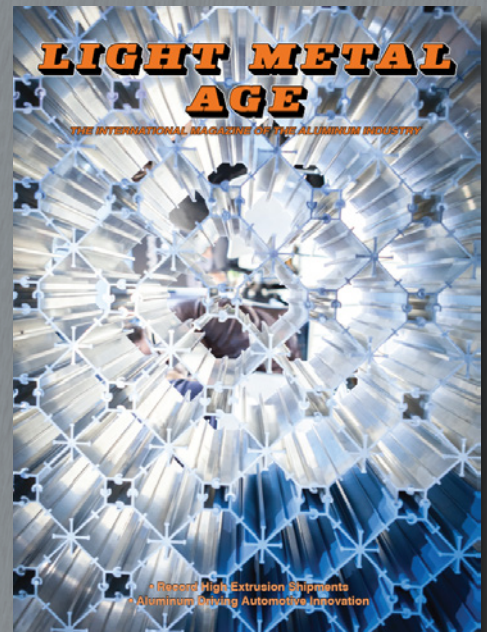


# 2024 MEDIA KIT



# The premier magazine of the aluminum industry

Consistently delivering high-quality content, **Light Metal Age (LMA)** is the premier magazine of the light metal industry with an emphasis on aluminum, presenting the trends and technologies of the future. In 2024, *LMA* celebrates its 82<sup>nd</sup> year of continuous publication. The iconic magazine is well-known amongst metallurgists, plant managers, executives, and engineers for presenting new technology and developments in the field of aluminum production. *LMA* has always and will continue to be a trusted vehicle for connecting the world-wide aluminum community.

**Aluminum** is the lightweight champion of the world. Due to its dynamic qualities, there are few fields of applications where aluminum is not suitable for use. Currently, aluminum continues to experience a surge in growth, with OEMs seeking to lightweight their vehicles to address international standards and increased customer awareness regarding sustainability and environmental impact. These developments—along with significant advances in aerospace, building and construction, beverage and packaging, marine, solar, and other industries—point to a strong future for the aluminum industry.

Technical advancements in **magnesium** production and processing are contributing to an optimistic future outlook for the world's lightest structural metal.

Available in both print and digital format, *LMA* is a bi-monthly magazine that covers the entire value chain of the aluminum industry—from primary production to casthouse 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.

With its initial issue in May 1943, *LMA* 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, *LMA* will continue to provide vital technical, industrial, and market information, remaining an indispensable resource for those working in the light metal industries.



## Editorial and Professional 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 *LMA* and applies his technical knowledge to his position as editor, covering applications and technology of light metals.

### Andrea Svendsen, Managing Editor

Andrea has been with *LMA* for over sixteen 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 *LMA*, Ann Marie has intimate experience working in every facet of the magazine. In 1993, she assumed the role of publisher. 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, 2022, and 2024. Ann Marie is responsible for setting *LMA*'s editorial direction and developing marketing opportunities.



### Rose Eaton, Associate Publisher

Rose represents the third generation of the family run publication, founded by her grandfather, Roy Fellom. She handles B2B communications, and travels to industry events to connect aluminum producers, processors, and suppliers. Her writings have been featured in the magazine, and she is a regular contributor to the website and *LMA*'s social media channels.

# 2024 Editorial Calendar

## January 2024

Editorial Deadline: 12/11/2023

### ET '24 PRE-SHOW ISSUE

Technical Papers to be Presented at ET  
ET '24 Exhibitor Profiles  
Die Design  
New Opportunities for Extruders  
Closed-Loop Systems

#### Distribution:

75th AEC Meeting & Leadership Conference  
Tucson, AZ – March 21-23

## February 2024

Editorial Deadline: 12/18/2023

### PRIMARY ALUMINUM

Decarbonization

### CASTHOUSE

Furnace & Refractory Advances

### MAGNESIUM PRODUCTION

### TITANIUM

#### Distribution:

TMS 2024  
Orlando, FL – March 3-7  
Aluminum Association Spring Meeting  
Scottsdale, AZ – April 22-24  
International Magnesium Association Annual Meeting  
Fukuoka, Japan – May 19-21

*Directory of Primary Aluminum Equipment*

## April 2024

Editorial Deadline: 2/26/2024

### ET '24 SHOW ISSUE

### EXTRUSION

Automotive Applications  
Extruders Install Casthouses  
Introduction to Machine Learning

### ALUMINUM BILLET CASTING

Sustainable Processes

#### Distribution:

ET'24  
Orlando, FL – April 30-May 2

*Directory of Aluminum Extrusion Equipment*

## June 2024

Editorial Deadline: 4/22/2024

### AUTOMOTIVE ALUMINUM

Mixed Materials

Advances in Gigacasting

### ALUMINUM WELDING

### EXPANDED REMELT CAPACITY

Forging Stock

#### Distribution:

GALM  
Detroit, MI – August (TBD)

### Master Directory 2024

Mailed with June Issue

#### CONTAINS ALL FOUR UPDATED DIRECTORIES:

Primary Aluminum, Aluminum Extrusion, Secondary Aluminum, and Flat Rolled Aluminum

## August 2024

Editorial Deadline: 6/10/2024

### SECONDARY ALUMINUM/RECYCLING

Multi-Chamber Furnaces

Advanced Refractories

### EXTRUSION - BILLET PRODUCERS

### SURFACE TREATMENTS

#### Distribution:

AEC Management Conference  
Chicago, IL – September 17-19  
AAC 38<sup>th</sup> Annual Anodizing Conference & Expo  
Cleveland, OH – October 1-3  
Aluminum Association Annual Meeting  
Washington, DC – October 21-24

*Directory of Secondary Aluminum Equipment*

## October 2024

Editorial Deadline: 7/29/2024

### PRIMARY ALUMINUM

### EXTRUSION

### CASTHOUSE

Slab Casting

### CIRCULAR ECONOMIES

#### Distribution:

ALUMINIUM 2024  
Dusseldorf, Germany – October 8-10

## December 2024

Editorial Deadline: 9/23/2024

### ROLLING - QUALITY CONTROL

### BEVERAGE CAN MARKET

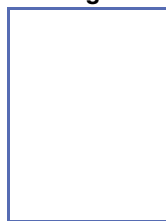
### TRANSPORTATION - PLANES, TRAINS, AUTOS

*Directory of Flat Rolled Aluminum Equipment*

# 2024 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 (i.e. metallics), or special positions are available upon request.

## Full Page

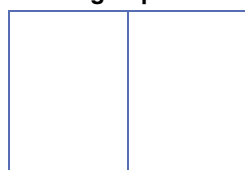


Insertions	Rate
1x .....	\$3,460
3x .....	\$3,350
6x .....	\$3,252

### Mechanical Requirements:

In Margin: 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 .....	\$6,470
3x .....	\$6,274
6x .....	\$6,057

### 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)

**Average net circulation of 6,390 (including print and digital) to 48 countries.**

### Trim

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

### Materials

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

### 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, 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.

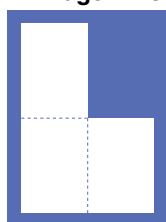
Contracts may be canceled up to but not after the ad material deadline has passed. Advertisers will be short rated, if they do not use the ad space contracted within a 12 month period.

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

For any additional ad specification questions, please contact:

Eric Westlund  
email: [eric@lightmetalage.com](mailto:eric@lightmetalage.com)

## 1/2 Page – Horizontal & Vertical



Insertions	Rate
1x .....	\$2,650
3x .....	\$2,545
6x .....	\$2,492

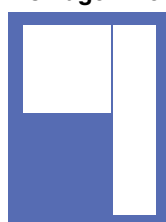
### Mechanical Requirements:

**Horizontal**  
In Margin: 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

In Margin: 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, Horizontal, Square



Insertions	Rate
1x .....	\$2,395
3x .....	\$2,316
6x .....	\$2,233

### Mechanical Requirements:

**Vertical**  
In Margin: 2.25" x 10" (57.15 mm x 254 mm)  
Bleed: 2.9722" x 11.375" (75.49 mm x 288.93 mm)

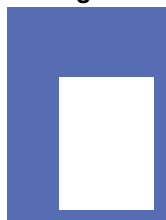
### Horizontal

In Margin: 7" x 3.14" (177.8 mm x 79.75 mm)  
Bleed: 8.5" x 3.83" (215.9 mm x 97.25 mm)

### Square

In Margin: 4.625" x 4.875" (117.48 mm x 123.83 mm)

## 1/2 Page – Island

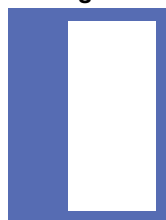


Insertions	Rate
1x .....	\$3,016
3x .....	\$2,918
6x .....	\$2,812

### Mechanical Requirements:

In Margin: 4.625" x 7.5" (117.5 mm x 190.5 mm)

## 2/3 Page Vertical



Insertions	Rate
1x .....	\$3,239
3x .....	\$3,135
6x .....	\$3,027

### Mechanical Requirements:

In Margin: 4.625" x 10" (117.48 mm x 254 mm)

## 1/4 Page



Insertions	Rate
1x .....	\$1,457
3x .....	\$1,248
6x .....	\$1,040

### Mechanical Requirements:

In Margin: 3.375" x 4.875" (85.73 mm x 123.83 mm)

## 1/6 Page



Insertions	Rate
1x .....	\$1,301
3x .....	\$1,092
6x .....	\$884

### Mechanical Requirements:

In Margin: 2.25" x 4.875" (57.15 mm x 123.83 mm)

## Classifieds - Rates per Column Inch

Insertions	Rate
1x .....	\$128
3x .....	\$124
6x .....	\$115

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.

# 2024 Ad Deadlines/Distribution/Topics

Issue Month	Ad Space*	Ad Material	Show / Bonus Distribution	Main Topics
<b>2024</b>				
January	1/3	1/10	<b>75th AEC Meeting &amp; Leadership Conference</b> Tucson, AZ – March 21-23	ET '24 Pre-Show Issue
February	2/7	2/14	<b>TMS 2024</b> Orlando, FL – March 3-7 <b>Aluminum Association Spring Meeting</b> Scottsdale, AZ – April 22-24 <b>International Magnesium Association Annual Meeting</b> Fukuoka, Japan – May 19-21	Primary Aluminum Cathouse Magnesium Titanium
April	4/3	4/10	<b>ET '24</b> Orlando, FL – April 30-May 2	ET '24 Show Issue Extrusion Machine Learning Sustainability
Master Directory	5/10	5/17	<i>Shipped with June Issue</i>	All Four Supplier Directories
June	5/22	5/29	<b>GALM</b> Detroit, MI – August (TBD)	Automotive Aluminum
August	7/10	7/17	<b>Aluminum Association Annual Meeting</b> Washington, DC – October 21-24 <b>AEC Management Conference</b> Chicago, IL – September 17-19 <b>AAC Anodizing Conference</b> Cleveland, OH – October 1-3	Secondary Aluminum/ Recycling Extrusion Anodizing
October	9/4	9/11	<b>ALUMINIUM 2024</b> Dusseldorf, Germany – October 8-10	Primary Aluminum Extrusion Cathouse Circular Economies
December	11/13	11/20		Rolling Beverage Cans Transportation

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

# 2024 Online Advertising Rates & Specifications

## Aluminum Bulletin Newsletter Ad - \$450/issue

The Aluminum Bulletin is a newsletter published twice monthly and emailed to over 5,600 subscribers in the aluminum industry from around the world. Ads are available at size 600x100 pixels. Email for more information: [rose@lightmetalage.com](mailto:rose@lightmetalage.com).

The *Light Metal Age (LMA)* website reaches 15,700 visitors per month on average, with over 29,400 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 12 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), \$1500/year for full-time advertisers – 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.

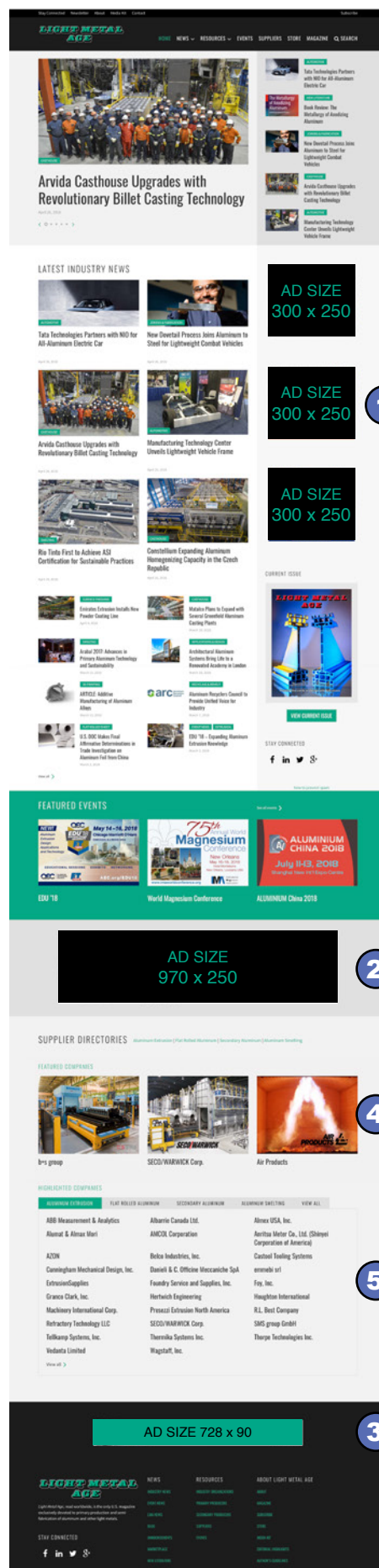
### 5. Highlighted Listing

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

\*Frequency discounts available.

All rates are net. Payment is required in advance. 5% 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 81 years of publication** for printing only the highest quality articles that focus on new and innovative technological developments in the primary and secondary 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.

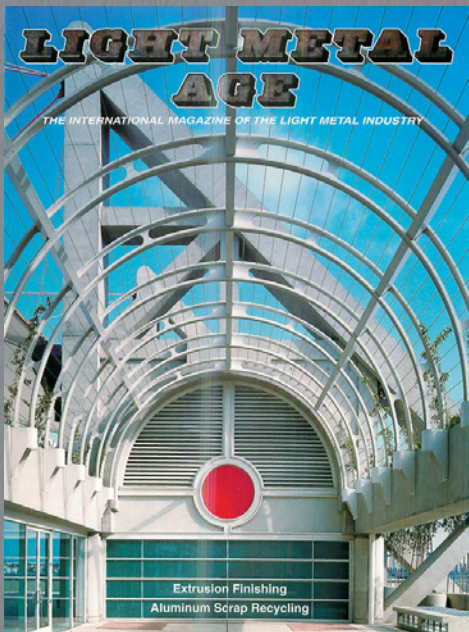
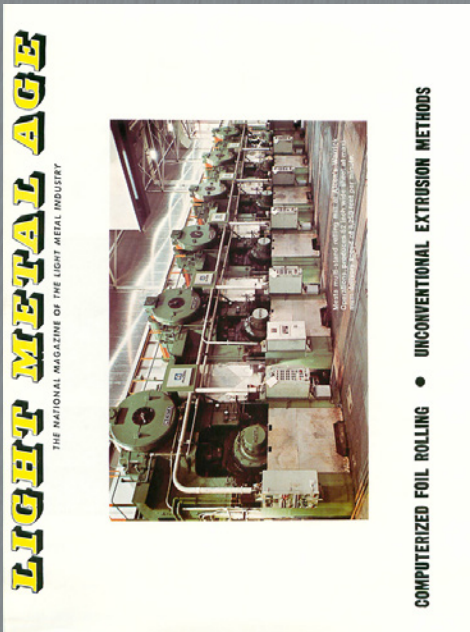
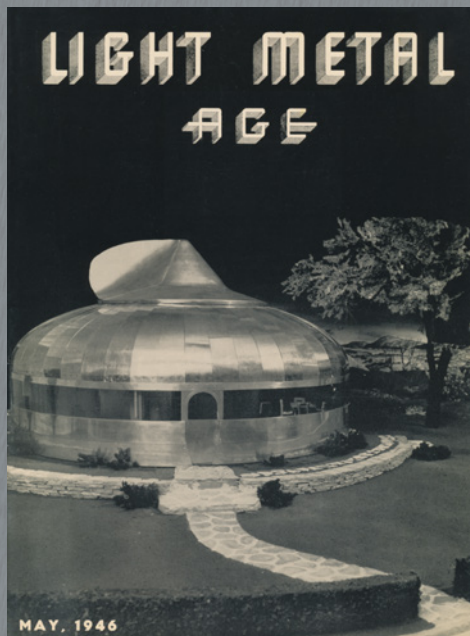
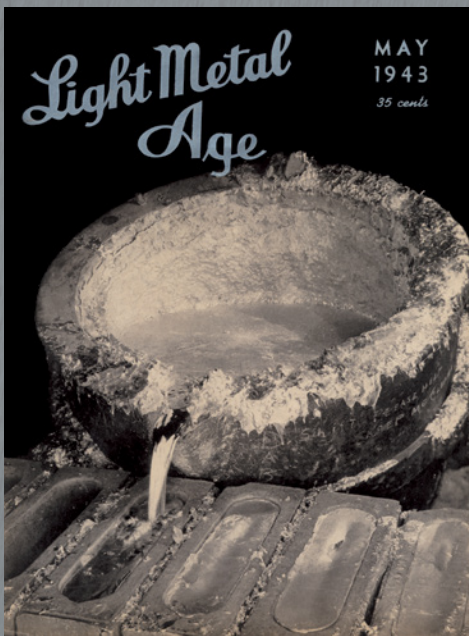
This fact sheet lists various editorial content published in *LMA* and provides a glance at our editorial guidelines for upcoming issues.

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>

## 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.



## Contact Information

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