

[alfed.org.uk](http://alfed.org.uk)

# MEDIA TOOLKIT

**ALFED**  
ALUMINIUM FEDERATION

The Voice of the UK Aluminium Industry



# CONTENTS

➤	INTRODUCTION TO ALFED	02
➤	ALUMINIUM NEWS MAGAZINE	04
➤	MEMBER DIRECTORY	07
➤	ENGAGING MEMBERS	08
➤	WHAT OUR MEMBERS SAY	09
➤	2024 EVENTS	18





# WE FOSTER INNOVATION, PROMOTE BEST PRACTICE AND CHAMPION THE INDUSTRY'S INTERESTS

02



## INTRODUCTION

Aluminium is an affordable, highly recyclable material that supports a global circular economy. As the voice of the UK industry, our mission is to expand the market for aluminium products by helping members solve problems, lobby government and boost their competitiveness.

[alfed.org.uk](http://alfed.org.uk)





This tailored toolkit is designed to empower our esteemed members in amplifying their brand presence across a multitude of platforms.

In today's fast-paced and interconnected landscape, the power of visibility cannot be understated. Whether it's through our member magazine, dynamic website, engaging networking events, or other channels, each touchpoint presents an opportunity to tell your unique story, forge meaningful connections, and create a lasting impact.

We represent businesses who process, trade and work with aluminium; we foster innovation, promote best practice, develop skills and champion member interests. This ranges from training and networking to research, advocacy, lobbying and outreach, we help our members solve problems, capitalise on opportunities and boost their competitiveness.

Get in touch with the team today to discuss how we can help to harness the power of our platform to propel your brand's narrative to new heights.

**CONTACT**

**SPONSORSHIP@ALFED.ORG.UK**

**Tel: 07920 259262**

[alfed.org.uk](https://alfed.org.uk)



# ALUMINIUM NEWS

Aluminium News magazine reaches ALFED Members and the highest level of decision makers and purchasing influencers from across the UK aluminium supply chain.



The publication is ideally positioned to promote your products and services to key decision makers and influencers within the aluminium industry in the UK.

With three issues planned (February, May and September) to be made available in print, digitally and via social media platforms in 2024, all members will receive a hard copy and electronic version and we will also distribute copies at ALFED events, meetings and industry exhibitions.

## 500+

---

Circulation per issue

## 3

---

Issues per calendar year

## 45%

---

Readers in Corporate Management



ADVERTISING PRICE LIST

All prices are subject to VAT and 20% membership discount.  
Please Note: As a non-member there is a 20% surcharge applied to all prices stipulated in this document.



£1000

Front Cover

£895

Inside Front Cover

£850

Back Cover

£785

Inside Back Cover

SERIES RATES

1 – February 2024

Full Page

£675

Half Page

£400

Quarter Page

£275

2 – May 2024

£650

£375

£250

3 – September 2024

£600

£325

£225



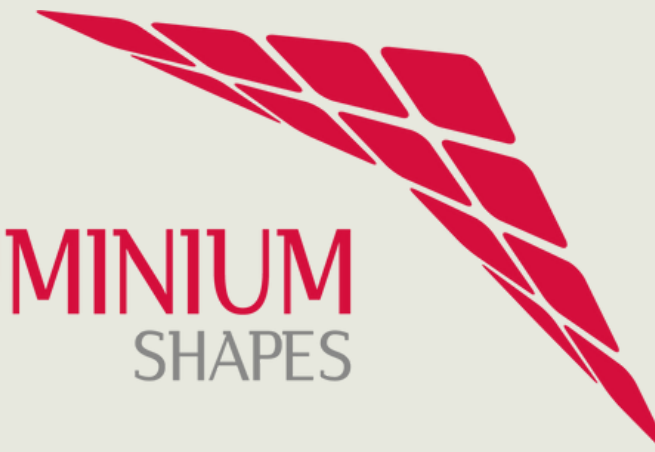
# TRUSTED BY...

As a member, you become part of an influential community, getting your voice heard.

Aluminium News magazine works with a wide range of ALFED Members and companies to help them grow their business presence and share projects, case studies and innovations.



ALVANCE



ALUMINIUM  
SHAPES



JONAS METALS SOFTWARE

TANDOM

Metallurgical Group Ltd



AMARI METALS ENGINEERING GROUP



An HKEX Company



CAST HOUSE ENGINEERING

INNOVAL



A HARSCO COMPANY



Avon Metals Ltd

Your Allies in Alloys for over 50 Years



RICHARD AUSTIN ALLOYS



copper & aluminium alloy semi products



aluminium casthouse solutions



We create chemistry



expect more



Thermserve



## MEMBER DIRECTORY

# USER EXPERIENCE

## ENHANCED LISTINGS

### Make your entry stand out!

- Display your entry in a **BOLD** format (£125+VAT)
- Include full colour logo (£200+VAT)
- Logo and Bold combined option (£250+VAT)

Please contact the team to find out more about the enhanced listing opportunities.

**SPONSORSHIP@ALFED.ORG.UK**

**Tel: 07920 259262**

## CONNECTIVITY

Welcome to a new era of connectivity and convenience within the aluminium industry! We are excited to introduce the online ALFED Member Directory, which promises to transform the way you present your company to the aluminium industry and engage with other ALFED members.

## CONVENIENCE

In response to the ever-evolving needs of our members and stakeholders, the new online ALFED Member Directory offers an enhanced user experience and unprecedented visibility across the diverse categories of our members.

## ENGAGEMENT

Listings within the ALFED Member Directory are only offered to Members. It provides comprehensive company listings, product information and key contact details.

[alfed.org.uk](http://alfed.org.uk)



# ENGAGING MEMBERS

## LinkedIn



**6,904 FOLLOWERS**

- Custom button clicks 84%
- Post Impressions 24.3%



## Twitter

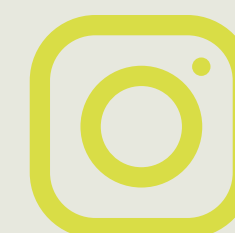


**4,310 FOLLOWERS**

- New followers in September: +5
- Total tweet impressions for September: 2,606



## Instagram



**NEW: 105 FOLLOWERS**

- Total followers increased by 25.5% in the last 30 days
- Accounts reached: 217







## TESTIMONIALS

# WHAT OUR MEMBERS SAY



### Joining ALFED Membership

"ALFED membership supports BOAL Extrusion by providing market insights, a network of key industry members and by representing the aluminium industry with government on industry challenges.

ALFED membership will also provide a resource for technical knowledge and delivers excellent training through ALFED Training Academy, ensuring we train, develop and retain our skilled employees. We look forward to joining the network of businesses who process, trade and work with aluminium."

### EMMA SWANN

General Manager  
BOAL Extrusion UK

---

### Supporting a UK Circular Economy Event

"I felt the day was a great success with some really insightful and interesting presentations that generated fascinating discussions on the trajectory and opportunities of the UK aluminium market.

It was also great to catch up with some old friends and make some new ones too as we celebrated the 50th year of our market leading Air Bearing ShapeMeter."

### NICHOLAS SAUNDERS

Senior Sales Manager  
Primetals Technologies Ltd

---

### The Annual ALFED Dinner

"For us, the ALFED Dinner is an important annual get together. The first year we attended as a new sales team, two of us got last minute tickets.

After seeing everyone in attendance, we decided to make our team presence a little bit larger and every year we try to increase our presence that little bit more."

### MARK ALLEN

Sales Director  
Mechatherm

---







# 2024 EVENTS\*

## 6th June

### **SUSTAINABILITY STRATEGY DAY**

One-day event hosted in London to explore aluminium's key role in the UK's transition to a more sustainable future and hear from Government Officials.

Tabletop Booths Available

## November

### **HEALTH & SAFETY FORUM**

Back by popular demand, to share information for all things related to Health and Safety and Environment with the aim of improvement and best practice within our sector.

Tabletop Booths Available

## 28th November

### **ANNUAL BUSINESS BRIEFING & DINNER**

Renowned by ALFED Members as 'the event of the season', the black-tie evening dinner follows on from a full day's programme of industry speakers at the now established ALFED Business Briefing.

Sponsorship is the perfect way to add impact to your attendance across the 2024 ALFED portfolio of member events, increasing your company's visibility both before, during and after the events to maximise exposure of your brand(s)/business, and to generate higher ROI from member companies in the year ahead.

For full information on our packages and availability at each event please contact our Sponsorship Manager:

**Philip Bloxsome: 07920 259 262, [sponsorship@alfed.org.uk](mailto:sponsorship@alfed.org.uk)**

[alfed.org.uk](http://alfed.org.uk)

\*Dates are subject to change