
LIGHT METAL AGE
85
Years
MEDIA KIT 2027

# 85 Years of Lighting the Way Forward

Since its first issue in May 1943, ***Light Metal Age*** has connected readers with the technology, people, and ideas advancing the light metal industries. Celebrating 85 years of publication in 2027, *LMA* continues to deliver technical insight and industry news to the metallurgists, engineers, plant managers, and executives shaping aluminum's future.

Aluminum's combination of light weight, strength, corrosion resistance, and recyclability makes it essential to applications ranging from transportation and construction to packaging, energy, and aerospace. As manufacturers develop new products and improve existing ones, *LMA* explores the production technologies and practical expertise that turn aluminum's potential into results.

Published six times a year in print and digital formats, *LMA* covers the aluminum value chain—from primary production and recycling through casthouse operations, extrusion, rolling, and downstream fabrication. Articles examine plant operations, process improvements, equipment investments, and advances in finishing, machining, and joining. Coverage of automation, robotic manufacturing, and emerging applications helps readers understand how developments across the industry affect their businesses.

Recycling, energy efficiency, and responsible resource use are central to this coverage. *LMA* examines how producers and processors improve scrap recovery, increase recycled content, optimize energy use, and reduce emissions, much of which improves profitability. Through technical articles, plant profiles, and perspectives from industry professionals, the magazine brings these subjects into focus for readers making operational and investment decisions.

Founded to promote the production and application of aluminum, magnesium, titanium, and their alloys, LMA remains an independent, family-run publication. Its long history provides perspective on an industry continually adapting to new markets, technologies, and economic conditions.

For advertisers, *LMA* offers a focused connection to the professionals who specify technologies, evaluate equipment, and guide purchasing decisions. Print and digital advertising, supplier directories, and newsletter opportunities help companies reach this specialized audience.

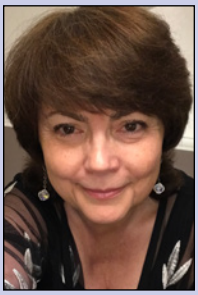
As we begin to celebrate our 85th anniversary, our purpose remains clear: to inform the industry, connect its people, and illuminate the opportunities ahead. We thank our readers, writers, and advertisers who continue to work with us, *lighting the way forward* together.

## 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 eighteen 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, 2024 and for 2027. 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. For over ten years she has been developing 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.

# *Light Metal Age* 2027 Editorial Calendar

## February 2027

*Editorial Deadline: 12/14/2026*

**PRIMARY ALUMINUM**
Canada's Aluminum Industry
New Smelter in Finland
Sustainability
**Casting Technology**
**Magnesium**

**ET '27 – Preview Edition**
**Distributed with February Issue**
Show information, Extrusion content

**Distribution:**
AEC Annual Meeting
Coronado, CA – March 9-11
TMS 2027
Orlando, FL – March 14-18
Aluminum Association Spring Meeting
Fairhope, AL – April 20-22
IMA World Magnesium Conference
Shanghai, China – May 16-18

*Directory of Primary Aluminum Equipment Manufacturers and Suppliers*

## April 2027

*Editorial Deadline: 2/1/2027*

**ET '27 SHOW ISSUE**
**Extrusion**
Automation
Advanced Presses
Fabrication & Finishing
**Die Design**
**Billet Casting**
**Surface Treatment**

**Distribution:**
ET '27
Orlando, FL – April 26-30

*Directory of Aluminum Extrusion Equipment Manufacturers and Suppliers*

## June 2027

*Editorial Deadline: 3/15/2027*

**AUTOMOTIVE**
Current Trends
**Casthouse**
Melt Quality
Furnace Management

**Distribution:**
ALUMINUM USA
Louisville, KY – May 19-20

## Master Directory 2027

**Mailed with June Issue**
**Contains all four updated directories:**
*Primary Aluminum, Aluminum Extrusion, Secondary Aluminum, and Flat Rolled Aluminum*

## August 2027

*Editorial Deadline: 6/17/2027*

**RECYCLING & REMELT**
Improved Yield
**Extrusion**
**Anodizing**

**Distribution:**
AAC Anodizing Conference
TBD – September
AEC Management Conference
TBD – September
Aluminum Assoc. Annual Meeting (Fall meeting)
TBD – September
Scrap Expo
Louisville, KY – October 12-13

*Directory of Secondary Aluminum Equipment Manufacturers and Suppliers*

## October 2027

*Editorial Deadline: 9/4/2027*

**CASTHOUSE**
**AI in Aluminum**
**Extrusion**
**Transportation**
Battery Cell Housing

**Distribution:**
Casthouse Safety Workshop
TBD

## December 2027

*Editorial Deadline: 10/4/2027*

**ALUMINUM ROLLING**
**Packaging**
**Electric Aviation**
eVTOL

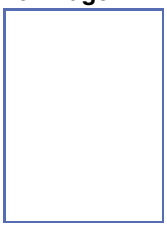
*Directory of Flat Rolled Aluminum Equipment Manufacturers and Suppliers*

**Submit editorial ideas to lma@lightmetalage.com**
*Topics and distribution subject to change.—Light Metal Age - Updated 11/05/2026*

# 2027 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.*

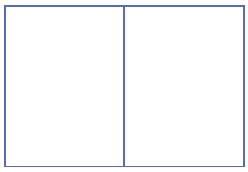
### Full Page



| 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)

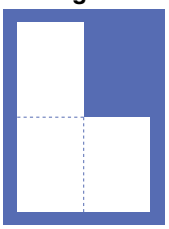
### Two Page Spread



| 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)

### 1/2 Page – Horizontal & Vertical

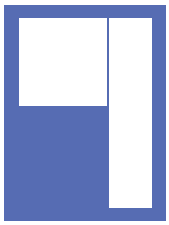


| Insertions | Rate |
|---|---|
| 1x | $2,730 |
| 3x | $2,621 |
| 6x | $2,567 |

**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



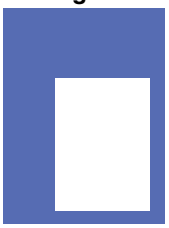
| Insertions | Rate |
|---|---|
| 1x | $2,467 |
| 3x | $2,385 |
| 6x | $2,300 |

**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)

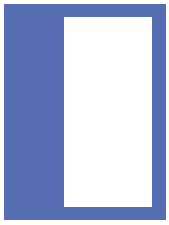
### 1/2 Page – Island



| 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.

***Average net circulation of 6,680 (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.

**File Delivery**
Please submit advertising materials by email:
• For files under 10 MB, send to: lma@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

# *Light Metal Age* 2027 Ad Deadlines

| Issue Month | Ad Space* | Ad Material | Show / Bonus Distribution | Main Topics |
|---|---|---|---|---|
| **2027** | | | | |
| **February** | 1/13 | 1/20 | ***AEC Annual Meeting***<br>Coronado, CA – March 9-11<br>***TMS 2027***<br>Orlando, FL – March 14-18<br>***Aluminum Association Spring Meeting***<br>Fairhope, AL – April 20-22<br>***IMA World Magnesium Conference***<br>Shanghai, China – May 16-18 | **Primary Aluminum**<br>**Casting Technology**<br>**Magnesium**<br>**ET Preview Edition** |
| **April** | 2/24 | 3/3 | ***ET '27***<br>Orlando, FL – April 26-30 | **ET '27 SHOW ISSUE**<br>**Extrusion**<br>**Die Design**<br>**Billet Casting**<br>**Surface Treatment** |
| **Master Directory** | 4/1 | 4/8 | *Shipped with June Issue* | **All Four Supplier Directories** |
| **June** | 4/8 | 4/15 | ***ALUMINUM USA***<br>Louisville, KY – May 19-20 | **Automotive**<br>**Casthouse** |
| **August** | 7/21 | 7/28 | ***AAC Anodizing Conference***<br>TBD – September<br>***AEC Management Conference***<br>TBD – September<br>***Aluminum Assoc. Annual Meeting (Fall meeting)***<br>TBD – September<br>***Scrap Expo***<br>Louisville, KY – October 12-13 | **Recycling & Remelt**<br>**Extrusion**<br>**Anodizing** |
| **October** | 9/15 | 9/22 | ***Casthouse Safety Workshop***<br>TBD | **Casthouse**<br>**Extrusion**<br>**Transportation** |
| **December** | 11/10 | 11/17 | | **Aluminum Rolling**<br>**Packaging**<br>**Aviation** |

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

# 2027 Online Advertising Rates & Specifications

**Aluminum Bulletin Newsletter Ad - $450/issue**
The Aluminum Bulletin is a newsletter published twice monthly and emailed to over 4,400 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@lightmetalage.com.

The *Light Metal Age* (*LMA)* website reaches approximately 26,500 visitors per month, and 28,400 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 $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

300 pixels wide x 250 pixels tall $200/month*
Ad spaces are available at the bottom of every article/ news post.
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**
250 pixels wide x 231pixels tall $200/month*
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).



# Editorial Planning Guide

***LMA* has earned a reputation in its 85 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.

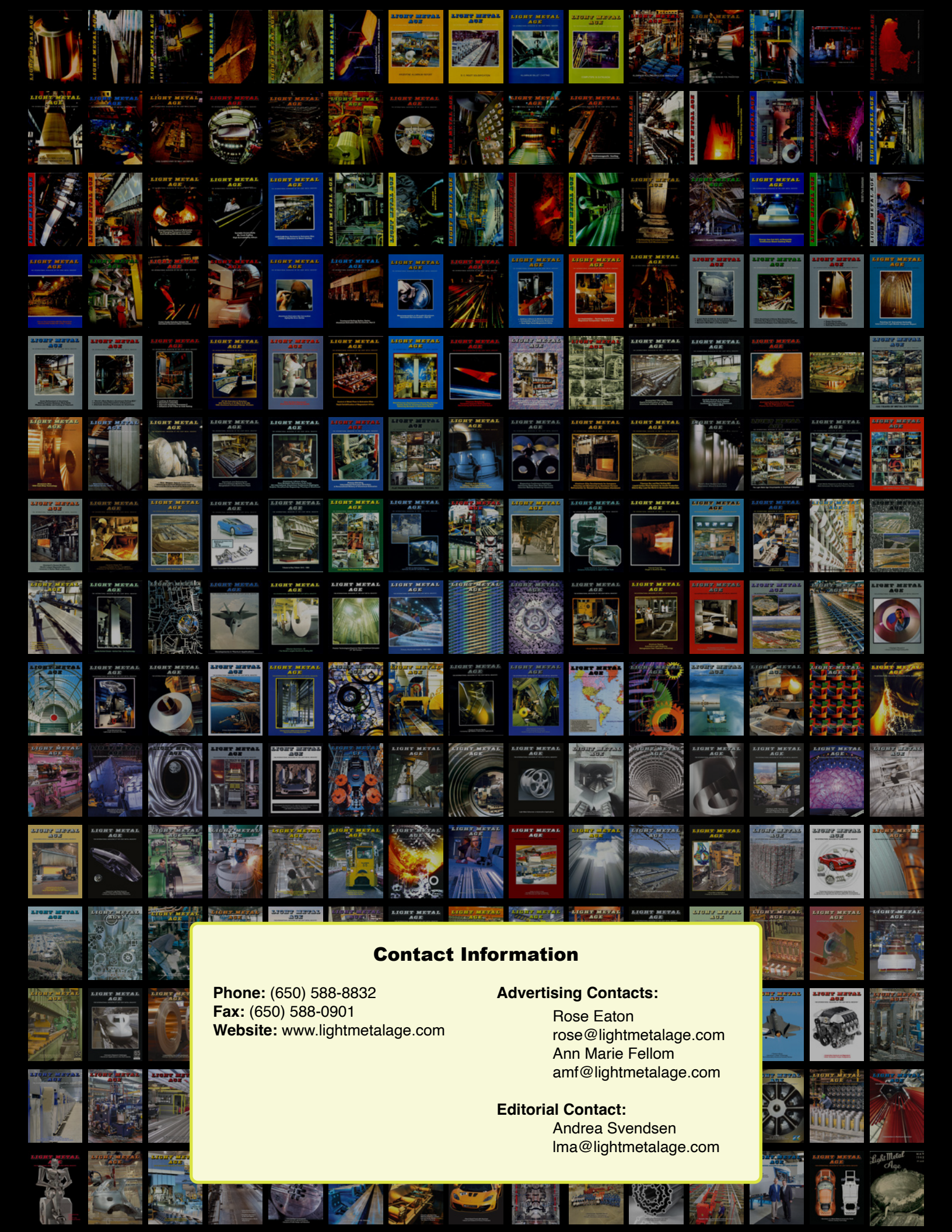
This fact sheet lists various editorial content published in *LMA* and provides a glance at our editorial guidelines for upcoming issues.

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 | • 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<br>• Must be generic; no promotion of specific products |
| Plant Case Study | 1,500-3,000 words with 4-6 images or tables | • 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 | • Q&A article between an *LMA* editor and an invited company executive or manager |
| Spotlight Articles | 500-1,500 words with 1-2 images or tables | • Presents detailed information on new equipment, products, technology, or patents that have been developed within the past 6 months<br>• Case study description of the equipment or product in use at a production facility is preferred |
| Departments | | |
| Light Metal World | 300-450 words | • Editorial features news, research, or events relevant to the worldwide aluminum industry – must be generic; no promotion |
| Industry News | 100-200 words | • 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 | • Short announcements regarding the release of new products, equipment, brochures, or books |
| Lightweight Matters | 500-1,000 words | • Editorial focused on new applications utilizing aluminum |
| Book Reviews | 500-1,000 words | • Review of a new book or journal on aluminum processing or technology |

## Important Guidelines

- Criteria for publication is that the article be useful for industry executives, plant managers, and/or practicing engineers, 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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