

MEDIA KIT 2020



LIGHT METAL AGE

Automotive Engineered Sheet

AMAG 2020 Increases Capacity & Capabilities

LIGHT METAL AGE

Pushing the Limits of Design with Extrusions

LIGHT METAL AGE

THE INTERNATIONAL MAGAZINE OF THE LIGHT METAL INDUSTRY

Aluminum Paves the Way for Electric Vehicles



The premier magazine of the aluminum industry

Consistently delivering high quality content, **Light Metal Age** is the premier magazine of the aluminum industry.

Throughout its 78 years, the magazine has followed the evolution of technology and advances in the aluminum industry. Today, aluminum is experiencing a surge in growth. The automotive industry is the driving impetus for this growth, with OEMs seeking to reduce weight in their vehicles in order to meet international standards and customer demand as awareness of sustainability and the environment have become front and center concerns. These developments—along with significant advances in aerospace, building and construction, marine, solar, and other industries—point to a strong future for the aluminum industry.

As the aluminum industry prospers and continues to evolve, *Light Metal Age* is a significant resource for executives, general managers, plant managers, technicians, metallurgists, and engineers for production and operations in manufacturing facilities 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, rolling, and associated downstream fabrication, such as finishing, machining, and joining. Other major topics include the integration and optimization of aluminum products in final applications, such as automotive, aerospace, and building and construction. The magazine also presents the trends and technologies of the future, including electric vehicles, Industry 4.0, additive manufacturing, and more.

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

over
5,400 subscribers
in 46 countries

With its initial issue in May 1943, *Light Metal Age* dedicated itself to furthering the interests of the light metal industry by promoting the use and application of Aluminum, Magnesium, and Titanium, and their alloys. In the years to come, *Light Metal Age* will continue to provide vital technical, industrial, and market information remaining an indispensable resource for those working in 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 over ten 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 four-decade 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, 2016, and 2020. Ann Marie is responsible for setting *LMA's* editorial direction and developing marketing opportunities.

2020 Editorial Calendar

January 2020

Editorial Deadline: 12/16/2019

ET '20 Pre-Show Issue

FEA Analysis
Safety & Health for Extruders
Series - Top Extruders

Distribution:

AEC Annual Meeting
San Antonio, TX – March 12-14

February 2020

Editorial Deadline: 1/17/2020

PRIMARY ALUMINUM

Environmental Performance
Industry 4.0 – The Smelter of the Future
Company Spotlight: UC Rusal



CASTHOUSE

Optimizing DC Casting
Furnaces & Refractories

Distribution:

TMS 2020
San Diego, CA – February 23 – 27

Directory of Primary Aluminum Equipment

April 2020

Editorial Deadline: 4/1/2020

ALUMINUM EXTRUSION

New & Modernized Presses
Handling for Process Flow
Heat Treatment
Surface Finishing
Designing Profiles for Applications

DIE DESIGN

BILLET QUALITY

Homogenizing Furnaces

Directory of Aluminum Extrusion Equipment

June 2020

Editorial Deadline: 5/15/2020

AUTOMOTIVE

Multi-Material Joining
Extrusion Equipment
Forging

Distribution:

GALM (Global Automotive Lightweight Materials)
9th Annual Global Automotive Lightweight Materials
Summit North America 2020
Detroit, MI – August 25 - 27

Master Directory 2020

August 2020

Editorial Deadline: 6/26/2020

ALUMINUM REMELT & RECYCLING

Sustainability
Scrap Management

EXTRUSION

Press Retrofitting

FINISHING – Powder, Paint, and Anodizing

Distribution:

Aluminum Summit - Joint Meeting of AEC & AAC
Nashville, TN – September 14 - 17
Aluminum Association Annual Meeting
Washington, DC – September 23 - 25

Directory of Secondary Aluminum Equipment

October 2020

Editorial Deadline: 8/14/2020

FUTURE OF ALUMINUM MANUFACTURING

Aluminum Smelting Technologies

WROUGHT PRODUCTS – Extrusion & Rolling

Lightweight Solutions

CASTHOUSE

Furnaces
Sawing



Distribution:

ALUMINIUM 2020
Düsseldorf, Germany – October 6 - 8

December 2020

Editorial Deadline: 10/23/2020

FLAT ROLLED ALUMINUM

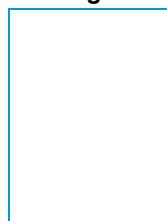
Rolling Mill – Process Measurement & Control
Lubrication
Coil Processing
Sheet Forming – Stamping, HFQ, etc.

Directory of Flat Rolled Aluminum Equipment

2020 Print Advertising Rates & Specifications

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

Full Page

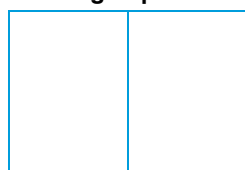


Insertions	Rate
1x	\$3,326
3x	\$3,220
6x	\$3,126

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

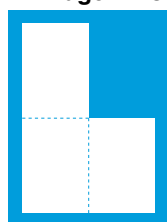


Insertions	Rate
1x	\$6,219
3x	\$6,030
6x	\$5,822

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	\$2,547
3x	\$2,446
6x	\$2,395

Mechanical Requirements:

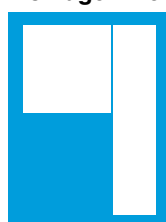
Horizontal

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	\$2,302
3x	\$2,226
6x	\$2,146

Mechanical Requirements:

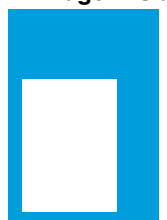
Vertical

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	\$2,899
3x	\$2,805
6x	\$2,703

Mechanical Requirements:

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

2/3 Page Vertical



Insertions	Rate
1x	\$3,113
3x	\$3,013
6x	\$2,909

Mechanical Requirements:

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

1/4 Page



Insertions	Rate
1x	\$1,969
3x	\$1,948
6x	\$1,928

Mechanical Requirements:

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

1/6 Page



Insertions	Rate
1x	\$1,838
3x	\$1,827
6x	\$1,805

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
- For files over 10 MB, send us a link to download using Dropbox or a similar service.

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 are payment is due within 30 days upon receipt of invoice and tearsheet or voucher copy unless otherwise agreed. 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 \$20.00 to cover charges.

For any additional ad related questions, please contact:

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

Contracts may be canceled 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.

2020 Ad Deadlines

Issue Month	Ad Space*	Ad Material	Show/ Bonus Distribution
2020			
January	1/3	1/8	AEC Annual Meeting – San Antonio, TX 3/12–3/14 www.aec.org
February	1/31	2/5	TMS Annual Meeting – San Diego, CA 2/23– 2/27 www.tms.org
April	4/15	4/22	
Master Directory	5/22	5/27	<i>Shipped with June Issue</i>
June	5/27	6/3	GALM (Global Automotive Lightweight Materials) 9th Annual Global Automotive Lightweight Materials Summit North America 2020 – Detroit, MI 8/25 – 8/27 www.global-automotive-lightweight-materials-detroit.com
August	7/8	7/15	Aluminum Summit - Joint Meeting of AEC & AAC – Nashville, TN 9/14 - 9/17 www.aec.org • www.anodizing.org AI Assoc. Annual Meeting – Washington, DC 9/23 – 9/25 www.aluminum.org
October	9/2	9/9	ALUMINIUM 2020 – Düsseldorf, Germany 10/6 – 10/14 www.aluminium-messe.com
December	11/13	11/18	

* Earlier ad placements result in better positioning in the magazine

2020 Online Advertising Rates & Specifications

The *Light Metal Age (LMA)* website reaches 10,450 visitors per month on average, with over 20,000 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
\$375/month*
Run of the Site - Maximum of 9 sponsors in rotation.

2. Beltway

970 pixels wide x 250 pixels tall
Homepage
\$400/month*
Homepage - Maximum of 3 sponsors in rotation.

3. Baseboard

728 pixels wide x 90 pixels tall (max)
\$300/month*
Run of the Site - 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
\$175/month*
Maximum of 6 sponsors in rotation.

Supplier Directory Profiles

4. Premium Listing

\$2000/year (up to 12 companies) – Company is fully featured on the homepage and at the top of every Directory page. In addition to receiving an enhanced profile with detailed company information, including photos, videos, and featured company products and services.

5. Highlighted Listing

\$350/year – Company is listed on the homepage in addition to having their logo and a 150-word description included on their profile.

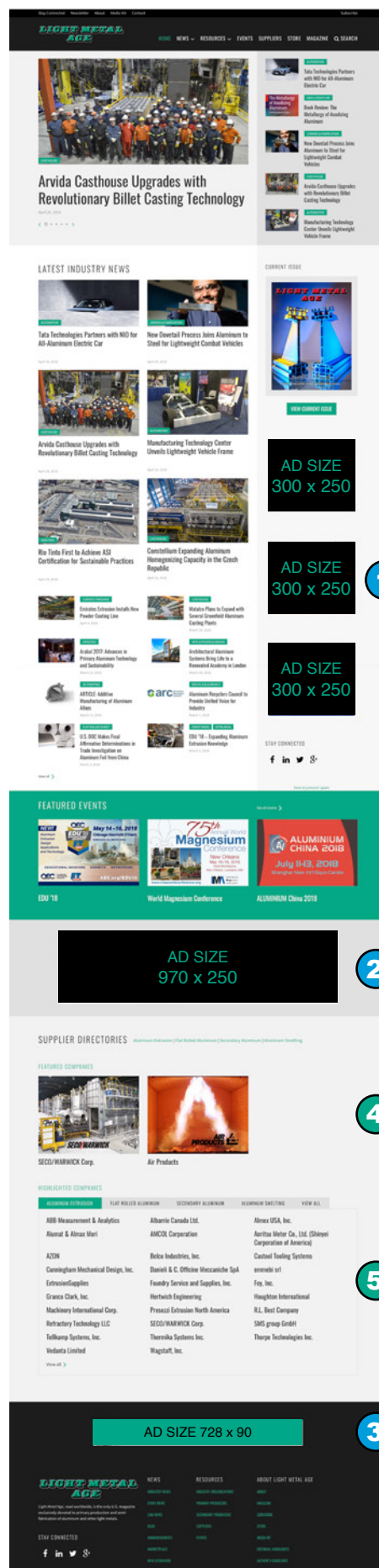
Aluminum Bulletin Newsletter Ad - \$450/issue

The Aluminum Bulletin is a newsletter published twice monthly and emailed to over 4,000 subscribers in the aluminum industry from around the world. Ads are available at size 600x100 pixels. Email for more information: amf@lightmetalage.com.

*Frequency discounts available.

All rates are net. Payment is required in advance. 10% discount offered for full year paid in advance.

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



Editorial Planning Guide

LMA has earned a reputation in over 78 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.

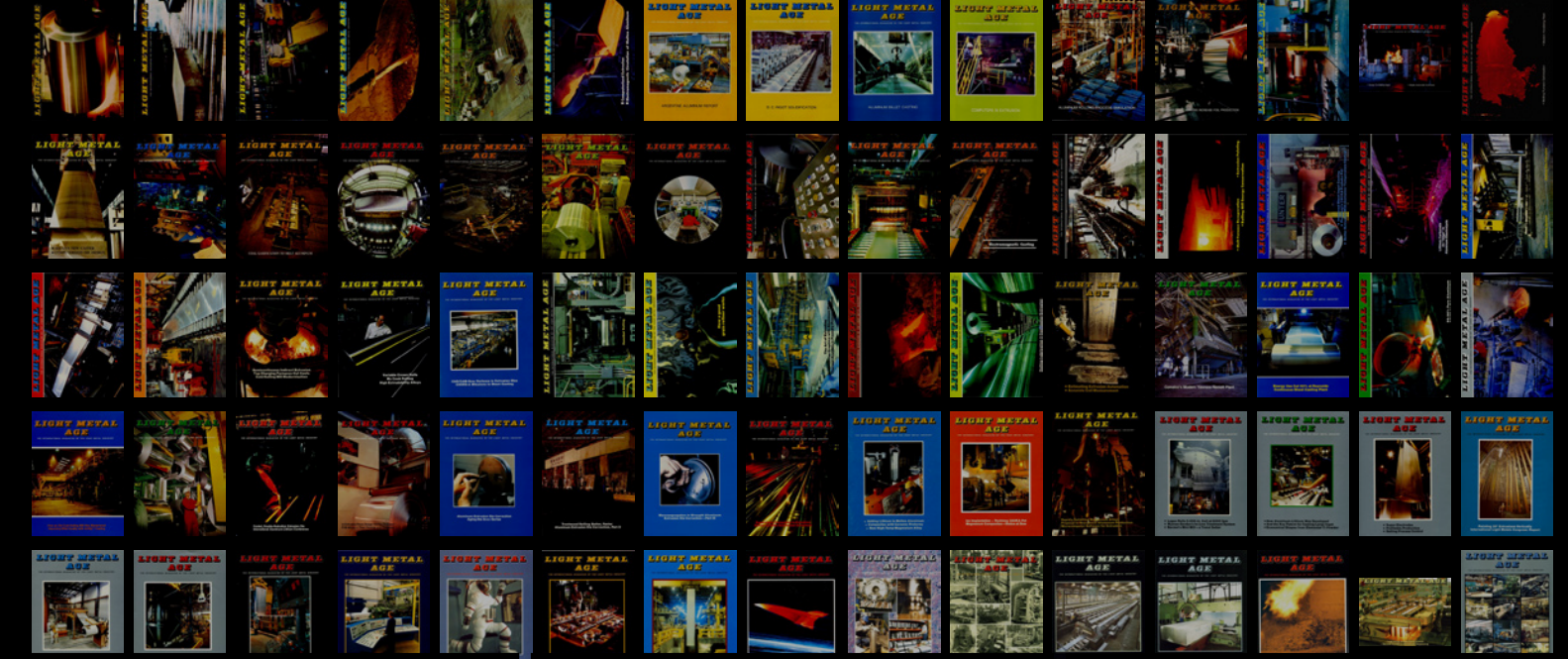
This fact sheet lists various editorial content published in *LMA* and provides a glance at our editorial guidelines for upcoming issues.

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

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

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.



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THE INTERNATIONAL MAGAZINE OF THE LIGHT METAL INDUSTRY

- Expansive Market for North American Extruders
- High Performance Extrusion Alloys

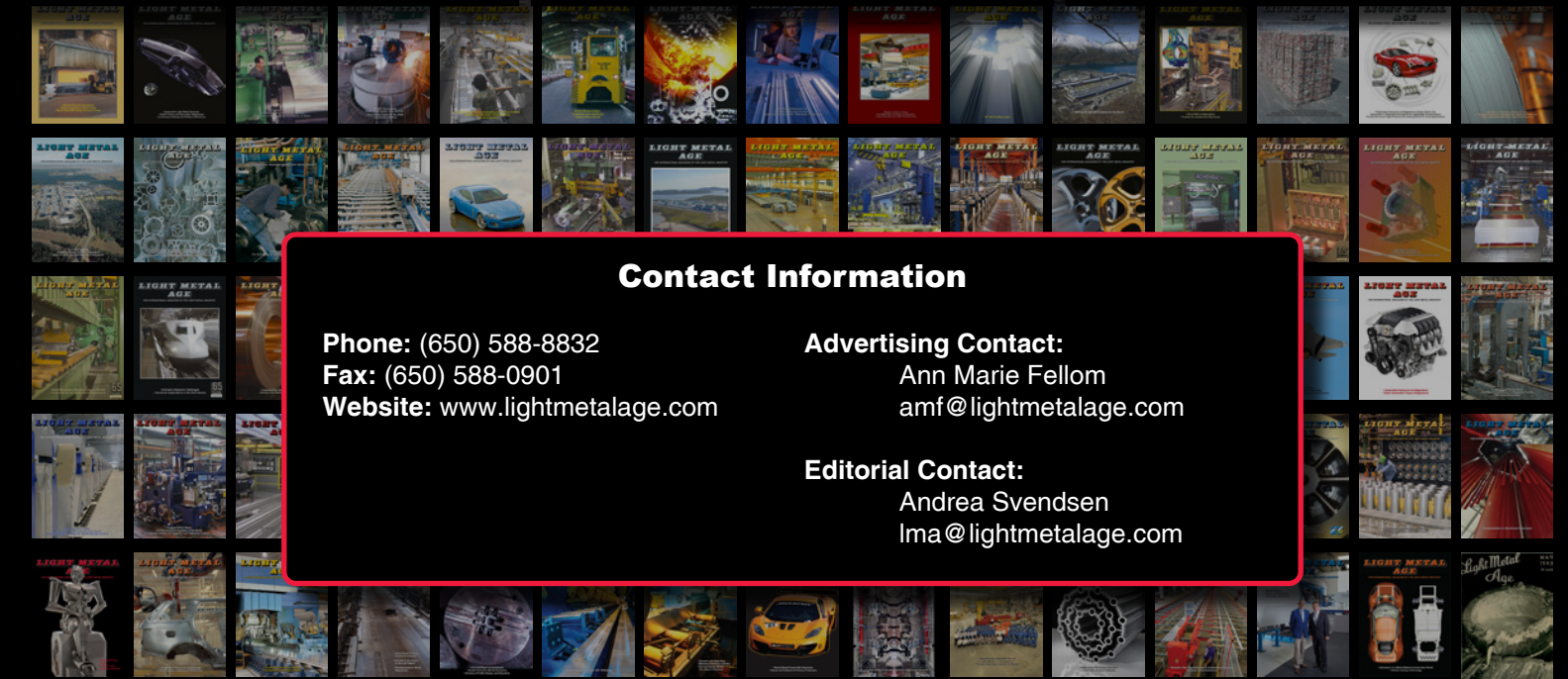
LIGHT METAL AGE

THE INTERNATIONAL MAGAZINE OF THE LIGHT METAL INDUSTRY

- RA-550 Pilot Potroom
- Energy Efficiency in Al Smelters

LIGHT METAL AGE

- World Secondary Al Review
- Reducing Melt Loss When Remelting UBCs
- Greenfield Casthouse in South Korea



Contact Information

<p>Phone: (650) 588-8832</p> <p>Fax: (650) 588-0901</p> <p>Website: www.lightmetalage.com</p>	<p>Advertising Contact: Ann Marie Fellom amf@lightmetalage.com</p> <p>Editorial Contact: Andrea Svendsen Ima@lightmetalage.com</p>
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