

THE JOURNAL OF ALUMINIUM PRODUCTION AND PROCESSING

# ALUMINIUM

## INTERNATIONAL TODAY

# EDITORIAL FEATURES 2010

Topic	Editorial Copy Date	Advertising Copy Date	Key Events Covered
<b>JANUARY/FEBRUARY</b> Primary Furnaces & Heat treatment	3 Dec 09	6 Jan 10	TMS 14-18 Feb, Seattle Al India 25-27 Feb, Mumbai** Melt Quality Workshop, Bahrain
<b>MARCH/APRIL</b> Casthouse Rolling Conf Reports TMS & Al India	15 Jan	17 Feb 10	CRU World Al 21-23 June, Oslo* Litmash, May, Moscow Metef 14-17 Apr, Brescia Al China Shanghai, 9-11 June** INALCO Eindhoven, 23-25 June
<b>MAY/JUNE</b> Extrusion Secondary Transport & Handling Event Report Metef	14 Apr	6 May 10	
<b>JULY/AUGUST</b> Furnaces & Heat treatment Analysis & Testing Aluminium 2010 (Essen) Preview	25 June	16 July 10	Al Siberia Sept
<b>SEPTEMBER/OCTOBER</b> Primary Casthouse Fabrication	15 Jul	12 Aug 10	Metal Expo Moscow Nov ALUMINIUM 2010, Essen**
<b>NOVEMBER/DECEMBER</b> Secondary Surface Treatments Event Reports; Al Siberia, Al 2010	22 Oct	12 Nov 10	
<b>FOREIGN LANGUAGE</b> Chinese Feb May Russian May Oct	for translation 10 Dec 7 March 3 March 15 July	15 Feb 10 1 Mar 10 2 Apr 10 10 Aug 10	Metal & Metallurgy, 11-14th May China Aluminium China, 9-11th June, Shanghai Litmash May Metal Expo Nov

\* Provisional - Some events dates may change. To check dates visit [www.aluminiumtoday.com](http://www.aluminiumtoday.com) and click on Industry Events  
 \*\* AIT is international media partner

## CIRCULATION & READERSHIP

We understand that a magazine is nothing without its readers. We manage our circulation with care, ensuring that the correct people receive *Aluminium International Today*. For advertisers, this means our message is guaranteed to get through to the key people

With our global presence, advertisers also gain access to a wide audience, reaching over 100 countries, with 7,000 copies distributed and a high pass on rate, *Aluminium International Today* has a potential readership of 35,000.

## ADVERTISING RATES & MECHANICAL DATA

### Advertising Rates per insert

£ Sterling - effective from 1 October 2009

	1	3	6	9	12
Full Page	£3,486	£3,000	£2,895	£2,725	£2,450
Half Page	£2,040	£1,970	£1,765	£1,600	£1,530
Quarter Page	£1,205	£1,125	£1,030	£930	£825

We also offer a range of additional advertising items including gatefolds, belly bands, loose inserts and a year planner. Our sales team can create a bespoke campaign with you, so you reach your target audience.

### Special Positions

Front Cover	£3,900	Inside front cover	£3,647
Back Cover	£3,690	Inside back cover	£3,567

NB - All rates refer to 4 colour only. For black and white or additional colours, please contact a member of the sales team.

### Mechanical Data



#### Double Page Spread

Type Area (mm)

265 deep x 394 wide

Bleed (mm)

303 deep x 426 wide

Trim (mm)

297 deep x 420 wide



#### Full Page

Type Area (mm)

265 deep x 185 wide

Bleed (mm)

303 deep x 216 wide

Trim (mm)

297 deep x 210 wide



#### 1/2 Page (upright)

Type Area (mm)

265 deep x 87 wide

#### 1/2 Page (across)

Type Area (mm)

128 deep x 185 wide



#### 1/4 Page (upright)

Type Area (mm)

128 deep x 87 wide

#### 1/4 Page (across)

Type Area (mm)

61 deep x 185 wide

### Payment

Payments to be made 30 days from invoice date. Companies outside the UK are requested to pay by Bank Transfer to avoid possible delays that can occur with currency cheques. If an account is overdue, we reserve the right to suspend insertions until an agreed amount of funds are cleared.

### AIT Classified Section

Put your product and services in front of Aluminium International Today's readers. Full classified listings are featured in each magazine.

Boxed entry with logo	4cm x 5cm	£120	for 3 issues
Boxed entry with logo & picture	5cm x 8.8cm	£170	
Boxed entry with logo & picture	5cm x 13.6cm	£250	
Boxed entry with logo & picture	18.4cm x 5cm (horizontal)	£350	
	8.8cm x 11.6cm (vertical)		

### OnLine Solution

[www.aluminiumtoday.com](http://www.aluminiumtoday.com) is the online platform for Aluminium International Today. With close to 4,000 visits per month, [www.aluminiumtoday.com](http://www.aluminiumtoday.com) provides the visitor with:

- Up-to-date news    - Product listings and reviews    - Events Calendar    - Recruitment listings

We ensure our website directs business to you. [www.aluminiumtoday.com](http://www.aluminiumtoday.com) complements our printed publication by providing easy to access, continually updated information. By using both the printed and online mediums, advertisers can reach a new audience while maintaining a higher profile with existing clients.

Our sales team can create a bespoke advertisement programme for you, combining the strength of paper based advertising with the flexibility and extensive reach of online marketing.

**Rolling banner** (Size: 468 x 60 pixels, Resolution: 72dpi, Max file size: 20k, File format: GIF or jpeg)

£500 per 3 months    £1,000 per 6 months    1,500 per 9 months    £2,000 per 12 months

**Side button** (Size: 120 x 60 pixels, Resolution: 72dpi, Max file size: 15k, File format: GIF or jpeg)

£250 per 3 months    £500 per 6 months    £750 per 9 months    £1,000 per 12 months

### Contact

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