

LIGHT METAL AGE

IMEDIA KIT 2026



Lighting the Way

Light Metal Age sets the standard for newsworthy coverage of the aluminum industry, lighting the way for readers by consistently delivering high-quality content. The iconic magazine is well-known amongst metallurgists, engineers, plant managers, and executives for presenting new technology and developments in the field of aluminum production and processing.

Aluminum is the lightweight champion of the world. Due to its dynamic qualities, there are few fields of application where aluminum is not suitable for use. Aluminum's inherent strength-to-weight, non-corrosion, sustainability, and other valuable properties continues to lead to new advancements in aerospace, building and construction, beverages and packaging, marine, solar, etc. Presently, technology moves at the speed of light with new applications every day. Aluminum will always be at the forefront—from current trends in electric vehicles and robotics to newer developments, like driverless vehicles, flying cars, and defense applications.

Current industry trends include secondary aluminum producers increasing the amount of post-consumer scrap in their production processes, and new developments in sorting and casthouse processing. With increasing customer awareness regarding sustainability and environmental impact, aluminum companies are looking to further reduce the emissions of their processes by using electricity, hydrogen, or other alternative fuels. Many companies are also focused on new developments in electricity, switching their supply to wind, solar, or hydropower.

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. This includes automation and Industry 4.0. Other major topics include the integration and optimization of aluminum products in final applications.

With its initial issue in May 1943, *LMA* dedicated itself to furthering the interests of the light metal industries by promoting the use and application of aluminum, magnesium, and titanium, and their alloys. Over the decades, the magazine has witnessed the ups and downs of the aluminum industry—from demand booms to economic downturns.

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



Kevin Widlic, Editor

New editor Kevin Widlic takes over from Joseph C. Benedyk, PH.D. now editor emeritus and a tough act to follow. Kevin has more than 30 years of experience in the aluminum industry, having worked for Norsk Hydro and the former extrusion company Sapa. In addition to extrusion, he has worked as a communications officer for Hydro's upstream primary and secondary aluminum operations, as well as its rolled products business, which was later spun off. Kevin also has knowledge of magnesium manufacturing, having worked closely with Hydro Magnesium in the 1990s. His editorial background includes writing the history of Hydro Aluminium Extrusion in a book entitled *Our Way: From Karmøy to Kalamazoo*, editing technical works such as the company's *Extrusion Design Manual* and *Adhesive Bonding of Aluminium* handbook, and serving as editor-in-chief for the website, shapesbyhydro.com.

Andrea Svendsen, Managing Editor

Andrea has been with *LMA* for over seventeen 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 manages marketing, advertising sales, B2B communications, and attends industry events connecting with aluminum producers, processors, and suppliers. She develops editorial content for the magazine, website, and *LMA*'s social media platforms. Rose also maintains the four Equipment Manufacturers and Suppliers Directories. *LMA* was founded by her grandfather, Roy Fellom, and she represents the third generation of the family-run magazine.

2026 Editorial Calendar

February 2026

Editorial Deadline: 12/8/2025

PRIMARY ALUMINUM

Global Review
Anode Technology

CASTHOUSE OPTIMIZATION

Furnace Review

MAGNESIUM

Primary Pilots and Startups

Distribution:

TMS 2026
San Diego, CA – March 15-19
Aluminum Association Spring Meeting
Cedar Creek, TX – April 22-24
83rd World Magnesium Conference
Montreal, QC, Canada – May 17-19

*Directory of Primary Aluminum Equipment
Manufacturers and Suppliers*

April 2026

Editorial Deadline: 2/17/2026

EXTRUSION

Automation/Simulation/Artificial Intelligence

BILLET QUALITY AND SUPPLY

Distribution:

AEC 77th Annual Meeting & Leadership Conference
Hilton Head, SC – March 17-19
NCCA Annual Meeting
Sonoma, CA – April 19-22
AWS Shipbuilding & Aluminum Conference
New Orleans, LA – April 13-15

*Directory of Aluminum Extrusion Equipment
Manufacturers and Suppliers*

June 2026

Editorial Deadline: 4/6/2026

AUTOMOTIVE

Advanced Aluminum Solutions

CASTHOUSE

Distribution:

Automotive Circle's Car Body Parts 2026 – Materials
and Forming Processes
Bad Nauheim, Germany – June 23-24

Master Directory 2026

Mailed with June Issue

Contains all four updated directories:

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

August 2026

Editorial Deadline: 6/15/2026

SECONDARY ALUMINUM/REMELT/RECYCLING

Improved Recovery
Developments in Sorting
Dross Processing

EXTRUSION

ANODIZING

Distribution:

Scrap Expo
Louisville, KY – September 9-10
AEC Management Conference
Chicago, IL – September 22-24
Aluminum Association Annual Meeting
TBD

*Directory of Secondary Aluminum Equipment
Manufacturers and Suppliers*

October 2026

Editorial Deadline: 8/3/2026

PRIMARY ALUMINUM

Extrusion

Rolling

Sustainability

Innovation in Aluminum Applications

Distribution:

Aluminium 2026
Dusseldorf, Germany – October 6-8
Casthouse Safety Workshop
TBD

December 2026

Editorial Deadline: 9/21/2026

HOT AND COLD ALUMINUM ROLLING

Quality Control

STRIP CASTING

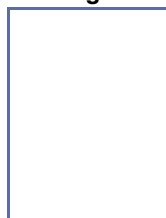
AEROSPACE

*Directory of Flat Rolled Aluminum Equipment
Manufacturers and Suppliers*

2026 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

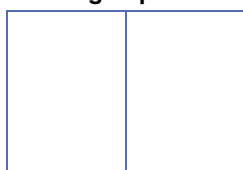


Insertions	Rate
1x	\$3,564
3x	\$3,451
6x	\$3,350

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



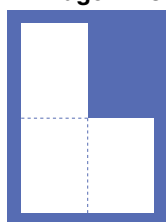
Insertions	Rate
1x	\$6,664
3x	\$6,462
6x	\$6,239

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 6,680 (including print and digital) to 48 countries.

1/2 Page – Horizontal & Vertical



Insertions	Rate
1x	\$2,730
3x	\$2,621
6x	\$2,567

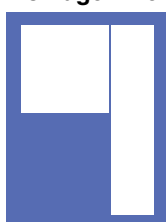
Mechanical Requirements:

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	\$2,467
3x	\$2,385
6x	\$2,300

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)

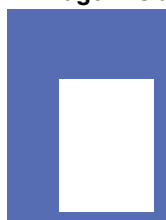
Horizontal

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

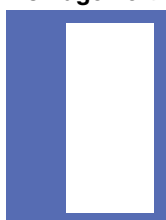


Insertions	Rate
1x	\$3,106
3x	\$3,006
6x	\$2,896

Mechanical Requirements:

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

2/3 Page Vertical



Insertions	Rate
1x	\$3,336
3x	\$3,229
6x	\$3,118

Mechanical Requirements:

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

1/4 Page



Insertions	Rate
1x	\$1,501
3x	\$1,285
6x	\$1,071

Mechanical Requirements:

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

1/6 Page



Insertions	Rate
1x	\$1,340
3x	\$1,125
6x	\$911

Mechanical Requirements:

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

Classifieds - Rates per Column Inch

Insertions	Rate
1x	\$132
3x	\$128
6x	\$118

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.

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.

File Delivery

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, PDF issue, 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 space deadline has passed. Advertisers will be short rated, 15% of the remaining contract, 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

2026 Ad Deadlines/Distribution/Topics

Issue Month	Ad Space*	Ad Material	Show / Bonus Distribution	Main Topics
2026				
February	1/28	2/4	TMS 2026 San Diego, CA – March 15-19 Aluminum Association Spring Meeting Cedar Creek, TX – April 22-24 83rd World Magnesium Conference Montreal, QC, Canada – May 17-19	Primary Aluminum Cathouse Magnesium
April	3/18	3/25	AEC 77th Annual Meeting & Leadership Conference Hilton Head, SC – March 17/19 AWS Shipbuilding & Aluminum Conference New Orleans, LA – April 13-15 NCCA Annual Meeting Sonoma, CA – April 19-22	Extrusion Billet Quality
Master Directory	5/20	5/27	Shipped with June Issue	All Four Supplier Directories
June	5/27	6/3	Automotive Circle's Car Body Parts 2026 – Materials and Forming Processes Bad Nauheim, Germany – June 23-24	Automotive
August	7/15	7/22	Scrap Expo Louisville, KY – September 9-10 AEC Management Conference Chicago, IL – September 22-24 Aluminum Association Annual Meeting TBD	Secondary Aluminum/ Recycling Extrusion Anodizing
October	9/2	9/9	Aluminium 2026 Dusseldorf, Germany – October 6-8 Casthouse Safety Workshop TBD	Primary Aluminum Extrusion Rolling Sustainability Innovation in Transportation Applications
December	11/11	11/19		Rolling Mills Strip Casting Aerospace

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

2026 Online Advertising Rates & Specifications

Aluminum Bulletin Newsletter Ad - \$450/issue

The Aluminum Bulletin is a newsletter published twice monthly and emailed to over 4,700 subscribers in the aluminum industry from around the world. Ads are available at a size of 600x100 pixels.

Featured Supplier in newsletter

\$300 per newsletter issue. Free for full time print or newsletter advertisers.

Email for more information: rose@lightmetallage.com.

The *Light Metal Age (LMA)* website reaches up to 17,000 visitors per month, and nearly 27,000 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 **\$450/month***
Run of the Site - Five positions, ads may rotate positions.

2. Beltway

970 pixels wide x 250 pixels tall **\$400/month***
Homepage only - 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 **\$200/month***
Maximum of 6 sponsors in rotation.

Supplier Directory Profiles

4. Premium Listing

\$2060/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.

6. Featured Events

\$200 – Appears on home page and at top of events page.

*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 (gif animation is acceptable).

The screenshot displays the Light Metal Age website with several advertising spots highlighted by numbered circles 1 through 6. The website layout includes a top navigation bar, a main content area with articles, a sidebar with additional news, and a footer with contact information. The highlighted spots are:

- 1. Sidebar Banner - Square:** Located in the right sidebar, showing a 300 x 250 pixel ad size.
- 2. Beltway:** Located at the top of the main content area, showing a 970 x 250 pixel ad size.
- 3. Baseboard:** Located at the bottom of the main content area, showing a 728 x 90 pixel ad size.
- 4. Premium Listing:** Located in the Supplier Directory section, showing a featured company profile.
- 5. Highlighted Listing:** Located in the Supplier Directory section, showing a highlighted company profile.
- 6. Featured Events:** Located at the bottom of the main content area, showing a featured event listing.

Editorial Planning Guide

LMA has earned a reputation in over 83 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
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
		<ul style="list-style-type: none">• 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

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.

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

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