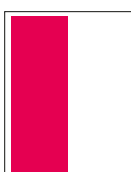


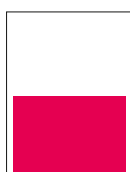
## advertising sizes



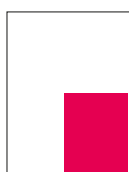
**PAGE**  
grid:  
210 x 265 mm  
bleed:  
230 x 285 mm



**HALF VERTICAL PAGE**  
grid:  
100 x 265 mm  
bleed:  
115 x 285 mm



**HALF HORIZONTAL PAGE**  
grid:  
210 x 120 mm  
bleed:  
230 x 145 mm



**1/4 VERTICAL PAGE**  
grid:  
75 x 285 mm

PRINT RUN: 40.000 copies/year  
LANGUAGE: Italian/English

SIZE: 230x285 mm  
AVERAGE PAGE ARRANGEMENT: 96

## price list

### Pages

Full color page	2.300,00 €
Double color page	4.400,00 €
Half page (vertical/horizontal)	1.200,00 €
1/4 page	950,00 €
Business news	500,00 €

### Special positions

Folding front cover	6.000,00 €
Inside front cover	2.800,00 €
Inside back cover	2.500,00 €
Back cover	4.000,00 €
Central double color page	4.900,00 €
First page	2.700,00 €
Second and third page	2.500,00 €
Fourth and fifth page	2.400,00 €
Opposite editorial page	2.400,00 €
Opposite advertising page	2.400,00 €
Opposite contents	2.400,00 €
Opposite inside back cover	2.400,00 €

### Interview with the Manager

6.000,00 €  
Are you a leading company in the aluminium industry? A&L has a special service that will increase your image value on the market: - A special feature of 5 pages at the beginning of the magazine with an interview to the Manager of the company and complete with images and photographs - Realization of the video company - Photograph of the Manager on the front cover - A heading on the front cover - Mailing post of 200 copies of the magazine to a targeted file of names supplied by the company - 1 full page color advertisement in the hard copy of the magazine and on the on-line version plus insertion in the portal aluplanet.com with a link to your company website.

### Insert

Promotional inserts (plus eventual postal charges)	4.100,00 €
--	------------

### Multimedia and banner

Adv with multimedia contents	500,00 €
Banner in the newsletter (700x150 px)	1.000,00 €

**2015 News - New graphic design - Multimedia developments - Special focus on downstream problems - More visibility for the foundry and diecasting industry.**  
 We decided focus more attention to the downstream industry, expanding our field of interest, traditionally oriented to the extrusion and rolling industry, to the foundry and diecasting industry. Therefore in 2015 the magazine A&L- Aluminium & its alloys will have an exclusive section dedicated to this field.  
 The reasons for this choice are obvious and self-explanatory: the world of light alloy castings has already consolidated its position as a fundamental reference sector for the European industry, the interest of the most important downstream users (as the automotive industry) for high-quality and competitive castings is increasing and the entire foundry casting system both in Italy and Europe – from machinery to processes as well as technologies and products – boasts a long and extensive experience, supported by a unique know-how in the world.  
 On the basis of these premises for 2015, the magazines A&L and P&TF - important communication supporters for the international expo METEF - will join forces to focus all their energy on representing, with double effectiveness, the entire production chain of the aluminium industry to the professional operators system, with special attention to the foundry and diecasting industry.

## editorial programm

	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5	Issue 6
<b>Topics</b>	- Focus on the rolling industry - Focus on the packaging industry - Special on the Middle East - Special on the secondary aluminium industry	- Plants, machines, equipments and consumer products for diecasting and gravity casting - Special <b>GIFA</b> (services dedicated to the Italian companies) - Focus on surface treatments	- Focus on profile processing machinery - Special extrusion	- Special on the solutions for the foundry and diecasting industry - Aluminium processing machines - Focus on aluminium & automotive - Welding and joining techniques	- Special on aluminium & automotive - Focus on surface treatments - Updating about the world's primary industry - Special on the Middle East	- Plants, machines, equipments and consumer products for diecasting and gravity casting - Special on <b>Euroguss</b> - The Italian and European aluminium casting market
<b>Market</b>	Italian rolling plants Italian refiners & remelters		Italian extrusion plants		Primary industry worldwide	Table of the Italian foundries, diecasters, manufacturers and suppliers of casting machines
<b>Circulation</b>	- 14th OEA International Aluminium Recycling Congress - February - Mecspe, March 26-28, Parma - Aluminium Dubai April 14-16, Dubai - The 7th International Conference and Exhibition Aluminium-21/RECYCLING - April, Moscow	- Aluminium 2000 - May 12-16, Milano - Gifa-Newcast - June 16-20, Dusseldorf - The 4th International Conference and Exhibition Aluminium-21/COATINGS - June, San Pietroburgo	Distribution to a targeted selected file of specialized operators	- Alu Expo - October, Istanbul - EMO - October 5-10, Milano - Fenaf Conaf - September 28 - October 1, Sao Paulo	- The 3rd International Conference and Exhibition Aluminium 21/TRANSPORT, October - San Pietroburgo - BIR - October 25-27, Prague	- Euroguss - January 14 - 16, 2016, Nuremberg
<b>Issue</b>	End of February	End of March	End of May	End of July	End of September	End of November

### Every single issue features

- News - Exhibitions - Companies • Interview with the manager • News on the market and technologies • Commodity trend analysis • Updating on equipment and products • Mechanical processing and fabricating • Finishing and their applications in transportation, mechanics and building • Aluminium figures (primary, raw, semifinished products and scrap • Design of the month

### Switch on your multimediality

From 2013 A&L expanded its multimediality: in addition to its presence in aluplanet.com, it is available also on tablets (iPad and Android) with the possibility for the advertiser to insert multimedia contents (link to its website, video, images, etc.) directly from its own advertising page through the Multimedia service. In addition, the magazine will increase its readers coverage through 12 newsletter per year sent to a database of 25,000 specialized operators worldwide. Browse and search the multimedia contents of the advertisers company in the online magazine with the free App available for iPad and Android.



Online version on  **aluplanet.com**  
the aluminium portal

 **Foundry-Planet.com**  
B to B Portal for technical and commercial foundry management