



ASSOCIATION
OF INDUSTRIAL
LASER USERS

MARKETING GUIDE

2025

Association of Industrial Laser Users
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info@ailu.org.uk
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MARKETING OPPORTUNITIES

There are 3 categories of marketing opportunities available:

1. **'The Laser User' quarterly magazine (print & online)**
 - Advertise in the magazine
 - Provide inserts to be circulated in the magazine
2. **The monthly e-Newsletter**
 - Banner adverts and videos
 - Advertise Situations Vacant
3. **Sponsored Webinar**
 - Sole or joint sponsorship of a topical webinar

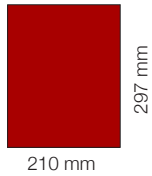
**AILU members receive a 20% discount on marketing costs.
Full and discounted prices are shown on the following pages.**

CONTACT AILU
info@ailu.org.uk
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'THE LASER USER' MAGAZINE

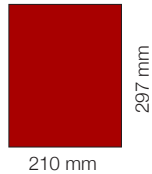
ADVERTISE

OUTSIDE BACK COVER (A4)*



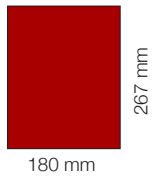
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1880	£3478	£4935	£6392
ALLU member	£1500	£2775	£3938	£5100

INSIDE FRONT COVER (A4)*



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1620	£2997	£4253	£5508
ALLU member	£1300	£2405	£3413	£4420

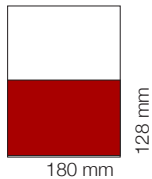
FULL PAGE



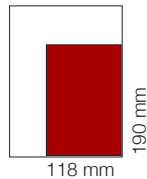
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1530	£2831	£4016	£5202
ALLU member	£1225	£2266	£3216	£4165

HALF PAGE

horizontal

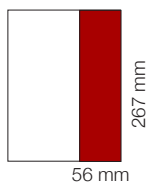


vertical



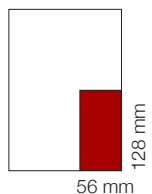
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£815	£1510	£2200	£2835
ALLU member	£650	£1210	£1760	£2270

FULL COLUMN



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£570	£1050	£1520	£1990
ALLU member	£455	£840	£1210	£1590

HALF COLUMN



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£300	£540	£790	£1000
ALLU member	£240	£435	£630	£800

Graphics must be high resolution (300 dpi) and submitted copy-ready as a PDF, PNG, JPG or TIFF file

*OBC and IFC adverts must have crop marks and 5 mm bleed

MAGAZINE INSERTS



1 page insert per issue	Cost (excluding VAT)
Full price	£475
ALLU Member	£380

For multiple issues contact ALLU

SUBMISSION DATES 2025

March issue
June issue
September issue
December issue

submission date 15 January
submission date 15 April
submission date 15 July
submission date 15 October

E-NEWSLETTER

The e-newsletter is issued monthly, around 15th of each month.

Adverts should be submitted by the 7th of each month.

There are 3 types of advert available:

- Banner advert
- Video advert
- Situations Vacant*

Banner advert

	Cost (excluding VAT)			
	1 mth	3 mths	6 mths	12 mths
Full price	£370	£1000	£1890	£3675
AILU member	£295	£800	£1510	£2940

Video advert

	Cost (excluding VAT)
	1 issue
Full price	£515
AILU member	£410

Situations Vacant

	Cost (excluding VAT)
	1 issue
Full price	£470
AILU member	£375

*Situations Vacant:

Members receive 2-for-1 offer: pay for the first month and get the second month free.

Graphics must be high resolution (300 dpi) and submitted copy-ready as a PDF, PNG, JPG or TIFF file



LATEST LASER NEWS

Issue 184, November 2023

Welcome to the November Newsletter

BANNER ADVERT

1200 pixels x 400 pixels

VIDEO ADVERT BOX

Heading 5-8 words

Further description 10 words

[Provide a link to YouTube or Vimeo,
max. length 45 seconds]

SITUATIONS VACANT

1200 pixels x 400 pixels

SPONSORED WEBINAR

- Sponsor a webinar on a topic of interest, promoted as a free AILU event
- Delivered by AILU
- Post-event the video will be free to view on YouTube and Vimeo
- Be a sole- or joint- sponsor



Webinar

	Cost (excluding VAT)	
	1 sponsor	2 sponsors (each)
Full price	£3200	£1690
AILU member	£2500	£1350

Sponsors receive:

- Promotion before the event (co-branded with AILU)
- Branding during the event
- Promotion after the event (on social media)
- Analytics from the webinar including delegate email addresses