

## 2012 – MEDIA KIT

### PUBLICATION PROFILE

Since 1985 “**Aluminium magazine**” is the leading Greek publication representing the aluminium sector at its best. In addition to current market news, it dedicates wide space to the production processes of primary and recycled aluminium, extrusions, foundry castings and rolled sections, and also supplies latest information on technologies, machinery, systems and products.

Our services in Greece include in addition to the magazine and web information services (<http://www.alunet.gr>). “**Aluminium magazine**” become the 3 month based guide to the aluminium frames, curtain walls and associated components, product innovations, technologies, installations, economic and sector trends. It is, in short, a vital tool for the industry.

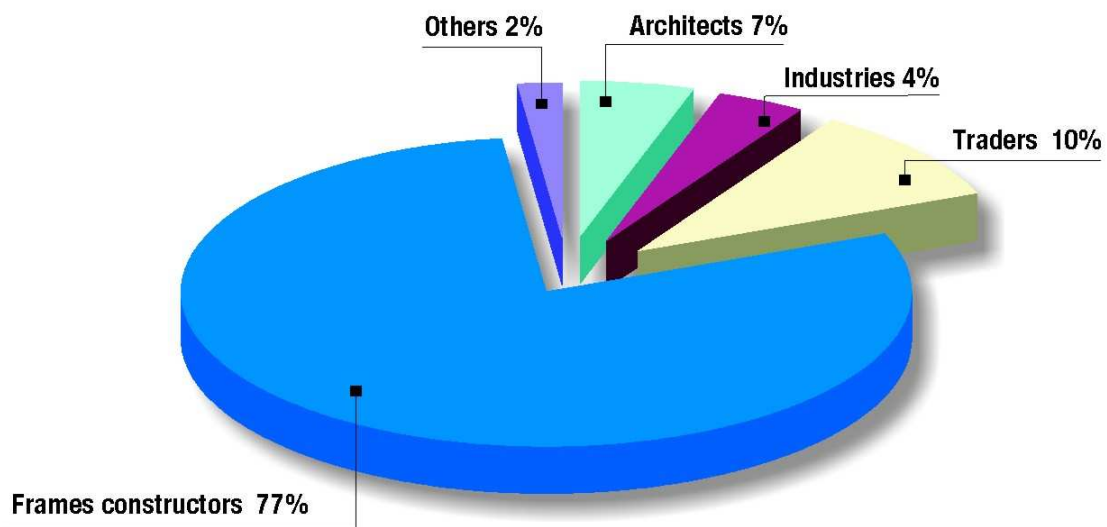
### PUBLICATION CONTENT

- New products and materials.
- Aluminium systems.
- Market trends.
- Technical issues and contemporary technologies.
- Special articles regarding new aluminium products implementation.
- Financial reports and statements.
- News and new technology briefs from Greece and the international market
- Developments of the global aluminium market.
- Legislation.
- Company presentations.

## CIRCULATION

With a periodicity of 4 issues a year **“Aluminium magazine”** efficiently provide up-to-date, in-depth information for the most demanding parties and are indispensable communication vehicles for professional end users seeking information, decision-making support and marketing services. It refers to professionals of the field and is exclusively distributed to subscribers in Greece and abroad. It is published in 3.300 copies and is estimated to be read by 6.000 and more readers among which architects, engineers and members of public boards who deal with activities of the sector.

**Distribution of readers**



## EDITORIAL PLAN

Publication dates – materials delivery deadline			
Issue	Circulation	Press Releases Dead Lines	Advertising Dead Lines
<b>March 2012</b>	10-15 March	25 February	1 March
<b>June 2012</b>	5-10 June	20 May	30 May
<b>September 2012</b>	15-20 September	31 August	2 September
<b>November 2012</b>	20-25 November	6 November	12 November

## SPECIFICATIONS OF ADVERTISING MATERIAL

Advertisements should be sent in PDF format and the files must have:

- The color space must be CMYK. No RGB, LAB or embedded color profiles (such as ICC profiles).
- Resolution: 300 dpi
- All partial size ads must have position marks indicating bleed and trim.
- All full page ads should be centered on a Trim Size Document and have marks indicating trim and bleed.
- All marks must be outside the trim size document.
- For Full Page Ads or Spread Ads, all live content intended to print must be kept at least 1 cm inside trim size for each side.
- File must be optimized for print.

## PUBLICATION TECHNICAL SPECIFICATION

- Page dimensions: 22,5x30 cm (trim page).
- Paper weight: Velvet 100 gr.
- Cover page paper: Illustration 200 gr.
- Printing quality: only four color separation.
- Binding: Saddle-stitched.

## CONTACT

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