

Pro Global Media

Media Book 2027

30 years!

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global
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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 2027*, 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 2026, our slickly-organised conferences showed their great value as focused niche events, with great speakers, brilliant networking and superb potential for business. Global CemCCUS, Global Slag, Global CemFuels, Global FutureCem, Global Gypsum and Global Insulation are all the leaders in their fields. Two events launched in 2026 - CementAI and CemFuels Asia - proved popular, and will be repeated in 2027.

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 continue to work 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 2027*. We look forward to hearing from you soon!

Paul and Rob

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**global
cement**
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WEEKLY - NEWSLETTER

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Asia**
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futurecem**[™]
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CONFERENCE

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& Light Building Materials
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Global Cement Weekly

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

37,648 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 can be sponsored.

Side Adverts - Attract our readers to your company website.

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

Votorantim Cimentos invests US\$51m in new line at Xambioá, Golden Bay Cement secures US\$35m to support operations, New US tariffs to affect Canadian cement imports, Cement and concrete producers in Ethiopia have investigations into tax evasion, Adhira Cement, SSI Shredding Systems, Starlinger, Küber Lubrication, ScapaTec, Powtech Technopharm

View email in your browser

PROTECTING people, production and plant
OUR RESPONSIBILITY !

Global Cement Weekly

Analysis

Rules for the carbon market melt in Europe, July 2026

This week the European Commission (EC) announced its latest plan to change the emissions trading scheme (ETS). Meanwhile, in New Zealand, the government gave Fletcher Building around US\$35m to keep its Golden Bay Cement Northland plant open. Read on to find out how the two stories are linked...

[Read more >](#)

News

[View the full news digest](#)

Vietnam: New cement plant commissioned

US/Canada: New US tariffs to affect Canadian cement imports

India: JK Cement to deploy over 150 electric trucks

UK: Dragon Alfa Cement fined £1m after worker death

Spain: Oficemen releases cement statistics for June 2026

Profitability is not magic. It's black and yellow.

KLÜBER LUBRICATION

[Learn more](#)

Ethiopia: Call for action on low-carbon cement across Africa

Peru: Cementos Pacasmayo announces financial results for the first half of 2026

Gabon: Cimaf to expand grinding capacity to 1.8Mt by September 2026

El Salvador: Demand for cement grew by 11% in the first four months of 2026

Australia: Alternative fuels trial at Adhira prompts backlash

Sri Lanka: Local residents protest proposed grinding plant in Katunayake

New Zealand: Golden Bay Cement secures US\$35m to support operations

Switzerland/India: Coolbrook and ABB partnership delivers RotoDynamic Heater technology to Adani Cement

India: JK Cement profit falls in first quarter of 2027 financial year

Vietnam: Cement exports rise in June 2026

Kyrgyzstan: 33% rise in construction material production reported

Brazil: Votorantim Cimentos invests US\$51m in new line at Xambioá

UK/India: Gigaton lands AI contracts with JK Cement and Adani Cement

India: Dalmia Bharat lays first stone for Andhra Pradesh plant

Spain: Cemex España receives funding for SOMZERO project

Armenia: Cement and concrete producers face investigation into tax evasion

France: NeoCem raises €17m fundraising round for low-carbon binder technology

Nigeria: HBNI Nigeria to expand production capacity

Ireland: University develops 3D printed cement-free polymer

People

India: Ankur Agarwal appointed as Joint Executive President at UltraTech Cement

Pakistan: Muhammad Owais resigns as Chief Financial Officer of Thatta Cement

US: Alejandro Algara appointed as head of Geometrica

TURNING TOUGH...

SSI Shredding Systems

Starlinger

AD*STAR

THE SUSTAINABLE WAY OF PP WOVEN BLOCK BOTTOM BAG PRODUCTION

AIRSCAPE

COMPLETELY MAINTENANCE-FREE

POWTECH TECHNOPHARM

International Exhibition for Process Operations

global cement

Global Cement Weekly
Issue #709
22 July 2026

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Download the July - August 2026 issue of Global Cement Magazine

Components for Heavy Lifting

[Download >](#)

*Data from Reader Survey 2026

global cement MAGAZINE

The leading
audited cement
magazine



The world's most widely-read cement magazine

36,564 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**:

1304

Average monthly **print** circulation of *Global Cement Magazine*, July 2025-December 2025***

35,260

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: 28% have a personal procurement budget of up to US\$10,000, 28% of up to US\$1m and 14% have a budget of over US\$1m.*

Global Cement Magazine readers are decision makers: 32% are involved in technical procurement decisions; 44% are involved in procurement decisions on a management basis.*



*Global Cement Survey 2026 + Percentages that do not sum-up to 100% are due to rounding.
Circulation numbers from ABC certificate July 2025-December 2025. *Excluding event distribution copies (average 188/month).



JANUARY 2027 - 30 YEARS OF GLOBAL CEMENT!

Distribution: *2nd CemFuels Asia Conference, Kuala Lumpur*

Editorial: Process control & Optimisation, Clay calcination, Concrete recycling advances, Condition monitoring, Fans, Payload optimisation, Grinding aids, Health & Safety, Global Cement Photography Competition 2027 Winners, 30 years of Global Cement

Country reports: Malaysia, Germany news round-up

Event preview: *2nd CemFuels Asia Conference, Kuala Lumpur*

Editorial deadline: 5 November 2026
Advertisement order deadline: 2 December 2026
Advertisement material deadline: 13 December 2026



FEBRUARY 2027

Distribution: *2nd CemFuels Asia Conference, Kuala Lumpur*

Editorial: Alternative fuels in Asia, Refractories, Burners, Shredding, Quality control, Bagging, Palletising, Concrete additives, Ship unloading & Bulk despatch

Country reports: South America, southeast Asia

Event preview: *7th Global FutureCem Conference, Brussels*

Editorial deadline: 5 December 2026
Advertisement order deadline: 11 January 2027
Advertisement material deadline: 15 January 2027



MARCH 2027

Distribution: *7th Global FutureCem Conference, Brussels; IEEE-IAS/ACA Conference, Sacramento, USA*

Editorial: Decarbonisation: Alternative raw materials, Wear & Abrasion, Maintenance, Conveying, Chain technology, Recycling, Lime, Paper/Plastic Sacks, FIBCs, Slings, Technology case studies in North America

Country reports: China overview

Event previews: *19th Global Slag Conference, Aachen*

Editorial deadline: 4 January 2027
Advertisement order deadline: 10 February 2027
Advertisement material deadline: 12 February 2027



APRIL 2027

Distribution: *IEEE-IAS/ACA Conference, Sacramento, USA; 19th Global Slag Conference, Aachen*

Technology: Slag, Ash, Motors and Drives, Plant upgrades & Retrofits, Thermographic cameras, Heat recovery, Laboratory analysis, Bulk handling, Silos, Loading & Unloading, Marine transport, Gears, Lubrication, Electrical energy generation and efficiency

Country reports: North America

Event previews: *2nd Global CementAI Conference, Munich*

Editorial deadline: 3 February 2027
Advertisement order deadline: 5 March 2027
Advertisement material deadline: 15 March 2027



MAY 2027

Distribution: *2nd Global CementAI Conference, Munich*

Technology: AI & Automation; Environmental protection, Kiln services, Grinding, Consulting, Packaging, Fans, Welding, Process optimisation, Digitisation, Additives, WHR, Transport & Logistics

Country reports: Central and Eastern Europe

Event previews: *4th Global CemCCUS Conference, Lyon*

Editorial deadline: 5 March 2027
Advertisement order deadline: 5 April 2027
Advertisement material deadline: 14 April 2027



JUNE 2027

Distribution: 4th *Global CemCCUS Conference, Lyon; AICHEM, Frankfurt*

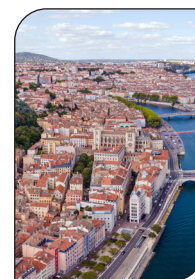
Technology: CCUS for cement, Slag, Quarrying, Wear solutions, Castings & Forgings, Conveying, Chains, Crushing, Metal detectors, Compressors, Filters, Valves, Mortars

Country report: UK, Austria

Editorial deadline: 5 April 2027

Advertisement order deadline: 5 May 2027

Advertisement material deadline: 14 May 2027



JULY-AUGUST 2027

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

Country reports: West Africa

Event review: 2nd *Global CementAI Conference, Munich; 4th Global CemCCUS Conference, Lyon*

Event previews: 20th *Global CemFuels Conference; RWM, UK; FICEM*

Editorial deadline: 5 May 2027

Advertisement order deadline: 5 June 2027

Advertisement material deadline: 11 June 2027



SEPTEMBER 2027

Distribution: 20th *Global CemFuels Conference; RWM, UK; FICEM*

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

Country reports: Caribbean & Central America, Poland, Denmark

Event previews: 25th *Global Gypsum Conference*

Editorial deadline: 4 July 2027

Advertisement order deadline: 5 August 2027

Advertisement material deadline: 13 August 2027



OCTOBER 2027

Distribution: 25th *Global Gypsum Conference; Türkcimento Conference, Antalya*

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, Italy, Turkish news update

Event previews: AUCBM *Arab-International Cement Conference, Middle East*

Editorial deadline: 5 August 2027

Advertisement order deadline: 5 September 2027

Advertisement material deadline: 10 September 2027



NOVEMBER 2027

Distribution: AUCBM *Arab-International Cement Conference, Middle East*

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 2027

Advertisement order deadline: 6 October 2027

Advertisement material deadline: 14 October 2027



DECEMBER 2027

Distribution: SOLIDS *Dortmund*

Special issue: Global Cement Top 100 & Selected Producer Profiles, 2027 in Cement - news review

Technology: Global fuel trade & shipping, Pneumatic conveying, Loading & Unloading, Wear & Corrosion

Country reports: European focus & news round-up

Editorial deadline: 6 October 2027

Advertisement order deadline: 5 November 2027

Advertisement material deadline: 12 November 2027





global cement DIRECTORY 2027

Major
revision of
Chinese plant
data



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 2366 integrated facilities, over 700 grinding plants and 320 cement-based boards plants over 304 pages.

The Global Cement Directory has been fully revised - with brand-new information on China, 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 2026 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 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;
- 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;
- Totals of integrated capacities by country and region;
- Cement-based board manufacturers



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

COUNTRY & REGIONAL TOTALS

Region	Country	Integrated Capacity (Mtpa)	Grinding Capacity (Mtpa)	Cement-based Boards (Mtpa)
EUROPE WEST	France	1.2	0.1	0.1
	Germany	1.1	0.1	0.1
EUROPE EAST	Poland	1.0	0.1	0.1
	Czech Republic	0.9	0.1	0.1
ASIA	China	10.0	1.0	0.1
	India	0.8	0.1	0.1
AMERICA	USA	0.7	0.1	0.1
	Brazil	0.6	0.1	0.1

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

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



Huge sections for major markets - Including data for China.



GlobalCement.com

is the leading website for the
global cement industry, with

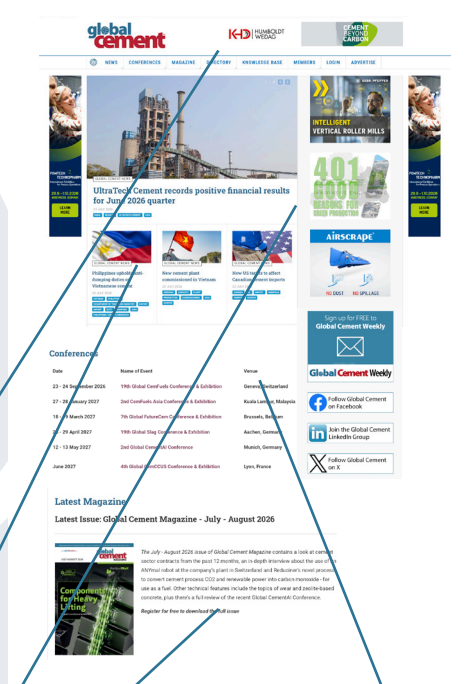
70,364

unique visits per month (June 2026).

(Estimated human, non-automated visitors, 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 2027, with additional news and content making GlobalCement.com the 'go to' cement destination on the internet.



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

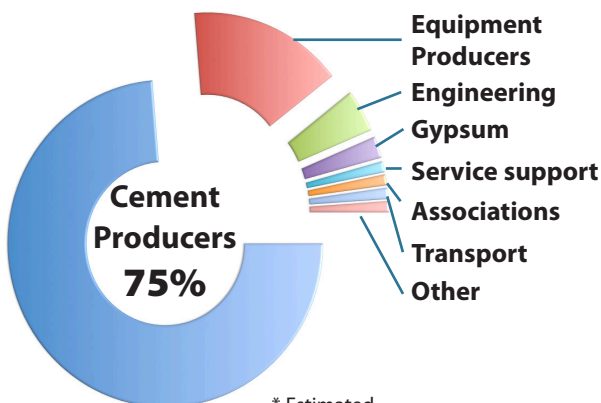
News headlines - Advertise against the latest global cement industry news.

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

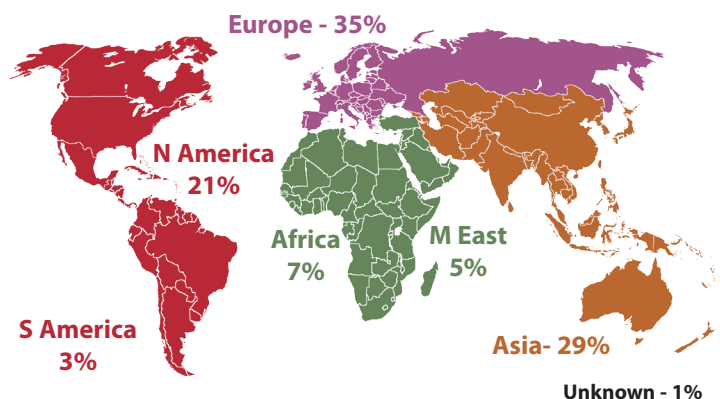
Magazine Links

Diary Dates

Industry sector of visitors to GlobalCement.com*



Locations of visitors to GlobalCement.com





2nd **cemfuels** **Asia** CONFERENCE

Maximising AF use in the Asian cement industry

Alternative fuels for cement and lime in Asia
Asian and national AF market trends
Best practice and case studies in Asia

Kuala Lumpur, Malaysia

cemfuelsAsia.com

#cemfuelsasia



Following the outstanding success of the inaugural event in 2026, *Global Cement's* 2nd CemFuels Asia Conference & Exhibition will bring a high level of alternative fuels technical expertise and market knowledge to Asia once more. The conference will have a pronounced Asian 'flavour', with case studies and best practice from throughout the region. The potential for the Asian cement industry to use more alternative fuels - particularly climate-neutral biomass - is huge, and the 2nd CemFuels Asia event is guaranteed to help the industry along to its goals.

The event will take place in easily-accessible and value-for-money Kuala Lumpur, and is set to draw delegates from around Asia - and beyond.

If you have an interest in alternative fuels for cement and lime production in Asia, then you must attend!

CemFuels Asia Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
robert.mccaffrey@propubs.com

7th global futurecem™

CONFERENCE • EXHIBITION • AWARDS

Brussels, Belgium

futurecem.com

#futurecem

Maximising profits from cement industry decarbonisation

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



The 7th 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
2025:	Istanbul
2026:	Munich
2027:	Brussels

Global FutureCem Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
robert.mccaffrey@propubs.com



- CONFERENCE
- EXHIBITION
- AWARDS

Aachen, Germany

globalslag.com

#globalslag

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.

For the third time, Global Slag will return to Aachen, where it has found its greatest audiences before. We expect this to be one of the largest Global Slag events in recent years. Don't miss out!

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
2025:	Vienna
2026:	Istanbul

Global Slag Enquiries

Exhibition and sponsorship:

paul.brown@propubs.com

Programme and speakers:

robert.mccaffrey@propubs.com

2nd global cement AI

CONFERENCE • EXHIBITION

Munich, Bavaria
globalcementAI.com

#globalcementAI

AI and automation for cement industry optimisation

Optimising cement production with AI
Automation possibilities and practicalities
Technical trends, networking and business...

It is now clear that AI will make huge inroads into the cement industry, helping to optimise every aspect of cement production, including the pyroprocess, control systems, maintenance, product performance and logistics. At the same time, automation continues apace, including advances in sensors and control equipment.

With recruitment challenges and an ongoing 'retirement crisis' - AI and automation are strong future options for cement plant optimisation and maintenance.

After the success of the first CementAI event, you should attend the Global CementAI Conference to discover the state-of-the-art, and to make crucial new contacts in this fast-evolving business sector!

Global CementAI

2025:	Virtual
2026:	Brussels
2027:	Munich

Global CementAI Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
david.perilli@propubs.com





4th global cemccus™

CONFERENCE • EXHIBITION • AWARDS

Lyon, France

cemccus.com

#cemccus

Making cement industry CCUS a reality

Regulatory and legislative updates
Technological and economic trends
Logistical and sequestration solutions



Global Cement's Global CemCCUS Conference has now established itself as the premier event for carbon capture in the cement industry, with one attendee commenting that it was *"The best conference I participated in during almost 20 years of professional life."*

The 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 4th 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/or sequestration - then you must attend!

Global CemCCUS

2024:	Oslo
2025:	Vienna
2026:	Hamburg
2027:	Lyon

CemCCUS Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
robert.mccaffrey@propubs.com



20th
global
cemfuels™
 CONFERENCE • EXHIBITION • AWARDS

Location to be announced

cemfuels.com

#cemfuels

The location of the conference in 2027
 will be announced at the event
 in Geneva in September 2026

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. Delegates from over 40 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
2025:	Milan
2026:	Geneva

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 €5765
Space-only €5035

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:

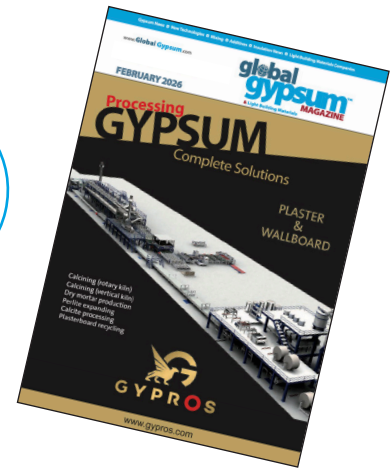
Robert McCaffrey
Email: rob@propubs.com



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, insulation 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 light building materials 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*

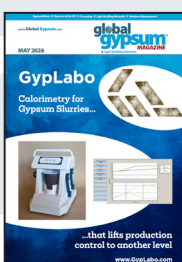
Global Gypsum Magazine readers are budget holders: 45% have a personal procurement budget of over US\$100,000, 24% of up to US\$1m and 25% have a budget of over US\$1m.***

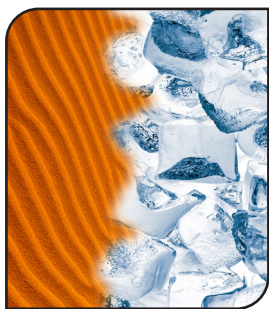
Global Gypsum Magazine readers' most prevalent job titles are: Managing Director, President, Production Manager, General Manager, Director and Consultant.***

*Estimated (non-audited) digital total readership for the June 2026 issue, based on an average pass-on rate of 1 (2 readers) per digital issue;

**Estimated (non-audited) total print readership for the June 2026 issue, based on an average pass-on rate of 5.3 per print issue (6.3 readers) (Reader Survey 2026);

***Reader Survey 2026





JANUARY 2027 - INSULATION SPECIAL ISSUE

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

Country report: European insulation

Review: 19th Global Insulation Conference

Editorial deadline 1 November 2026

Advertisement order deadline: 13 December 2026

Advertisement material deadline: 16 December 2026



FEBRUARY 2027 - LIGHT BUILDING MATERIALS SPECIAL ISSUE

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

Report: Global lightweight building materials businesses

Editorial deadline 1 December 2026

Advertisement order deadline: 16 January 2027

Advertisement material deadline: 22 January 2027



MARCH 2027 - GYPSUM SUPPLY SPECIAL ISSUE

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

Report: Global gypsum suppliers

Editorial deadline 1 January 2027

Advertisement order deadline: 14 February 2027

Advertisement material deadline: 19 February 2027



APRIL 2027 - 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 2027

Advertisement order deadline: 13 March 2027

Advertisement material deadline: 18 March 2027



MAY 2027 - PLASTER & NATURAL GYPSUM SPECIAL ISSUE

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

Country report: UK, South Korea

Editorial deadline 1 March 2027

Advertisement order deadline: 15 April 2027

Advertisement material deadline: 23 April 2027



JUNE 2027 - 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 2027

Advertisement order deadline: 16 May 2027 Advertisement material deadline: 20 May 2027



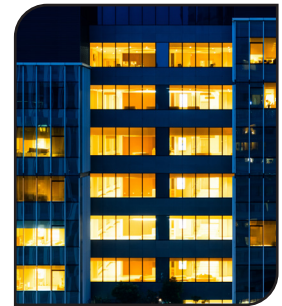
JULY 2027 - COMPANIES SPECIAL ISSUE

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

Country report: North American Insulation industry

Editorial deadline: 1 May 2027

Advertisement order deadline: 16 June 2027 Advertisement material deadline: 21 June 2027



SEPTEMBER 2027 - TRANSPORT AND LOGISTICS SPECIAL ISSUE

Distribution: 25th Global Gypsum Conference

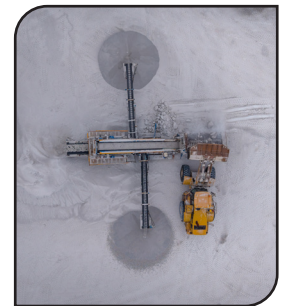
Technology: Mixing, Belt advances, Dosing, Drying, Storage, Filter advances, Transport & Logistics, Packaging, Bagging, Palletising, Storage, Conveying

Country reports: South American gypsum industry, Global Shipping Report

Event preview: 25th Global Gypsum Conference

Editorial deadline: 1 July 2027

Advertisement order deadline: 25 August 2027 Advertisement material deadline: 27 August 2027



OCTOBER 2027 - GYPSUM WALLBOARD SPECIAL ISSUE

Distribution: 25th Global Gypsum Conference; 20th Global Insulation Conference

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

Country report: Scandinavia, Italy

Event preview: 20th Global Insulation Conference

Editorial deadline: 1 August 2027

Advertisement order deadline: 25 September 2027 Advertisement material deadline: 24 September 2027



NOVEMBER 2027 - INSULATION SPECIAL ISSUE

Distribution: 20th Global Insulation Conference

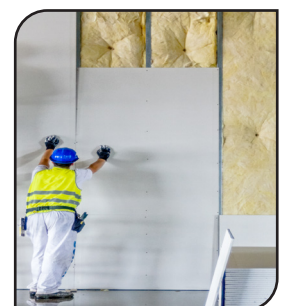
Technology: Insulation production technology, Quarrying and Mining, Conveying, Recycling, Stacking, Mould, Moisture & Dimensional measurement, Synthetic gypsum

Country report: Southern European insulation industry, Benelux

Review: 25th Global Gypsum Conference

Editorial deadline: 1 September 2027

Advertisement order deadline: 27 October 2027 Advertisement material deadline: 29 October 2027





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 2027 edition is the largest so far, listing 455 facilities over 86 gypsum sector pages and 1110 insulation manufacturing plants in the global insulation section. The 2027 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 10,000+ 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

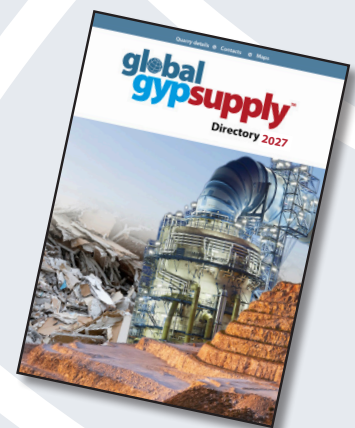
Advertising order deadline: 30 October annually
Advertisement material deadline: 5 November annually

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 2027 edition has been fully updated and revised, listing more than 1110 plants worldwide.



globalgypsum.com

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

31,385

unique visits per month (in October 2025).

(Estimated human, non-automated visitors, Google analytics).

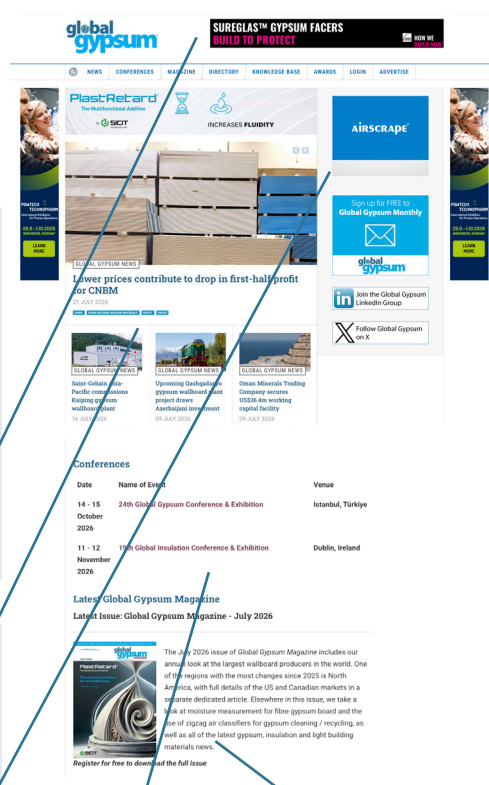
GlobalGypsum.com offers visitors news,
magazine articles, diary dates and links.

Further development of the site will take place
through 2027, with additional news and content,
making *GlobalGypsum.com* the 'go to' destination
for information in the gypsum wallboard, plaster,
insulation and light building materials sectors.

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

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

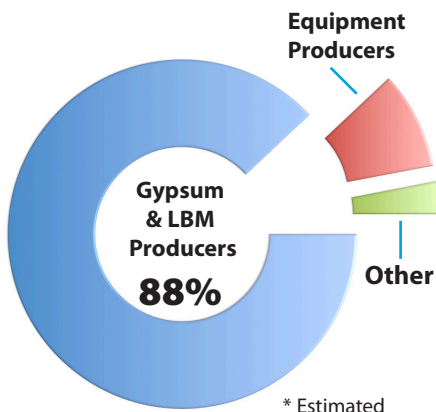
Block Adverts - See Page 26 for more
information on booking YOUR advert!



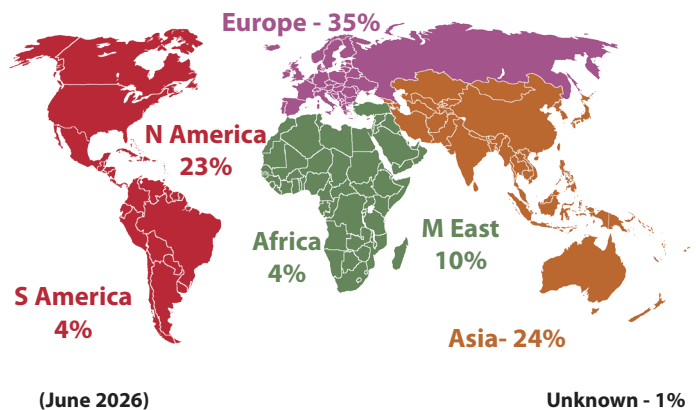
Diary Dates

Magazine Links

Industry sector of visitors to *GlobalGypsum.com**



Locations of visitors to *GlobalGypsum.com*





25th global gypsum™

CONFERENCE • EXHIBITION • AWARDS

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



Location to be announced
globalgypsum.com

#globalgypsum

The location of the conference in 2027 will be announced at the event in Istanbul in October 2026

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 2027 will once again attract delegates and exhibitors from around the world. 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
2026:	Istanbul

Global Gypsum Enquiries

Exhibition and sponsorship:
paul.brown@propubs.com

Programme and speakers:
robert.mccaffrey@propubs.com



20th **global** **insulation**[™]

CONFERENCE • EXHIBITION • AWARDS

Insulation market trends
Manufacturing technologies
Insulation applications
Additive technologies



Location to be announced

globalinsulation.com

#globalinsulation

The location of the conference in 2027
will be announced at the event
in Dublin in November 2026

The 20th *Global Insulation Conference, Exhibition and Awards* will take place in November 2027 and will focus on insulation market trends, manufacturing advances, insulation applications and additive technologies. The 20th *Global Insulation Conference* is expected to attract over 150 delegates from more than 30 countries as well as around 30 exhibitors. A very 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
2026:	Dublin

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	7306	8037	6922	7614	6330	6964
Black & White	5836	6420	5418	5960	4875	5362
Full page 4-colour	4615	5077	4367	4804	3996	4396
Black & White	3131	3444	2856	3142	2520	2772
1/2 page 4-colour	3276	3604	3125	3438	2987	3287
Black & White	1800	1979	1614	1776	1366	1503
1/3 page 4-colour	2959	3255	2774	3051	2609	2871
Black & White	1442	1586	1292	1421	1112	1223
1/4 page 4-colour	2596	2855	2479	2727	2363	2599
Black & White	1106	1216	1003	1104	893	982
1/8 page 4-colour	2101	2311	2054	2260	1971	2168
Black & White	632	695	590	649	550	605



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, contact Paul Brown at paul.brown@propubs.com.

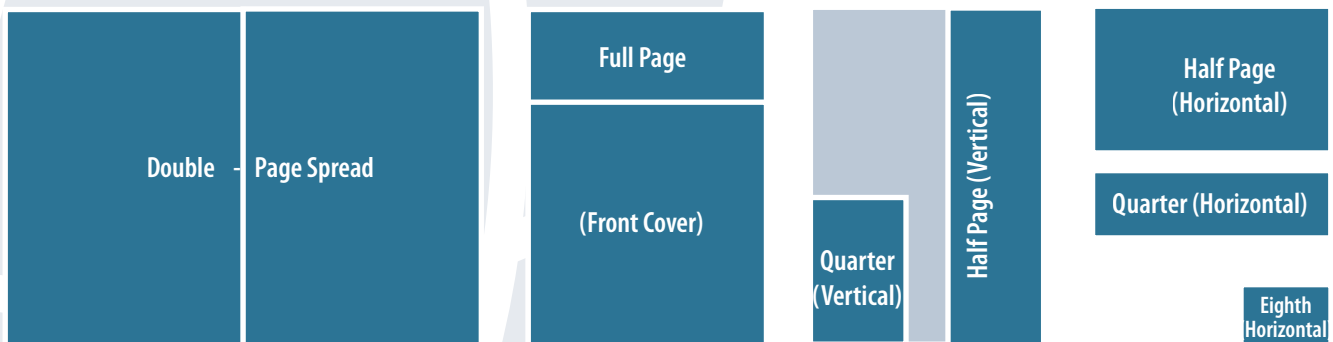
Mechanical data

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



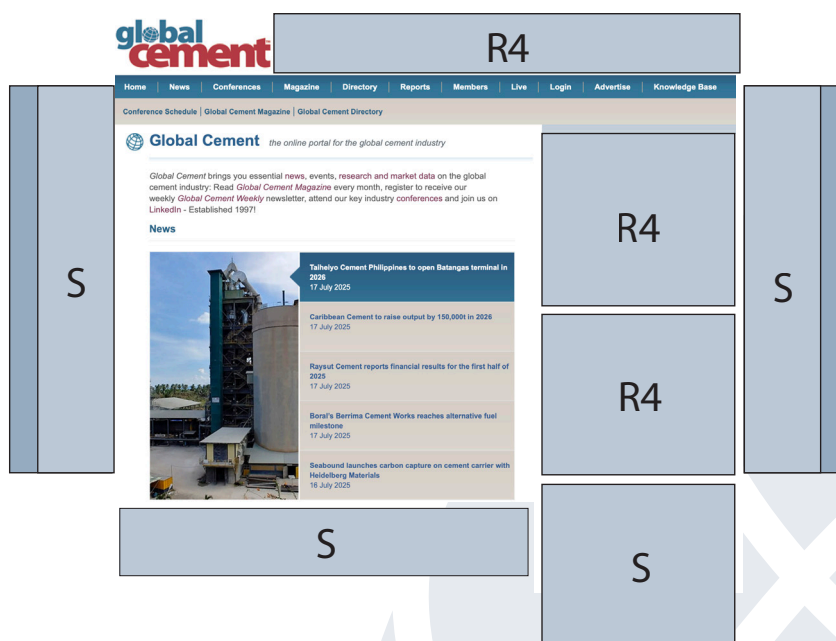
Special full-page positions and formats

Front Cover:	Includes company information on Dear Readers page	€6795
Front Cover Package:	Front cover, full page advert and related article by arrangement	€10,725
Front Cover DPS Package:	Front cover + logo, DPS advert, article by arrangement	€13,735
Inside Front, Inside Back, Outside Back Cover:		€5310
Guaranteed facing editorial matter:		add 10%
Guaranteed facing specified editorial matter:		add 15%
Ready-printed inserts, bound-in:	Single sheet, two-sided insert:	€4615
	Four-sided insert:	€7315
Single sheet loose insert:		€3280



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		

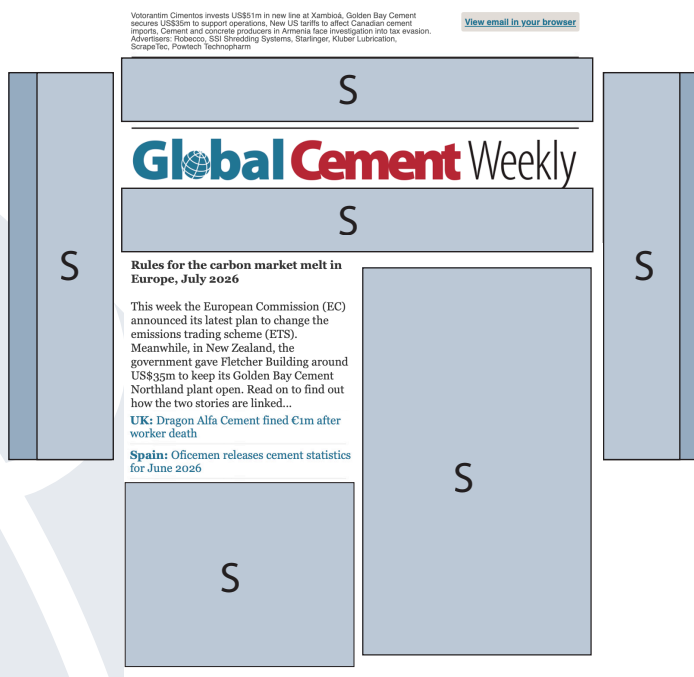
Prices
on
request
paul.brown@propubs.com

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+



25,000+



7000+



9000+



10,000+



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 a 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

2027 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
Wednesday								1				1
Thursday				1			1	2	FICEM 2027 Date & location TBC	Türkçimento October dates 1 TBC		2
Friday	1			2			2	3				3
Saturday	2			3	1		3	4		2		4
Sunday	3			4	2		4	1		3		5
Monday	4	1	1	5	3	Holidays EU	5	2	6	Labor Day	1	6
Tuesday	5	2	2	6	4	1	6	3	7		2	7
Wednesday	6	3	3	7	5		7	4	8	RWM September Birmingham, UK	3	8
Thursday	7	4	4	8	6	Ascension	8	5	9		4	9
Friday	8	5	5	9	7	4	9	6	10		5	10
Saturday	9	6	6	10	8	5	10	7	11		6	11
Sunday	10	7	7	11	9	6	11	8	12		7	12
Monday	11	8	Ramadan starts	12	10	7	12	9	13		8	13
Tuesday	12	9	Carnaval	13	11	8	13	10	14		9	14
Wednesday	13	10	Ramadan Ends	14	12	9	14	11	15		10	15
Thursday	14	11		15	13	10	15	12	16		11	16
Friday	15	12	12	16	14	11	16	13	17		12	17
Saturday	16	13	13	17	15	12	17	14	18		13	18
Sunday	17	14	14	18	16	13	18	15	19		14	19
Monday	18	15	15	19	17	Whit Monday	19	16	20		15	20
Tuesday	19	16	16	20	18		20	17	21		16	21
Wednesday	20	17	17	21	19		21	18	22	25th Global Gypsum Conference 20-21 Oct	20th Global Insulation Conference 17-18 Nov	22
Thursday	21	18	18	22	20		22	19	23		18	23
Friday	22	19	19	23	21		23	20	24		19	24
Saturday	23	20	20	24	22	19	24	21	25	23	20	25 Christmas
Sunday	24	21	21	25	23	20	25	22	26	24	21	26
Monday	25	22	22	26	24	21	26	23	27	25	22	27
Tuesday	26	23	23	27	25	22	27	24	28	26	23	28
Wednesday	27	24	24	28	26	23	28	25	29	27	24	29
Thursday	28	25	25	29	27	24	29	26	30	28	25	Thanksgiving
Friday	29	26	26	30	28	25	30	27		29	26	31
Saturday	30	27	27		29	26	31	28		30	27	
Sunday	31	28	28		30	27		29		31	28	
Monday		29	29		31	28		30			29	
Tuesday			30			29		31			30	
			31			30						