

MEDIA TOOLKIT



The Voice of the UK Aluminium Industry

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01



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

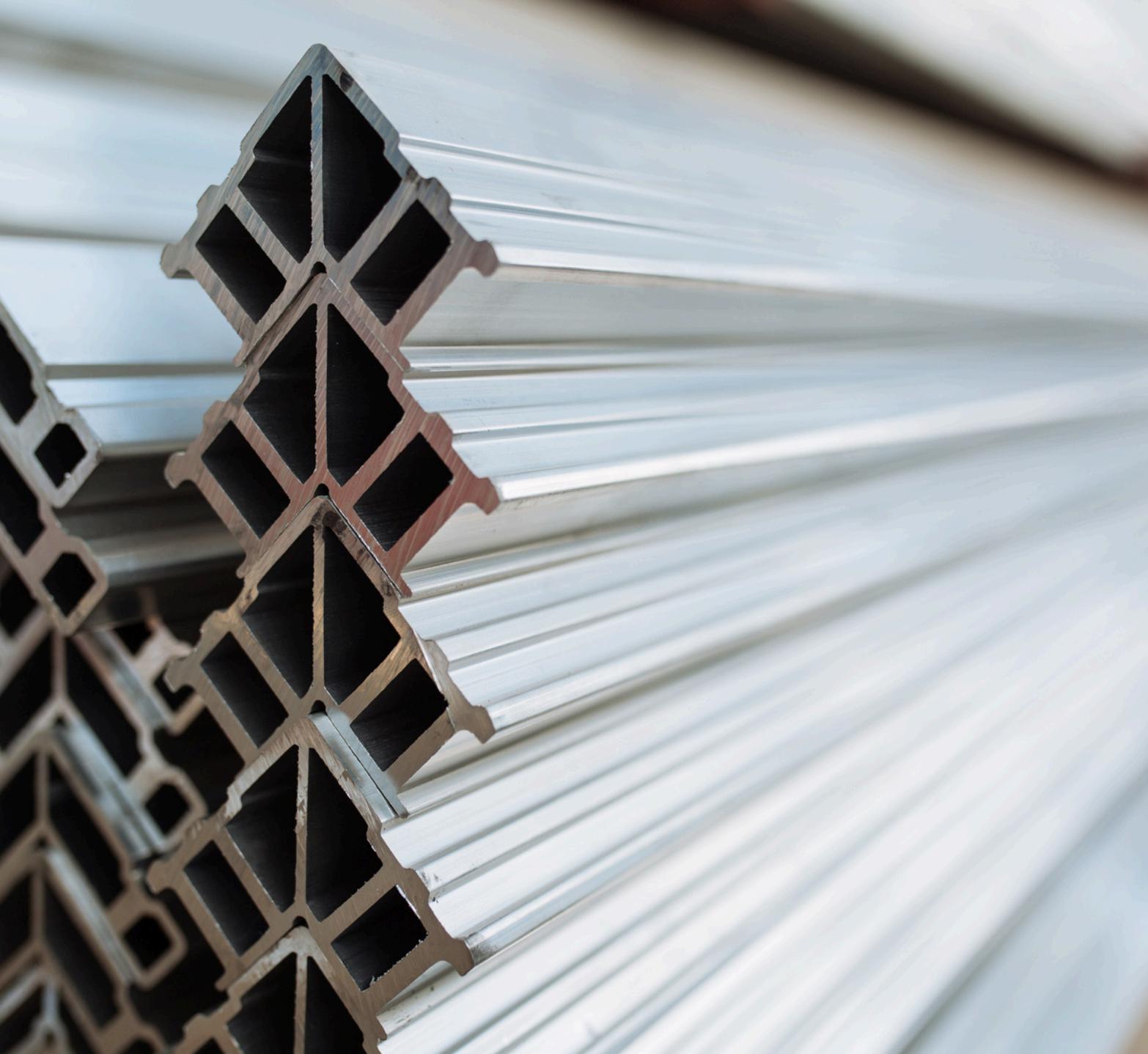


02

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



CONTACT

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.

SPONSORSHIP@ALFED.ORG.UK

Tel: 07951 668908

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

2

Issues per calendar year –
May and September

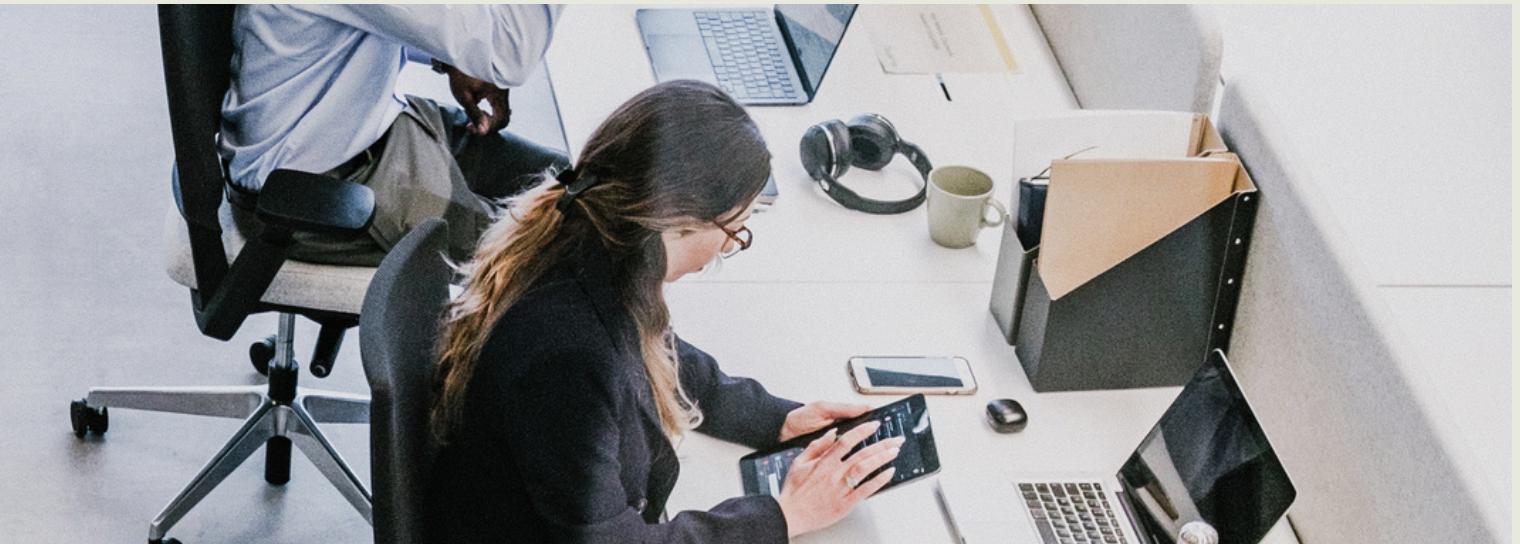
45%

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 – May 2025

2 – September 2025

Full Page

£650

£600

Half Page

£375

£325

Quarter Page

£250

£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.



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: 07951 668908



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

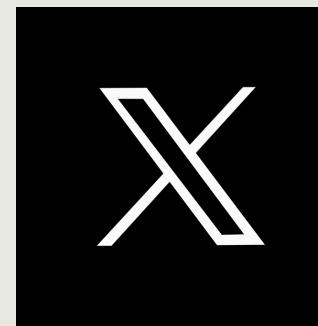
ENGAGING MEMBERS

LinkedIn



9,001 FOLLOWERS

X (Twitter)



4,422 FOLLOWERS

Instagram



256 FOLLOWERS

“

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

World of Aluminium Training

“It was very interesting to learn about Aluminium being a "new metal" and learning about the history compared to older metals. It was also extremely beneficial for me cover the metallurgy side of things in more detail than I have up to now and how the atoms behave during heating and cooling etc and how we achieve certain finishes.

Overall it was a very good experience from start to finish. From the ALFED staff, the location and the content of the course. Very good!”

ADAM HAWLEY

Capalex

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

”



2025 EVENTS*

5th 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

26th June

HOUSE OF LORDS LUNCH

Back again due to popular demand is the annual House of Lords Lunch, held in the heart of Westminster, London, UK; aiming to provide another informative and engaging lunch session to discuss vital topics that will benefit the future of the UK aluminium sector.

13th November

**ANNUAL BUSINESS
BRIEFING & DINNER**

Carden Park Hotel, Cheshire

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 2025 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: 07951 668 908, sponsorship@alfed.org.uk

alfed.org.uk