on 130971 per day page hit during Jan 2010 to Jun 2011

All amounts in USD

Option for advertising on Steelguru.com

The screenshot displays the Steelguru.com website layout. At the top left is a 'NEWS ARCHIVE' section with a date selector (07 Nov 2011) and a 'GO' button. Below it is a 'Featured Article' section titled 'Making of a Car - BMW 1 Series' with an image of a white BMW 1 Series car. To the right is an 'Interviews and Views' section titled 'Hike in import duty on power equipments will hurt' featuring a portrait of Mr Anup Roy Choudhury, CMD - NTPC. Further right are two data tables: 'Baltic Dry Index' for 04 Nov, 2011, and 'Currency Rate' for 07 Nov, 2011. A blue arrow points from a box on the right towards an 'ADVERTISING OPPORTUNITIES' sign graphic on the website.

Economical Option (198x106px)

Months	One	Three	Six	Twelve
Amount	500	1200	1800	3000
CPM	0.13	0.10	0.08	0.06

STEELGURU

All amounts in USD

CPM is based on 130971 per day page hit during Jan 2010 to Jun 2011

Exclusive advert once a week in STT

STEEL TRADE TODAY
Indian Edition
Thursday, Dec 10, 2009

Price Index - India

	09-Dec	08-Dec	Change
ILPPI	5994	5967	+27
IFPPI	7063	7063	0
INDSPI	8303	8489	+14

[What is it?](#)

Indian

[Indian Long product prices breathes easy at last](#)
[Noted metallurgist Dr Bala passes away](#)
[Iron ore mess catapults sponge iron prices](#)
[SAIL stake sale plan may be approved by end of month](#)
[CITU backs call for iron ore mines to RINL](#)
[CITU calls strike at RINL and SAIL on Jan 5 for better wages](#)
[Indian steel price index for longs improve further by 26 points](#)
[Pencil ingot prices continue upward journey](#)
[Rays of recovery - Hyundai Motor crosses 2 million car production](#)
[BHEL develops HTSC transformers](#)
[GAIL plans INR 40000 crore CAPEX for 2010-14](#)
[Mahindra and Mahindra to open new assembly plant in US](#)
[Indian Railways carry 574 million tonnes of freight in 8 months](#)
[Raising funds for projects of NHAI](#)
[JSW Energy likely to bid for 4,000 UMPP](#)
[NFC ties up with GE firms for Zircalloy](#)

ON THE WEB

[Other Stories](#)
[News Archive](#)
[Send us a story](#)
[Events](#)

STT Exclusive (250x250px) Once a Week

Months	One	Three	Six	Twelve
Amount	2000	4800	7200	12000
CPM	0.51	0.41	0.31	0.25

STEELGURU

One special mail shot



JSL IS AT YOUR DOORSTEP THROUGH SMS



Buying stainless steel products was never easy as now
JSL presents **"Stainless Steel on SMS"**

Special mail shot



Number	One
Amount	2500

For any type of requirement of stainless steel like coils, sheets, tubes & pipes, architectural items for building & construction, commercial kitchens and other decorative items, use our new service to reach you

Now, you just need to **type "SS" & send it to "575758"** and JSL will get back to you for assistance at the earliest.



For more details please contact:
Jindal Stainless Steelway Ltd.
Plot No. 64, IInd Floor,
Udyog Vihar-IV, Gurgaon (Haryana) 122016
Ph. No. (0124) 4127700 (Board); 4127603



Advert design and size

File types – JPEG, Animated GIF

File Size – 25KB Max

* Our designing team can help you create an image for maximizing the effect

STEELGURU



Advertising Guidelines

We only accept advertisement according to a set of predefined rules and guidelines.

SteelGuru.com has the sole right to interpret and enforce these guidelines and may change them at any time by issuing a revised set of rules. SteelGuru.com can refuse advertising that is not found to be ethical and in line with SteelGuru.com ethical guidelines.

Advertising must not be related to any of the following: tobacco, weapons, firearms, ammunition, fireworks, pornography or gambling. SteelGuru.com will not permit advertising for illegal products. Advertising must not contain fraudulent, deceptive or offensive material, including material that misrepresents or ridicules people on the basis of age, race, color, religion, sex or physical handicap. For details, please see Prohibition Policy

SteelGuru.com Advertising Standards Board must approve all advertisements before they can go live.

SteelGuru.com's acceptance of an advertisement cannot be considered an endorsement of the products/services and the company cannot be held responsible in any way.

SteelGuru.com reserves the right to reject, cancel or remove advertising for any reason and will provide prompt notice to the advertiser upon rejection or cancellation.

SteelGuru.com intends to comply with all local and international rules of advertising in a given country of operation. All advertisers and sponsors must therefore do the same. It is the responsibility of the advertiser to ensure that this is the case. This includes special rules for pharmaceutical advertising aimed at physicians and consumers. If SteelGuru.com becomes aware of a breach, it may remove the advertising.

STEELGURU



Prohibition Policy

All advertising on SteelGuru.com website (www.steelguru.com) including Strategic Partner sites linking directly from SteelGuru.com websites licensed to use any SteelGuru brand or content is subject to this policy. Links from advertisements are subject to the same criteria. Advertisements may not link to pictures or text that do not follow these criteria or are deemed inappropriate by SteelGuru.com.

Advertisement must not contain the following

1. Pictures or texts that expose cruelty, physical, or emotional abuse against any person or animal intended to hurt or cause pain.
2. Obscene words, phrases, and profanity.
3. Pictures that expose the female breast or male or female buttocks fully any or all portions of the human genitalia; swimsuits maybe included.
4. Sexual Acts (graphics or text) in any form
5. Phone sex ads, dating services, and adult personal
6. Gross Depictions (graphic or text) of any kind which are crudely vulgar or grossly deficient in civility or behavior or which show scatological impropriety.
7. Pictures or text advocating prejudice or discrimination against any race, color, national origin, religion, disability or handicap, gender, or sexual orientation.
8. Any intolerant jokes or slurs.
9. Link to any cult or group advocating devil worship, an affinity for evil, or wickedness in any form
10. Advocating illegal use of drugs of any kind
11. Militant/Extremist/Arms /Unlawful propagation or propaganda of any kind.
12. Questionable/dubious activities that may be illegal anywhere or everywhere such as copyright infringement, computer hacking software piracy, gambling relating to casinos, betting, numbers games, on-line sports or financial betting, including non-monetary dares etc.; lottery ads are exempted.
13. Odds related info.
14. Promotions or other mentions for direct competitors of Steelguru.com.

STEELGURU

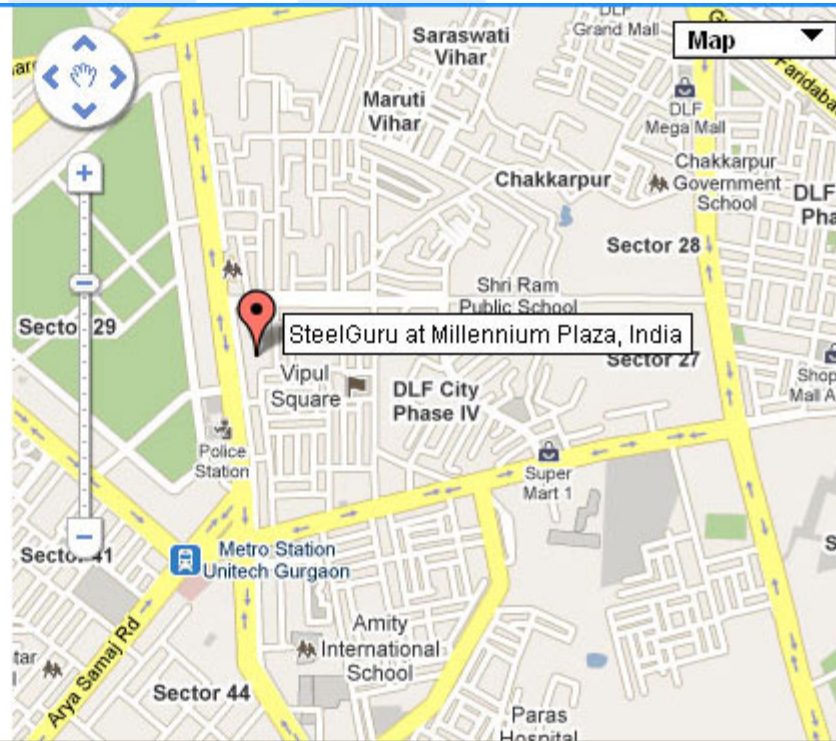
Contact for Advertising

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Fax : +91 124 4048994
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Mr Ratan Singh
Mobile: 91 9871 193457
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