



AILU

MARKETING

GUIDE

2026

Association of Industrial Laser Users

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www.ailu.org.uk

MARKETING OPPORTUNITIES

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

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

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LASER USER

ADVERTISE

in the LASER USER magazine

ISSUE SUBMISSION DATES

Mar: 15 Jan

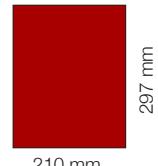
Jun: 15 Apr

Sep: 15 Jul

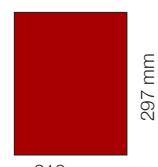
Dec: 15 Oct

Showcase your business to the laser world in our quarterly magazine, received by all AILU members.

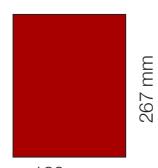
	OUTSIDE BACK COVER (A4)*			
	1 issue	2 issues	3 issues	4 issues
Full price	£1880	£3478	£4935	£6392
AILU member	£1500	£2775	£3938	£5100



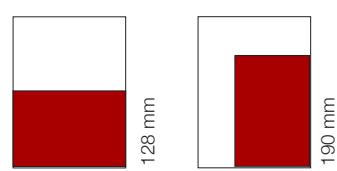
	INSIDE FRONT COVER (A4)*			
	1 issue	2 issues	3 issues	4 issues
Full price	£1620	£2997	£4253	£5508
AILU member	£1300	£2405	£3413	£4420



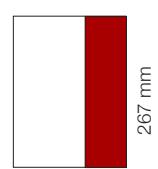
	FULL PAGE			
	1 issue	2 issues	3 issues	4 issues
Full price	£1530	£2831	£4016	£5202
AILU member	£1225	£2266	£3216	£4165



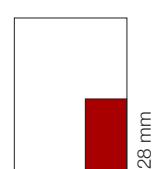
	HALF PAGE (H/V)			
	1 issue	2 issues	3 issues	4 issues
Full price	£815	£1510	£2200	£2835
AILU member	£650	£1210	£1760	£2270



	FULL COLUMN			
	1 issue	2 issues	3 issues	4 issues
Full price	£570	£1050	£1520	£1990
AILU member	£455	£840	£1210	£1590



	HALF COLUMN			
	1 issue	2 issues	3 issues	4 issues
Full price	£300	£540	£790	£1000
AILU member	£240	£435	£630	£800



All prices exclude VAT.

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

Full price	£475
AILU Member	£380

For multiple issues contact AILU

E-NEWSLETTER



AILU's e-newsletter is issued monthly, around 15th of each month to approximately 2,500 subscribers. Adverts should be submitted by 7th of each month.

Adverts can be linked to any external URL helping to bring traffic to your online content. There are **3** types of e-newsletter advert:

1 - Banner advert

	1 mth	3 mths	6 mths	12 mths
Full price	£370	£1000	£1890	£3675
AILU member	£295	£800	£1510	£2940

2 - Video advert

	1 issue
Full price	£515
AILU member	£410

3 - Situations Vacant*

	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.

Prices exclude VAT.

AILU

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

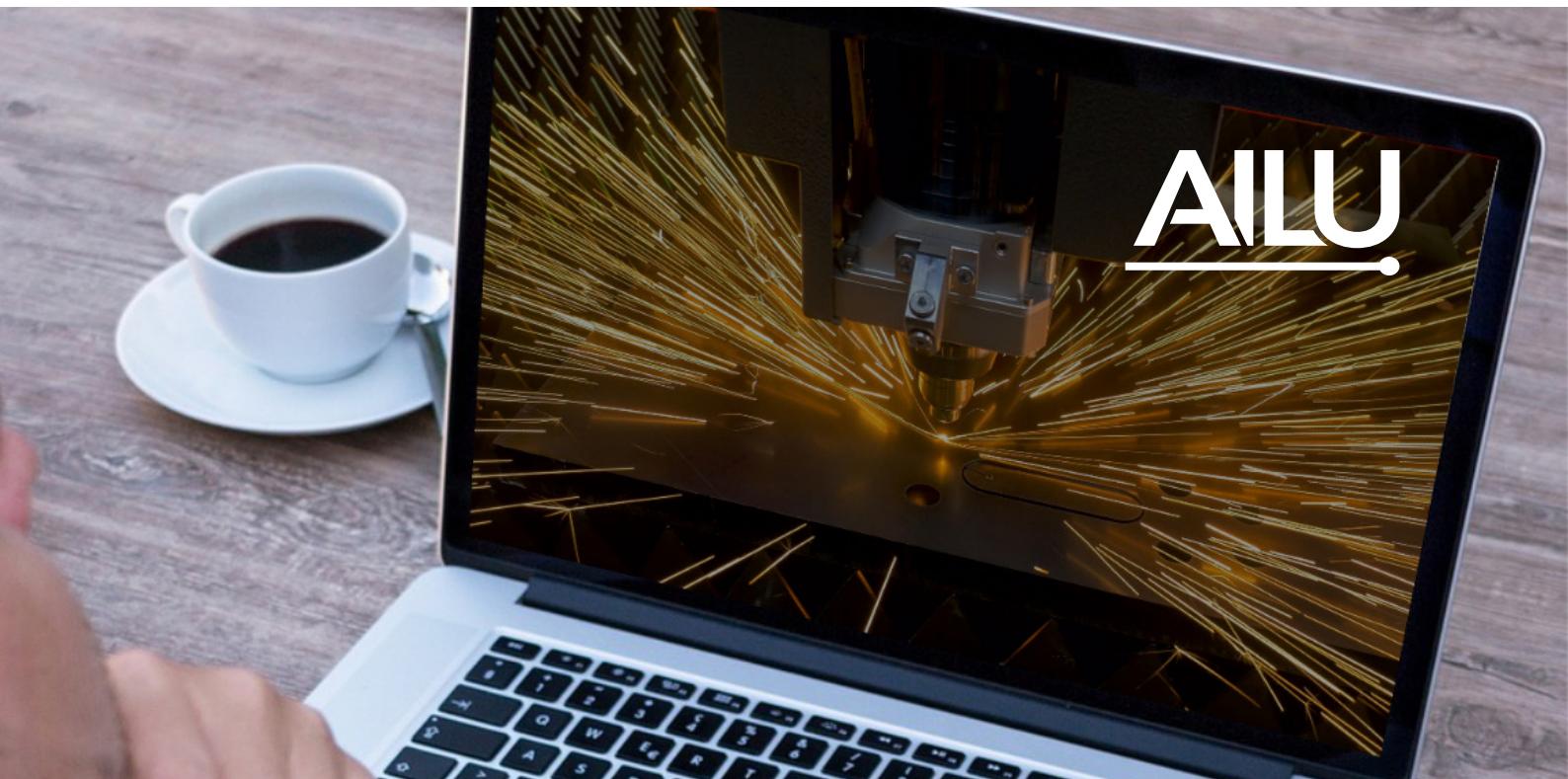
Graphics must be high resolution (300 dpi) and submitted copy-ready as a PDF, PNG, JPG or TIFF file.

SPONSORED WEBINAR

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

Prices exclude VAT.

- 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



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

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