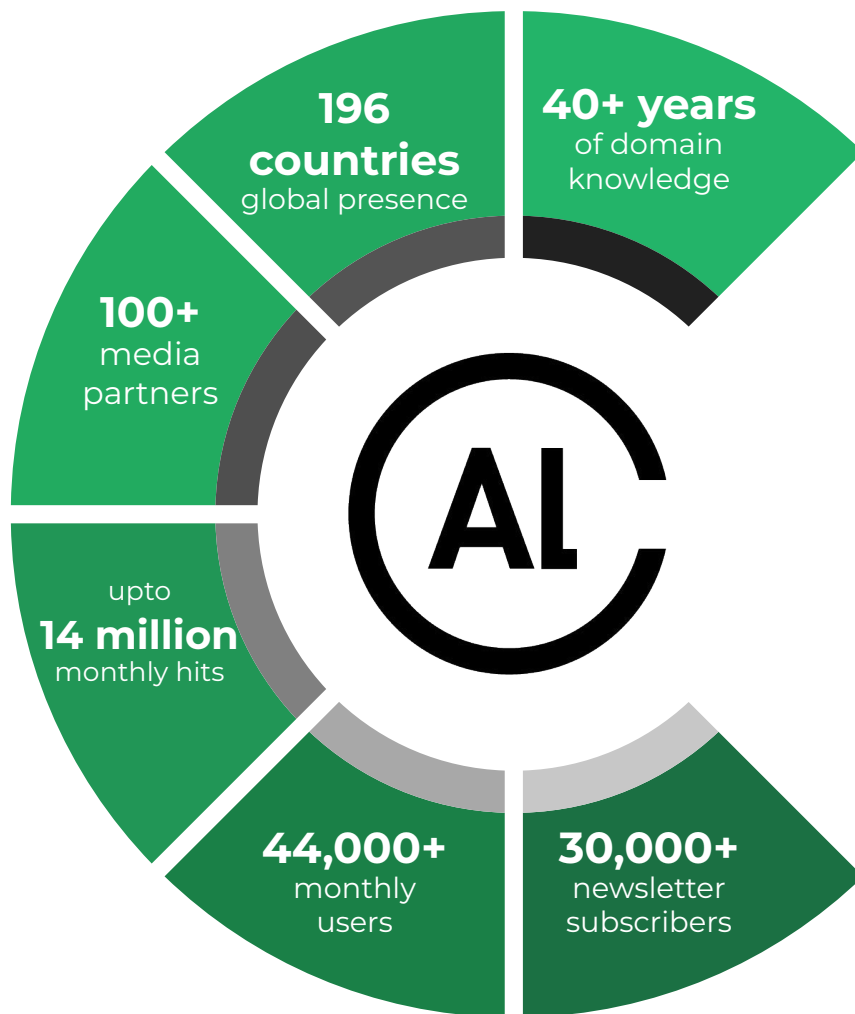




Media Kit 2024

Think ALuminium, Think AL Circle

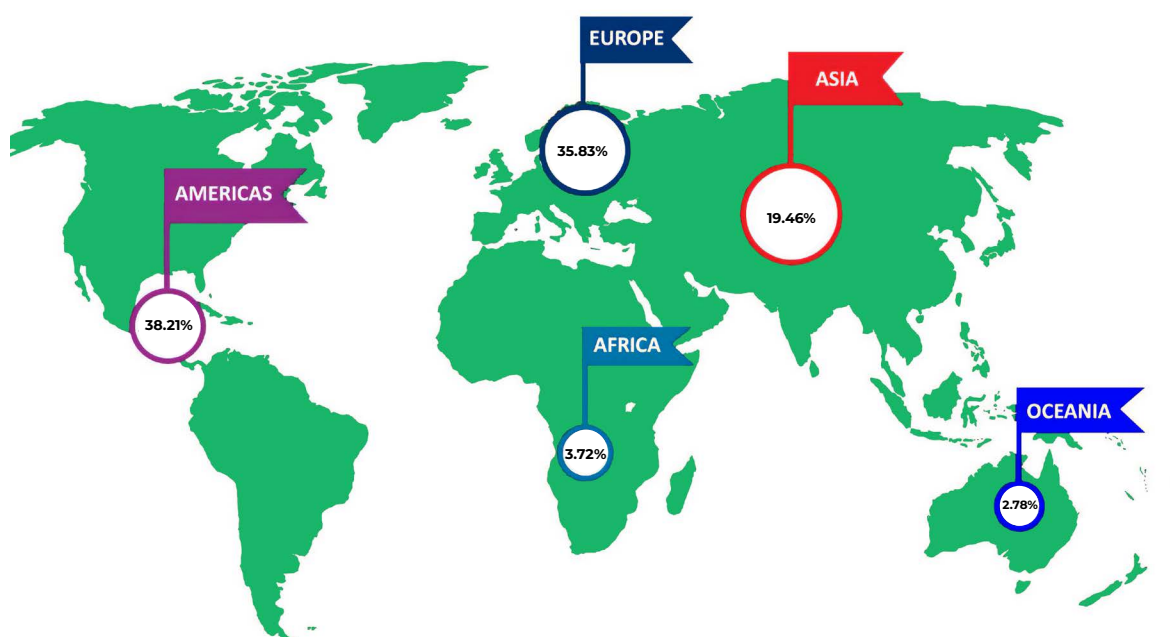
Enhance your brand's visibility
on the leading platform of the
aluminium value chain



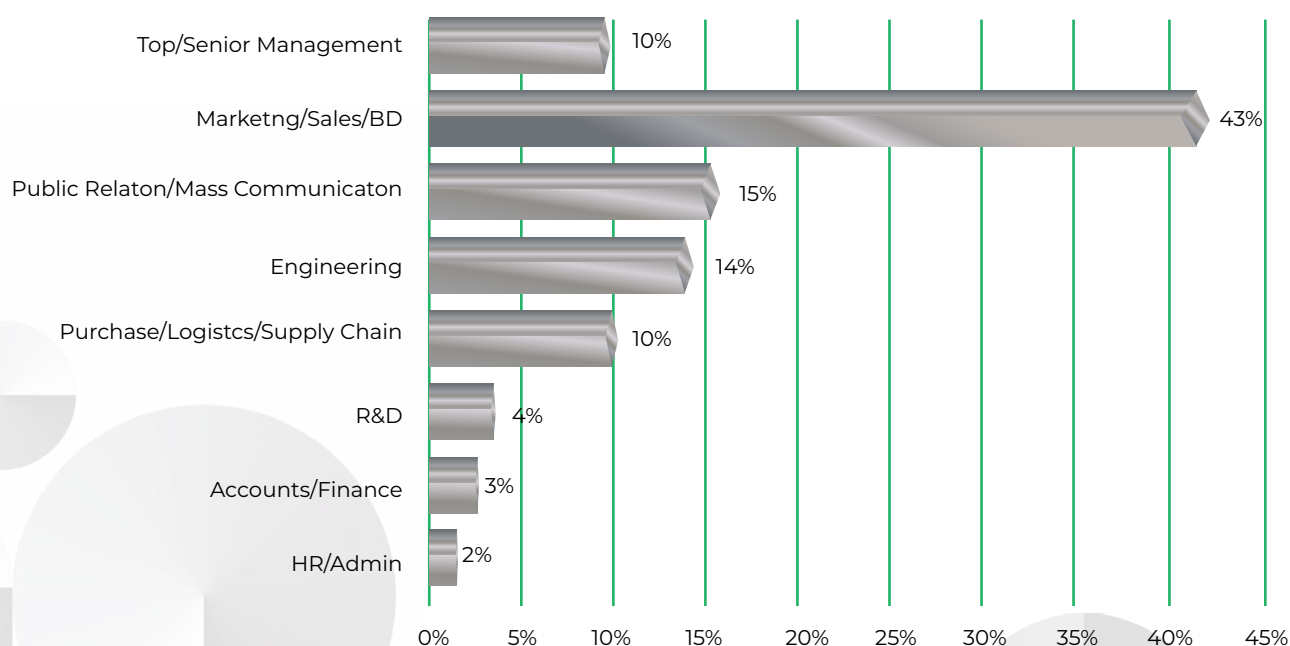
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AL Circle and reach the right audience

Viewers from 6 continents and diverse professions

Viewers by geography



Viewers by professional domain



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- ✓ Make a presence on an interactive platform with **booming web traffic**
- ✓ Reach out to a **broad network** of global associates
- ✓ Get upto **1 million impressions** on ad banners
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- ✓ Avail **customized** advertising plan
- ✓ Obtain a dedicated **account manager**

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#1
Leaderboard
 Size: 480x82px

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Top Stories

Nespresso partners with Royal Mail to intensify aluminium coffee pod recycling

Nespresso has partnered with Royal Mail to offer a free doorstep collection service for coffee pods. The service aims to boost end-of-life collection rates and improve aluminium coffee pods' recycling...

Powys County Council's innovative digital recycling trial aims to reduce waste

ASI enlists Jiangsu Kuna Industry as the new Production and Transformation member

LME aluminium benchmark price closes the week with a drop of US\$5/t, SHFE price moves down to US\$2,613/t

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Sustainability

- Goa Carbon Limited signs MoA with BITS Pilani Goa Campus bolstering ESG principles India's leading manufacturer of calcined petroleum coke, Goa Carbon Limited (GCL)...
- Rusal to introduce PEFA aluminium alloy ingots in Japan The Russian aluminium giant Rusal is expanding...
- UK's AEM secures fresh funding for sustainable EV motor production expansion The Advanced Prouulsion Centre in the UK has ...

Price

Aluminium Price

1D 5D 1M [See Other metal prices](#)

Price USD \$ per tonne

12-Oct-2023 13-Oct-2023 16-Oct-2023

— LME — SHFE

Events

- European Green Aluminium Summit 2023 18 Oct 2023 - 19 Oct 2023
- AZ Global International Aluminium Conference 18 Oct 2023 - 20 Oct 2023
- Mexico Heat Treatment Congress 2023 25 Oct 2023 - 25 Oct 2023

Premium Event Partners

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- ECV 18-19 Oct 2023 | Frankfurt, Germany

End User

Ronan Bouroullec teams up with Manufacture de Sèvres for stunning aluminium lamp collection Ronan Bouroullec

Primary Aluminium

Chinalco promotes "Five Standards and One Control" management model for electrolytic aluminium enterprises

#2
Top right bar
Size: 283x337px

#3
Top right bar
Size: 283x337px

#4
Right side Skyscraper
Size: 225x450 px

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Nespresso partners with Royal Mail to intensify aluminium coffee pod recycling
16 Oct 2023 | AL Circle

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#5
Left side on all inside news pages
Size:240 x 360 px

Nespresso has partnered with Royal Mail to offer a free doorstep collection service for coffee pods. The service aims to boost end-of-life collection rates and improve aluminium coffee pods' recycling propensity. Customers can print their own returns label or request for their postal worker to print and attach a label on their behalf.

Alternatively, coffee pods can be taken to any of Royal Mail's 14,000+ drop-off locations.

Nespresso has taken steps to address these challenges by incorporating 80% recycled aluminium content in its capsules and co-founding a not-for-profit coffee pod recycling service called Podback. However, the fact remains that most local councils in the UK do not collect coffee capsules in household recycling.

#6
Within all news articles
Size:580 x 90 px

Aluminium coffee pods have gained popularity in recent years, with Nespresso being one of the leading brands in this space. While aluminium is a material that can be recycled infinitely, its lightweight nature and the presence of thin fabric filters in many capsule designs present unique challenges when it comes to recycling.

Anna Lundstrom, Nespresso UK and Ireland's chief executive, commented: "Our official partnership with Royal Mail brings recycling to the heart of the community, no matter where you live in the UK."

"Recycling needs to be convenient, simple, and sustainable – and our partnership with Royal Mail is central to achieving that vision," Lundstrom added.

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SCOTTISH CHEMICAL
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Premium Advertisement Rates

#	Ad Position	Rate in USD		
		Duration in months		
		3	6	12
1	Leaderboard	2099 \$	3499 \$	6199 \$
2	Top right bar	2099 \$	3499 \$	6199 \$
3	Right side centre	1999 \$	2999 \$	4999 \$
4	Right side skyscraper	1349 \$	2299 \$	3999 \$
5	Left side banner on all inside news pages	1299 \$	1999 \$	3499 \$
6	Banner within all news articles	1299 \$	1999 \$	3499 \$

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Top Stories

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#8 Video ad - centre

Sustainability

Goa Carbon Limited signs MoA with BITS Pilani Goa Campus bolstering ESG principles India's leading manufacturer of calcined petroleum coke, Goa Carbon Limited (GCL...)

Rusal to introduce PEFA aluminium alloy ingots in Japan The Russian aluminium giant Rusal is expandin...

UK's AEM secures fresh funding for sustainable EV motor production expansion The Advanced Prooulson Centre in the UK has ...

Price

Aluminium Price 1D 50 1M See Other metal prices

2800

Events

European Green Aluminum Summit 2023 18 Oct 2023 - 19 Oct 2023

AZ Global International Aluminium Conference 18 Oct 2023 - 20 Oct 2023

<p>LB Aluminium Berhad Largest supplier of aluminium extrusion in Malaysia and among the...</p>	<p>Bagaria Aluminium Alloys Pvt Ltd Engaged in trading and processing of secondary aluminium since 20...</p>	<p>TAHA International B.V. Experts in zero-waste dress management solutions</p>
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Recycled Aluminium

New exhibition titled 'Infinity Room' by ECC highlights the importance of aluminium can recycling In celebration of Recycle Week's 20th anniversary, an immersive display

Coca-Cola installs RVMs in alliance with Olyns to recycle beverage packaging solutions Recyclino aluminium solutions has become a si...

India's secondary aluminium ingot price drops due to surge in raw material circulation The Indian aluminium alloy inot market has w...

Interviews

"Automation and robotics have become integral to mining operations. Autonomous vehicles, drones, and... An experienced engineer from Tata Motors and Tata

"We are driving through an aspiration to be the lead in the

Downstream Products

Boeing renews long-term contract with thyssenkrupp Aerospace for aluminium aircraft parts thyssenkrupp Aerospace, a leading global provider of supply chain solutions for ...

Downstream weekly recap: Vietnam to carry out anti-dumping investigation on Chinese aluminium: Novelis rules out Russian aluminium The downstream

Feng Erda Group gets listed as aluminium B2B seller under AL Biz Established in 1998, China-based Feng Erda Gr...

Blog

Aluminium price trend in 2023: A quick analysis; The aluminium market in 2023 has been a rollercoaster r...

Sensor solutions designed to improve the aluminium industry:

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#9

Video ad - right side lower

#11

Right side lower middle
Size:277 X 270 px

Home Page Advertisement Rates

#	Ad Position	Rate in USD		
		Duration in months		
		3	6	12
7	Centre space	999 \$	1799 \$	2999 \$
8	Video ad - centre	1799 \$	2999 \$	-
9	Video ad - right side lower	1599 \$	2599 \$	-
10	Business card	499 \$	899 \$	1499 \$
11	Right side lower middle	599 \$	999 \$	1799 \$



Newsletter Advertisement

The screenshot displays the AL CIRCLE newsletter interface. At the top, the AL CIRCLE logo is accompanied by the tagline 'THINK ALUMINIUM. THINK AL CIRCLE.' Below this, a green banner reads 'AL NEWS'. A message states: 'Here's to AL CIRCLE's makeover and the promise of an enhanced experience. Explore the new look [HERE](#)'. The date 'Thursday, 05 October, 2023' is shown. A 'Top news' section lists three items: 'AL Circle unveils a refreshed look with enhanced services and products', 'Celebrating AL Circle' refreshed look with a limited-period offer for all registered users', and 'AL Circle Biz is now AL Biz with a new look and enhanced features for aluminium businesses worldwide'. A 'Primary Aluminium Price' section shows LME 2231.0 \$ (on 04/Oct/2023) and SHFE 2702.0 \$ (on 28/Sep/2023). Below this, a 'Sustainability' section features a 'Left panel' (Size: 160 x 120 px) and a 'Primary Aluminium' section. The 'Primary Aluminium' section includes a 'Under vertical' ad (Size: 559x 80 px) and a list of news items: 'Surging demand for low-carbon aluminium defies consumption forecasts: Hydro', 'Celebrating AL Circle's refreshed look with a limited-period offer for all registered users', 'LME benchmark aluminium price negates US\$26/t on October 4; SHFE records no activity due to the Mid-Autumn Festival', 'Ningdong Aluminium celebrates China's 46th "Quality Month" with augmented operational instincts', and 'Rio Tinto's Kitimat aluminium smelter back in full production'. The bottom of the newsletter features logos for insertec, OTTOJUNKER, RiA, and TUFF CAST.

Newsletter Advertisement Rates

#	Ad Position	Rate in USD			
		Duration in months			
		1	3	6	12
12	Under vertical	699 \$	1799 \$	2999 \$	4999 \$
13	Left panel	-	1499 \$	2399 \$	3999 \$

Most popular web-based platform for the aluminium value chain



"I have personally known and interacted with the AL Circle team since the very early days, now more than ten years. My former employer advertised and still do, with AL Circle, as do my current employer. We see the benefit and value for money and have no hesitation to recommend others in our industry to do the same."

Mark Bumford, RIA Cast House Engineering



"Over the years, AL Circle has quickly carved out a place for itself and has become an essential source of information and business promotion for the industry."

Isabelle Gaudreau, EPIQ Machinery



"AL Circle is a great platform with excellent reach. The team is highly responsive and always a true pleasure to deal with."

Patrick Pollmann, Taha International



"Our cooperation with alcircle.com has always given us an excellent opportunity to present our customers the latest solutions from REEL Aluminum Division"

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