

# LIGHT METAL AGE

THE INTERNATIONAL MAGAZINE OF THE LIGHT METAL INDUSTRY



Media Information 2016



# The premier magazine of the aluminum industry

Aluminum is experiencing a resurgence of growth. The automotive industry is a driving impetus for this growth, with OEMs seeking to reduce weight in their vehicles in order to meet CAFE and similar regulations being implemented on an international level. These developments—along with significant advances in aerospace, building and construction, marine, and other industries—point to a strong future for the aluminum industry.

**Light Metal Age** has a long legacy in the aluminum industry with over 74 years of experience covering primary and secondary production, extrusion, and rolling. We provide vital technical, industrial, and market information to aluminum producers and processors around the world.

Available in both print and digital format, *Light Metal Age* is a bi-monthly magazine that covers the entire value chain of the aluminum industry, from primary production to extrusion and rolling and associated downstream fabrication, such as finishing, machining and joining. The integration and optimization of aluminum products in final applications, such as automotive, aerospace, and building and construction, are also major topics.

Extrusion  
Recycling  
Alloying  
Metallurgy  
Homogenization  
Aluminum  
Cathouse  
Smelting  
Billet Supply  
Rolling  
Remelt  
Anodizing  
Die Design  
Magnesium  
Heat Treatment  
Aerospace  
B&C Lifecycle  
Automotive  
Furnace Technology

We deliver valuable technology and industry news, industry research, technical knowledge, and case studies to executives, general managers, plant managers, technicians, metallurgists, and engineers responsible for fabrication, production, and operations in manufacturing facilities around the world.

over  
**4,000 subscribers**  
in 56 countries

Whether a casthouse in Russia or an extrusion facility in Texas, *Light Metal Age* has its finger on the pulse of the aluminum industry.

## Editorial Excellence

### Joseph C. Benedyk, Ph.D, Editor



Dr. Joe is a research professor at the Illinois Institute of Technology (IIT) working to establish cooperative industry/university research programs in the fields of heat treatment, casting, and extrusion of aluminum and aluminum alloys. In 2013, he was honored by the Aluminum Extruders Council for his dedication to the aluminum extrusion industry and his willingness to selflessly share knowledge with others. Dr. Joe has contributed many articles to *Light Metal Age* and applies his technical knowl-

edge to his position as editor, covering applications and technology of light metals.

### Andrea Svendsen, Managing Editor

Andrea has been with *Light Metal Age* for eight years, addressing all areas of the magazine's editorial focus. She works with authors, participates in industrial plant tours, and performs interviews with industry managers to ensure relevant information is featured. Her editorial experience, along with her attention to detail, is critical in the production of the magazine.

### Ann Marie Fellom, Publisher

As a 36 year veteran of *Light Metal Age*, Ann Marie has intimate experience working in every facet of the magazine. In 1993, she assumed the role of publisher of the family-run publication. Under her management, *LMA* has maintained its position as the preeminent magazine of the light metal industry and was recognized as the Official Magazine for the ET Seminars in 2008, 2012, and 2016. Ann Marie is responsible for setting *LMA's* editorial direction and developing marketing opportunities.

# 2016 Editorial Calendar

## January

Editorial Deadline: 12/1/2015

### ET '16 Pre-Show Issue

ET Abstracts, Perspectives from Track Chairs, Exhibitor Profiles  
Extrusion Press Technology  
Extrusion Defects

#### Distribution:

AEC Annual Meeting  
San Antonio, TX – March 17-19

## February

Editorial Deadline: 1/4/2016

MODERN CELL TECHNOLOGY - Process Control, Status of Inert Anodes  
WORLD PRIMARY ALUMINUM  
CASTHOUSE OPTIMIZATION - Casting Systems, Furnaces, and Launderers  
Demerging Strategy  
Environmental Initiatives  
Magnesium

#### Distribution:

TMS 2016  
Nashville, TN – February 14-18  
Aluminum Association Spring Meeting  
Miami, FL – April 18-20

*Directory of Primary Aluminum Equipment*

## April

Editorial Deadline: 3/11/2016

### EXTRUSION

PRESSES: Cutting Edge Performance  
Expanding/Contracting Markets – Competitive Materials  
Transportation, B&C, Marine, Renewables, and HVAC  
BILLET: Metallurgy and Producers  
Extrusion Alloy Development – High Strength, Energy Absorption  
SURFACE FINISHING TECHNOLOGY  
DIES - Design, Correction, Surface Polishing  
Company Profile: Pennex Aluminum  
Interview: Sapa President



#### Distribution:

ET'16 - Show Issue  
Chicago, IL – May 2-6

*Directory of Aluminum Extrusion Equipment*

## June

Editorial Deadline: 5/10/2016

### EXTRUSION

Extrusion Alloy Development  
Enabling Technologies- Joining  
SHAPE CASTING-Advances for Auto Applications  
Company Spotlight: Ford  
Next Aluminum Intensive Car?

#### Distribution:

Global Automotive Lightweight Material (GALM)  
Detroit, MI – August 23-25

## August

Editorial Deadline: 7/12/2016

SECONDARY/REMELT  
Recycling End-of-Life Vehicles  
Environmental Sustainability and Transparency  
Demerging Strategy – Alcoa  
Company Spotlight: Hydro  
Interview: Novelis

#### Distribution:

AEC Fall Meeting  
Washington, DC – September 26-28  
Aluminum Association Fall Meeting  
Washington, DC – September 26-28

*Directory of Secondary Aluminum Equipment*

## October

Editorial Deadline: 9/14/2016

AUTOMOTIVE  
Sheet Alloy Development – Strength and Formability  
Enabling Technologies: Forming & Fabrication  
CASTHOUSE PRODUCTIVITY  
PRIMARY ALUMINUM  
METAL SUPPLY  
B&C Market – Sheet and Extrusion  
Company Spotlight: Sapa



#### Distribution:

ALUMINIUM 2016  
Düsseldorf, Germany - November 29 - December 1

## December

Editorial Deadline: 11/14/2016

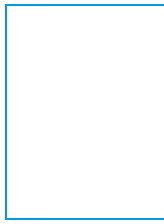
AEROSPACE ADVANCES  
ALUMINUM SHEET - Direct Chill & Continuous Casting

*Directory of Flat Rolled Aluminum Equipment*

# 2016 Print Advertising Rates & Specifications

All rates are gross in U.S. dollars for full color advertisements. All measurements are width x height. Rates for black and white, special colors (metallics), or special positions are available upon request.

## Full Page

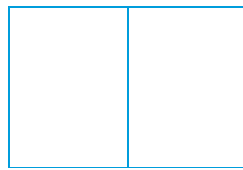


Insertions	Rate
1x .....	\$3,262
3x .....	\$3,157
6x .....	\$3,065

### Mechanical Requirements:

Type Size: 7" x 10" (177.8 mm x 254 mm)  
 Trim: 8.25" x 11.125" (209.55 mm x 282.58 mm)  
 Bleed: 8.5" x 11.375" (215.9 mm x 288.93 mm)

## Two Page Spread

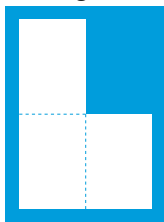


Insertions	Rate
1x .....	\$6,097
3x .....	\$5,912
6x .....	\$5,708

### Mechanical Requirements:

Trim: 16.5" x 11.125" (419.1 mm x 282.58 mm)  
 Bleed: 16.75" x 11.375" (425.45 mm x 288.93 mm)

## 1/2 Page – Horizontal & Vertical



Insertions	Rate
1x .....	\$2,497
3x .....	\$2,398
6x .....	\$2,348

### Mechanical Requirements:

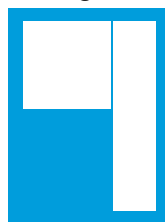
#### Horizontal

Type Size: 7" x 4.875" (177.8 mm x 123.83 mm)  
 Bleed: 8.5" x 5.625" (215.9 mm x 142.88 mm)

#### Vertical

Type Size: 3.4375" x 10" (87.31 mm x 254 mm)  
 Bleed: 4.1875" x 11.375" (106.36 mm x 288.93 mm)

## 1/3 Page – Vertical & Square



Insertions	Rate
1x .....	\$2,257
3x .....	\$2,182
6x .....	\$2,104

### Mechanical Requirements:

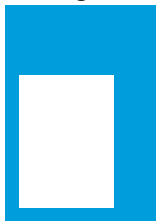
#### Vertical

Type Size: 2.25" x 10" (57.15 mm x 254 mm)  
 Bleed: 2.9722" x 11.375" (75.49 mm x 288.93 mm)

#### Square

Type Size: 4.625" x 4.875" (117.48 mm x 123.83 mm)

## 1/2 Page – Island



Insertions	Rate
1x .....	\$2,842
3x .....	\$2,750
6x .....	\$2,650

### Mechanical Requirements:

Type Size: 4.625" x 7.5" (117.5 mm x 190.5 mm)

## 2/3 Page Vertical



Insertions	Rate
1x .....	\$3,052
3x .....	\$2,954
6x .....	\$2,852

### Mechanical Requirements:

Type Size: 4.625" x 10" (117.48 mm x 254 mm)

## 1/4 Page



Insertions	Rate
1x .....	\$1,930
3x .....	\$1,910
6x .....	\$1,890

### Mechanical Requirements:

Type Size: 3.375" x 4.875" (85.73 mm x 123.83 mm)

## 1/6 Page



Insertions	Rate
1x .....	\$1,802
3x .....	\$1,791
6x .....	\$1,761

### Mechanical Requirements:

Type Size: 2.25" x 4.875" (57.15 mm x 123.83 mm)

## Classifieds - Rates per Column Inch

Insertions	Rate
1x .....	\$123
3x .....	\$119
6x .....	\$111

Ad layout for classified ads is free of charge.

## Inserts or Bellyband

Rates and mechanical requirements for inserts or bellyband ads are available upon request.

## Printing Process

Offset (sheet fed)

## Binding

Perfect Bound or Saddle-Stitched

## Max Density

320%

## Trim

8.25" x 11.125" (209.5 mm x 282.58 mm)

## Materials

Digital ads are requested in high res (300 dpi and 120 px/cm) pdf format with all fonts and high res CMYK images embedded.

## Safety

Keep all live matter, not intended for trim, 1/4" from trim edges. (Non-bleed ads are listed at the maximum outside dimensions for that space.) Allow 1/4" on each side of gutter for 1/2" gutter safety on 2 page spreads.

## Shipping

Please submit advertising materials by email:

- For files under 10 MB, send to: [Ima@lightmetalage.com](mailto:Ima@lightmetalage.com)
- For files over 10 MB, please contact Ann Marie Fellom for details on how to access our FTP site.

## Ad Composition/Changes/Additions

A minimum rate of \$87.50 per half hour will be charged for all changes and additions. All changes subject to advertiser's approval.

## Rates

Rates are gross and subject to 15% discount for conforming files.

## Payment

Terms as payment is due within 30 days upon receipt of invoice and tearsheet or voucher copy. Checks drawn on a U.S. bank in U.S. dollars or an International Money Order payable directly to *Light Metal Age* are acceptable. (Banking details and info on credit card payments are provided separately.) Direct deposits or wire transfers require an additional \$25.00 to cover charges.

For any additional ad related questions, please contact:

Ann Marie Fellom  
 Tel: (650) 588-8832  
 email: [amf@lightmetalage.com](mailto:amf@lightmetalage.com)

Contracts may be cancelled up to but not after the ad material deadline has passed. Advertisers will be short rated, if they do not use the ad space contracted within a 12 month period.

**Front covers are not sold.** Rates for inside and back cover and other preferred positions are available upon request.

# 2016 Ad Deadlines

Issue Month	Ad Space*	Ad Material	Show/ Bonus Distribution
<b>2016</b>			
<b>January</b>	12/21	12/28	<i>AEC Annual Meeting</i> – San Antonio, TX 3/17 – 3/19 www.aec.org
<b>February</b>	1/20	1/27	<i>TMS Annual Meeting</i> – Nashville, TN 2/14 – 2/18 www.tms.org <i>Aluminum Association Spring Meeting</i> – Miami, FL 4/18 – 4/20 www.aluminum.org
<b>April</b>	4/11	4/18	<i>ET'16</i> – Chicago, IL 5/5 – 5/6 www.et16.org
<b>June</b>	6/1	6/8	<i>GALM</i> – Detroit, MI 8/23 – 8/25 www.american-business-conferences.com
<b>August</b>	8/3	8/10	<i>AEC Fall Meeting</i> – Washington, DC 9/26 – 9-28 www.aec.org <i>Al Assoc. Fall Meeting</i> – Washington, DC 9/26 – 9/28 www.aluminum.org
<b>October</b>	10/5	10/12	<i>ALUMINIUM 2016</i> – Düsseldorf, Germany 11/29 – 12/1 www.aluminium-messe.com
<b>December</b>	12/5	12/12	

\* Earlier ad placements result in better positioning in the magazine.

# 2016 Online Advertising Rates & Specifications

The *Light Metal Age (LMA)* website reaches 2,000 visitors per month on average, with 10,000 page views per month.

LightMetalAge.com provides a portal to news, industry events, market data, and other resources.

## Home Page Ads

### 1. Sidebar Banner - Square

300 pixels wide x 250 pixels tall  
Run of the Site  
\$450/month  
2 months - \$850 total  
3 months - \$1200 total  
Maximum of 3 sponsors in rotation.

### 2. Sidebar Banner – Small

280 pixels wide x 160 pixels tall  
Homepage  
\$300/month  
2 months - \$500 total  
3 months - \$600 total  
Maximum of 3 sponsors in rotation.

### 3. Beltway

970 pixels wide x 250 pixels tall  
Homepage  
\$500/month  
2 months - \$900 total  
3 months - \$1300 total  
Maximum of 3 sponsors in rotation.

### 4. Baseboard

728 pixels wide x 90 pixels tall (max)  
Run of the Site  
\$350/month  
2 months - \$600 total  
3 months - \$750 total  
Maximum of 3 sponsors in rotation.

## Article Page Ads

Ad spaces are available at the bottom of every article/news post.

300 pixels wide x 250 pixels tall  
\$250/month  
2 months – \$425 total  
3 months – \$600 total  
Maximum of 3 sponsors in rotation.

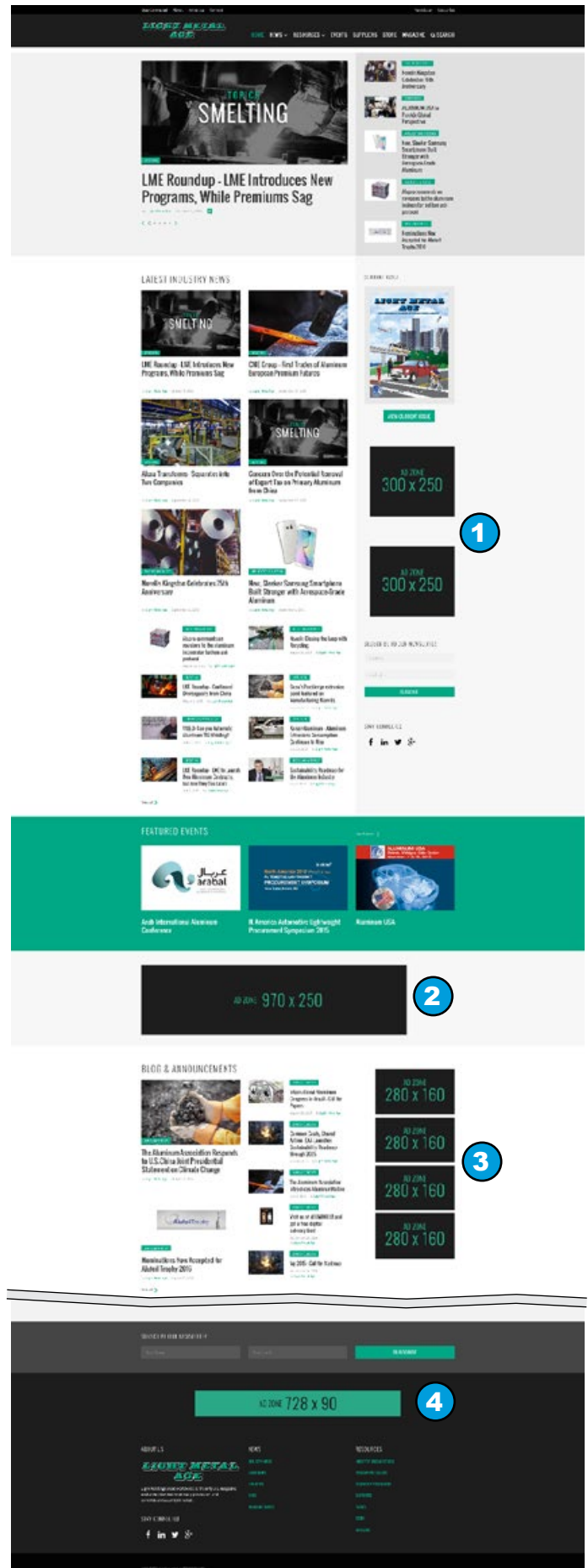
All rates are gross. Payment is required in advance.

Formats: jpg, gif, and png image formats (animation is acceptable).

File size: under 500 kB

### Marketplace

Marketplace is a resource for paid announcements regarding new products, new literature, company focused seminars, job recruitment, and more.  
\$100/announcement





# Editorial Planning Guide

**LMA has earned a reputation in over 74 years of publication** for printing only the highest quality articles that focus on new and innovative technological developments in the primary production and semi-fabrication of aluminum. Executives, managers, metallurgists, and engineers have come to rely on *LMA* as a source of quality, unbiased, non-commercial technical information.

This fact sheet lists various editorial content published in *LMA* and provides a glance at our editorial guidelines for upcoming issues.

All editorial is published free of charge, but must meet *LMA* guidelines to be considered.

Editorial Type	Length	Important Notes
<b>Feature Articles</b>		
Technical Feature	1,500-3,000 words with 4-6 images or tables	<ul style="list-style-type: none"> <li>• Must involve significant technology, presenting industrial expertise, research findings, tutorials, or other instructive information regarding metallurgy, production processes, or knowledge relevant to the aluminum industry</li> <li>• Must be generic; no promotion of specific products</li> </ul>
Plant Case Study	1,500-3,000 words with 4-6 images or tables	<ul style="list-style-type: none"> <li>• Presents an examination of an industrial production facility, including details on a recent expansion or plant optimization work</li> </ul>
Executive Interview	1,000-2,000 words with 1-2 images	<ul style="list-style-type: none"> <li>• Q&amp;A article between an <i>LMA</i> editor and an invited company executive or manager</li> </ul>
<b>Spotlight Articles</b>		
	500-1,500 words with 1-2 images or tables	<ul style="list-style-type: none"> <li>• Presents detailed information on new equipment, products, technology, or patents that have been developed within the past 6 months</li> <li>• Case study description of the equipment or product in use at a production facility is preferred</li> </ul>
<b>Departments</b>		
Light Metal World	300-450 words	<ul style="list-style-type: none"> <li>• Editorial features news, research, or events relevant to the worldwide aluminum industry – must be generic; no promotion</li> </ul>
Industry News	100-200 words	<ul style="list-style-type: none"> <li>• Short news items regarding future expansion plans, new contracts, equipment orders, etc., as well as appointment of new personnel</li> </ul>
New Product/ New Literature	100-200 words	<ul style="list-style-type: none"> <li>• Short announcements regarding the release of new products, equipment, brochures, or books</li> </ul>
Lightweight Matters	500-1,000 words	<ul style="list-style-type: none"> <li>• Editorial focused on new applications utilizing aluminum</li> </ul>
Book Reviews	500-1,000 words	<ul style="list-style-type: none"> <li>• Review of a new book or journal on aluminum processing or technology</li> </ul>
<b>Blog</b>		
	Various	<ul style="list-style-type: none"> <li>• Blog posts may include news announcements, opinion pieces, interviews, conference announcements, and more</li> <li>• Engineers and managers with significant industry knowledge are invited to participate in blog series articles, expanding on a specific topic relevant to the industry</li> </ul>

## Important Guidelines

- Criteria for publication is that the article be useful for practicing engineers, that it is significant before publication, and that it has not and will not appear in a publication read by many of our readers; exclusive publication in *LMA* is required.
- All text should be sent in a Word document.
- Images (photographs or illustrative graphics, such as cutaways, schematics, and graphs) should be sent as separate high resolution (300 dpi) jpeg, tiff, or pdf files; no pictures or graphs should be embedded into the text or Word document. Complex mathematical formulas should be treated as images to ensure they appear correctly.
- Editors of *LMA* reserve the right to edit the text and photos submitted in order to ensure they conform to our house style, page space, and quality requirements.

# 2016 Supplier Directory Rates

With a database of more than 400 companies, Light Metal Age is the aluminum industry's resource for finding equipment, products, and services.

The directory is organized by four industry sectors—Primary Aluminum, Aluminum Extrusion, Secondary Aluminum, and Flat Rolled Aluminum—and each sector is published in the magazine in different issues throughout the year, as well as online at the LMA website. A compilation of the four sectors is also available as the Master Directory.

## Standard Listing – Free

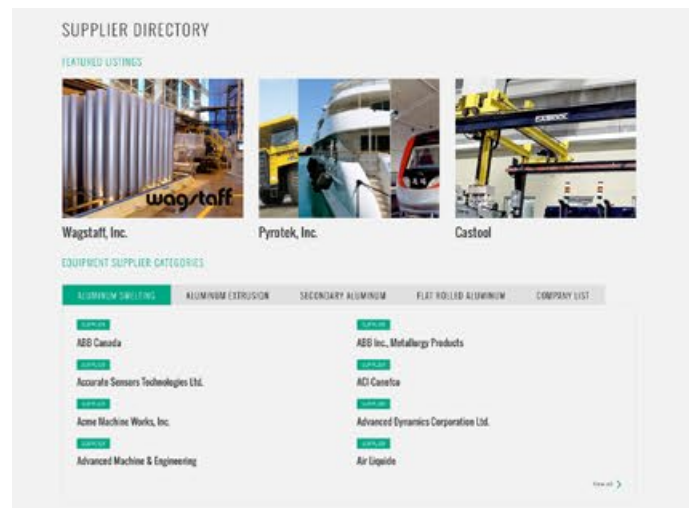
Includes your company name and contact information. (Print and online.)

## Highlighted Listing – \$350/year

Includes your company logo and short 150 word description, in addition to your company name and contact information. (Online only.)

## Premium Listing – \$3500/year (up to 12 companies)

The Premium Supplier Listing is the most valuable marketing strategy for any advertiser, providing an **online hub** of information about the company, including a company description and an overview of available products with a combination of photos, schematics, and videos. It provides a single location to draw the notice of potential customers, which Light Metal Age can link to when any news or announcements regarding the company appear on the site. Furthermore, the listing comes with gratis Marketplace postings, which are press release news announcements that can be used to highlight specific products in more detail.

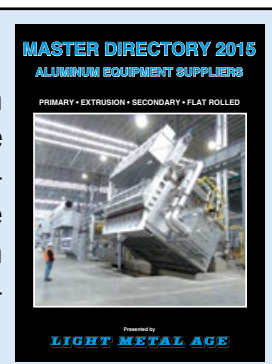


With your Premium Listing, your company will receive:

- An enhanced profile with detailed company information, including photos, videos, and featured company products and services.
- A featured company display on the Light Metal Age homepage and at the top of all directory category pages.
- Marketplace posting

## Master Directory – Display Ads

The master equipment directory is available both in print and as a digital download. It is distributed once per year to the LMA subscriber list, as well as at relevant conferences and events. Display ad positions are available in half page and full page sizes. Contact Ann Marie Fellom at [Ima@lightmetalage.com](mailto:Ima@lightmetalage.com) for more information about this opportunity.







## Contact Information

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Advertising Contact:  
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[amf@lightmetage.com](mailto:amf@lightmetage.com)

Editorial Contact:  
Andrea Svendsen  
[Ima@lightmetage.com](mailto:Ima@lightmetage.com)

