

ALUMINIUM **INTERNATIONAL** **TODAY**

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 35 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. As well on our website, AIT has also extended its online presence with a free weekly newsletter, which is sent to the inbox of more than 16,000 industry professionals and a monthly newsletter. In addition, AIT publishes the latest industry news each day on social media sites such as LinkedIn and X to more than 24,000 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.



GREG MORRIS
EDITOR

Aluminium International Today
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ALUMINIUM INTERNATIONAL TODAY READERSHIP

The leading industry publication, shaping the future of aluminium manufacturing and processing. Navigate the aluminium industry with confidence; 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 our industry.



REGULAR CONTRIBUTORS INCLUDE:



4
AUDIENCE

OUR AUDIENCE

24,000+ • SOCIAL MEDIA FOLLOWERS



2,200 • PRINT PER ISSUE
(More printed for show issues)



16,491 • EMAIL



19,007 • WEBSITE
*Average monthly page views
(January to August 2025)*



39% • OF OUR READERS ARE IN CORPORATE MANAGEMENT

21% • SALES & MARKETING

67% • HAVE PURCHASING INFLUENCE



FUTURE
ALUMINIUM FORUM

INDUSTRY
4.0



ALUMINIUM INTERNATIONAL TODAY

Aluminium International Today works with a range of companies to help them grow. 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 16,491 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

WEBINARS + VIRTUAL
SUMMITS

PRINT
ADVERTISING



ALUTRENDS
PODCASTS AND
WEBINARS

DIRECTORY +
ONLINE DIRECTORY

WALL PLANNER

EXCLUSIVE NETWORKING

DIGITAL
SUPPLEMENTS



FUTURE ALUMINIUM
FORUM



PRINT ADVERTISING - RATE CARD



PRIME POSITIONS	
FRONT COVER	£5,192
INSIDE FRONT COVER	£4,752
BACK COVER	£4,565
INSIDE BACK COVER	£3,421

SERIES RATE PER INSERTION	1	3	6	9	12
FULL PAGE	£3,630	£3,504	£3,298	£2,965	£2,723
HALF PAGE	£2,384	£2,136	£1,936	£1,851	£1,718
QUARTER PAGE	£1,362	£1,246	£1,125	£999	£913

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 16/10/2025

SINGLE UNIT	£425
DOUBLE UNIT	£820
PRIME POSITIONS	£910
CENTRE BANNER (1 opportunity)	£1,695



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

ONLINE DIRECTORY NOW AVAILABLE!

Features include:

- Comprehensive company listing
- Key contact details
- Product information

Ad deadline TBC

FOR MORE INFORMATION, PLEASE CONTACT:

DIGITAL

Esme Horn | esmehorn@quartzltd.com

PRINT




Nathan Jupp | nathanjupp@quartzltd.com



ESME HORN, SALES & PRODUCTION MANAGER
esmehorn@quartzltd.com

ONLINE ADVERTISING

Our rich and diverse content at aluminiumtoday.com keeps the aluminium community up-to-date with the latest news, technology and project developments.

	19,007 AVERAGE MONTHLY PAGE VIEWS
	9,314 AVERAGE MONTHLY USERS
	1.54 AVERAGE MONTHLY SESSION DURATION

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

WEB BANNERS	
ABOVE MASTHEAD LEADER BOARD	£7,260 for a 12 month campaign
HEADER LEADER BOARD	£454/month
HEADER BANNER	£325/month
FOOTER BANNER	£270/month
MEDIUM RECTANGLE LARGE PANEL	£370/month
HALF HEIGHT PANEL	£270/month

OTHER OPPORTUNITIES	
VIDEO CONTENT	
COMPANY ADVERTORIALS	

NEWSLETTER ADVERTISING

Aluminium International Today newsletters deliver the most important news in the industry to 16,000 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** (725 x 90 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 16,000+ readers. *£1695*
- **Alutrends podcasts and webinars** have your company featured on our exclusive Alutrends newsletter. *Price on request*
- **AIT LinkedIn monthly newsletter** have your company featured on our LinkedIn monthly newsletter. *Price on request*

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



Average open rate 20%



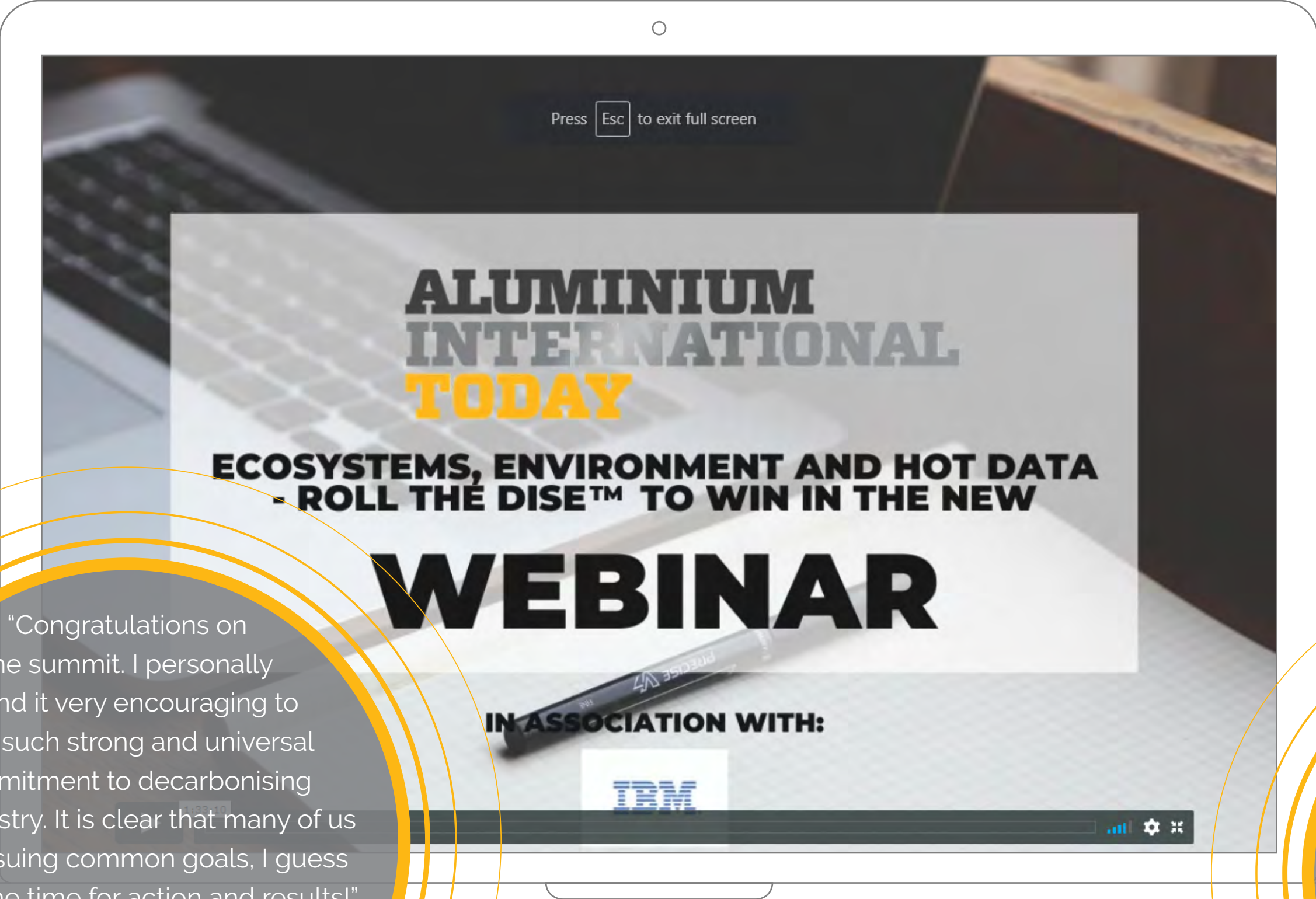
PODCASTS AND WEBINARS

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 other senior executives.

- Network with the Aluminium community and share your brand values
- Present your brand to an engaged online audience from around 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

WEBINARS

More than 1000 minutes of webinars



"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



"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	✓		
TOTAL	£3,025	£1,815	£905

FUTURE ALUMINIUM FORUM

INDUSTRY
4.0

FUTURE ALUMINIUM FORUM

The Future Aluminium Forum, launched in 2018, was developed with the aim of exploring the transformational impact of digital technologies in the aluminium manufacturing processes, while also uncovering the potential to revolutionise the industry in particular 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.

Since 2018, the Forum has taken place across Europe, Asia, and North America.

Set over two days, the forum promises an enriching experience, blending thought-provoking sessions with networking opportunities, and exclusive events.

PROMOTIONAL OPPORTUNITIES:

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.

To discuss opportunities, please contact our Commercial Sales Director -

NATHAN JUPP at +44 (0)1737 855027 or nathanjupp@quartzltd.com

WWW.FUTUREALUMINIUMFORUM.COM

"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

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

Marc Gillis,
Industry Manager,
Rockwell



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 2026

Metef 2026

MARCH/APRIL

Raw Materials/Mining & Refining

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

Rolling Technology

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

Extrusion

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

Event Distribution:

Fastmarkets Bauxite & Alumina 2026

MAY/JUNE

Sustainable Aluminium

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

Recycling

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

Digital Manufacturing

Digital technology in aluminium: How can the increased use of AI, Big Data, algorithms improve factory efficiencies.

Event Distribution:

CRU World Aluminium Summit 2026

RX ALUMINIUM Arabia 2026

TransWorld Events Metal & Recycling Conference & Exposition 2026

Horizon Aluminium 2026

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.

Event Distribution:

The Advanced Materials Show/The Advanced Ceramics Show 2026

ALUMINIUM China 2026

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.

Event Distribution:

iMT Taiwan Industry Week 2026

ALFED Annual Dinner 2026

NOVEMBER/DECEMBER

Casthouse Technology

Aluminium transfer and casting; degassing; treatment; sawing.

Sustainable Aluminium

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

Event Distribution:

UK Metals Expo 2026

Gulf Aluminium Council (GAC) dinner

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TEAM

CONTACT US

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