



Dear readers,

Welcome to the *Pro Global Media Book 2024*, where you will find details of opportunities that our *Global Cement*, *Global Gypsum* and associated brands can offer you and your business. Our magazines, newsletters and directories are among the most widely-read publications in their respective areas of expertise, while our events are the leaders in their fields.

After disruption in 2020-2022, our events are now back to their 'normal' time lines, including Global Slag, Global CemFuels, Global FutureCem, Global Gypsum and Global Insulation. The first Global CemCCUS Conference will take place in May 2024, with an outstanding speaker programme. We have reduced our virtual seminar offering, but still have three strong events: the Virtual Global CemProducer Seminar will take place for the eighth time, while Global Concrete has its seventh outing.

We are able to offer a very strong B2B package to our customers in cement, gypsum, insulation, slag, concrete and related fields, helping you to get your message across to difficult-to-access potential customers. We hope that you will find what you are looking for in this *Pro Global Media Book 2024*. We look forward to hearing from you soon!

Paul and Rob

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Dr Robert McCaffrey Editorial director rob@propubs.com

GLOBAL CEMENT MAGAZINE



The leading audited cement magazine

The world's most widely-read cement magazine

Global Cement Magazine is the world's most widely-read cement magazine, as well as being the top-rated cement magazine*. As well as its **audited** printed postal distribution, *Global Cement Magazine* uniquely has a very large **audited** digital circulation. In the popular PDF magazine version, all advertisements link through to advertiser websites, for increased reader response levels.

In 11 issues per year, *Global Cement Magazine* covers all aspects of the cement sector, from quarrying to despatch. Each issue has an in-house global cement industry trends article, a country or regional report, a cement plant site report, technical features, comment and all of the latest region-by-region cement industry news.

% rating*+	Excellent	Good	Fair	Poor	Don't know
Global Cement	47	48	3	0	3
Magazine W	26	50	9	0	15
Magazine X	18	52	11	0	18
Magazine Z	12	34	11	1	42

The figures given below are for <u>circulation</u>: *Readership* is several times higher!

Audited circulation**:



Average monthly print circulation of Global Cement Magazine, September 2022-June 2023

29,045

Average monthly **digital** circulation of Global Cement Magazine

30,164 total circulation



Global Cement Magazine's print and digital circulation is audited by the Audit Bureau of Circulation (ABC) - and its print circulation has been continuously audited by ABC since 2003. Please see www.GlobalCement. com for the latest ABC audited print and digital circulation certificates, or search 'Global Cement ABC certificate' online.

Global Cement Magazine readers are budget holders: 31% have a personal procurement budget of up to US\$10,000, 31% of up to US\$1m and 20% have a budget of over US\$1m.*

Global Cement Magazine readers are decision makers: 40% are involved in technical procurement decisions; 31% are involved in procurement decisions on a management basis.^{*}



Where innovation is located



*Global Cement Reader Survey 2022/23. + Percentages that do not sum-up to 100% are due to rounding. ** Circulation numbers from draft ABC certificate Sept 2022-June 2023 - Final audit pending.



GLOBAL CEMENT MAGAZINE - EDITORIAL SCHEDULE

JANUARY 2024

Distribution:	AUCBM, Cairo	D		
Editorial:			cer Profiles, Global Cement Trei ng Aids, Health & Safety, Slag	nds, Condition Monitoring, Fans,
Country reports:	Middle East, E	Egypt Focus		
Event previews:	Virtual Global	Concrete 7, Inter	rcem Dubai	
Editorial deadline: Advertisement order dead		vember 2023 cember 2023	Advertisement material deadline:	13 December 2023



FEBRUARY 2024

Distribution:	Virtual Global Concrete 7, Intercem Dubai	
Editorial:	Refractories, Burners, Shredding, Quality Control, Bagging, Palletising, Bur Technologies, Concrete Additives, Ship Unloading & Bulk Dispatch	ners, Calcined Clay
Country reports:	Brazil, Argentina, Colombia, Chile; UAE	
Event previews:	8th Virtual Global CemProducer Seminar	
Editorial deadline: Advertisement order dead	5 December 2023 adline: 12 January 2024 Advertisement material deadline: 15 January 2024	



MARCH 2024

Distribution:	8th Virtua	al Global CemProduce	er Seminar	
Editorial:				nce, Conveying, Chains, Recycling, s, Slings, EP-Bagfilter Conversions
Country reports:	Germany	news round-up; Chi	ina overview	
Event previews:	Global Slo	ag Conference, Dubai	; IEEE-IAS/PCA Conference, Denv	er; Hanover Fair
Editorial deadline: Advertisement order dead	line:	5 January 2024 9 February 2024	Advertisement material deadline:	12 February 2024



APRIL 2024



MAY 2024			
Distribution:	Global CemCCUS Conference;	IFAT, Munich	
Technology:	Consulting, Packaging, Gears		ng, Kiln Services, Grinding, rocess Optimisation, Digitisation, and Efficiency, WHR, Transport &
Country reports:	Austria; Norway; Eastern Euro	ope	
Event previews:	ACHEMA, Frankfurt; Hillhead 2	024	
Editorial deadline: Advertisement order deac	5 March 2024 dline: 5 April 2024	Advertisement material deadline:	14 April 2024

EDITORIAL SCHEDULE - GLOBAL CEMENT MAGAZINE

JUNE 2024

Editorial deadline: Advertisement order dead	line:	5 April 2024 5 May 2024	Advertisement material deadline:	15 May 2024
Country report:	UK			
Technology:		,	ns, Castings & Forgings, Convey , Compressors, Filters, Valves, M	5. 5. 5
Distribution:	АСНЕМА,	, Frankfurt; Hillhead 2	024	

JULY-AUGUST 2024

Editorial:	Global Contracts, Bulk Dispatch, Bagging, Palletising, Wrapping, Logistics, Silos, Loading & Unloading, Alternative Materials, Training, Health & Safety, Case-studies in MENA cement plants
Country reports:	Middle East/North Africa/Sub-Saharan Africa
Event previews:	17th Global CemFuels Conference, Dublin; RWM, UK; FICEM, Guatemala
Editorial deadline: Advertisement order dead	5 May 2024 lline: 5 June 2024 Advertisement material deadline: 12 June 2024

SEPTEMBER 2024

Distribution:	17th Global CemFuels Confer	ence, Dublin; RWM, UK; FICEM	l, Guatemala
Editorial:	Alternative Fuels, Refractorie Lubrication, Al, Fans, Motors		ns, Grinding, Plant Maintenance,
Country reports:	Ireland, Caribbean		
Event previews:	Euroslag Conference, Bilbao;	TürkÇimento, Antalya; SOLIDS	5 Dortmund, Virtual Global CemPower
Editorial deadline: Advertisement order dead	5 July 2024 lline: 5 August 2024	Advertisement material deadline:	13 August 2024

OCTOBER 2024

Distribution:	Euroslag Conference, Bilbao; TürkÇimento, Antalya; SOLIDS Dortmund, Virtual Global FutureCem
Technology:	Slag, Quality Control, Analysis, Laboratory, Cement Chemistry, Lime, Gears, Predictive Maintenance, Coolers, Castings, Chains, Marine Unloading, Construction Chemicals, Electrical Energy Generation and Efficiency
Country reports:	Türkiye
Event previews:	Global Gypsum Conference; 9th International VDZ Congress; AFCM Malaysia
Editorial deadline: Advertisement order dea	5 August 2024 dline: 5 September 2024 Advertisement material deadline: 11 September 2024
NOVEMBER 20	024

22nd Global Gypsum Conference, Bangkok; 9th International VDZ Congress; AFCM Malaysia

Environmental Protection, Energy, Plant Audits, White Cement, Storage, Slag, MENA Case

Advertisement material deadline:







DECEMBER 2024

Advertisement order deadline:

Distribution:

Technology:

Country reports:

Editorial deadline:

Editorial deadline: Advertisement order dead	6 October 2024 line: 5 November 2024	Advertisement material deadline:	8 November 2024
Country reports:	European focus & news rour	id-up	
Technology:	Alternatives to OPC, Alternat Conveying, Loading & Unloa	tive Raw Materials, Global Fuel ding, Wear & Corrosion	Trade & Shipping, Pneumatic
Special issue:	Global Cement Top 100 & Se	lected Producer Profiles, 2024	n Cement - news review

Studies, Wear and Maintenance

5 September 2024

5 October 2024

Southeast Asia, Malaysia, Germany update

Global Cement

Calendar

Ad. deadline 1 October

14 October 2024











The unique listing of all of the world's cement plants

The *Global Cement Directory* is the unique annual publication - *in print and digital editions* - that lists all integrated and cement grinding plants in the world, listing 2341 integrated facilities, 689 grinding plants and 320 cement-based boards plants over 304 pages.

The Global Cement Directory has been fully revised, to ensure the most up-todate listing possible. You should ensure that YOUR company's advert is included in this essential cement industry resource. The pre-print beta digital version of the *Global Cement Directory* is distributed FREE in November 2023 to our 35,000+ registered contacts, ensuring a massive audience for your message. The final authoritative print and digital PDF versions are made available at the start of the following year.

The Global Cement Directory contains...

- The most complete listing of integrated and grinding cement plants available worldwide;
- The number of kilns at each plant and whether it uses wet, dry or other production processes;
- Up-to-date plant capacity information;
- Newly-updated telephone and fax numbers for plants (where available);
- News of planned upgrades, with estimated completion/commissioning dates (where known);
- Maps showing plant locations;
- · Country reports for key countries and regions;
- Full analysis of integrated capacities by country and region;
- Selected national cement production and forecasts.

Advertising deadlines

Digital beta version

Advertising order deadline: Advertisement material deadline: 30 October annually 5 November annually



Advertising order deadline: Advertisement material deadline: 5 February annually 10 February annually







Precise Positioning - Advertise in sections that cover your current or future markets.

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Data - Capacity counts for countries / regions with integrated cement plants.



Huge sections for major markets -Including data for China.



GlobalCement.com

is the leading website for the global cement industry, with

51,694 unique visits per month (May 2023). (Google analytics).

GlobalCement.com offers visitors news, magazine articles, diary dates and links. It is the most popular cement industry website by visitor numbers and is the top Google search result for dozens of cement-related search terms. Further development of the site will take place through 2024, with additional news and content making *GlobalCement.com* the 'go to' destination on the internet. If you want to be seen online, then you need to have an advertising presence on *GlobalCement.com*!

Banner Advert - Prominent advertising opportunities at the top of every page.

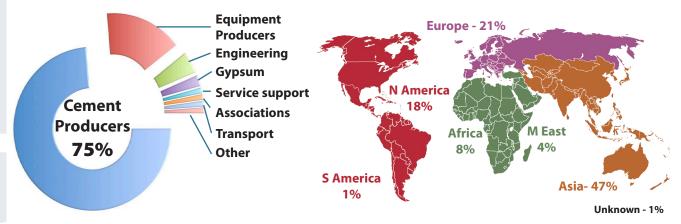
News headlines - Advertise against the latest global cement industry news.

Block Adverts - See Page 32-33 for more information on booking YOUR advert!



Industry sector of visitors to GlobalCement.com...

Locations of visitors to GlobalCement.com...





Gløbal Cement Weekly

The *Global Cement Weekly* newsletter drops into an *average* of

34,593 In-boxes

in the global cement sector every Wednesday. It is eagerly awaited for its mix of up-to-date cement industry news, analysis, diary dates and news of people in the sector.

Our readers love it and pass it on to an average of **2.8** people each!*

73% of readers have read the advertising in *Global Cement Weekly*.*

Banner Advert - Get your advert seen by everyone who opens the email.

News Headlines - Links to the latest news stories on *GlobalCement.com*.

Sponsored Editorial - Informative and relevant editorial may be sponsored.

Side Adverts - Attract our readers to your company website.

Analysis Column - Our take on the main trends of the past week.

People like people - Send in news of your company's appointments and promotions.



GLOBAL CEMENT SOCIAL MEDIA

7500+



Global Cement now offers a variety of ways to interact with its wide community of social media users. Please see page 27 for options and specifications.

Global Cement has a large **X/Twitter** following, and very regularly tweets to its followers. The group includes participants in the global cement industry, as well as industry media, associations and other opinion formers from around the world.

Global Cement has a huge presence on **Facebook**, with the number of followers at around 30,000. The group includes participants in the global cement industry, as well as industry media, associations and other opinion formers.

Global Cement has had one of the largest cement-focused groups on **LinkedIn** for many years, with an active membership, posting news and articles. The group includes many participants in the global cement industry and other interested parties.

Global Slag has its own specialised slag-focused group on **LinkedIn**, including slag producers, slag processors, slag shippers and slag users. Members also include equipment producers, associations, researchers and academics.

Global Cement has spent over 20 years in building its **email** list to be the best in the business. The list is continuously refined and is augmented not only by self-subscribers, but also through continuous campaigns to add new and fresh addresses.

Global Cement is rapidly building its presence on Instagram showcasing the best of cement-related photography from around the world, using the many excellent entries to its popular *Global Cement Photography Competition* (now in its 14th year).



28,000+









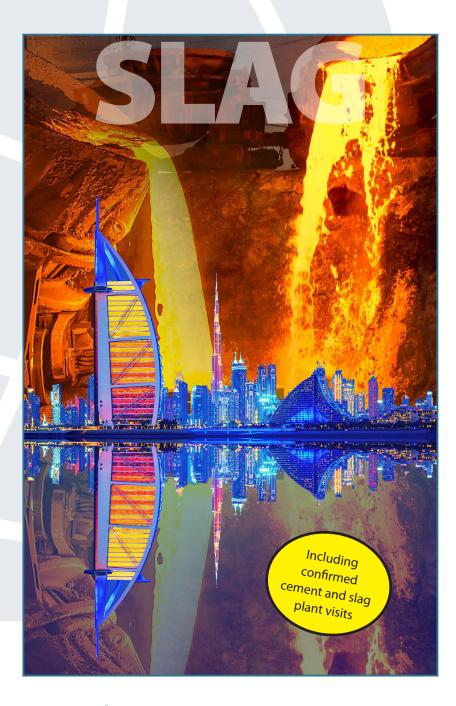


23-24 APRIL 2024



- CONFERENCE

Slag-product and slag cement market trends **Beneficiation of slag and slag products** New applications for slag and slag products



GLOBAL SLAG

Dubai, UAE globalslag.com

#globalslag

The Global Slag Conference allows all attendees to maximise their profits from slag - both ferrous and non-ferrous - to keep themselves up-to-date with the industry 'state-of-the-art' and will provide extensive networking and business opportunities for both producers and users of slag and slag-based products.

Global Slag returned in 2023 after a four-year gap due to Covid, to its most popular and successful (and original) location - Düsseldorf. By popular vote at that event, the Global Slag Conference will take place in Dubai, with two exciting field trips already confirmed!

Global Slag		
2005:	Düsseldorf	
2006:	Bangkok	
2007:	Istanbul	
2008:	Strasbourg	
2009:	Brussels	
2010:	Sydney	
2011:	Helsinki	
2012:	Las Vegas	
2013:	Dubai	
2014:	Aachen	
2016:	London	
2017:	Düsseldorf	
2018:	Prague	
2019:	Aachen	
2023:	Düsseldorf	

Global Slag Enquiries

Exhibition and sponsorship: paul.brown@propubs.com

Including

short course

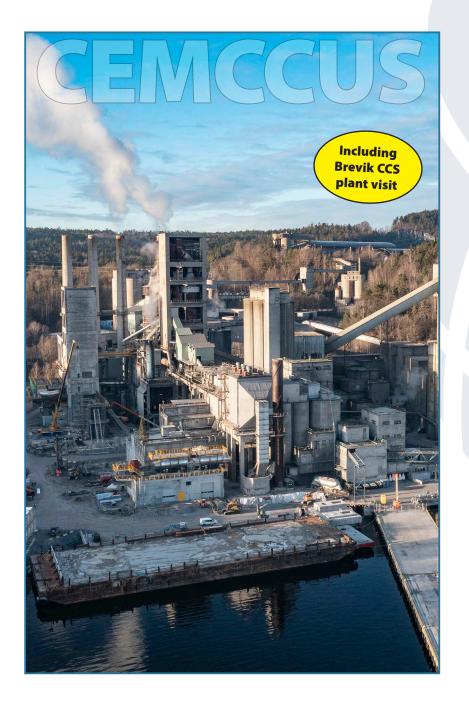


Oslo, Norway

cemccus.com

#cemccus

'Navigating the CCUS labyrinth' Regulatory and legislative updates Technology developments and economic assessments Logistical and sequestration challenges and solutions *Networking, networking, networking!*



Global Cement's FutureCem Conference shows how producers can reduce CO₂ emissions from cement manufacture. Now, following on from successful virtual seminars, *Global Cement's* Global CemCCUS Conference will equip producers with the knowledge *and contacts* to enable them to successfully navigate the currently murky waters of the world of carbon capture, use, and/or sequestration, for those CO₂ emissions that otherwise cannot be avoided.

The 1st Global CemCCUS Conference will cover the array of technical options for carbon capture from the challenging flue gas produced by the cement industry, as well as looking at the legal and regulatory landscape, and future trends.

The event in Oslo features a confirmed field trip to Heidelberg Materials' Brevik CCS project - the first full carbon capture project in the world at a cement plant.

CemCCUS Enquiries

Exhibition and sponsorship: paul.brown@propubs.com

GLOBAL CEMFUELS

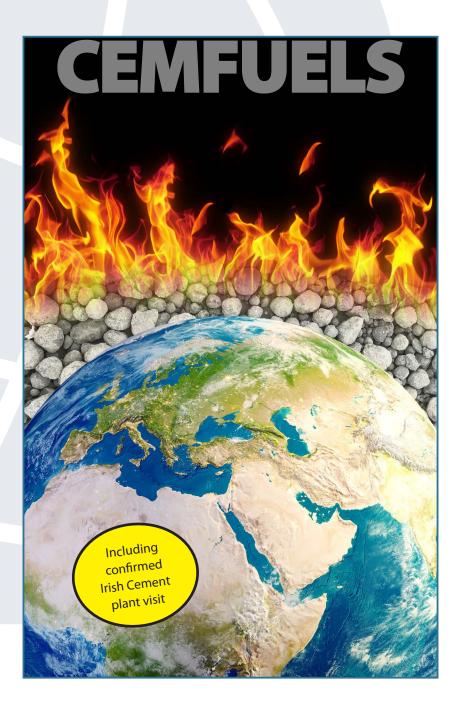


Alternative fuels for cement and lime Global, regional and national market trends Technological developments and case studies

Dublin, Ireland cemfuels.com

#cemfuels





The Global CemFuels Conference and Exhibition is the largest specialised annual alternative fuels conference in the world. The CemFuels event will showcase the best alternative fuels projects and equipment from around the globe. 200-plus delegates from over 50 countries are expected to attend.

	Global CemFuels
2007:	London
2008:	London
2009:	Toronto
2010:	Washington DC
2011:	Kuala Lumpur
2012:	Aachen
2013:	Istanbul
2014:	Vienna
2015:	Dubai
2016:	Prague
2017:	Barcelona
2018:	Berlin
2019:	Amsterdam
2020:	Cyprus
2022:	Lisbon
2023:	Istanbul

Global CemFuels Enquiries

Exhibition and sponsorship: paul.brown@propubs.com

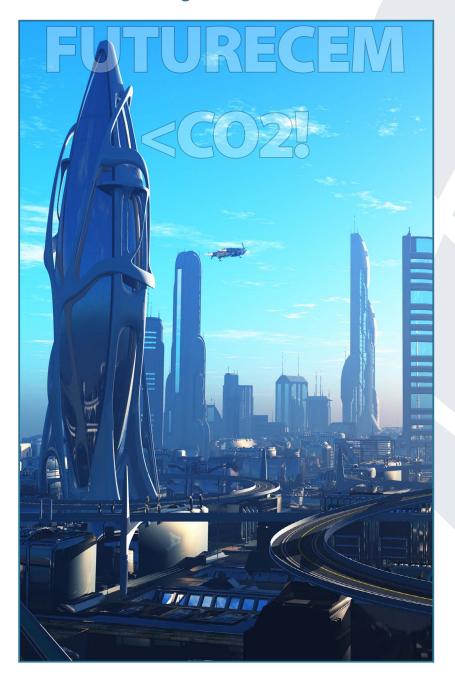


EBRUARY 2025

Istanbul, Türkiye futurecem.com

#futurecem

Alternatives to OPC/CEM 1; Alternative raw materials including slag, ashes, mine tailings, silica fume, recycled glass and concrete and more...; Low-carbon low energy cements; EU ETS developments; Non-calcined binders; Geopolymers; Alternative cements; Low CO2 options for concrete; Bio-analogues and much more...



The Global FutureCem Conference and Exhibition will once again bring together scientists, engineers, chemists, cement and concrete producers, equipment manufacturers, consultants and academics, financiers, regulators, entrepreneurs ... and all others with an interest in helping to reduce the environmental impact of cement and concrete production.

Global FutureCem			
2011:	London		
2019: Brussels			
2021:	Virtual		
2022:	Brussels		

Brussels

2023:

Global FutureCem Enquiries

Exhibition and sponsorship: paul.brown@propubs.com

PRO GLOBAL MEDIA BRANDS & PRODUCTS







Global Concrete is an expanding offering that covers the global business of concrete, including national, regional and global concrete trends, as well as technological trends in the concrete industry.

Virtual Global Concrete Seminar

The Virtual Global Concrete Seminar has attracted hundreds of delegates to each of its previous events, from more than 70 countries around the world, and will do so again in February 2024, with new speakers covering global trends and technology for concrete.

Virtual Global Concrete 7

Global concrete business **6 February 2024**

Global Concrete Report

The Global Concrete Report is a unique annual publication that ranks the world's largest concrete-producing companies by production capacity, as well as analysing the largest national producers worldwide. This unique publication, first produced in 2018, has gained a strong reputation.

Global Concrete Report 2024

Advertising deadline: 1 December 2024 *Publication date: 10 December 2024*

Global Concrete group on LinkedIn

The high-quality Global Concrete group on LinkedIn is a growing forum for global concrete news on major contracts, trends and technology.

Global Concrete group

Free to join: www.linkedin.com/groups/13948053/ or search 'global concrete' on LinkedIn



global-concrete.com

#globalconcrete

Global Concrete Enquiries

Commercial enquiries: paul.brown@propubs.com

Editorial enquiries: robert.mccaffrey@propubs.com





7th Virtual Global Concrete Seminar - Concrete trends & technology

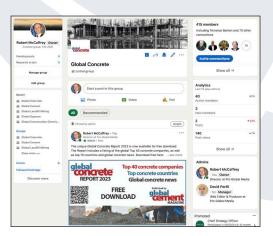
7 February 2024 10.00 - 16:00 Central European Time (Berlin, Paris, Rome)

www.Global-Concrete.com Join the Global Concrete LinkedIn Group

#globalconcrete

The event will look at global concrete trends and technology. If your business is concrete, make it your business to attend the 7th Virtual Global Concrete Seminar in 2024!





GLOBAL GYPSUM MAGAZIN



Now TEN ^{issues} Per year!

The world's premier light building materials resource

Global Gypsum Magazine is unique in the gypsum and insulation industries in allowing registered users to download the full digital magazine every issue, for FREE. It is required reading for gypsum and insulation professionals and is the absolute best means to communicate with customers in these sectors. Across its expanded TEN issues per year - including news and articles on roofing and mortars for the first time in 2024 - Global Gypsum Magazine contains news, technical articles, country reports, analysis and more. Check pages 18-19 for the issues that contain your area of interest.

Readership demographics

The number of key decision makers reading each digital issue of Global Gypsum Magazine



18,000*

The number of key decision makers reading each print issue of Global Gypsum Magazine

23,232 - Total Readers

Global Gypsum Magazine readers are budget holders: 45% have a personal procurement budget of over US\$100,000, 24% of up to US\$1m and 25% have a budget of over US\$1m.***

Global Gypsum Magazine readers' most prevalent job titles are: Managing Director, President, Production Manager, General Manager, Director and Consultant.***

*Estimated (non-audited) digital (pdf and 3D) total readership for the January 2023 issue, based on an average pass-on rate of 1 (2 readers) per digital issue; **Estimated (non-audited) total print readership for the January 2023 issue, based on an average pass-on rate of 5.3 per print issue (6.3 readers) (Reader Survey 2023); ***Reader Survey 2023















Including roofing and light

building materials

from 2024





GLOBAL GYPSUM MAGAZINE - EDITORIAL SCHEDULE



JANUARY 2024 - INSULATION SPECIAL ISSUE

Distribution:	AUCBM, Cairo			
Technology:	Insulation production technology, Grinding, Calcination, Belt Technology, Feeding, Dosing, Environmental Protection			
Country report:	European insulation			
Review: 21st Global Gypsum Conference/16th Global Insulation Conference				
Advertisement order deadline:		16 December 2023	Advertisement material deadline:	15 December 2023



FEBRUARY 2024 - ROOFING SPECIAL ISSUE

Distribution:	Virtual Global Concrete 7		
Technology:	Roofing technology advances, I for profitability	Fossil-fuel-free wallboard production, Additives	
Country report:	Global roofing business		
Advertisement order dea	dline: 16 January 2024	Advertisement material deadline: 18 January 2024	



MARCH 2024 - GYPSUM SUPPLY SPECIAL ISSUE

Distribution:	8th Virtu	al Global CemProdu	cerSeminar		
Technology:	Mining, technolo	• •	: Gypsum, Ree	cycling, Robotics, Wal	lboard production
Country report:	Global g	ypsum suppliers			
Advertisement order dea	dline:	14 February 2024	Ad	vertisement material deadline	e: 20 February 2024



APRIL 2024 - EUROPEAN GYPSUM SPECIAL ISSUE

Distribution:	Hanover Fair		
Technology:	European Gypsum, Gypsum Fibreboards, Shipping and Transport, Logistics, Packaging, Bagging, Palletising, Storage, Conveying		
Country report:	France, Benelux, Germany		
Advertisement order dea	line: 13 March 2024 Advertisement material deadline: 18 March 2024		



MAY 2024 - PLASTER & NATURAL GYPSUM SPECIAL ISSUE

Distribution:	ACHEMA, IFAT Munich, Hillhead Quarrying Show			
Technology:	Plaster Focus, Quarrying	and Mining, Dust Solutions, AG	iVs	
Country report:	UK gypsum industry			
Advertisement order dead	dline: 15 April 2024	Advertisement material deadline:	23 April 2024	

EDITORIAL SCHEDULE - GLOBAL GYPSUM MAGAZINE

JUNE 2024 - LIGHT BUILDING MATERIALS SPECIAL ISSUE

Technology:	Light building materials, Gypsum- and lime-based mortars and screeds, Quarrying, Natural gypsum			
Country report:	Europea	n gypsum industry, Focus: Ire	land	
Advertisement order dead	lline:	16 May 2024	Advertisement material deadline:	20 May 2024

JULY 2024 - COMPANIES SPECIAL ISSUE

Technology:	Top 25 global companies, Combustion, Board Liner, FGD, Surfactants, Weighing				
Country report:	African li	nsulation indust	ry		
Advertisement order dead	lline:	16 June 2024		Advertisement material deadline:	19 June 2024

SEPTEMBER 2024 - TRANSPORT AND LOGISTICS SPECIAL ISSUE

Distribution:	RWM, Birmingham, 17th Global	Insulation Conference	
Technology:	Mixing, Belt Advances, Dosing, Logistics	Drying, Storage, Filter a	advances, Transport &
Country reports:	South American gypsum indus	stry, Global Shipping Re	port
Event preview:	17th Global Insulation Conferen	се	
Advertisement order dead	line: 25 August 2024	Advertisement materi	ial deadline: 28 August 2024

OCTOBER 2024 - INSULATION SPECIAL ISSUE

UCTODER 2024	- INSULATION SPECIAL	ISSUE	1 October
Distribution:	22nd Global Gypsum Conference	ce/17th Global Insulation Conference	
Technology:	Insulation production technol Mixers, Case studies, Construc	ogy, Analysis, Calcination, Wet-end te tion Chemicals	chnology,
Country report:	European insulation industries	5	
Event preview:	22nd Global Gypsum Conference	:e	
Advertisement order deadl	ine: 25 September 2024	Advertisement material deadline:	27 September 2024

NOVEMBER 2024 - GYPSUM WALLBOARD SPECIAL ISSUE

Distribution:	22nd Global Gypsum Conference		
Technology:	Quarrying and Mining, Conveying, Re Dimensional Measurement, Synthetic		visture &
Country report:	Asian gypsum industry		
Review: 17th Global Insulation Conference			
Advertisement order dead	lline: 19 October 2024	Advertisement material deadline:	21 October 2024







Global Gypsum Calendar Ad. deadline







The unique listing of all gypsum wallboard plants

The *Global Gypsum Directory* is a unique annual publication that lists all gypsum wallboard plants in the world. The 2024 edition is the largest so far, listing 431 facilities over 62 gypsum sector pages and 1097 insulation manufacturing plants in the global insulation section. The 2024 directory includes a section on natural gypsum sources worldwide, as well as a listing of gypsum fibreboard factories.

You should ensure that YOUR company's advert is included in this essential gypsum industry resource. The pre-print beta version of the *Global Gypsum Directory* is distributed FREE in November 2023 to our 9000+ contacts, ensuring a massive audience for your message. The final authoritative print and digital PDF versions are available in February each year.

Advertising deadlines

Digital beta version

Advertising order deadline:30 October annuallyAdvertisement material deadline:5 November annually

Printed final version

Advertising order deadline: Advertisement material deadline:

The Global Gypsum Directory contains...

- The most complete listing of gypsum wallboard plants available worldwide;
- The number of lines and capacities at each plant;
- Telephone and fax numbers for plants (where available);
- News of planned upgrades, with estimated completion / commissioning dates (where known);
- Maps of plant locations;
- Country reports for key countries and regions.

REBUILDS & RETROFITS



The *Global Insulation Directory* is published in the same volume as the *Global Gypsum Directory*. It lists all of the world's insulation production facilities, as well as providing counts for different types of plant (mineral wool, glass wool, EPS, XPS, PU, etc...) worldwide. The 2024 edition has been fully updated and revised, listing 1097 plants worldwide.

5 February annually

10 February annually



Fechnik

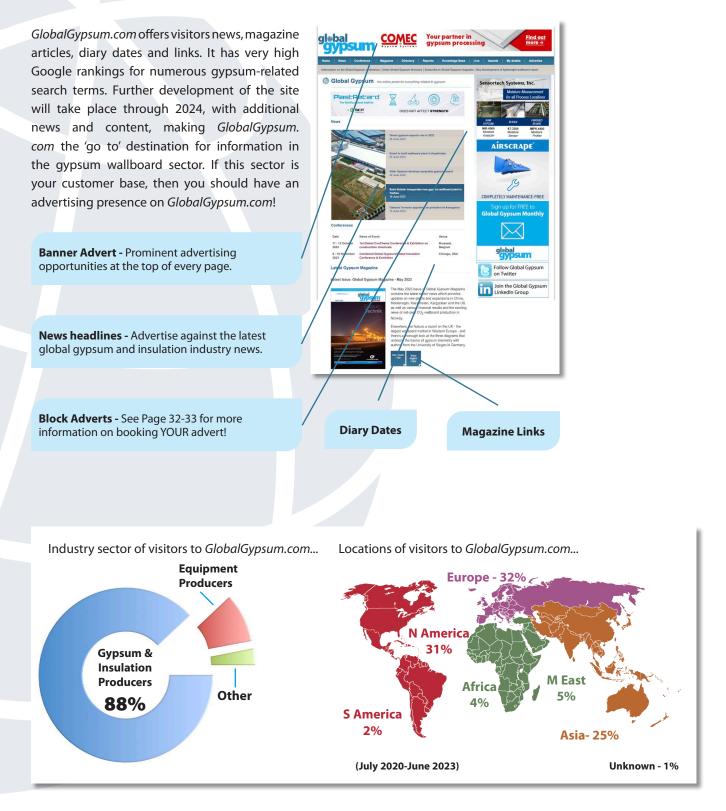


globalgypsum.com

is by far the leading website for the global gypsum industry, with

6487

unique visits per month (in October 2022).



The Global Gypsum Notification is an email sent to participants in the gypsum and insulation industries world-wide, to let them know that the latest issue is available for download. Each issue is sent to an average of



valid email addresses of gypsum and insulation decision makers. Advertising options include banners, blocks/boxes and skyscrapers. Please see page 32-33 for technical specifications and pricing.

Banner Adverts - Your advert is seen by everyone who opens the email.

Gypsum News - Links to the latest news stories on GlobalGypsum.com.

Sponsored Editorial - Informative and relevant editorial may be sponsored.

Insulation News Headlines - Links to the latest news stories on GlobalInsulation.com.

Social Media Interaction - Global Gypsum is backed by a busy LinkedIn group and by its presence on Twitter and Facebook.



AIRSCRAPE





The 1st Global construction Chemicals Conference and Exhibition will take place in Colorber across and will cover the additives and globing coments, concrete, pre-cast, mortar, screeds, grouts, cement-boards, wallboard, grysum, insulation, croofing and other building materials - looking at the atest market and technical devolpments in es, as well as bringing bu admixtures, as v sellers together.

We look forward to meeting all construction chemicals technologists, manufacturers, sellers, buyers and users at this exciting new event!

For more information and to register visit

People

GYPSUM

Italy: Gaetano Terrasini appointed as president of Assogesso... US: Andy Konieczka appointed as head of Georgia-Pacific's building products

Read more >

About

Global Gypsum Monthly complements Global Gypsum Magazine and www.GlobalGypsum.com.

Global Gypsum Magazine is published bi-monthly and print copies are available by paid subscription. Digital copies are available via free registration.



1st Global ConChems Conference & Exhibition

15

0

Reta made in Italy



11 - 12 October 2023 Brussels, Belgium Find out more »

Combined Global Gypsum & Global Insulation Conference & Exhibition 2023



9 - 10 November 2023. Chicago, USA Find out more »

Global Gypsum Notification is sent all in those months that have an issue of Global Gypsum Magazine, around the 25th of the preceding month, depending on editorial and advertising deadlines.

See page 32-33 for specifications & pricing.

+1000

+1000

+9000

+3000

+9000

Global Gypsum now offers a variety of ways to interact with its wide community of social media users. Please see page 27 for options and specifications.

Global Gypsum is rapidly building its presence on **X/Twitter** and the projected number of followers by 1 January 2025 is above 1000. The group includes participants in the global gypsum industry, as well as industry media, associations and other opinion formers.

Global Gypsum is rapidly building its presence on **Facebook**, and the projected number of followers by 1 January 2025 is above 1000. The group includes participants in the global gypsum industry, as well as industry media, associations and other opinion formers.

Global Gypsum has had one of the largest gypsum-focused groups on **LinkedIn** for many years, with an active membership, posting news and articles. The group includes many participants in the global gypsum industry and other interested parties.

Global Insulation has its own insulation-focused group on **LinkedIn**, including insulation producers, academics, equipment producers and service providers. The group includes up-to-date news and articles on gypsum markets and technologies.

Global Gypsum has spent over 25 years in building its **email** list to be the best in the business. The list is continuously refined and is augmented not only by self-subscribers, but also through annual campaigns to add new and fresh addresses.

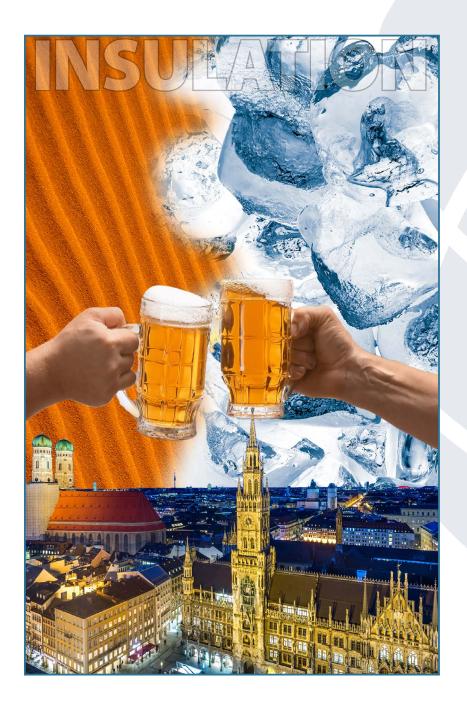




Munich, Germany globalinsulation.com

#globalinsulation

Insulation market trends Manufacturing technologies Insulation applications Additive technologies



The 17th Global Insulation Conference, Exhibition and Awards will take place in 2024 and will focus on insulation market trends, manufacturing advances, insulation applications and additive technologies. The 17th Global Insulation Conference is expected to attract over 150 delegates from more than 30 countries as well as over 20 exhibitors. The event in 2024 will be organised as a stand-alone event for the first time in five years, having been co-located in 2022 and in 2023 with Global Gypsum. A warm welcome awaits all participants!.

	Global Insulation
2006:	Brussels
2007:	Berlin
2008:	Barcelona
2009:	Prague
2010:	London
2011:	Toronto
2012:	Riga
2013:	Aachen
2014:	Copenhagen
2015:	lstanbul
2016:	Hamburg
2017:	Krakow
2018:	Vienna
2019:	Ljubljana
2022:	Estoril/Lisbon
2023	Chicago

Global Insulation Enquiries

Exhibition and sponsorship: paul.brown@propubs.com

GLOBAL GYPSUM

13-14 NOVEMBER 2024



Gypsum wallboard and plaster markets Gypsum production technology advances Gypsum product performance enhancement New applications for gypsum products



Bangkok, Thailand globalgypsum.com

#globalgypsum

The annual *Global Gypsum Conference* is well-known around the world as the largest meeting of gypsum professionals and as the must-attend gypsum event. The event in 2024 will return to Asia, and will attract many delegates from this highgrowth region. A high point is always the spectacular Gala Dinner and presentation of the Global Gypsum Awards.

Global Gypsum				
1999:	Bangkok			
2000:	San Francisco			
2002:	Miami			
2003:	Barcelona			
2005:	Prague			
2006:	Cancun			
2007:	Shanghai			
2008:	Dubai			
2009:	Rio de Janeiro			
2010:	Paris			
2011:	Las Vegas			
2012:	Istanbul			
2013:	Toronto			
2014:	Berlin			
2015:	New Orleans			
2016:	Bangkok			
2017:	Krakow			
2018:	Vancouver			
2019:	Kuala Lumpur			
2022:	Estoril/Lisbon			
2023:	Chicago			

Global Gypsum Enquiries

Exhibition and sponsorship: paul.brown@propubs.com



IOSTED LANDING PAGES

Hosted landing pages with GlobalCement and GlobalGypsum

Now you can benefit from the huge reach of the Global Cement and Global Gypsum websites, by creating your own hosted landing page with us.

Each hosted landing page gives you the opportunity to showcase your company's offerings to the industry - through bringing together articles, videos, downloads and more - using our easy-to-use templates. If you need assistance in building your hosted landing page, our technical experts are available to help.

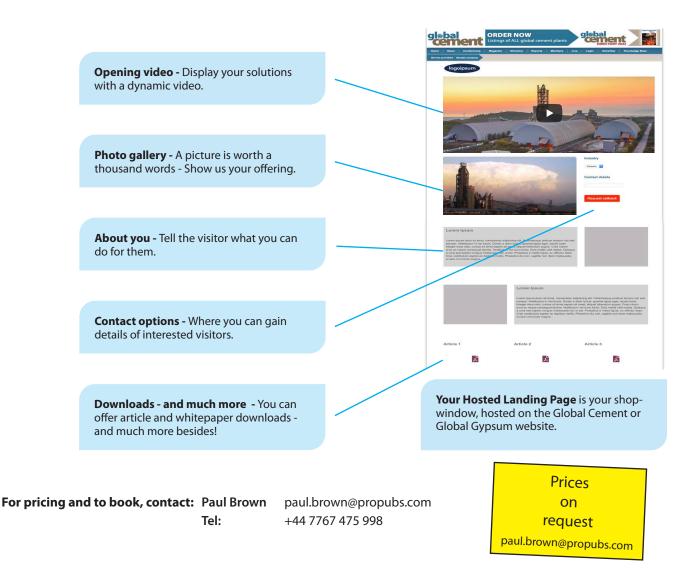
Hosted landing pages will be listed on the 'Industry Leaders' pages for cement and gypsum: Your own hosted landing page will benefit from a steady stream of interested contacts.

You will be able to directly download contact details of opted-in visitors, to provide your Business Development colleagues with qualified leads.

Pricing is based on a set-up fee and an annual maintenance fee, while multiyear discounts are also available.



Industry Leaders page (for example on GlobalCement.com) - Your company will be among an exclusive cohort...



Social Media marketing with GlobalCement and GlobalGypsum

Pro Global Media has market-leading positions on social media for Global Cement, Global Gypsum, Global Insulation and Global Slag, for Twitter, Facebook, LinkedIn and email.

Customers can take advantage of our leading position on these social networks by marketing to the members of our communities by the use of sponsored messages.

Pro Global Media offers customers two approaches to Social Media marketing: 'Pick and Mix' and 'Packages.'

In the Pick and Mix option, the customer chooses the number of individually-priced types of Social Media interactions that they wish to employ (for example, three sponsored Tweets, a Facebook post, four LinkedIn posts and two emails).

In the Packages option, the customer chooses their preferred package, consisting of a set number of Tweets, Facebook posts, LinkedIn posts and emails:

Package	Standard	Silver	Premium	Gold	Platinum	Diamond
'Insertions'	1 of each	2 of each	3 of each	4 of each	5 of each	6 of each

Customers are able to specify the timing of each interaction with the target audience. Customers are responsible for supplying the relevant materials (text, links, graphics) for each type of social media interaction (see below).

E-blast (email mail-shot): specifications:

- Emails include a standard 'sent by...' footer
- Emails include a standard Privacy note and Unsubscribe footer
- All links should be live
- Graphics and links can be included

Facebook posts: specifications:

- 200 word maximum
- Must start with the words 'Sponsored post'
- All links should be live
- A graphic or a link can be included

LinkedIn posts: specifications:

- 200 word maximum
- Must start with the words 'Sponsored post'
- All links should be live
- A graphic and/or a link can be included

Tweets: specifications:

- 140 characters maximum
- Must start with the words 'Sponsored Tweet'
- All links should be live
- Tweet threads count as separate Tweets

For pricing and to book, contact:	Paul Brown Tel:	paul.brown@propubs.com +44 7767 475 998
Send materials to:	David Perilli	david.perilli@propubs.com



White Papers

Have you got something useful and interesting to share with our audiences? Write a 'White Paper' extended article and we will send out notification to our database - sharing opted-in downloader details with you. Contact Paul Brown for details.





David Perilli david.perilli@propubs.com



EXHIBITING WITH PRO

What our exhibitors say

"I was very surprised at how well organised it was and how comfortable I felt exhibiting. But the best thing is that you managed to get the right customers - for us - to the conference."

Dipl. Ing. Berthold Bussieweke, Thorwesten Vent GmbH - Global CemFuels Conference

"Every conference is an improvement over the previous one and all have been well-organised and presented. Keep up the good work!"

Machinery Exhibitor - Global Insulation Conference









What our delegates say

"Having spent 31 years in the oil and gas, chemicals, petrochemicals and fertilizer businesses, I can testify that this event tops all those that I attended in almost every regard."

Saudi Arabian cement producer - Global CemFuels Conference

"Thank you so much for giving me the opportunity to meet so many people and to gain so much information!"

Delegate at the Global Slag Conference

"I have been to more than 100 conferences over the years and this is one of the best run and most beneficial, with a high density of industry decision makers."

Combustion expert attendee - Global Gypsum Conference delegate

"To become a competent leader in the alternative fuels sector, one must attend international seminars, especially Global CemFuels."

Italcementi delegate - Global CemFuels Conference

"Better than excellent!"

Cement producer - Global CemFuels Conference

Introduction to exhibiting with us

Pro Global Media organised its first event in 1999 and we have aimed to perfect our exhibition offering ever since. Every event is analysed to find out what delegates and exhibitors liked most, so that we can optimise future events.

Critical to the success of the events are our focused topics: Each event is the leader in its field and they are strongly supported by industry associations.

Exhibitors are at the heart of our events: We invite you to come and exhibit at some of the most cost-effective business-to-business exhibitions in the world!

Standard Booth Pricing: Booth €5495 Space-only €4795

What's included in your stand

Our standard exhibition booths include the following:

- One free, full delegate registration, including access to all social events;
- Size: 3m (9'9") wide x 2m (6'6") deep White melamine walls, 2.5m (8'2") high;
- Fascia board to display your company name;
- Brochure display shelves, information desk, table and two chairs;
- Power socket, halogen spotlights.

All-inclusive packages are available:

Booth + Delegates + Sponsorship + Online and Print Advertising. **Contact us for options**.



Stand shown is a double stand - 6m x 2m

Your Pro Global Media Exhibitions team

Book your Booth:

Paul Brown Email: paul.brown@propubs.com Tel: +44 1372 840 950

Propose a Presentation:

Robert McCaffreyEmail:rob@propubs.comTel:+44 1372 840 951

Mobile: +44 7767 475 998











Magazine Advertisement Pricing

Currency	Euros	US\$	Euros	US\$	Euros	US\$
Insertions (Global Cement)	1-2	1-2	3-5	3-5	6-12	6-12
Insertions (Global Gypsum)	1-2	1-2	3-4	3-5	6-10	6-10
Double page spread 4-colour	6958	7654	6592	7251	6029	6632
Black & White	5558	6114	5160	5676	4643	5107
Full page 4-colour	4395	4835	4159	4575	3806	4187
Black & White	2982	3280	2720	2992	2400	2640
1/2 page 4-colour	3120	3432	2976	3274	2845	3130
Black & White	1714	1885	1537	1691	1301	1431
1/3 page 4-colour	2818	3100	2642	2906	2485	2734
Black & White	1373	1510	1230	1353	1059	1165
1/4 page 4-colour	2472	2719	2361	2597	2250	2475
Black & White	1053	1158	955	1051	850	935
1/8 page 4-colour	2001	2201	1956	2152	1877	2065
Black & White	602	662	562	618	524	576









Book your Advert:

Paul Brown Email: Mobile:

paul.brown@propubs.com +44 7767 475 998



Standard advertisement dimensions

Size	Height	Width	Height	Width
Front cover (+3mm bleed)	250mm	216mm	9.84″	8.50″
Double-page spread (DPS) type area	274mm	2x184mm	10.79″	2x7.24″
DPS trim size	297mm	420mm	11.69″	16.53″
DPS with bleed: (min.)	303mm	428mm	11.93″	16.85″
Full page type area	274mm	184mm	10.79″	7.24″
Full page trim size	297mm	210mm	11.69″	8.27″
Full page with bleed (min.)	303mm	216mm	11.93″	8.50″
Half page vertical (type area)	274mm	89mm	10.79″	3.50″
Half page vertical (trim)	297mm	100mm	11.69″	3.94″
Half page vertical (+bleed)	303mm	103mm	11.93″	4.01″
Half page horizontal (type area)	139mm	184mm	5.47″	7.24″
Half page horizontal (trim)	145mm	210mm	5.71″	8.27″
Half page horizontal (+bleed)	148mm	216mm	5.83″	7.48″
Half page island	180mm	120mm	7.09″	4.72″
Half page island (+bleed)	183mm	123mm	7.20″	4.84″
Third page vertical (trim)	297mm	58mm	11.69″	2.28″
Third page horizontal	100mm	184mm	3.94″	7.24″
Quarter page vertical	134mm	89mm	5.27″	3.50″
Quarter page vertical strip (trim)	297mm	43mm	11.69″	1.69″
Quarter page horizontal	64mm	184mm	2.52″	7.24″
Eighth page vertical	84mm	64mm	3.31″	2.52″
Eighth page horizontal	64mm	84mm	2.52″	3.31″
Eighth page horizontal strip	32mm	184mm	1.26″	7.24″

Non-standard material

If your advertising material does not coincide with any of these standard sizes and formats, please advise format and we will give you a quotation. Our magazines also feature a classified section, with costs as shown left. For other sizes please contact us (see below left).

Mechanical data

All our magazines are computer-to-plate produced in DIN A4 format. Advertisement material should be supplied in PDF format, in CMYK colour format. When producing your PDF, ensure that all fonts are embedded, and specify the highest-quality JPG compression for all pictures.

PDF advertisements should be sent by email to production@propubs.com.

Ready-printed inserts must be supplied uncut and unfolded. Insert costs subject to sight of copy.

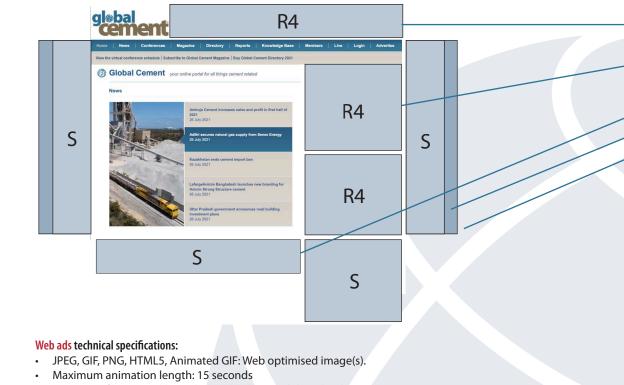
Examples of comparative advertisement sizes Full Page Double Page Spread (Front Cover) Quarter (Vertical) Eighth Horizontal

Special full-page positions and formats

Front Cover:	Includes company information on Dear Readers page	Euro6485
Front Cover Package:	Front cover, full page advert and related article by arrangement	Euro10,225
Front Cover DPS Package:	Front cover + logo, DPS advert, article by arrangement	Euro13,085
Inside Front, Inside Back, Outside Back Cover:		Euro5055
Guaranteed facing editorial matter:		add 10%
Guaranteed facing specified editorial matter:		add 15%
Ready-printed inserts, bound-in:	Single sheet, two-sided insert:	Euro4395
	Four-sided insert:	Euro6965
Single sheet loose insert:		Euro3125

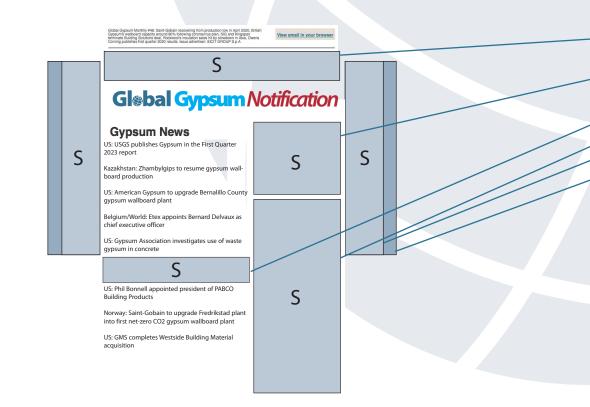


Advertising positions on GlobalCement.com and GlobalGypsum.com



- Maximum file size: 40kb (excluding background downloading)
- Flash not accepted.

Advertising positions for GlobalCement Weekly and GlobalGypsum Notification



Advertising positions on *GlobalCement.com* and *GlobalGypsum.com*

F	Position	Size (pixels)	Eu	ıro / month	US\$ / month	
-1	Гор Banner (R4)	90h x 728w		Dr		J
-[1	Right (Block) (S/R4)	250h x 300w		Prices		Π
Ţ	Middle (Text Ad) (R4)	75h x 554w			on	Π
-[9	Skyscraper (S)	600h x 120w			uest	Π
<u>-</u> [Skyscraper wide (S)	600h x 160w		Padi.DIOWI@	propubs.com	

Notes

Rotation (R):	Positions marked with R indicate that position Rotates between different advertisers. The number indicates the maximum number of advertisers.			
Solus (S):	Positions marked with S indicate that position is Solus, for one advertiser only.			
Prices:	The above prices are per month.			
Discounts:	Book an online advert for three months and receive a 10% overall discount. Book an online advert for six months and receive a 15% overall discount. Book an online advert for 12 months and receive a 20% overall discount.			

Advertising positions in GlobalCement Weekly and GlobalGypsum Newsletter

Pos	sition	Size (pixels)		Euro	US\$	
_ Тор	o Banner	77h x 624w				
Rig	ht (Block)	250h x 300w		Prices		Π
Mic	ddle (Text Ad)	53h x 390w		on		Π
Rig	ht (Block) double	600h x 300w			uest	Π
Sky	yscraper (Outside)	600h x 120w	\square	paul.brown@propubs.com		
Sky	yscraper wide (Outside)	600h x 160w				

Notes

Prices:

Prices shown above are per four issues of *Global Cement Weekly* or single issue of *Global Gypsum Newsletter*.

Solus (S):

All positions in *Global Cement Weekly* and *Global Gypsum Newsletter* are Solus.

Newsletter ads technical specifications:

JPEG, GIF, PNG; Web optimised image; No movies or animation

Web and newsletter advertising material should be sent directly to David Perilli, david.perilli@propubs.com

	January	February	March	April	May	June	ylul	Augus	August September		October	November	December
Sunday									1				1
Monday	-	Please note: Some detail Please check for updates	Please note: Some details are subject to change. Please check for updates at www.Cement-Events.com	-			-		2 Labor Day				2
Tuesday	2			2			2		3 FICEM 2024 2-4 September	1			Э
Wednesday	m			ñ	1 National holidays EU		m		4 Guatemala	2			4
Thursday	4	-		4	2		4	-	5	m			5
Friday	5	2	-	5	ſ		S	2	9	4		-	6
Saturday	6	S	2	6	4	-	9	ŝ	7	5		2	7
Sunday	7	4	S	7	5	2	7	4	8	9		3	8
Monday	8	5 Virtual	4	8 Eclipse USA	6	m	œ	5	6	7		4 AFCM Technical Symposium	6
Tuesday	6	6 Concrete	5 Virtual	6	7	4	6	9	10	∞		5 4-8 November, Kuala Lumpur	10
Wednesday	10	7 SEMINAR 7	6 CEMPRODUCER	Ramadan ends	8	5	10	7	11	6		6	11
Thursday	11	ø	7 6 March		6	6	11	8	12 RWM 11-12 Septemb	September 2024 10	SOLIDS Dortmund 9-10 October	7 9th International VDZ Congress,	12
Friday	12	6	8	12	10	7	12	6	13 Birmingham, U	=		8 6-8 November, Düsseldorf	13
Saturday	13	10	6	13	11	8	13	10	14	12		6	14
Sunday	14	11	10	14	12	6	14	11	15	13		10	15
Monday	15 AUCBM	12	11 Ramadan starts	15	13 1st Global	10 ACHEMA	15	12	16	14		11	16
Tuesday	16 Conference 15-17 January,	_w 13	12	16	14 CEMCCUS	11 10-14 June Frankfurt	16	13	17 ^{17+h} Glo	15 15		12	17
Wednesday	17 Cairo, Egypt	14	13	17	15 14-15 May	12	17	14	18 CEMFUELS	ELS 16		13	18
Thursday	18	15	14	18	16	13	18	15	19 Dublin	n 17	- CONFERENCE Munich, Bavaria	14 13-14 November	19
Friday	19	16	15	19	17 IFAT 2024 13-17 May, Munich	_h 14	19	16	20 10-19 September	18 1 8	- 16-17 October	15	20
Saturday	20	17	16	20	18	15	20	17	21	19		16	21
Sunday	21	18	17	21	19 Whit Sunday	16	21	18	22	20		17	22
Monday	22	19	18	22	20	17	22	19	23	21		18	23
Tuesday	23	20	19	23 Global SLAG	21	18	23	20	24	22		19	24
Wednesday	24	21	20	24 DUBAI	22	19	24	21	25	23		20	25 Christmas Day
Thursday	25	22	21	25 ^{23-24 Aprill}	23	20	25	22	26	24	Euroslag 2024	21	26
Friday	26	23	22	26	24	21	26	23	27		Bilbao, Spain 23-25 October	22	27
Saturday	27	24	23	27	25	22	27	24	28	26		23	28
Sunday	28	25	24	28	26	23	28	25	29	27		24	29
Monday	29	26	25	29 IEEE-IAS/PCA Cement Conferenc	_e 27	24	29	26	30	28	Virtual	25 ^{27th} Arab- International	30
Tuesday	30	27	26	30 ^{28 April - 2 May Denver}	28	25 Hillhead	30	27		29			° 31
Wednesday	31	28 Intercem Dubai 28-29 February	¹¹ 27		29		31	28		30	29 October	27 Tunis, Tunisia	
Thursday		29	28		30	27		29		31		28 Thanksgiving	
Friday			29		31	28		30				29	
Saturday			30			29		31				30	
Sunday			31 Easter Sunday			30							

Full details of all events at www.propubs.com 2024 Year Planner Full details of all events at www.propubs.com