

FURNACES

INTERNATIONAL

FURNACE TECHNOLOGY FOR THERMAL PROCESSING OF METALS, GLASS & MATERIALS

THE LEADING CHOICE FOR ADVERTISING WITHIN THE INTERNATIONAL FURNACES MARKET

NOTE FROM THE EDITOR

Furnaces International is a leading, quarterly magazine that is sent directly to the inbox of more than 38,000 readers in a digital format as well as in print format. With contributions from the glass, metals and materials industries, each issue highlights new technologies, innovations, investments and product specific launches in furnace and heat treatment development. We have seen a growing interest in digital publications and we continue to encourage advertisers and supporters to engage through our online portfolio and target specific areas with information and promote their products and services. Hopefully this media pack will give you all of the information you need to realise how best to position your company, but please do not hesitate to get in touch if you would like more information. New for 2025 – we will now print our annual Directory in January with copies available at events we attend, the directory will continue to list details of furnace manufacturers and suppliers of furnace equipment, as well as services to the industrial heating and process industry.

EACH ISSUE IS NOW ALSO PRINTED FOR DISTRIBUTION AT RELEVANT INDUSTRY EVENTS



GREG MORRIS

EDITOR

Furnaces International
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Furnaces International brings readers a selection of technical features focusing on all aspects of the international furnaces market, as well as industry news and events.

Published in March, June, September and December in a digital format, Furnaces International is sent to the inbox of 38,000 professionals across the glass, metals and materials industry.

As publishers of Aluminium International Today, Steel Times International and Glass International, we are able to compile this knowledge and bring you the latest developments on:

- ▶ Forehearth Technology
- ▶ Feeder Technology
- ▶ Energy Efficiency
- ▶ Hot Repairs
- ▶ Maintenance
- ▶ Rebuild
- ▶ Heat Treatment
- ▶ Induction Technology
- ▶ Vacuum Technology
- ▶ Thermal Processes
- ▶ Process Control
- ▶ Testing and Measurement
- ▶ Graphite Technology

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TARGETED AND DYNAMIC READERSHIP TO IMPROVE ENGAGEMENT

"Over the last 8 years Furnaces International magazine has been a key marketing platform for both our direct advertising and publication of technical editorials. We value the part this has played in helping us educate existing customers, reach new contacts, and build brand awareness."

Phoenix TM

"As a supplier, Furnaces International provides an excellent opportunity to advertise our newest technologies"

Granco Clark

MEDIA SPONSORS/SUPPORTERS

Furnaces International prides itself on being a unique platform that brings together global industries. To ensure the most relevant information is delivered to our audience, we have nurtured regional and strategic partnerships to enhance and share our knowledge in the industries that are key players. By collaborating with publications, associations, and events, Furnaces International enhances its visibility, engages diverse audiences, and solidifies its position as a trusted source of information and insights. These partnerships also afford the opportunity to amplify content distribution, connect with new demographics and establish meaningful connections. It is through such alliances that we can drive mutual growth and advancements in innovation, helping to advance the furnace and heat treatment sector. The Furnaces International team can often be found working alongside the teams we partner with at many global events, industry meetings, and forums.

If you are interested in becoming a media partner of Furnaces International, contact:

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**ALUMINIUM
INTERNATIONAL
TODAY**

Heat Treat Today

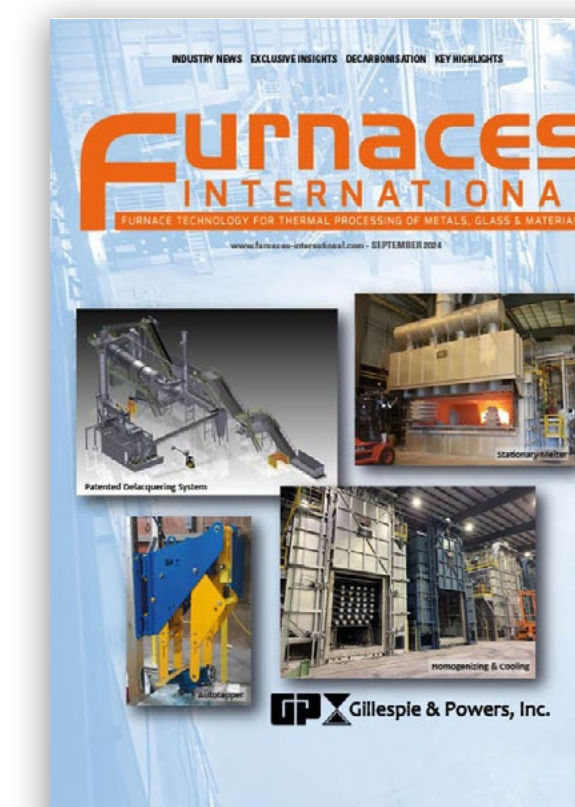
**GLASS
INTERNATIONAL**

**STEELTIMES
INTERNATIONAL**
Proud to serve the steel industry for over 150 years

PRINT ADVERTISING - RATE CARD

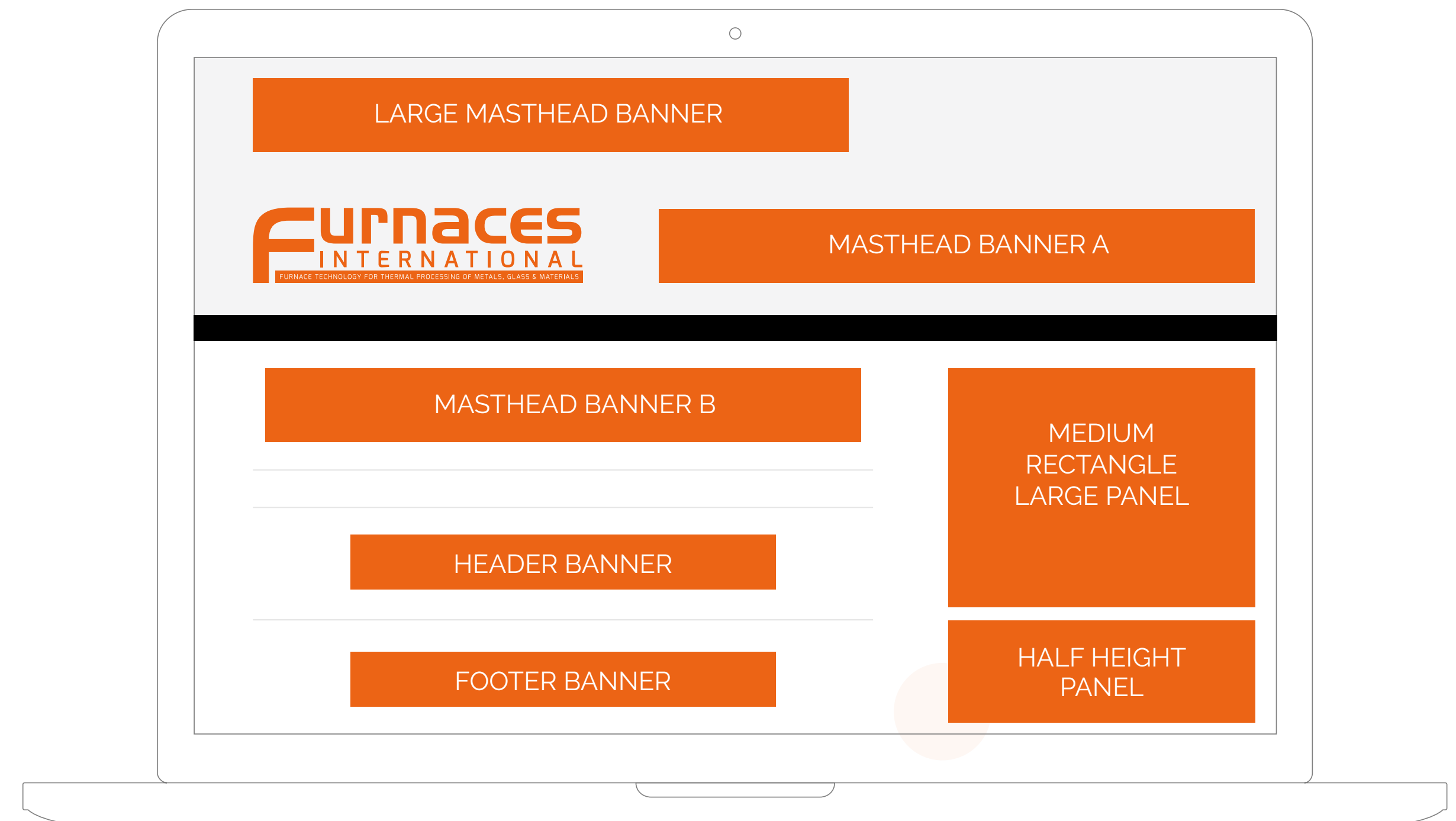
SERIES RATES PER INSERTION	ONE	THREE	FIVE
FULL PAGE (210 x 297 mm)	£2,648	£2,119	£1,747
HALF PAGE (128 x 185 mm)	£1,518	£1,215	£975
QUARTER PAGE (128 x 87 mm)	£1,055	£845	£695

PRIME POSITIONS	RATE PER INSERTION
FRONT COVER	£3,079
INSIDE FRONT COVER	£2,845
BACK COVER	£2,925
INSIDE BACK COVER	£2,775



WEBSITE ADVERTISING - RATE CARD

LARGE MASTHEAD BANNER	£6,500/year
Size: 960 x 90 Pixels DPI: 72dpi Max Filesize: 120KB	
MASTHEAD BANNER A	£409/month
Size: 728 x 90 Pixels DPI: 72dpi Max Filesize: 120KB	
MASTHEAD BANNER B	£409/month
Size: 728 x 90 Pixels DPI: 72dpi Max Filesize: 120KB	
HEADER BANNER	£349/month
Size: 728 x 90 Pixels DPI: 72dpi Max Filesize: 100KB	
FOOTER BANNER	£259/month
Size: 468 x 60 Pixels DPI: 72dpi Max Filesize: 100KB	
MPU LARGE PANEL	£359/month
Size: 450 x 300 Pixels DPI: 72dpi Max Filesize: 120KB	
MPU HALF PANEL	£265/month
Size: 450 x 150 Pixels DPI: 72dpi Max Filesize: 60KB	



DIRECTORY

The Furnaces International Directory provides comprehensive company listings, product information and key contact details for Furnace manufacturers and suppliers of furnace equipment and services.

To include your company details in the next edition be sure to check your details at our new online Directory portal at www.furnacesinternationaldirectory.com/ if you are interested in advertising opportunities online or in the printed edition, please contact:

ESME HORN

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SUBSCRIBERS



875
PROFESSIONALS

have signed-up to receive a copy
of the Buyers Guide



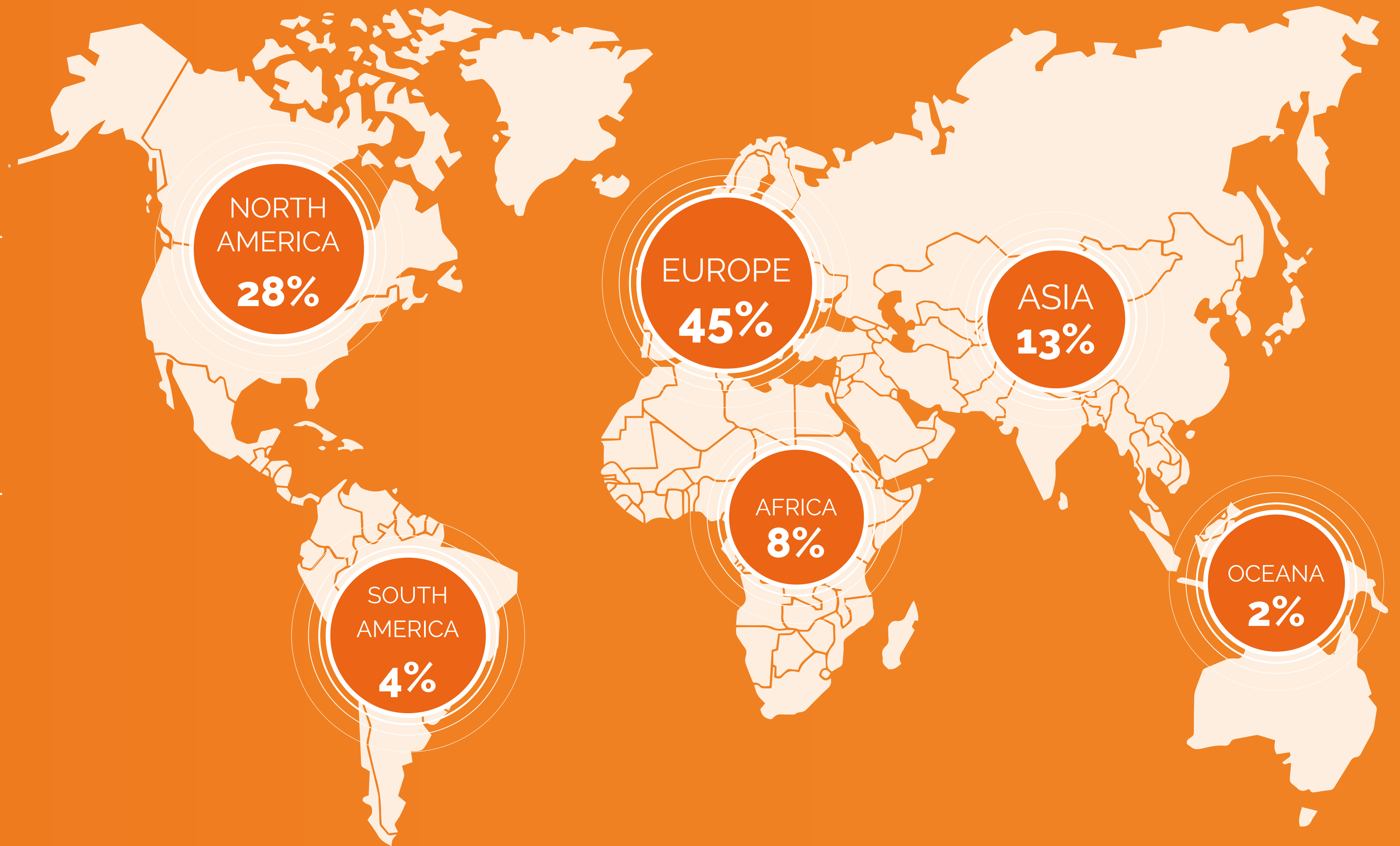
64%
OF READERS

authorise or specify purchasing
decisions

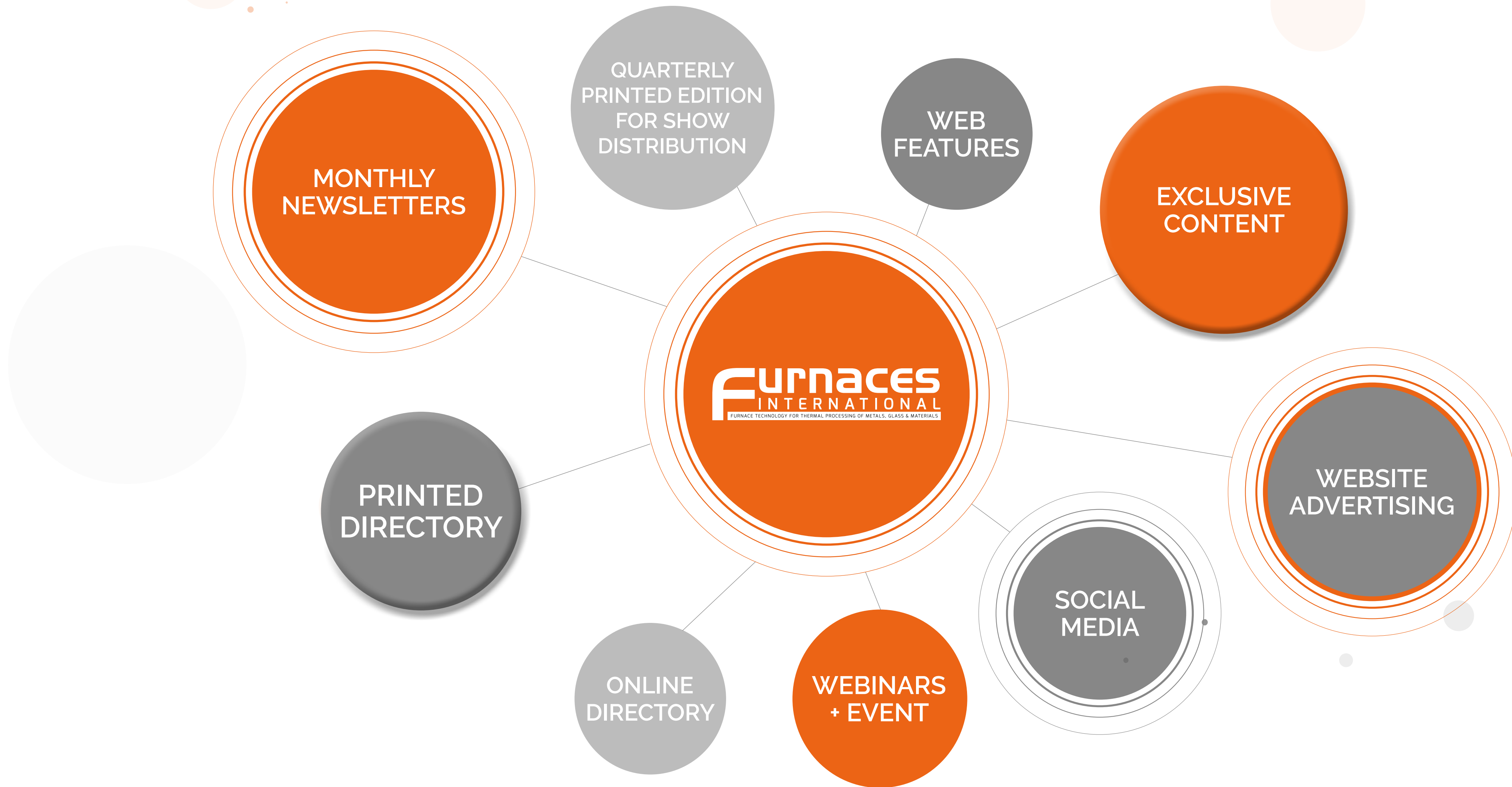


36%
OF SUBSCRIBERS

are positioned within corporate
management or responsible for
production/plant management



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OPPORTUNITIES



WEBINARS

Furnaces International is one of the most widely read publications in the furnaces industry. Sponsoring a Furnaces International webinar is a fantastic way to put your brand and senior executive in front of hundreds of senior industry executives.

- ▶ Network with the thermal processing community and share your brand values
- ▶ Present your brand to an engaged online audience from across the globe
- ▶ Raise brand awareness
- ▶ Educate the marketplace with product announcements and company updates
- ▶ Encourage viewers to download company documents with web links
- ▶ Achieve measurable results
- ▶ Generate high quality leads
- ▶ Very cost effective to get your name in front of new companies



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WEBINARS

WEBINARS

PRE-REGISTRATION	GOLD	SILVER	BRONZE
Sponsor's logo to be included on all promotional activity	✓	✓	✓
Banner on homepage with sponsor's logo	✓	✓	
Sponsor's branding on webinar email alerts	✓	✓	
Sponsor's logo on registration page	✓	✓	✓
Social media posts	✓	✓	✓
ACTIVITIES DURING THE WEBINAR			
Holding slide with sponsor's logo			
Sponsor's logo in the frame of the webinar	✓	✓	
Opportunity to provide materials for participants to download	✓	✓	✓
Q+A for real time feedback	✓		
Customised webinar URL	✓		
Seat on the panel	✓		
POST WEBINAR			
Sponsor's logo on all promotional activity (where appropriate)	✓	✓	✓
Webinar review in the printed edition of Aluminium International including logo	✓	✓	✓
On-demand webinar including sponsor's branding	✓	✓	✓
Names of attendee's	✓		
TOTAL	£2,780	£1,670	£830

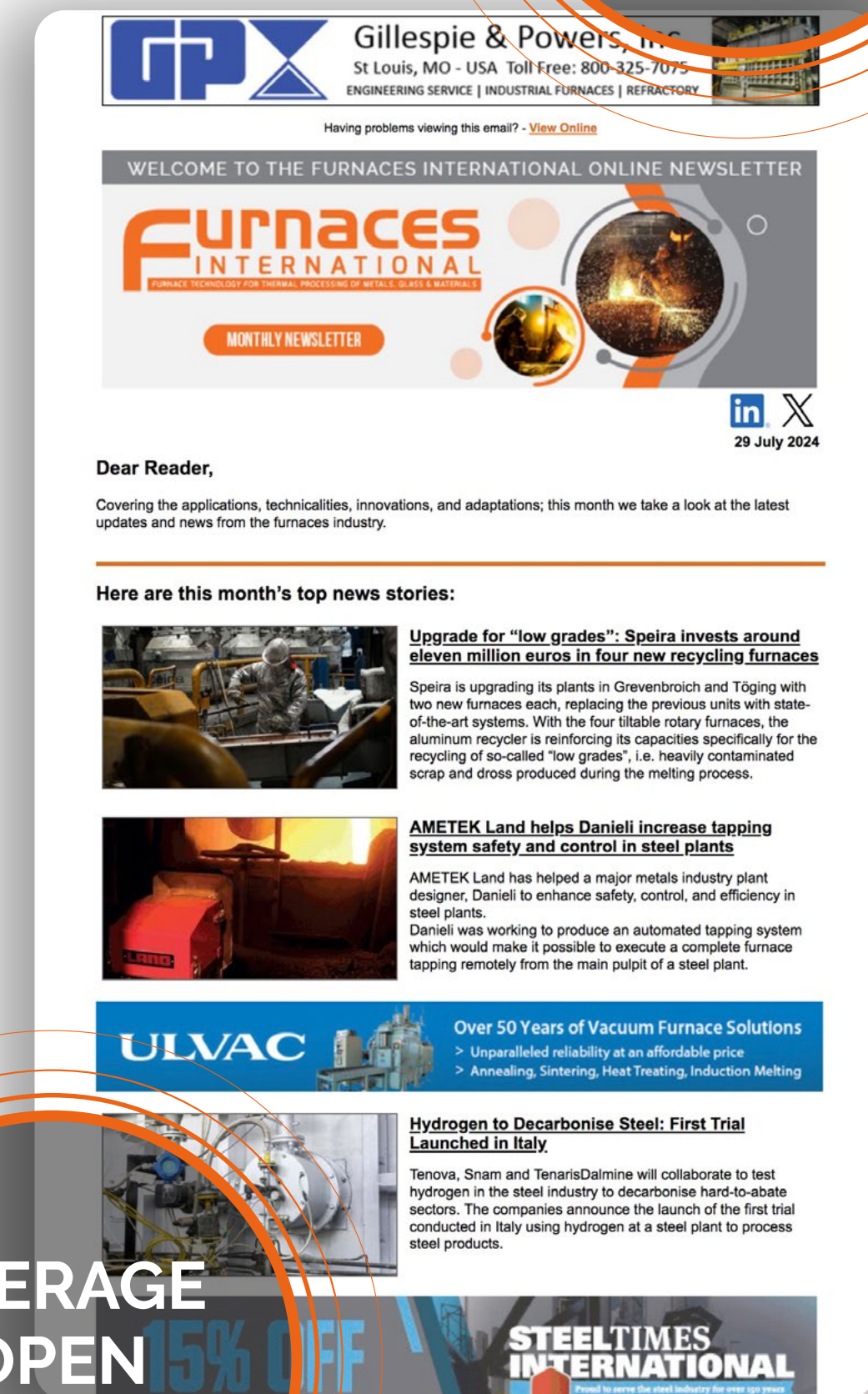
NEWSLETTER ADVERTISING

76% of our audience prefer to consume news through our newsletters

Furnaces International newsletters deliver the most important news in the furnaces industry to more than 38,000 inboxes every month. Promoting your brand on Furnaces International newsletters will generate brand awareness, website traffic and valuable sales leads.

Newsletter sponsorship opportunities

- ▶ **Sponsored news feature** news will feature for 1 month on the website
£1,895
- ▶ **Banner advertisement** (725 x 90 pixels - static) advertisement to promote your brand.
£1,750
- ▶ **Company profile + Newsletter** have your company featured to over 40,000 readers.
£1,495



AVERAGE
OPEN RATE 28%

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TEAM

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