

# **ALUMINIUM INTERNATIONAL TODAY**

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CONNECTING THE ALUMINIUM MANUFACTURING INDUSTRY

# NOTE FROM THE EDITOR

Aluminium International Today (AIT) is the leading bi-monthly English language journal dedicated to all sectors and regions of the international aluminium manufacturing and processing industry.

With more than 30 years' experience, AIT is committed to delivering up-to-date global news, events, and statistics, as well as more detailed technical articles, company and country profiles, conference reports and regular regional economic briefings.

The journal has changed dramatically since its formation and now publishes news regularly on its website: [www.aluminiumtoday.com](http://www.aluminiumtoday.com) as well as a free weekly newsletter, which is sent to the inbox of more than 24,000 industry professionals.

In addition, AIT can be found discussing the latest industry news and views on social media sites such as Twitter and LinkedIn to more than 18,000 followers.

We are always on the lookout for new contributors to both the print and digital editions. Many authors from the industry have commented on the interest their articles have generated and the AIT team is always happy to interview industry professionals for company profile features and make site visits to see technology first-hand.

Please get in touch if you would like to discuss how we can help give your company more coverage, or if you would like to present your products and services to a wider international audience.



**NADINE BLOXSOME,**  
EDITOR

Aluminium International Today  
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# ALUMINIUM INTERNATIONAL TODAY READERSHIP

Delivering more editorial content than any other printed publication within the industry; our portfolio brings together the best of the international Aluminium market.

Aluminium International Today reaches the highest level of decision makers and purchasing influencers from across the Aluminium industry.

REGULAR CONTRIBUTORS INCLUDE:





4  
AUDIENCE

# OUR AUDIENCE

**18,000+** • SOCIAL



**3,000** • PRINT PER ISSUE

(More printed for show issues)

**28,452** • EMAIL



**13,903** • WEBSITE

Average monthly page views  
(January to July 2023)

**39%** • OF OUR READERS ARE IN CORPORATE MANAGEMENT

**21%** • SALES & MARKETING

**67%** • HAVE PURCHASING INFLUENCE

**FUTURE**  
ALUMINIUM FORUM

INDUSTRY  
4.0

**GREENER**  **ALUMINIUM**  
ONLINE SUMMIT

IN ASSOCIATION WITH **ALUMINIUM INTERNATIONAL TODAY**

# ALUMINIUM INTERNATIONAL TODAY

Aluminium International Today works with a wide range of companies in helping them grow their sales in the Aluminium industry.

Aluminium International Today is distributed globally to more than 80 countries with the main readership being based in Europe closely followed by America. The Digital Issues are also sent to 28,452 readers with an average open rate of 30%.

Reach an expansive, targeted audience of decision makers, influencers and key stakeholders in the aluminium industry. Strengthen your brand presence and establish your thought leadership on a global scale.

TRUSTED BY...





# TARGETED AND DYNAMIC READERSHIP TO IMPROVE ENGAGEMENT

"For an association like us, which operates at one end of the aluminium value chain, the Aluminium International Today journal helps us stay informed about the total aluminium world. We very much appreciate both the regular up-to-date news as well as the in-depth reports about many different industry topics relevant for us, from primary to rolling. All this information enables us to serve our members from the aluminium foil and closures sectors in a better way."

**GUIDO  
AUFDEMKAMP**  
European  
Aluminium Foil  
Association  
(EAFA)

"I find Aluminium International Today to be a highly informative and thought provoking publication. A must-read for anyone in the aluminum industry."

**JERROD HOEFT**  
Hydro Extrusions  
North America

"ASI enjoys collaborating with AIT on our sustainability-related news, analyses and insights, starting from our incorporation in 2015. The AIT journal has embraced ASI's journey and helps the broader industry explore challenges, innovation and progress. The sustainability imperatives of climate, circularity, nature-positive and human rights are for us all to tackle, and we value AIT's ongoing role in sharing knowledge and raising awareness with stakeholders."

**DR FIONA  
SOLOMON**  
Aluminium  
Stewardship  
Initiative

7  
OPPORTUNITIES

# OPPORTUNITIES TO PRESENT YOUR BRAND

WEBSITE  
ADVERTISING

WEEKLY  
NEWSLETTERS

**ALUMINIUM  
INTERNATIONAL  
TODAY**



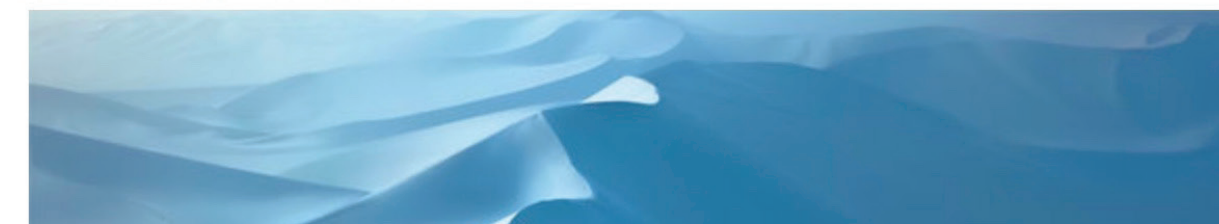
SUBSCRIBE NOW

Promoting the aluminium industry for more than 30 years

Dear Reader,

Aluminium International Today brings you the latest aluminium production and processing news from across the globe.

Here are this week's top news stories:



WEBINARS + VIRTUAL  
SUMMITS

PRINT  
ADVERTISING



DIRECTORY

WALL PLANNER

EXCLUSIVE NETWORKING

DIGITAL  
SUPPLEMENTS



SOCIAL  
MEDIA



FUTURE ALUMINIUM  
FORUM



# PRINT ADVERTISING - RATE CARD



PRIME POSITIONS	
FRONT COVER	£4,290
INSIDE FRONT COVER	£3,925
BACK COVER	£4,060
INSIDE BACK COVER	£2,825

SERIES RATE PER INSERTION	1	3	6	9	12
FULL PAGE	£3,300	£3,185	£2,998	£2,695	£2,475
HALF PAGE	£2,167	£1,942	£1,760	£1,683	£1,562
QUARTER PAGE	£1,238	£1,133	£1,023	£908	£830



# WALLPLANNER - RATE CARD

Circulated in the November issue to subscribers and distributed at industry events, this A1 wall planner provides a practical calendar for aluminium professionals to use and includes significant industry events throughout the year. Four size packages are available for advertising on the wall planner.

*Ad deadline 16/10/2024*

SINGLE UNIT	£385
DOUBLE UNIT	£743
PRIME POSITIONS	£825
CENTRE BANNER (1 opportunity)	£1,540



# DIRECTORY

The Aluminium International Today Directory is the essential guide to aluminium manufacturers, suppliers of plant equipment and services to the aluminium industry worldwide. It provides comprehensive company listings, product information and key contact details. Please visit the AIT website if you'd like to enter your business free of charge through our online form.

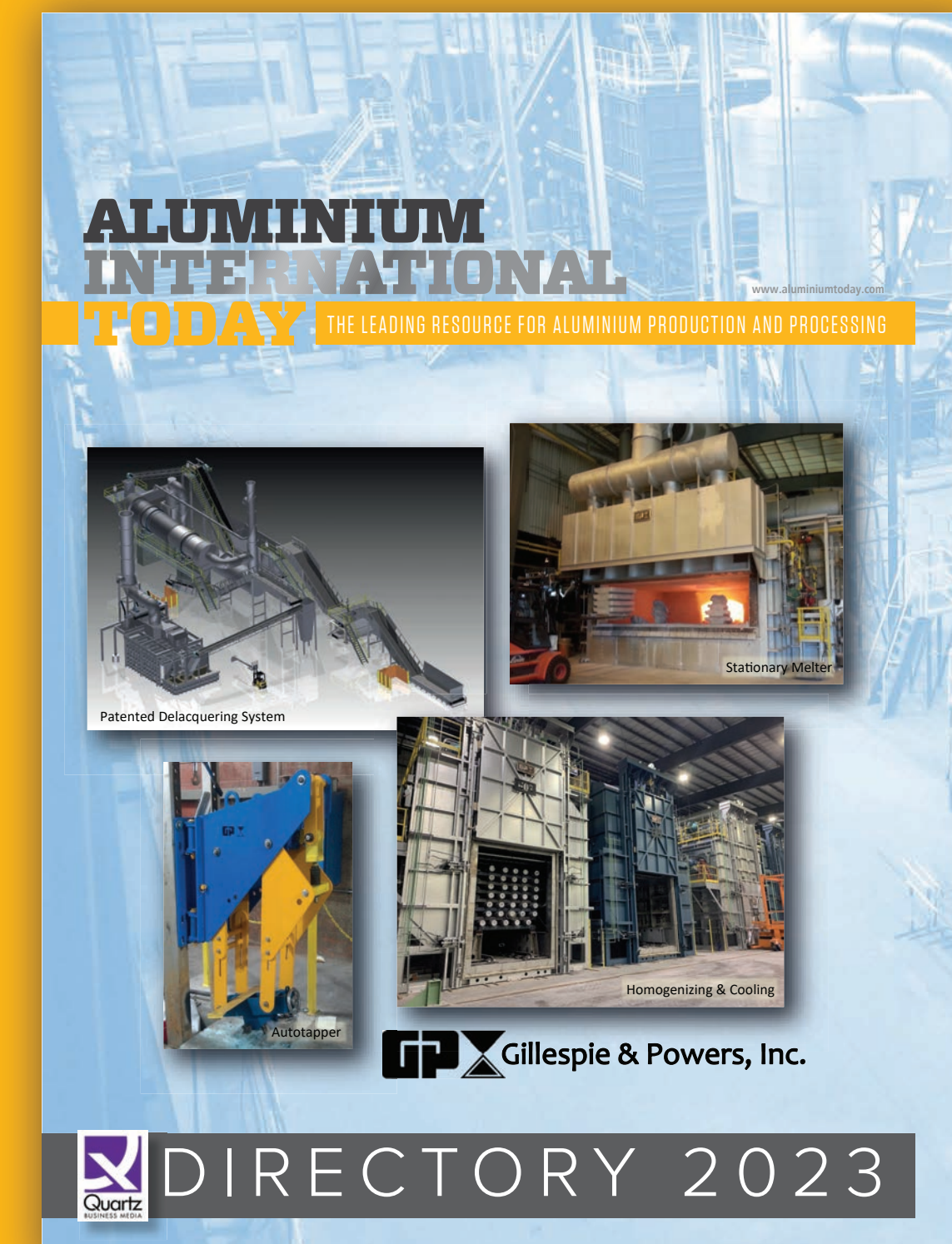
Advertising packages and upgrade options are also available. Don't hesitate to get in touch now.

## ONLINE BUYERS GUIDE COMING SOON!

Features include:

- Comprehensive company listing
- Key contact details
- Product information




*Ad deadline 07/06/2024*





# ONLINE ADVERTISING

Our rich and diverse content at [aluminiumtoday.com](http://aluminiumtoday.com) keeps the aluminium community up-to-date with the latest news, technology and project developments.

	<b>13,903</b> AVERAGE MONTHLY PAGE VIEWS
	<b>6,839</b> AVERAGE MONTHLY USERS
	<b>1.14</b> AVERAGE MONTHLY SESSION DURATION

Choose from a range of flexible advertising options to match a variety of budgets and achieve your desired level of exposure within the market.

WEB BANNERS	
ABOVE MASTHEAD LEADER BOARD	<b>£6,600</b> for a 12 month campaign
HEADER LEADER BOARD	<b>£413/month</b>
HEADER BANNER	<b>£297/month</b>
FOOTER BANNER	<b>£248/month</b>
MEDIUM RECTANGLE LARGE PANEL	<b>£335/month</b>
HALF HEIGHT PANEL	<b>£248/month</b>

OTHER OPPORTUNITIES	
VIDEO CONTENT	
COMPANY ADVERTORIALS	

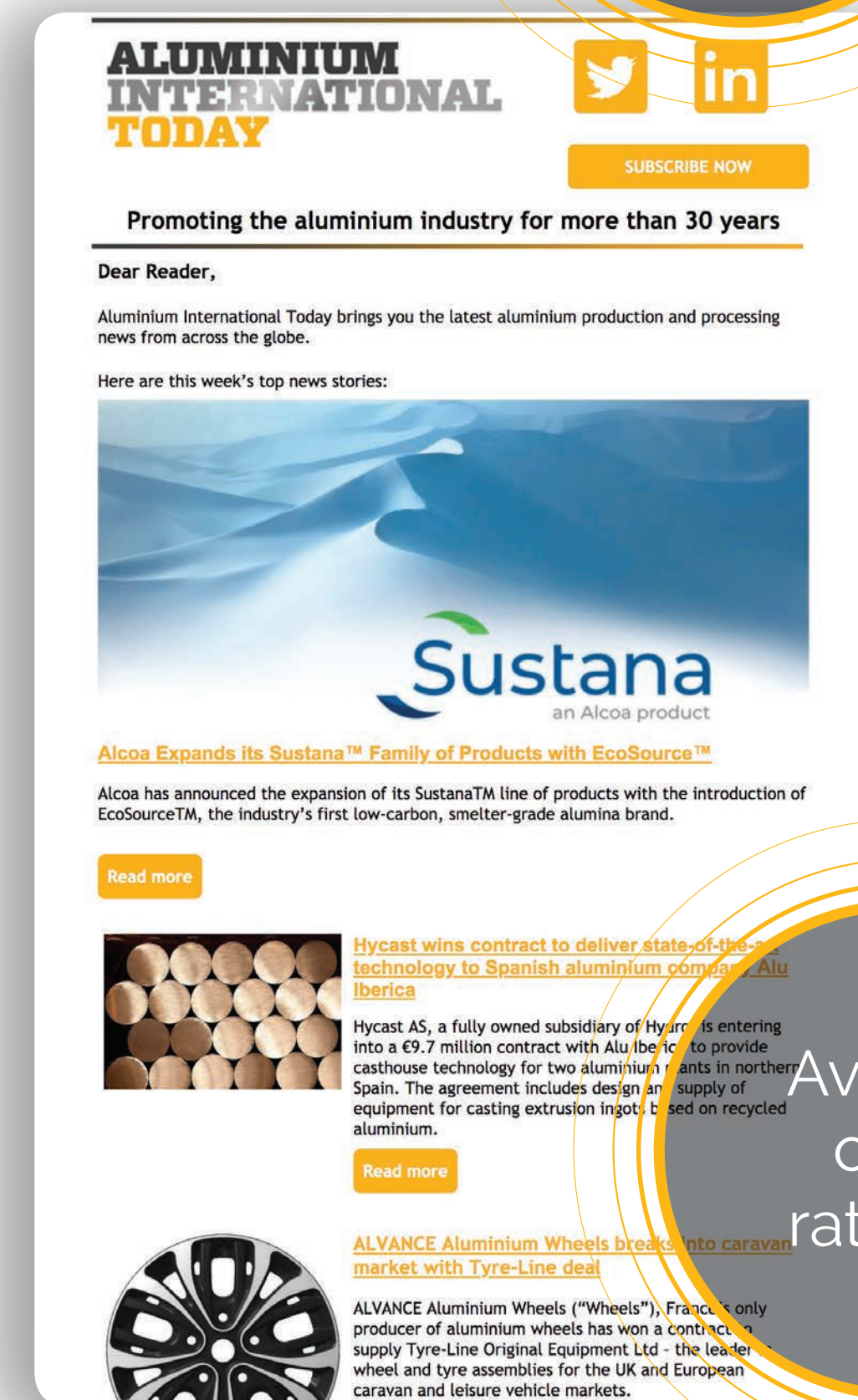
# NEWSLETTER ADVERTISING

Aluminium International Today newsletters deliver the most important news in the aluminium industry to 28,452 inboxes every week. Promoting your brand on Aluminium International Today newsletters will generate brand awareness, website traffic and valuable sales leads.

## Newsletter sponsorship opportunities

- **Header banner** (468 x 60 pixels – static) included on the email promoting your brand (hyperlinked). *Price on request*
- **Special promotional news feature** linking through to a full news story on the Aluminium International Today website. *Price on request*
- **Panel advertisement** (725 x 90 pixels - static) advertisement to promote your brand. *£400 pw*
- **Company profile + Newsletter** have your company featured to our 20,000+ readers. *£1695*
- **FAF sponsorship newsletter** have your company featured on our exclusive FAF newsletter. *Price on request*
- **Greener aluminium newsletter** have your company featured on our exclusive Greener aluminium newsletter. *Price on request*

76% of our audience prefer to consume news through our newsletters



Average open rate 22%





## WEBINARS, & VIRTUAL EVENTS

Aluminium International Today is one of the most widely read publications in the aluminium industry. Sponsoring an Aluminium International Today webinar is a fantastic way to put your brand and senior executive in front of hundreds of senior aluminium executives.

- Network with the Aluminium community and share your brand values
- Present your brand to an engaged online audience from across the globe
- Raise brand awareness
- Educate the marketplace with product announcements and company updates
- Encourage viewers to download company documents with web links
- Achieve measurable results
- Generate high quality leads
- Very cost effective to get your name in front of new companies

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WEBINARS

# WEBINARS

More than 1000 minutes of webinars

Press Esc to exit full screen

## ALUMINIUM INTERNATIONAL TODAY WEBINAR

ECOSYSTEMS, ENVIRONMENT AND HOT DATA - ROLL THE DISE™ TO WIN IN THE NEW

IN ASSOCIATION WITH: IBM

"Congratulations on the summit. I personally found it very encouraging to hear such strong and universal commitment to decarbonising the industry. It is clear that many of us are pursuing common goals, I guess now is the time for action and results!"

**Michael Clinch,**  
Senior Consultant & Materials Development Group Leader,  
Innoval Technology Ltd

ALUMINIUM INTERNATIONAL TODAY WEBINARS

**Green Aluminium - The Benchmark for the Automotive Sector?**

Wednesday 30th September | 10:00 AM (UK)

SPONSORED BY: ALVANCE

ALUMINIUM INTERNATIONAL TODAY WEBINARS

Wednesday 15 July 11:00 AM BST

**Focus On: Green Aluminium**

SPONSORED BY: Hydro

Hi Debora,

Invited to attend our latest Aluminium International Today webinar taking place next Wednesday 1st July at 11:00 AM (UK).

**Focus on: Green Aluminium**

Wednesday 15th July | 11:00 AM (UK)

"Our team was really impressed with the conference and level of discussion"

**Elise Ray,**  
Senior Strategic Marketing Advisor, Advisian



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WEBINARS

# WEBINARS

PRE-REGISTRATION	GOLD	SILVER	BRONZE
Sponsor's logo to be included on all promotional activity	✓	✓	✓
Banner on homepage with sponsor's logo	✓	✓	
Sponsor's branding on webinar email alerts	✓	✓	
Sponsor's logo on registration page	✓	✓	✓
Social media posts	✓	✓	✓
ACTIVITIES DURING THE WEBINAR			
Holding slide with sponsor's logo			
Sponsor's logo in the frame of the webinar	✓	✓	
Opportunity to provide materials for participants to download	✓	✓	✓
Q+A for real time feedback	✓		
Customised webinar URL	✓		
Seat on the panel	✓		
POST WEBINAR			
Sponsor's logo on all promotional activity (where appropriate)	✓	✓	✓
Webinar review in the printed edition of Aluminium International including logo	✓	✓	✓
On-demand webinar including sponsor's branding	✓	✓	✓
Full attendee list	✓		
<b>TOTAL</b>	<b>£2,750</b>	<b>£1,650</b>	<b>£825</b>

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VIRTUAL EVENT

# ONE DAY VIRTUAL EVENT (MAX. 4 HOURS)

PRE-REGISTRATION	GOLD	SILVER	BRONZE
Sponsor's logo to be included on all promotional activity	✓	✓	✓
Banner on homepage with sponsor's logo	✓	✓	
Sponsor's branding on webinar email alerts	✓	✓	
Sponsor's logo on registration page	✓	✓	✓
Social media posts	✓	✓	✓
ACTIVITIES DURING THE EVENT			
Holding slide with sponsor's logo			
Sponsor's logo in the frame of the webinar	✓	✓	
Opportunity to provide materials for participants to download	✓	✓	✓
Q+A for real time feedback	✓		
Customised webinar URL	✓		
Seat on the panel	✓		
POST EVENT			
Sponsor's logo on all promotional activity (where appropriate)	✓	✓	✓
Webinar review in the printed edition of Aluminium International including logo	✓	✓	✓
On-demand webinar including sponsor's branding	✓	✓	✓
Full attendee list	✓		
TOTAL	£2,750	£1,650	£825



# VIRTUAL EVENT

## GREENER ALUMINIUM ONLINE SUMMIT

IN ASSOCIATION WITH **ALUMINIUM INTERNATIONAL TODAY**



213 ATTENDEES



17 CONFERENCE SESSIONS



6.7 HOURS (ON AVERAGE) SPENT BY EACH ATTENDEE ON THE PLATFORM

### PREMIUM SPONSORS



### KEY SPONSORS





# FUTURE ALUMINIUM FORUM

INDUSTRY  
4.0



"Just superb,  
haven't seen  
anything this good  
in the past."

**Marc Gillis,**  
Industry Manager,  
Rockwell

## FUTURE ALUMINIUM FORUM 2024

Hosted in Turkey with the full support of the Turkish Aluminium Industrialists Association (TALSAD), we are delighted to announce that **The Future Aluminium Forum** is set to return and will take place in **Istanbul on the 21st - 23rd May, 2024.**

The Forum was originally developed to explore the transformational impact of digital technologies in the aluminium manufacturing processes and by hosting this next edition in Istanbul, we will be looking to uncover the potential to revolutionise the industry in Turkey and the surrounding regions.

By bringing together major aluminium manufacturers, suppliers of digital and sustainable technologies, and industry experts, the Forum aims to foster collaboration and knowledge-sharing, paving the way for a more efficient, sustainable, and competitive aluminium sector.

Turkey's aluminium industry has experienced steady growth over the years, making it a crucial player in the global aluminium market and serving as a significant hub connecting Europe, Asia and the Middle East. The adoption of digital technologies in the sector can drive economic growth, attract investments and foster innovation, and we look forward to supporting this transition in Turkey.

### SHOWCASE YOUR PRODUCTS AND SERVICES AT FAF 2024

If you are interested in promoting your services and products to an audience within their aluminium manufacturing facilities, then this is a unique opportunity to position your brand alongside leading experts in this field.

Bespoke packages can also be created for you if you have something specific you want to achieve. To discuss your booth or sponsorship opportunities, please contact our Commercial Sales Director - **Nathan Jupp** now. At +44 (0)1737 855027 or [nathanjupp@quartzltd.com](mailto:nathanjupp@quartzltd.com)

SUPPORTED BY

**TALSAD**

"Thank you for the opportunity and experience of such a great conference. I was also invited by quite a few OEM's to speak more on how we can work together and I made a lot more connections with customers and suppliers in general."

**Gus Allan,**  
Director,  
GNV Enterprises



"The response to our presentation was overwhelming. We got responses by chat, video chat, messages and even direct contact via our LinkedIn profiles. This opportunity for direct responses and contact was really perfect."

**Dr. Werner Aumayr,**  
Managing Director,  
coilDNA GmbH

[WWW.FUTUREALUMINIUMFORUM.COM](http://WWW.FUTUREALUMINIUMFORUM.COM)



## JANUARY/FEBRUARY

**Primary Production**

Aluminium production and smelting technology; anode manufacture and rodding; power supply; pot room equipment; metal transfer.

**The Future of Manufacturing**

Digitalisation; Industry 4.0; smarter technologies; data capture/measurement; disruptive technologies.

**Event Distribution:****TMS 2024**

Editorial deadline 15/12/2023

Ad deadline 03/01/2024

## MARCH/APRIL

**Raw Materials/Mining & Refining**

Bauxite mining and alumina refining technology; developments; R&D projects; community conservation, raw material handling & transport, market outlooks.

**Sustainable Aluminium**

Low carbon aluminium products currently in the market, or planned.

**Planned Event Distribution:****CRU World Aluminium****Future Aluminium Forum 2024****ET 2024****Fastmarkets Bauxite & Alumina**

Editorial deadline 02/02/2024

Ad deadline 21/02/2024

## MAY/JUNE

**Rolling Technology**

Hot and cold rolling technology; annealing; alloys; strip casting; twin-roll casting; twin-belt casting; rolled products; foil products; plate production.

**Recycling**

Aluminium scrap processing; metal recovery; contaminated scrap; dross recovery; metal filtration; sorting technologies.

**Extrusion**

Billet heating; low saws; extrusion presses; die production and maintenance; handling extruded products; cutting; value-added products.

**Planned Event Distribution:****Aluminium China****Global Metal Renewable Industry Chain Summit (GMRI)**

Editorial deadline 29/03/2024

Ad deadline 17/04/2024

## JULY/AUGUST

**Furnaces/Heat Treatment**

Homogenising furnaces; slab heating furnaces; ageing ovens; annealing furnaces; solution heat treatment furnaces; die heaters; log and billet heaters and associated handling equipment; refractories; heat measurement technology.

**Aluminium Applications**

Focus on aluminium use in automotive, aerospace and packaging applications. Production processes, new technologies, trends and light-weighting

**Planned Event Distribution:****UK Metals Expo****Fastmarkets International Aluminium Conference**

Editorial deadline 14/06/2024

Ad deadline 03/07/2024

## SEPTEMBER/OCTOBER

**Primary Production**

Aluminium production and smelting technology; anode manufacture and rodding; power supply; pot room equipment; metal transfer.

**Transport & Handling**

Automated guided vehicles, rail vehicles, pot room vehicles; cranes; bundling and strapping; wrapping.

**Planned Event Distribution:****ALUMINIUM Show****Women with Metal Conference and Women with Metal Conference and Award Ceremony**

Editorial deadline 06/08/2024

Ad deadline 23/08/2024

## NOVEMBER/DECEMBER

**Casthouse Technology**

Aluminium transfer and casting; degassing; treatment; sawing.

**Sustainable Aluminium**

Low carbon aluminium products currently in the market, or planned.

**Planned Event Distribution:****ARABAL 2024**

Editorial deadline 11/10/2024

Ad deadline 30/10/2024

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TEAM

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