

STEEL

MEDIA KIT 2026

AUSTRALIA



AUSTRALIAN STEEL INSTITUTE

THE OFFICIAL MAGAZINE OF THE
AUSTRALIAN STEEL INSTITUTE (ASI)

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steel.org.au
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enquiries@steel.org.au

FROM THE CHIEF EXECUTIVE

The steel industry is the backbone of Australia's commercial and industrial construction and infrastructure, and a cornerstone of our economic resilience. By choosing to advertise with the Australian Steel Institute (ASI), you are not only placing your brand in the spotlight; you are aligning with a legacy of strength, innovation, and progress.

Our cutting edge digital platform, highly engaged social media following, and targeted Electronic Direct Mail (EDM) campaigns to over 24,000 people, are curated to reach the industry's most influential decision-makers and thought leaders. These channels offer great opportunities to showcase your products and services, engage with a dedicated audience, and build meaningful connections to drive business growth.

Beyond this visibility, advertising with the ASI demonstrates your commitment to supporting and advancing the Australian steel industry. It is through your engagement that we can continue to provide valuable resources, conduct essential research, and advocate for the steel sector at all levels of government and business. Your partnership enables us to foster innovation, champion sustainability, and ensure that the Australian steel industry remains competitive on a global stage.

I invite you to explore the opportunities detailed within this media kit and consider how your advertising investment can make a profound impact. Together, let's forge a future where our industry thrives through collaboration, innovation, and shared success.



Chief executive, ASI



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ABOUT THE AUSTRALIAN STEEL INSTITUTE (ASI)

The Voice of Australian Steel

The Australian Steel Institute (ASI) is the nation's peak body representing the entire steel supply chain from the manufacturing mills right through to end users in building and construction, heavy engineering and manufacturing.

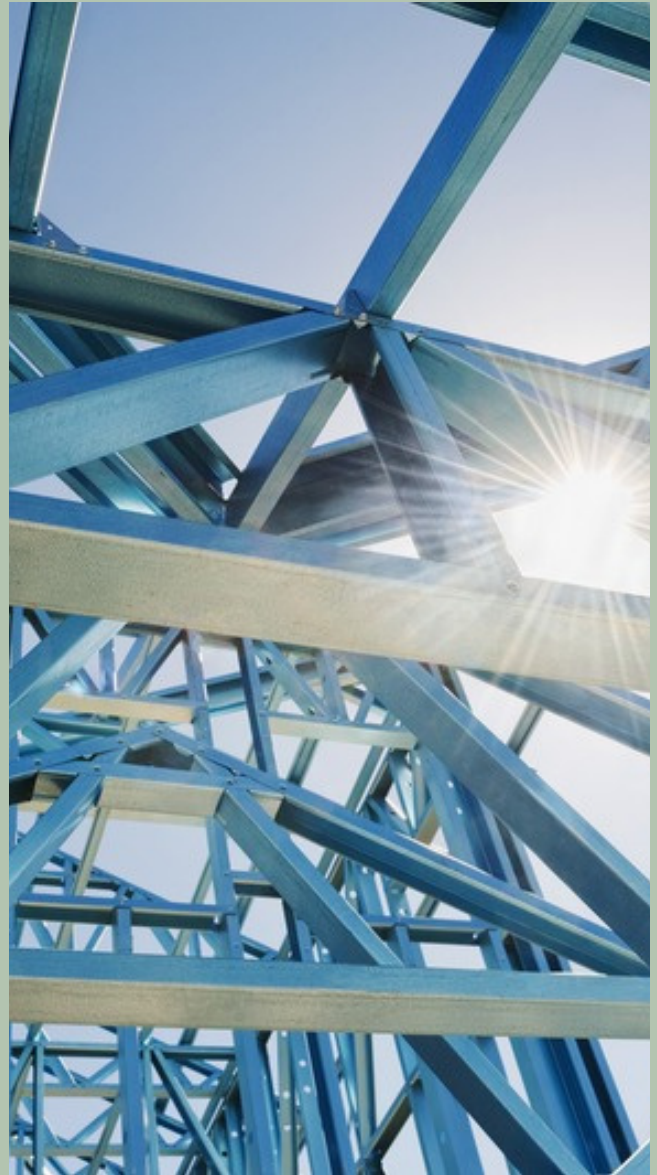
Our Vision: To influence profitable growth for the complete Australian steel value chain.

Our Mission: To deliver increased use of Australian steel and improved industry competitiveness in construction and other strategic markets.

The ASI is active in key areas of interest to the Australian steel industry:

- Promoting Australian made steel
- Influencing the choice of Australian steel as the preferred building and construction material
- Advocating for full, fair and reasonable trade
- The prevention of dumping to ensure Australian steel can compete
- Promoting the importance of quality, compliance and best practice (including standards, safety and logistics)
- Securing reliable and affordable baseload energy for Australian steel
- Promoting the steel capability agenda: Diversity, STEM, trades, the next generation and succession
- Championing innovation and future steel

A member-based organisation, the ASI's activities cover and promote advocacy and support, steel excellence, standards and compliance, training, events and publications.



The ASI's Safeguard

The Australian steel industry has sought emergency trade relief measures to address a surge in low-priced imported fabricated steelwork threatening the local industry.

The Australian Steel Institute (ASI) on behalf of the industry has lodged a Safeguard application with the Federal Government requesting it apply temporary emergency provisions to protect the industry.

This application presents a comprehensive case for emergency trade relief measures to address a crisis of import penetration that has fundamentally altered the competitive landscape for Australian steel fabricators.

LEARN MORE
ABOUT THE ASI >

LEARN MORE ABOUT
THE SAFEGUARD >



OUR AUDIENCE

Our platform connects with the core influencers and decision-makers within the steel industry—those endowed with the authority to select, purchase, and advocate for your products and services. Our reach extends across a broad spectrum of the steel sector, ensuring your message is seen and heard by those who matter most.

Our diverse audience encompasses:

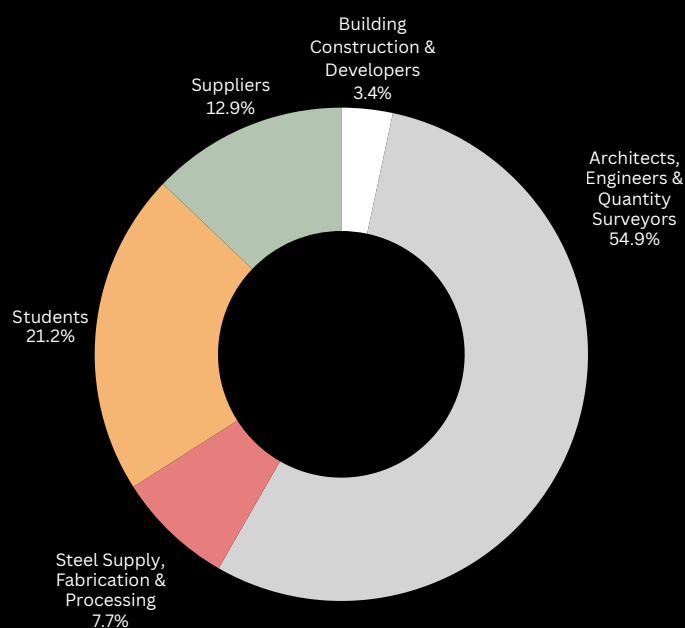
- Steel industry professionals and top executives at the C-suite level, who drive strategic decisions and partnerships.
- Owners and managers of small-to-medium enterprises, who are pivotal in shaping industry trends.
- Apprentices and emerging talent dedicated to advancing their careers in steel-related fields, representing the future of our industry.
- Academic and research institutions, including a variety of researchers and scholars focused on steel innovation, technology, and sustainability.
- Pioneers and thought leaders across all of Australia's industrial and manufacturing landscapes, who are at the forefront of adopting and promoting new steel applications and efficiencies.
- All members of the ASI, a community committed to the advancement and excellence of the steel industry in Australia and beyond.



OUR AUDIENCE

EMAIL SUBSCRIBERS BY CATEGORY

Our email subscribers spans the entire steel supply chain, including architects, students, and fabricators alike.



SOCIAL MEDIA FOLLOWERS



8,500+ followers



2,300+ followers

EMAIL SUBSCRIBER STATISTICS

Discover the power of reaching our engaged audience through our email subscriber base. Get your message out direct to our subscribers to drive a direct response.

24,000+

Subscribers

27.5%

Average Open Rate

5.0%

Average Click Through Rate

WEBSITE STATISTICS

The Steel Australia website—steelaustralia.com.au—was launched in April 2024. As such, all statistics provided below are based on the last 12 months of operation. The ASI expects these figures to grow exponentially in the site’s third year of operation.

22,900 

TOTAL NUMBER OF VIEWS

11,800 

ACTIVE USERS

1.94 

VIEWS PER ACTIVE USER

30% 

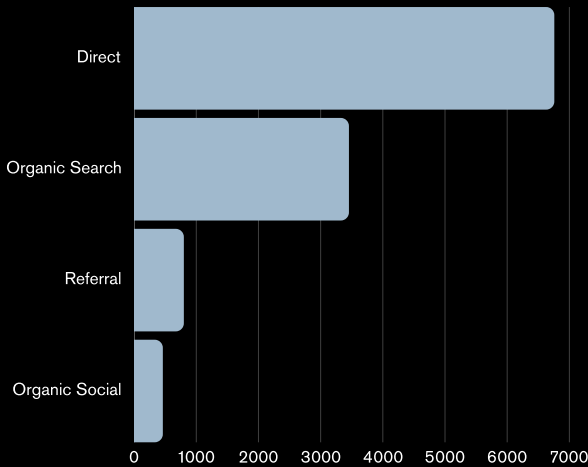
AVERAGE USER RETENTION RATE



51s 

AVERAGE TIME PER PAGE

WHERE USERS COME FROM



ABOUT STEEL AUSTRALIA

Steel Australia articles are published regularly:

- All articles are featured on a cutting-edge digital platform: steelaustralia.com
- A digital broadcast is emailed to 24,000+ people nationally
- All articles are shared on the ASI's social media platforms, that reach approximately 11,000 people nationally

Steel Australia provides information, education and support to the manufacturing technology industry therefore supporting ASI members in their business interests.

The platform provides a balanced mix of steel-intensive project profiles, interviews with prominent ASI members and industry leaders, coverage of member events and updates on ASI technical initiatives and related industry developments.

Editorial features are regularly devoted to specific member segments such as steel manufacturers, fabricators, detailers and sheds, as well as key issues including compliance, local content, safety and sustainability.

**The official magazine of
the Australian Steel
Institute (ASI)**



ADVERTISING COSTS

WEBSITE (steelaustralia.com)						
Size	3 Months Non ASI Members	6 Months Non ASI Members	12 Months Non ASI Members	3 Months ASI Member	6 Months ASI Member	12 Months ASI Member
Leaderboard	\$2,439	\$3,901	\$7,072	\$2,121	\$3,393	\$6,149
Skyscraper	\$1,755	\$2,809	\$5,092	\$1,527	\$2,443	\$4,428
Banner	\$1,167	\$1,868	\$3,384	\$1,015	\$1,624	\$2,944
Sidebar	\$780	\$1,248	\$2,262	\$679	\$1,086	\$1,968

EDM						
Size	3 Months Non ASI Members	6 Months Non ASI Members	12 Months Non ASI Members	3 Months ASI Member	6 Months ASI Member	12 Months ASI Member
Leaderboard	\$2,439	\$3,901	\$7,072	\$2,121	\$3,393	\$6,149
Banner	\$1,167	\$1,868	\$3,384	\$1,015	\$1,624	\$2,944
Sidebar	\$780	\$1,248	\$2,262	\$679	\$1,086	\$1,968

All costs listed above are exclusive of GST.



ADVERTISING SPECIFICATIONS

File Specifications

All files must be supplied as a PNG or GIF.

All files must be a Minimum 96 DPI in RGB.

A URL must be supplied along with digital file artwork.

How to Supply Files

Please email files to sally@wordly.com.au.

The Australian Steel Institute (ASI) reserves the right to reject artwork, or request that advertisers alter artwork, should the material supplied be considered of poor quality, misleading, false, derogatory, or is in any way misaligned with the ASI's position or values.

For advertising bookings, contact:
asimarketing@steel.org.au



Leaderboard

4320px (wide) x
1080px (high)



Banner

4320px (wide) x
1080px (high)



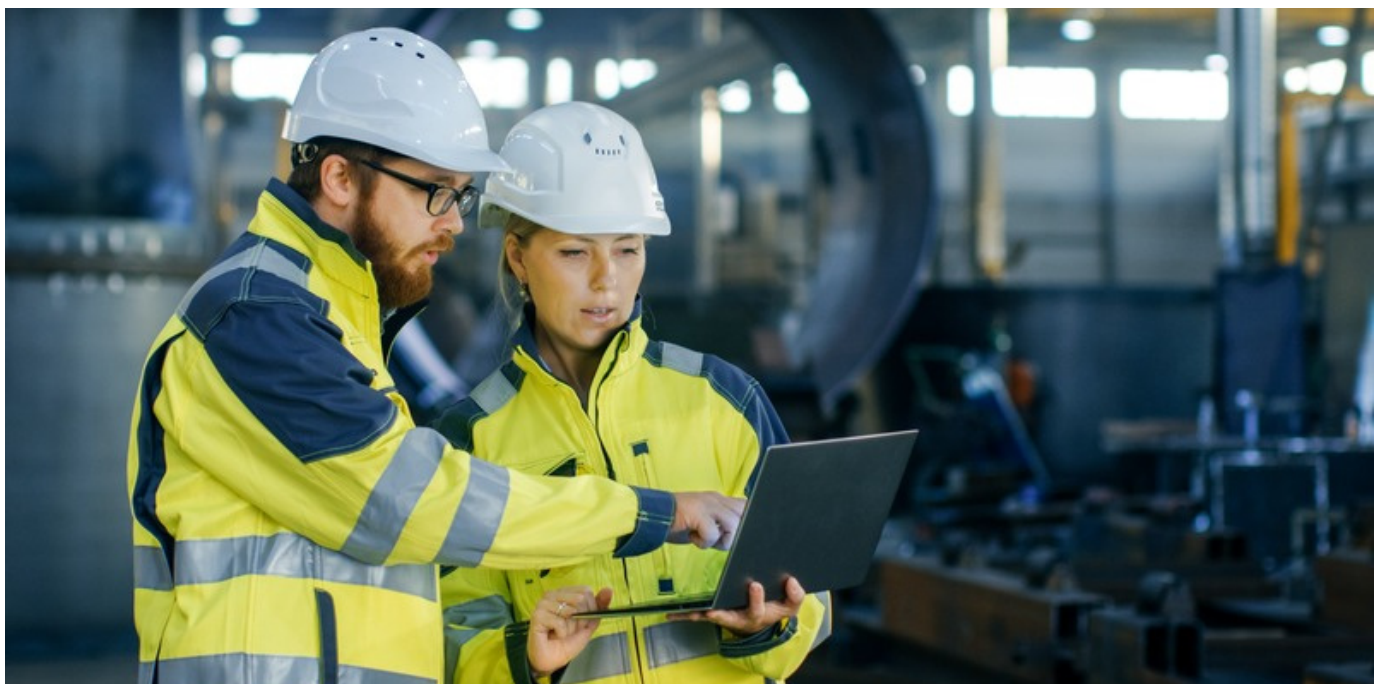
Sidebar

1080px (wide) x
1080px (high)



Skyscraper

1080px (wide) x
3240px (high)





FURTHER INFORMATION

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