

Steel Market Update

CRU

**MEDIA KIT
2024**

WHERE THE STEEL INDUSTRY COMES TOGETHER

About Steel Market Update

Steel Market Update is the only independent and impartial voice specifically focused on serving buyers and sellers of flat rolled steel products. SMU reports on breaking news, market trends and steel prices using a toolbox of proprietary market indices.

We offer information and insights available nowhere else with tools such as:



SMU
Website



Tiered
Memberships



Market
Surveys



Price
Indices

THE SMU COMMUNITY

Our SMU community leverages the insights and perspectives of the masses, which truly differentiates the service from traditional pricing or news products. See a sample below:



Newsletter

6k 

Newsletter subscribers



30%

Open rate per month

100k+

Emails sent Per month

4x

Average number of times the SMU subscriber opens each Executive or Premium Newsletter



90%
Desktop

10%
Mobile



Website



2.5k

Return visitors

http://



15k

Page views per month



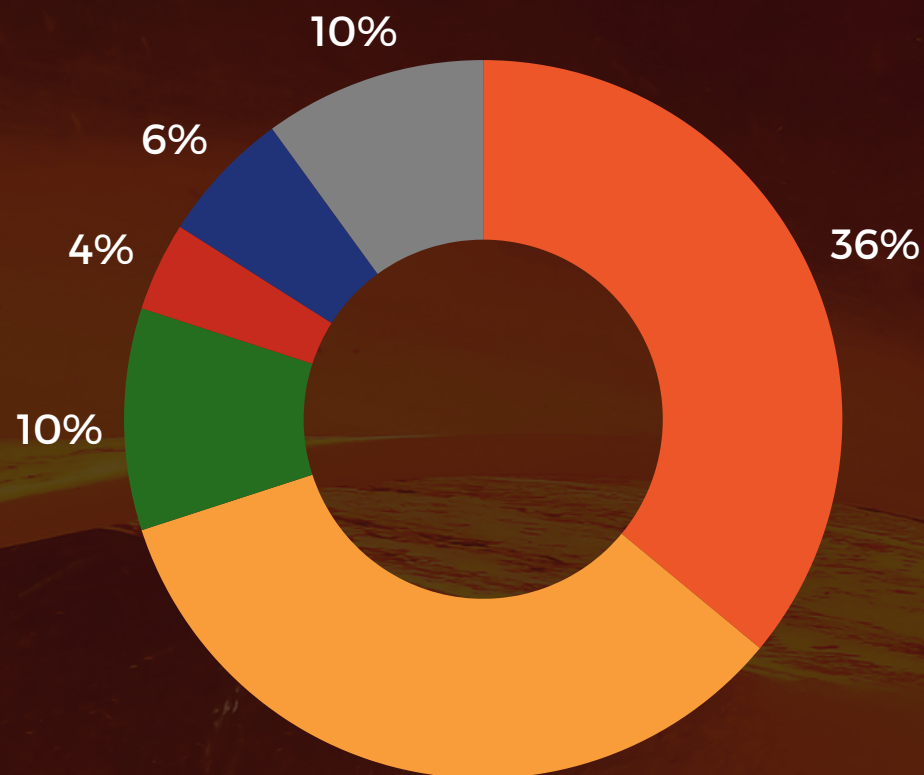
45%

User engagement rate

Average monthly SMU advertising engagements: 300+

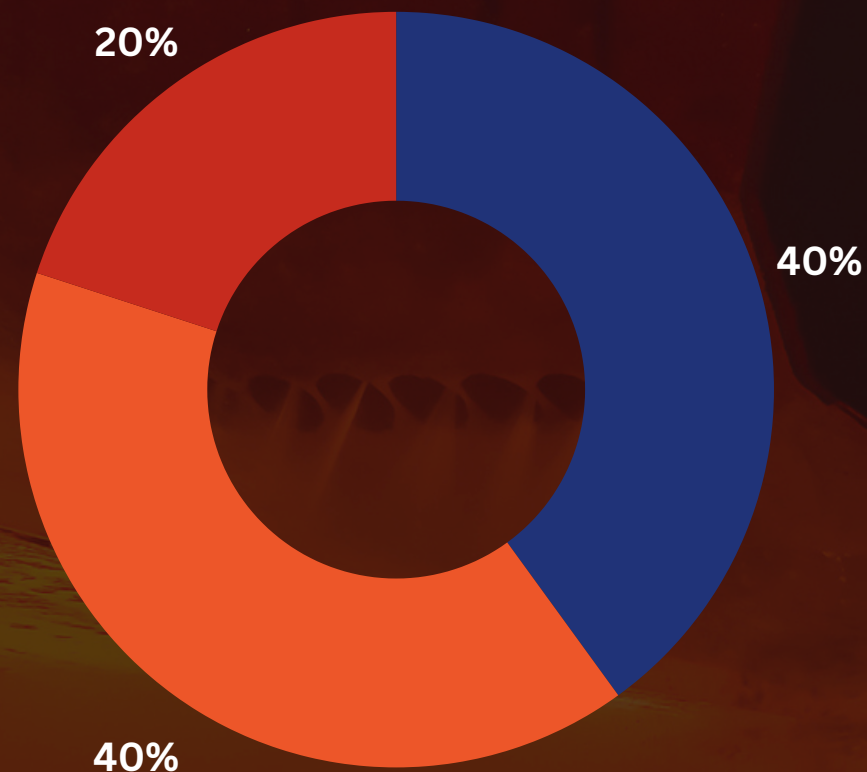
SMU AUDIENCE DEMOGRAPHICS

Our newsletter and website reach thousands of professionals in the flat-rolled steel industry every day. Our members come from a variety of business functions and industry sectors as outlined below.



Industries Served

- 36% Manufacturing
- 34% Service centers & wholesalers
- 10% Steel mills & trading
- 10% Automotive
- 6% Financial community
- 4% Toll processors & suppliers



SMU Visitor Functions

- 40% Purchasing
- 40% Sales
- 20% Executive and managerial

NEWSLETTER AT A GLANCE

Our SMU Newsletter leverages the insights and perspectives of the masses, which truly differentiates the service from traditional pricing or news products. Place your businesses ad among highly viewed content.

Steel Market Update

CRU

Steel Prices, News and Analysis

- [HRC futures: Navigating HRC market depth](#)
- [SMU survey: Steel mill lead times mostly slipping](#)
- [SMU survey: Sheet buyers find mills more willing to talk price](#)
- [SMU Spotlight: Worthington Steel CEO Geoff Gilmore talks 'seamless' transition](#)
- [Steel market chatter this week](#)
- [Letter to the editor: Nippon Steel deal good for USS and domestic manufacturing](#)
- [Manufacturing activity in New York lowest since pandemic](#)
- [CRU aluminum: Challenges ahead as 2024 kicks off](#)
- [November exports hit lowest point of 2023](#)
- [SMU Community Chat: Catch up with CRU iron ore expert Erik Hedborg on Jan. 24!](#)
- [HRC vs. busheling spread narrows in January](#)
- [Final thoughts](#)

The latest sheet and plate prices keep you up to speed on the spot market.

Key data like lead times, mill negotiations, and sentiment put those prices in context.

Expert contributions from veteran players in scrap, steel futures, and trade law.

In-depth research and analysis from CRU, our parent company.

Final Thoughts provide key takeaways from Michael Cowden and the SMU staff.

“

I subscribed to your newsletter approximately 60 days ago. Let me say that to date I am extremely pleased as it has provided me both an education as well as insights into this industry.

”

- Fred Dannhauser, CFO Arrow Tru-Line, Inc.

SURVEY SAYS...

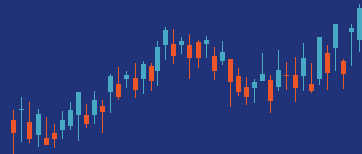
An SMU community crowd favorite is our market survey. Premium members benefit from steel market survey insights every two weeks. Data are gathered from our trusted steel industry community. The survey is delivered straight to the inboxes of our members. It provides insightful, pulse-of-the market information to the steel community.

950
Survey recipients

Participants include:

- service centers
- manufacturers
- steel mills
- trading companies
- toll processors
- suppliers to the industry

Our survey covers a variety of topics that steel industry professionals use to influence competitive decisions daily such as:



Demand



Price movement



Mill negotiation rates



Sentiment and momentum



Mill lead times

2024 SMU Advertising Rates and Specifications

Newsletter

Banner Ads

	Monthly Price	Ad Specs
Headline	\$5,500	650 x 250
Double Height Lower	\$5,000	650 x 350
Below First Story	\$3,500	650 x 250
Below Second Story	\$3,000	650 x 250
Above Final Thoughts	\$3,500	650 x 250
Below Final Thoughts	\$3,000	650 x 250
Lower Banner	\$2,500	650 x 250

Side Rail

	Monthly Price	Ad Specs
Extra Large	\$2,500	250 x 500
Large	\$1,500	250 x 400
Medium	\$1,250	250 x 300
Small	\$750	250 x 250

Website

Side Rail Ads

	Monthly Price	Ad Specs
Extra Large	\$2,500	250 x 500
Large	\$1,500	250 x 400
Medium	\$1,250	250 x 300
Small	\$750	250 x 250

We offer advertising options available over multiple months - enquire today!



ADVERTISING PARTNERS

