

Pro Global Media

Media Book 2025

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Pro Global Media Ltd
Est. 1996

Pro Global Media aims to be the most-trusted, the most highly-regarded, and the market-leading provider of information and events to the global building materials industries.



Dear readers,

Welcome to the *Pro Global Media Book 2025*, where you will find details of opportunities that our *Global Cement*, *Global Gypsum* and associated brands (see opposite) can offer you and your business. Our magazines, newsletters and directories are among the most widely-read publications in their respective areas of expertise, and our websites and social media are the leaders in the industry.

In 2024, our slickly-organised conferences showed their great value as focused niche events, with great speakers, brilliant networking and superb potential for business. Global Slag, Global CemFuels, Global FutureCem, Global Gypsum and Global Insulation are all the leaders in their fields. The first Global CemCCUS Conference took place in Oslo in May 2024, and was a huge success: It will be repeated in May 2025 in Vienna.

As you can see on the front cover of this Media Book, our aim is to be the most-trusted, most highly-regarded and market-leading provider of information and events to the building materials industries. We are working hard on that aim...

We are able to offer a very strong B2B package to our customers in cement, gypsum, insulation, slag, decarbonisation, CCUS 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 2025*. We look forward to hearing from you soon!

Paul and Rob



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Global Cement Weekly

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

36,075 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.

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

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.

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

Ambuja Cement to acquire Panna Cement for US\$1.2bn, CRH acquires Adfri in US\$1.4bn deal, Qassim Cement completes acquisition of Hail Cement for US\$375m, Chingga Cement to double production at Nidola plant with kiln upgrade. Advertisers: Robecco, SSI Shredding Systems, Scrapetec, Fornax

[View email in your browser](#)

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Purchase the Global CemCCUS
Conference Short Course Pack
2024 - Slides & video from the carbon
capture, utilisation and sequestration
(CCUS) training course

EXPLORE WHAT'S NEW IN
THE WORLD OF
INDUSTRIAL
SHREDDING

SSI Shredding Systems



Advertise in the September 2024
issue of *Global Cement Magazine*

Analysis

Adani Group speeds up its expansion
plans in India

Adani Group's subsidiary Ambuja Cements signed a deal this week to buy Panna Cement for US\$1.25bn. The agreement adds 14Mt/yr of cement production capacity to the group with a focus in the south of India...

[Read more >](#)

News

South Korea: Korea Cement announces US\$36.3m capital increase for operational funds

Vietnam: SCG launches reduced CO₂ cement

India: Government to build 4m/yr new rural homes

India: Worker dies at UltraTech Cement's Manawar plant

Europe: Cembureau calls for strengthened wind sector as part of new industrial deal

India: Adani Cement installs new IKN grate at plant in Himachal Pradesh

Philippines: Cemex divests cement brands in US\$12.55m deal

Vietnam: Country faces sharp decline in clinker and cement export prices

Brazil: Natural disaster impacts cement sales in Rio Grande do Sul

Zambia: Chingga Cement to double production at Ndola plant with kiln upgrade

Zimbabwe: Khayah Cement records strong sales growth in 2023

Philippines: OceanaGold Philippines partners with Hileim Philippines to test mine tailings in cement production

Spain: Cement consumption sees marginal rise in May 2024

The Gambia: Gambia police denies march permit to Cement Importers and Traders Association

Germany: Leilac and Heidelberg Materials form joint venture for Leilac-2 plant

India: Ambuja Cement to acquire Panna Cement for US\$1.2bn

UK: Cement industry endorses CBAM proposal

Philippines: New port and industrial complex to open in Lemery, Batangas

Australia: CRH acquires Adfri in US\$1.4bn deal

India: Adani considering acquisition of multiple cement companies

Pakistan: Cement industry hits record low capacity utilisation

India: Dalmia Cement to acquire stake in Amplus Kaveri Solar

[View the full news digest](#)

Book your advert in *Global Cement Magazine*

Global Cement Magazine September 2024 is currently being prepared and will be distributed at:

-- EXHIBITION: FICEM Technical Congress, Cartagena, Colombia

People

Ireland: Ecocem Group has appointed John Reddy as Group Quality and Innovation Application Manager...

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Global Cement Weekly
Issue #564
19 June 2024

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Download the July - August 2024
issue of *Global Cement Magazine*



[Download >](#)

17th Global CemFuels Conference
& Exhibition 2024



18 - 19 September 2024
Dublin, Ireland

[Find out more >](#)

*Data from Reader Survey 2024

global cement MAGAZINE

The leading
audited cement
magazine



The world's most widely-read cement magazine

28,533 total circulation

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.

The figures given are for audited circulation: **Readership is even higher!**

Audited circulation**:

1025

Average monthly **print** circulation of *Global Cement Magazine*, July 2023-June 2024***

27,528

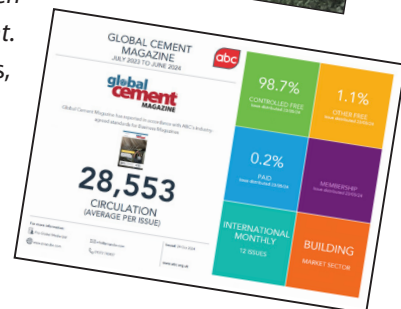
Average monthly **digital** circulation of *Global Cement Magazine*



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.*



*Global Cement Reader Survey 2024 †Percentages that do not sum-up to 100% are due to rounding.
Circulation numbers from ABC certificate July 2023-June 2024. *Excluding event distribution copies (average 177/month).



JANUARY 2025

Editorial: Global Top 10 cement producer profiles, Global cement trends, Condition monitoring, Fans, Payload optimisation, Grinding aids, Health & Safety, Slag

Country reports: Australia, New Zealand

Event previews: *5th Global FutureCem Conference, Istanbul*

Editorial deadline: 5 November 2024
 Advertisement order deadline: 2 December 2024
 Advertisement material deadline: 13 December 2024



FEBRUARY 2025

Distribution: *5th Global FutureCem Conference, Istanbul*

Editorial: Decarbonisation: Alternative raw materials, Process control & Optimisation, Clay calcination, Concrete recycling advances, Refractories, Burners, Shredding, Quality control, Bagging, Palletising, Concrete additives, Ship unloading & Bulk despatch

Country reports: South America, Türkiye

Editorial deadline: 5 December 2024
 Advertisement order deadline: 11 January 2025
 Advertisement material deadline: 15 January 2025



MARCH 2025

Editorial: Process control & Optimisation, Wear & Abrasion, Maintenance, Conveying, Chains, Recycling, Lime, Low CO₂ cement production, Paper/Plastic Sacks, FIBCs, Slings, EP-Bag filter conversions

Country reports: Germany news round-up; China overview

Event previews: *Bauma, Munich*

Editorial deadline: 4 January 2025
 Advertisement order deadline: 10 February 2025
 Advertisement material deadline: 12 February 2025



APRIL 2025

Distribution: *IEEE-IAS/PCA Conference, Birmingham, USA; Bauma, Munich*

Technology: Motors and Drives, Plant upgrades & Retrofits, Thermographic cameras, Heat recovery, Laboratory analysis, Bulk handling, Silos, Loading & Unloading, Marine transport, Technology case studies in North America

Country reports: North America

Event previews: *IEEE-IAS/PCA Conference, Birmingham, USA; Global CemCCUS Conference, Vienna*

Editorial deadline: 3 February 2025
 Advertisement order deadline: 5 March 2025
 Advertisement material deadline: 14 March 2025



MAY 2025

Distribution: *IEEE-IAS/PCA Conference, Birmingham, USA; Global CemCCUS Conference, Vienna*

Technology: CCUS, Environmental protection, Alternative and conventional fuels, Shredding, Kiln services, Grinding, Consulting, Packaging, Gears, Lubrication, Fans, Welding, Process optimisation, Digitisation, Additives, Electrical energy generation and efficiency, WHR, Transport & Logistics

Country reports: Central and Eastern Europe, USA

Event previews: *17th Global Slag Conference, Vienna*

Editorial deadline: 5 March 2025
 Advertisement order deadline: 5 April 2025
 Advertisement material deadline: 14 April 2025



JUNE 2025

Distribution: 17th Global Slag Conference, Vienna

Technology: Slag, Ash, Quarrying, Wear solutions, Castings & Forgings, Conveying, Chains, Crushing, Metal detectors, Compressors, Filters, Valves, Mortars

Country report: UK, Austria, Switzerland

Editorial deadline: 5 April 2025

Advertisement order deadline: 5 May 2025

Advertisement material deadline: 15 May 2025



JULY-AUGUST 2025

Editorial: Global contracts, Bulk despatch, Bagging, Palletising, Wrapping, Logistics, Silos, Loading & Unloading, Alternative raw materials, Training, Health & Safety

Country reports: West Africa

Event previews: 18th Global CemFuels Conference, Milan; RWM, UK; FICEM; Powtech, Nuremberg

Editorial deadline: 5 May 2025

Advertisement order deadline: 5 June 2025

Advertisement material deadline: 12 June 2025



SEPTEMBER 2025

Distribution: 18th Global CemFuels Conference, Milan; RWM, UK; FICEM; Powtech, Nuremberg

Editorial: Alternative fuels, Refractories, Conveying, Packaging, Kilns, Grinding, Plant maintenance, Lubrication, AI, Fans, Motors

Country reports: Italy, Caribbean, Central America

Event previews: K, Düsseldorf; 23rd Global Gypsum Conference

Editorial deadline: 4 July 2025

Advertisement order deadline: 5 August 2025

Advertisement material deadline: 13 August 2025



OCTOBER 2025

Distribution: K, Düsseldorf; 23rd Global Gypsum Conference

Technology: Quality control, Analysis, Cement chemistry, Lime, Gears, Predictive maintenance, Coolers, Castings, Chains, Marine unloading, Construction chemicals, Electrical energy generation and efficiency, gypsum supplies for cement

Country reports: Benelux, Germany Update

Event previews: AUCBM Arab-International Cement Conference, Middle East; UNITECR, Cancun

Editorial deadline: 5 August 2025

Advertisement order deadline: 5 September 2025

Advertisement material deadline: 11 September 2025



NOVEMBER 2025

Distribution: AUCBM Arab-International Cement Conference, Middle East; UNITECR, Cancun

Technology: Refractories, Environmental protection, Energy, Plant audits, White cement, Storage, Slag, MENA case studies, Wear and Maintenance, Expansion joints & kiln seals

Country reports: Middle East

Editorial deadline: 5 September 2025

Advertisement order deadline: 6 October 2025

Advertisement material deadline: 14 October 2025



DECEMBER 2025

Special issue: Global Cement Top 100 & Selected Producer Profiles, 2025 in Cement - news review

Technology: Alternatives to OPC, Alternative raw materials, Global fuel trade & shipping, Pneumatic conveying, Loading & Unloading, Wear & Corrosion

Country reports: European focus & news round-up

Editorial deadline: 6 October 2025

Advertisement order deadline: 5 November 2025

Advertisement material deadline: 7 November 2025





global cement DIRECTORY 2025



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-to-date listing possible.

The pre-print beta digital version of the *Global Cement Directory* is distributed FREE in November 2024 to our 35,000+ registered contacts. 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;
- Cement-based board manufacturers

Advertising deadlines

Digital beta version

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

Printed final version

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



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

COUNTRY & REGIONAL TOTALS

Country/Region	Integrated Capacity (Mtpa)	Grinding Capacity (Mtpa)	Total Capacity (Mtpa)
China	2,341	689	3,030
Europe	1,234	345	1,579
North America	567	123	690
South America	234	56	290
Middle East	123	34	157
Asia (excl. China)	345	78	423
Africa	89	23	112
Oceania	45	12	57
Other	12	3	15
World Total	4,948	1,300	6,248

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

55,955

unique visits per month (April 2024).

(Google analytics).

GlobalCement.com offers visitors news, magazine articles, diary dates and links, and is one of the global cement industry's most-visited sites.

Further development of the site will take place through 2025, with additional news and content making GlobalCement.com the 'go to' destination on the internet.



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

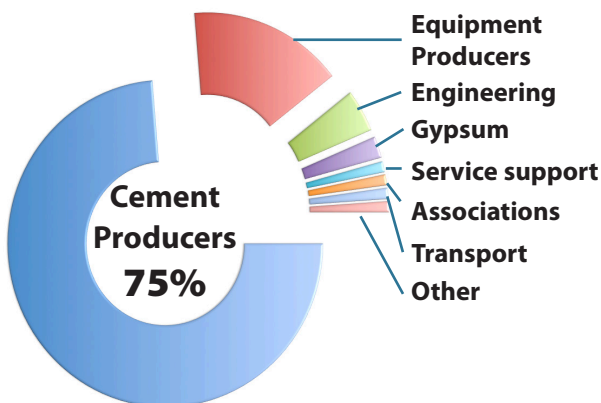
News headlines - Advertise against the latest global cement industry news.

Block Adverts - See Page 24 for more information on booking YOUR advert!

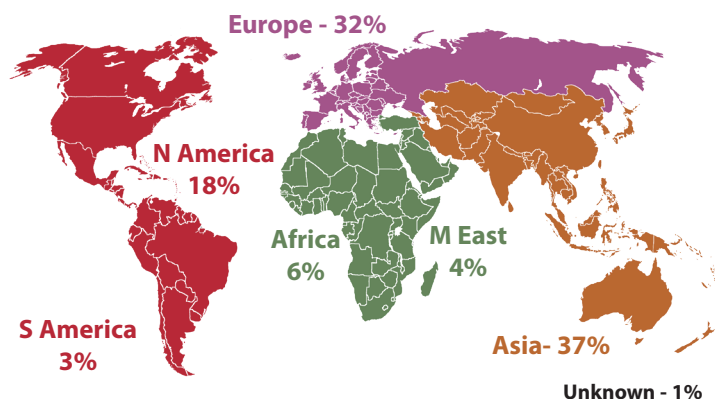
Magazine Links

Diary Dates

Industry sector of visitors to GlobalCement.com...



Locations of visitors to GlobalCement.com...





5th
global
futurecem[™]
CONFERENCE • EXHIBITION • AWARDS

Istanbul, Türkiye

futurecem.com

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Maximising profits from cement industry decarbonisation

**Trends, networking, clinker factor reduction,
process optimisation & control, CDM, SCMs
& ARMs, Graphene, CBAM, EU ETS, LC3, PLC and more...**

Supported by:



TÜRKÇİMENTO



The 5th Global FutureCem Conference and Exhibition on cement and lime industry decarbonisation - established in 2011 - will once again bring together scientists, engineers, cement and concrete producers, equipment manufacturers, chemists, consultants, academics, financiers, regulators and entrepreneurs ... and all others with an interest in helping to reduce the environmental impact of cement and concrete production, through decarbonisation.

Global FutureCem

2011:	London
2019:	Brussels
2021:	Virtual
2022:	Brussels
2023:	Brussels

Global FutureCem Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
robert.mccaffrey@propubs.com

2nd global cemccus™

CONFERENCE • EXHIBITION • AWARDS

Vienna, Austria

cemccus.com

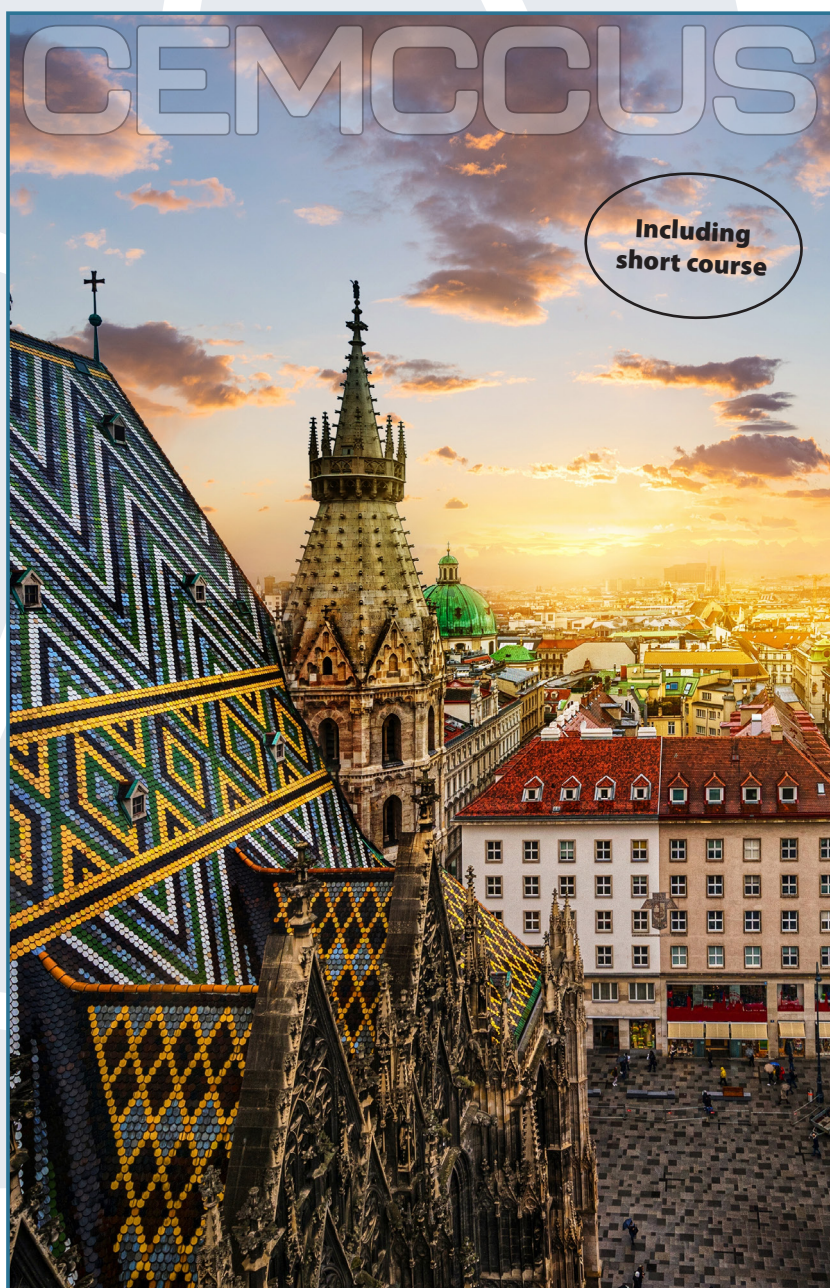
#cemccus

'Navigating the CCUS labyrinth'

Regulatory and legislative updates

Technology developments and economic assessments

Logistical and sequestration challenges and solutions



Global Cement's 1st Global CemCCUS Conference took place in Oslo, Norway, and was a huge success, with one attendee commenting that it was *"The best conference I participated in during almost 20 years of professional life."*

This second event will equip producers with the knowledge *and contacts* to enable them to successfully navigate the world of carbon capture, use, and/or sequestration.

The 2nd 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.

If you want to get ahead in cement and lime industry carbon capture, use and sequestration - then you must attend!

CemCCUS Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
robert.mccaffrey@propubs.com



•CONFERENCE

•EXHIBITION

•AWARDS

Vienna, Austria

globalslag.com

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‘Maximising profits from slag’**Slag-product and slag cement market trends****Beneficiation of slag and slag products****New applications for slag and slag products**

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 took place in 2023 after a four-year gap due to Covid, in its most popular and successful (and original) location - Düsseldorf, and took place equally successfully in Dubai in 2024. Now we finally head back to Vienna, where the conference was *supposed* to take place in 2020!

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
2024:	Dubai

Global Slag Enquiries**Exhibition and sponsorship:**

paul.brown@propubs.com

Programme and speakers:

robert.mccaffrey@propubs.com



18th **global** **cemfuels**TM

CONFERENCE • EXHIBITION • AWARDS

Milan, Italy

cemfuels.com

#cemfuels

New fuels for cement and lime

Alternative fuels for cement and lime

Global, regional and national market trends

Technological developments and case studies

**Including
short course**



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
2024:	Dublin

Global CemFuels Enquiries

Exhibition and sponsorship:

paul.brown@propubs.com

Programme and speakers:

robert.mccaffrey@propubs.com



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 each is 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 conference and exhibition contacts

Book your Booth:

Paul Brown
Email: paul.brown@propubs.com
Mobile: +44 7767 475 998



Propose a Presentation:

Robert McCaffrey
Email: rob@propubs.com



global gypsum MAGAZINE

& Light Building Materials

TEN issues
per year!



The world's premier light building materials resource

23,548 - total readers

Global Gypsum Magazine is unique in the gypsum and light building materials industries in allowing registered users to download the full digital magazine every issue, for FREE. It is the absolute best means to communicate with gypsum and insulation professionals.

Across its 10 issues per year - including news and articles on other light building materials - Global Gypsum Magazine contains news, technical articles, country reports, analysis and more.

Including *light building materials*

Readership demographics

18,316*

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

5232**

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

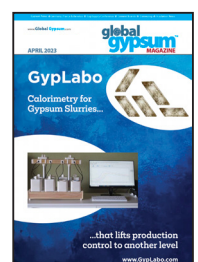
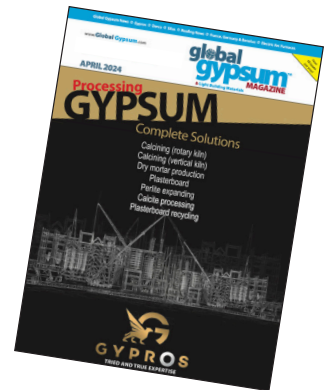
Global Gypsum Magazine readers are budget holders: 45% have a personal procurement budget of over US\$100,000, 24% of up to US\$1m and 25% have a budget of over US\$1m.***

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

*Estimated (non-audited) digital total readership for the June 2024 issue, based on an average pass-on rate of 1 (2 readers) per digital issue;

**Estimated (non-audited) total print readership for the June 2024 issue, based on an average pass-on rate of 5.3 per print issue (6.3 readers) (Reader Survey 2024);

***Reader Survey 2024





JANUARY 2025 - INSULATION SPECIAL ISSUE

Technology: Insulation production technology, Grinding, Calcination, Belt technology, Feeding, Dosing, Environmental protection

Country report: European insulation

Editorial deadline 1 November 2024

Advertisement order deadline: 13 December 2024

Advertisement material deadline: 16 December 2024



FEBRUARY 2025 - LIGHT BUILDING MATERIALS SPECIAL ISSUE

Distribution: 5th Global FutureCem Conference, Istanbul

Technology: Composites, GRP, Advanced timber solutions, Roofing technology advances, Fossil-fuel-free wallboard production, Additives for profitability

Country report: Global lightweight building materials businesses

Editorial deadline 1 December 2024

Advertisement order deadline: 16 January 2025

Advertisement material deadline: 18 January 2025



MARCH 2025 - GYPSUM SUPPLY SPECIAL ISSUE

Technology: Mining, Crushing, Synthetic gypsum, Recycling, Robotics, Wallboard production technology

Country report: Global gypsum suppliers

Editorial deadline 1 January 2025

Advertisement order deadline: 14 February 2025

Advertisement material deadline: 20 February 2025



APRIL 2025 - EUROPEAN GYPSUM SPECIAL ISSUE

Technology: European gypsum, Gypsum fibreboards, Shipping and Transport, Logistics, Packaging, Bagging, Palletising, Storage, Conveying

Country report: France, Germany

Editorial deadline 1 February 2025

Advertisement order deadline: 13 March 2025

Advertisement material deadline: 18 March 2025



MAY 2025 - PLASTER & NATURAL GYPSUM SPECIAL ISSUE

Technology: Plaster focus, Quarrying and Crushing, Dust solutions, AGVs

Country report: UK & Ireland gypsum industry, South Korea

Editorial deadline 1 March 2025

Advertisement order deadline: 15 April 2025

Advertisement material deadline: 23 April 2025



JUNE 2025 - SYSTEMS SPECIAL ISSUE

Technology: Building materials systems: Studwork, Fixings, Additives; Gypsum- and lime-based mortars and screeds, Quarrying, Crushing options for natural gypsum

Country report: Chinese gypsum industry

Editorial deadline: 1 April 2025

Advertisement order deadline: 16 May 2025 Advertisement material deadline: 20 May 2025



JULY 2025 - COMPANIES SPECIAL ISSUE

Technology: Top 25 global companies, Combustion, Board liner, FGD, Surfactants, Weighing

Country report: North American Insulation industry

Event preview: Powtech, Nuremberg

Editorial deadline: 1 May 2025

Advertisement order deadline: 16 June 2025 Advertisement material deadline: 19 June 2025



SEPTEMBER 2025 - TRANSPORT AND LOGISTICS SPECIAL ISSUE

Distribution: 23rd Global Gypsum Conference; Powtech, Nuremberg

Technology: Mixing, Belt advances, Dosing, Drying, Storage, Filter advances, Transport & Logistics, Packaging, Bagging, Palletising, Storage, Conveying

Country reports: South American gypsum industry, Global Shipping Report

Event preview: 23rd Global Gypsum Conference; K, Düsseldorf;

Editorial deadline: 1 July 2025

Advertisement order deadline: 25 August 2025 Advertisement material deadline: 28 August 2025



OCTOBER 2025 - GYPSUM WALLBOARD SPECIAL ISSUE

Distribution: K, Düsseldorf; 23rd Global Gypsum Conference/18th Global Insulation Conference

Technology: Wallboard production technology, Analysis, Calcination, Wet-end technology, Mixers, Case studies, Construction chemicals

Country report: Benelux

Event preview: 18th Global Insulation Conference

Editorial deadline: 1 August 2025

Advertisement order deadline: 25 September 2025 Advertisement material deadline: 27 September 2025



NOVEMBER 2025 - INSULATION SPECIAL ISSUE

Distribution: 18th Global Insulation Conference

Technology: Insulation production technology, Quarrying and Mining, Conveying, Recycling, Stacking, Mould, Moisture & Dimensional measurement, Synthetic gypsum

Country report: Italy, Southern European insulation industry

Review: 23rd Global Gypsum Conference

Editorial deadline: 1 September 2025

Advertisement order deadline: 27 October 2025 Advertisement material deadline: 31 October 2025





global gypsum DIRECTORY

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 2025 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 2025 directory includes a section on natural gypsum sources worldwide, as well as a listing of gypsum fibreboard factories.

The pre-print beta version of the *Global Gypsum Directory* is distributed FREE in November to our 9000+ contacts, ensuring a massive audience for your message. The final authoritative print and digital PDF versions are available in February the following year.

Advertising deadlines

Digital beta version

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

Printed final version

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

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.



global insulation DIRECTORY

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 2025 edition has been fully updated and revised, listing more than 1097 plants worldwide.



globalgypsum.com

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

4622

unique visits per month (in October 2023).

GlobalGypsum.com offers visitors news, magazine articles, diary dates and links.

Further development of the site will take place through 2025, with additional news and content, making *GlobalGypsum.com* the 'go to' destination for information in the gypsum wallboard sector.



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

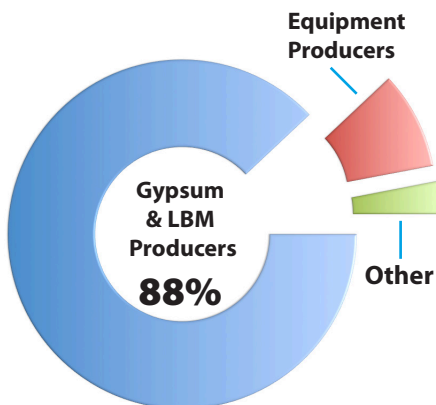
News headlines - Advertise against the latest global gypsum and insulation industry news.

Block Adverts - See Page 24 for more information on booking YOUR advert!

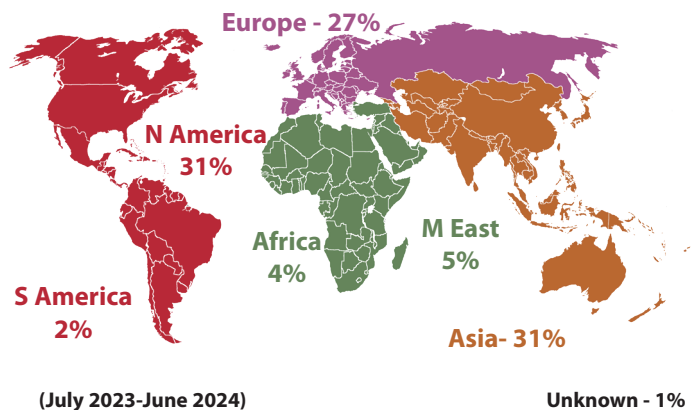
Diary Dates

Magazine Links

Industry sector of visitors to *GlobalGypsum.com*...



Locations of visitors to *GlobalGypsum.com*...





23rd global gypsum™

CONFERENCE • EXHIBITION • AWARDS

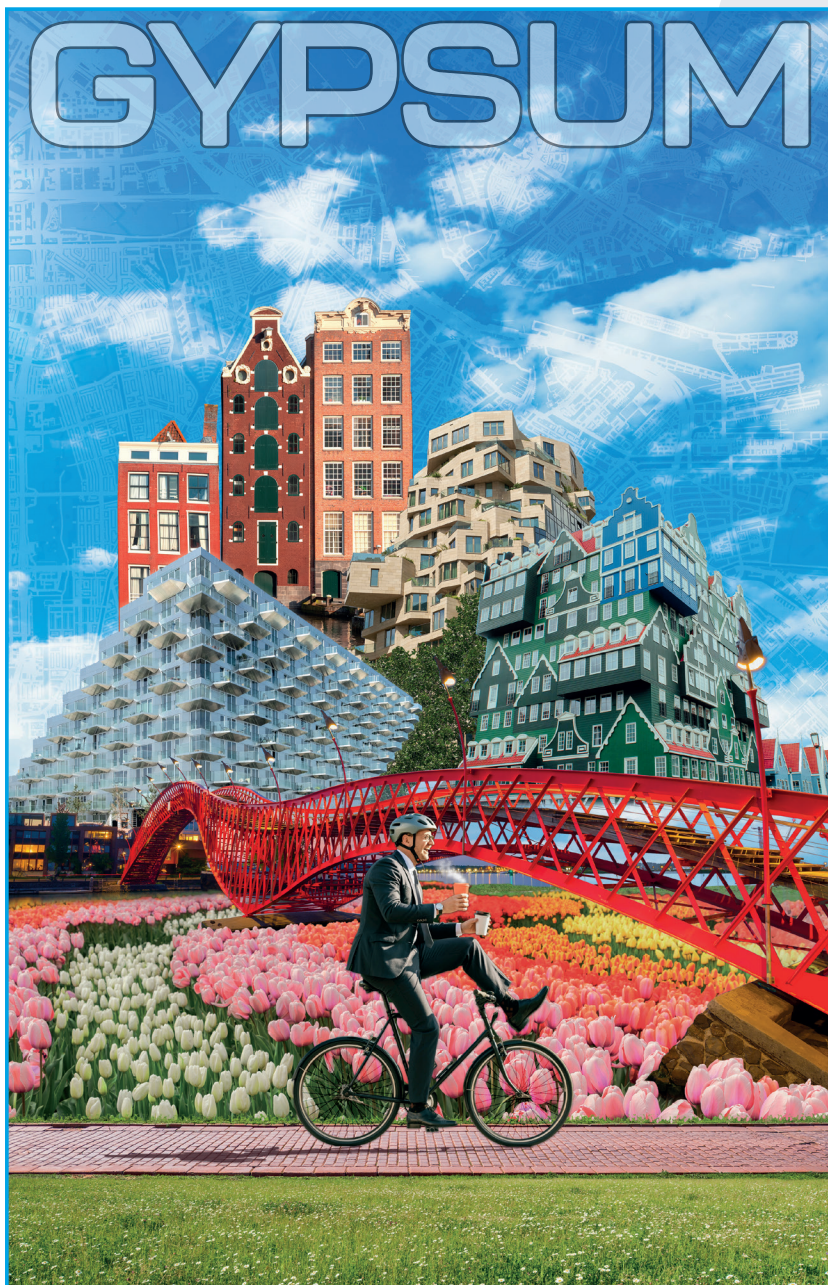
Amsterdam

globalgypsum.com

#globalgypsum

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

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 2025 will return to Europe, and will attract many delegates from this innovative region, and beyond. 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
2024:	Bangkok
2025:	Amsterdam

Global Gypsum Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
robert.mccaffrey@propubs.com



18th **global** insulation™

CONFERENCE • EXHIBITION • AWARDS

Insulation market trends
Manufacturing technologies
Insulation applications
Additive technologies

Baveno/Milan
globalinsulation.com

#globalinsulation

The 18th *Global Insulation Conference, Exhibition and Awards* will take place in Baveno, on Lago Maggiore, near Milan, Italy, in November 2025 and will focus on insulation market trends, manufacturing advances, insulation applications and additive technologies. The 18th *Global Insulation Conference* is expected to attract over 150 delegates from more than 30 countries as well as over 20 exhibitors. 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:	Istanbul
2016:	Hamburg
2017:	Krakow
2018:	Vienna
2019:	Ljubljana
2022:	Estoril/Lisbon
2023:	Chicago
2024:	Munich
2025:	Baveno/Milan

Global Insulation Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
robert.mccaffrey@propubs.com

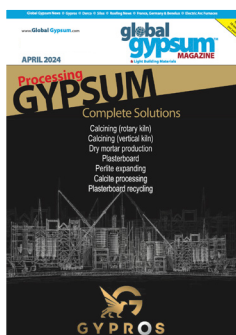


global
cement
MAGAZINE

global
gypsum
MAGAZINE
& Light Building Materials

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:

paul.brown@propubs.com

Mobile:

+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).

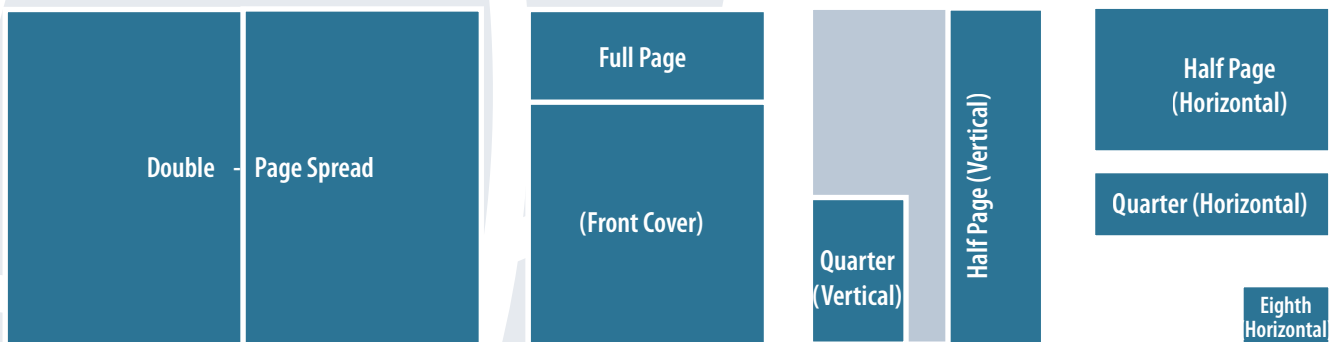
Mechanical data

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



Special full-page positions and formats

Front Cover:	Includes company information on Dear Readers page	€6485
Front Cover Package:	Front cover, full page advert and related article by arrangement	€10,225
Front Cover DPS Package:	Front cover + logo, DPS advert, article by arrangement	€13,085
Inside Front, Inside Back, Outside Back Cover:		€5055
Guaranteed facing editorial matter:		add 10%
Guaranteed facing specified editorial matter:		add 15%
Ready-printed inserts, bound-in:	Single sheet, two-sided insert:	€4395
	Four-sided insert:	€6965
Single sheet loose insert:		€3125



WEBSITE ADVERTISING

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



Web ads technical specifications:

- JPEG, GIF, PNG, HTML5, Animated GIF: Web optimised image(s).
- Maximum animation length: 15 seconds
- Maximum file size: 40kb (excluding background downloading)
- Flash not accepted.

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

Position	Size (pixels)	Euro / month	US\$ / month
Top Banner (R4)	90h x 728w		
Right (Block) (S/R4)	250h x 300w		
Middle (Text Ad) (R4)	75h x 554w		
Skyscraper (S)	600h x 120w		
Skyscraper wide (S)	600h x 160w		

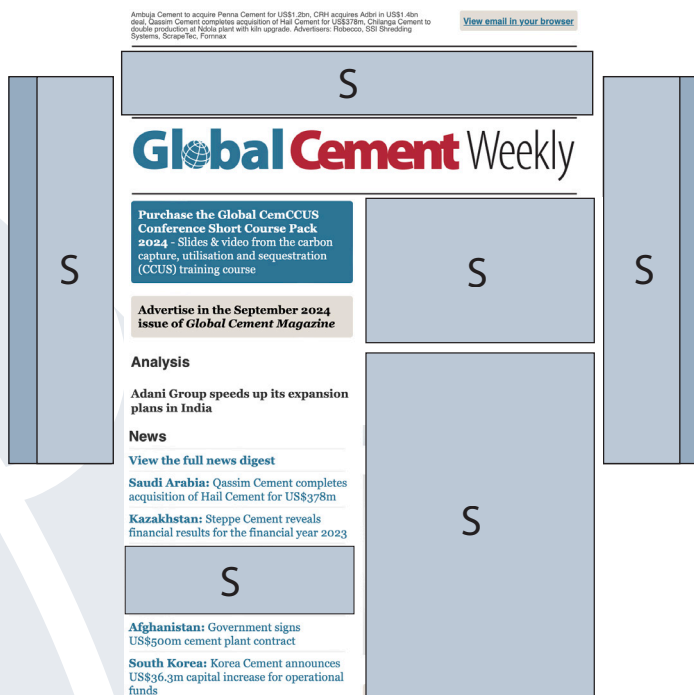
Prices
on
request
paul.brown@propubs.com

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 for *Global Cement Weekly* and *Global Gypsum Monthly*



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

Advertising positions in *Global Cement Weekly* and *Global Gypsum Monthly*

Position	Size (pixels)	Euro	US\$
Top Banner	77h x 624w		
Right (Block)	250h x 300w		
Middle (Text Ad)	53h x 390w		
Right (Block) double	600h x 300w		
Skyscraper (Outside)	600h x 120w		
Skyscraper wide (Outside)	600h x 160w		

Prices on request
paul.brown@propubs.com

Notes

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

Solus (S): All positions in *Global Cement Weekly* and *Global Gypsum Monthly* are Solus.



Global Cement and Global Gypsum now offer a variety of ways to interact with their wide communities of social media users.



50,000+



35,000+



27,000+



7500+



9000+



9000+



3000+





Social media marketing with *Global Cement* and *Global Gypsum*

Our brands have market-leading positions on social media for Global Cement, Global Gypsum, Global Insulation and Global Slag, for X/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 Post'
- All links should be live
- Post threads count as separate posts



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.



For pricing and to book, contact: Paul Brown paul.brown@propubs.com
Tel: +44 7767 475 998

Send materials to: David Perilli david.perilli@propubs.com

2025 Year Planner

Full details of all events at www.propubs.com

Details subject to change

	January	February	March	April	May	June	July	August	September	October	November	December
Monday									1 Labor Day			1
Tuesday				1			1	2				2
Wednesday	1			2			2	3		1		3
Thursday	2			3	1 Holidays EU		3		4 FICEM 2025 Date & location	2		4
Friday	3			4	2		4	1	5 TBC	3		5
Saturday	4	1	1	5	3		5	2	6	4	1	6
Sunday	5	2	2	6	4	1	6	3	7	5	2	7
Monday	6	3	3	7	5	2	7	4	8	6	3	8
Tuesday	7	4	4	8	6	IEEE-IAS/PCA Birmingham	8	5	9	7	4	9
Wednesday	7	5	5	9	7	5-8 May 2025	9	6	10 RWM 10-11 September Birmingham, UK	8 K 2025 8-15 October Dusseldorf	5	10
Thursday	9	6	6	10	8		10	7	11	9	6	11
Friday	10	7	7	11	9		11	8	12	10	7	12
Saturday	11	8	8	12	10		12	9	13	11	8	13
Sunday	12	9	9	13	11		13	10	14	12	9	14
Monday	13	10	10	14	12		14	11	15	13	10	15
Tuesday	14	11	11	15	13		15	12	16	14	11	16
Wednesday	15	12	12	16	14	2nd Global CEMCCUS CONFERENCE Vienna 14-15 May	16	13	17	15	12	17
Thursday	16	13	13	17	15		17	14	18	16	13	18
Friday	17	14	14	18	16		18	15	19	17	14	19
Saturday	18	15	15	19	17		19	16	20	18	15	20
Sunday	19	16	16	20	18		20	17	21	19	16	21
Monday	20	17	17	21	19		21	18	22	20	17	22
Tuesday	21	18	18	22	20		22	19	23	21	18	23
Wednesday	22	19	19	23	21		23	20	24	22	19	24
Thursday	23	20	20	24	22		24	21	25	23	20	25
Friday	24	21	21	25	23		25	22	26	24	21	26
Saturday	25	22	22	26	24		26	23	27	25	22	27
Sunday	26	23	23	27	25		27	24	28	26	23	28
Monday	27	24	24	28	26		28	25	29	27	24	29
Tuesday	28	25	25	29	27		29	26	30	28	25	30
Wednesday	29	26	26	30	28		30	27		29	26	31
Thursday	30	27	27		29	17th Global SLAG CONFERENCE Vienna 25-26 June	31	28	30	27	26	Thanksgiving
Friday	31	28	28		30		29	29	31	28	27	
Saturday			29		31		30				29	
Sunday			30				31				30	
Monday			31	Ramadan Ends		30						