Steel Market Update Media Kit 2027

About Steel Market Update

Steel Market Update is an 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. Our mission aims to inform, educate and motivate our readers in the ever-evolving steel market.

Where the *Steel Industry* Comes Together



News



Community Chats



Market Surveys



Training



Events



Price Indices

Effective November 2, 2026

Newsletter analytics

1,500,000	38%	7.9%	0.03%	99.7%
Annual emails sent	Open rate	Click rate	Unsubscribe rate	Delivery rate

90% Desktop

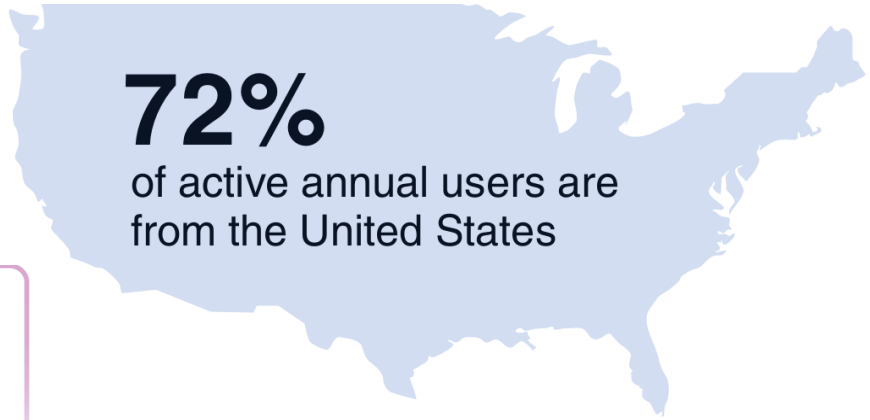
10% Mobile

Daily Digest *Newsletter:* Delivered 5 times per week

Final Thoughts *Newsletter:* Delivered 1 time per week

Website analytics

A dedicated core audience:
50% of SMU members log on to the website daily

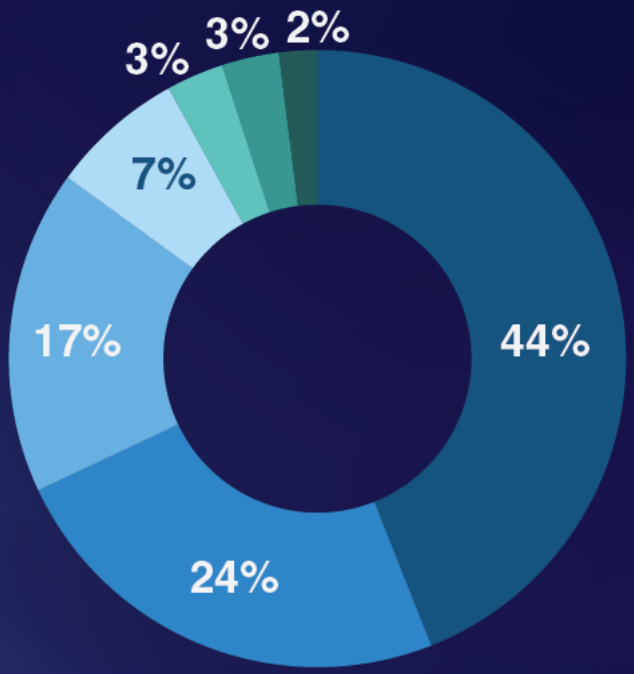


Monthly new users	Monthly sessions	Monthly page views	Annual active users
69k	84k	110k	824k

Newsletter and website statistics as of October 2026

SMU Audience *demographics*

Our newsletter and website content reaches thousands of professionals in the flat-rolled steel industry everyday



The SMU member *profile:*

4 k Members

785 Unique companies

43% Managers/Decisions makers

150 Average number of new trialists per month

Top Industries Served

- 44% Service Center/Distributor
- 24% Steel Mill
- 17% Manufacturer
- 7% Supplier to the Steel Industry
- 3% Other
- 3% Financial/Trading
- 2% Toll Processor

Steel Market Update CRU

Elevate your brand with our *engaged* Steel Community

High-impact branding and sponsorship opportunities

- [x] Exhibition booths
- [x] Speaking opportunities
- [x] Sponsorships

Exclusive industry events:

SMU Steel Summit

1,500+ attendees | 500+ companies

TAMPA STEEL CONFERENCE

600 attendees | 200+ companies

Steel Market Update CRU
Steel 101 Workshop

50-75 attendees per workshop

Why partner with us?

- Connect with decision makers in the steel industry
- Showcase your brand to an engaged and business-ready audience
- Leverage targeted sponsorship and speaking opportunities

Let's chat

Ready to showcase your brand? Contact us to explore customised sponsorship and advertising options. Email us **jill.waldman@crugroup.com**

Join in on the fun



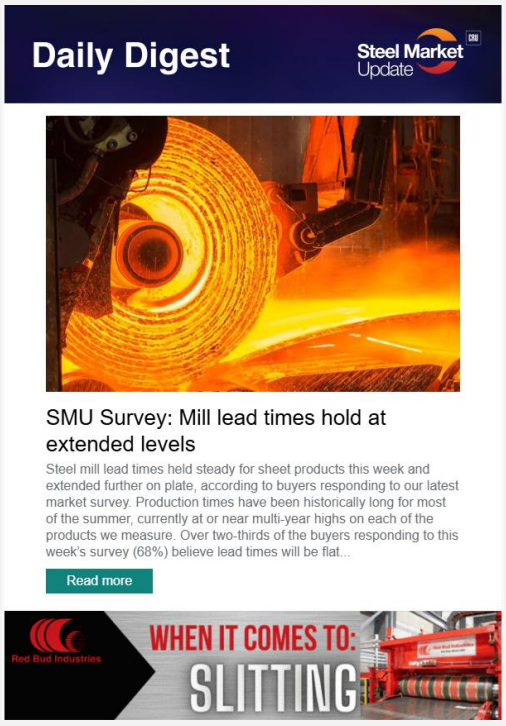


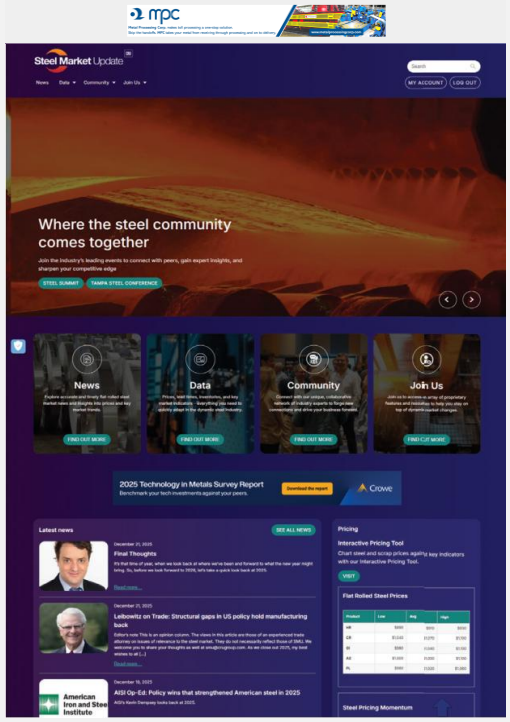


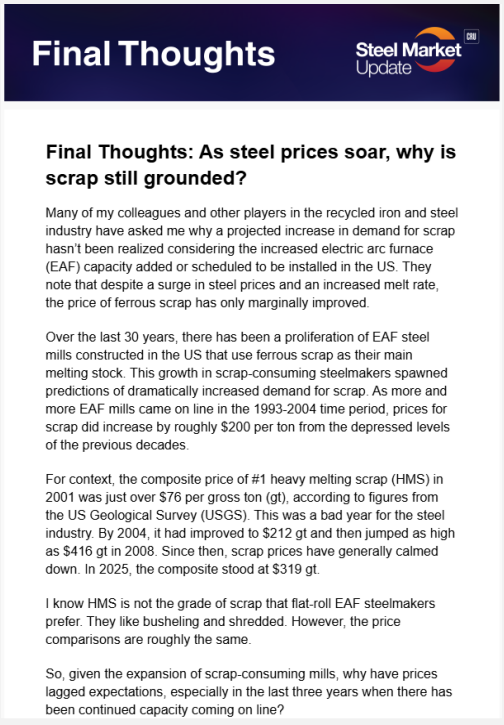


News at a glance

Our newsletters and website bring together insights and perspectives from across the industry, setting us apart from traditional pricing and news services. Place your brand alongside relevant, trusted content that reaches an engaged industry audience.







Unfamiliar with our products? *Take a free trial today*

Steel Market Update CRU

November 2026 SMU advertising rates and specifications

Newsletter placements:

Daily Digest Ads	Monthly Price	Ad Size
Upper Banner	$5,800	600 x 150
Lower Banner	$4,800	600 x 150

Final Thoughts Ad	Monthly Price	Ad Size
Lower Banner	$4,800	600 x 150

Website placements:

Banner Ads	Monthly Price	Ad Size
Upper Banner	$5,800	980 x 120
Lower Banner	$3,800	980 x 120

Sidebar Ads	Monthly Price	Ad Size
4 slots available	$2,200	300 x 250

All advertisements can be hyperlinked to the URL of your choice.

Advertising packages are available across multiple months.

Enquire today!



Contact us for more information
jill.waldman@crugroup.com

Advertising *partners*

MILL STEEL
STAINLESS & ALUMINUM

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ANDES | COIL PROCESSORS

hs Heidtman Steel

ALLIANCE
STEEL LLC

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AWMI Association of Women in the Metal Industries