



Sheet Metal[®]
Industries

Digital Advertising, Media & PR Bundles

 sheetmetalindustries.com

Version 5 / June 2023

A

Sitewide Website Banner Adverts

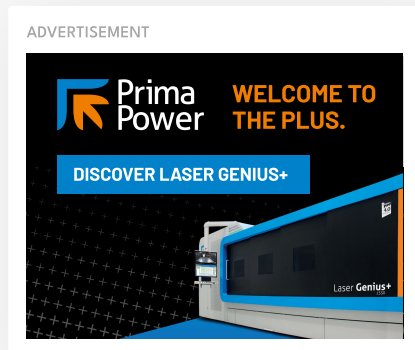
Randomised banners displaying sitewide including the homepage, sitewide footer, news, all articles, videos and member directory.

Desktop 1280w x 170h px
Mobile 370w x 280h px

Please note the minimum font size is 18px

How will your banner advert look on mobile devices?

For maximum impact on mobile devices, we also request a banner image in a mobile-friendly ratio. It will appear in the same position as the desktop version of the website.



TRENDING NEWS: All the gossip from MACH 2022 at the NEC Birmingham

Sheet Metal Industries

Home News Video Members Become a Member

Sheeting Hot News

#1 Lorem Ipsum is simply dummy text of the printing and typesetting industry.
BY JOHN SMITH | 01 / 06 / 22 | 2 MIN READ

#2 Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
BY JOHN SMITH | Read

#3 Contrary to popular belief, Lorem Ipsum is not simply random text.
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#4 There are many variations of passages of Lorem Ipsum available.
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Prima Power WELCOME TO THE PLUS.
THE INNOVATIVE MACHINE SETTING NEW STANDARDS OF ACCURACY, RELIABILITY AND PERFORMANCE IN 2D LASER CUTTING.
DISCOVER LASER GENIUS+

01 02 03 04 05

Latest News

#1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
BY JOHN SMITH | 01 / 06 / 22 | 2 MIN READ

#2 Donec at sapien nulla. Nulla facilisi.
BY JOHN SMITH | 01 / 06 / 22 | 2 MIN READ

#3 Nunc ut maximus ipsum, et vulputate nisl.
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[See All News](#)

ADVERTISEMENT

The Metalforming Machinery Makers Association Promoting companies involved in the manufacture and sale of metalforming machinery and ancillary equipment.
Find out more

01 02 03 04 05

This screenshot shows the desktop version of the Sheet Metal Industries website. At the top, there's a navigation bar with the site logo and various menu items. Below that is a 'Sheeting Hot News' section with four article cards, each featuring an image and a 'Read' button. An advertisement for Prima Power is displayed below the news section. Further down is a 'Latest News' section with eight article cards in a grid, each with an image and a 'Read' button. At the bottom, there's another advertisement for The Metalforming Machinery Makers Association, including a 'Find out more' button. The page is numbered 01 to 05 at the bottom.

Your banner here

Your advert on every page of the website!

A

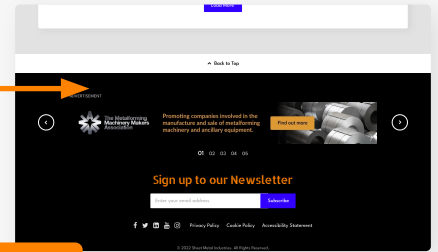
Sitewide Website Banner Adverts

Randomised banners displaying sitewide including the homepage, sitewide footer, news, all articles, videos and member directory.



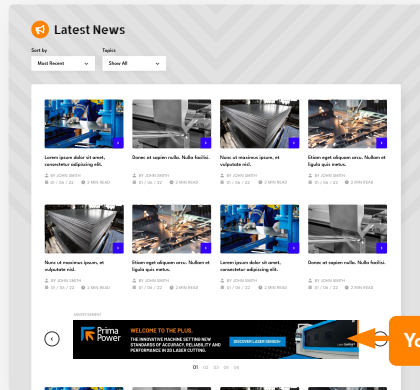
Your advert on every page of the website!

Sitewide Footer



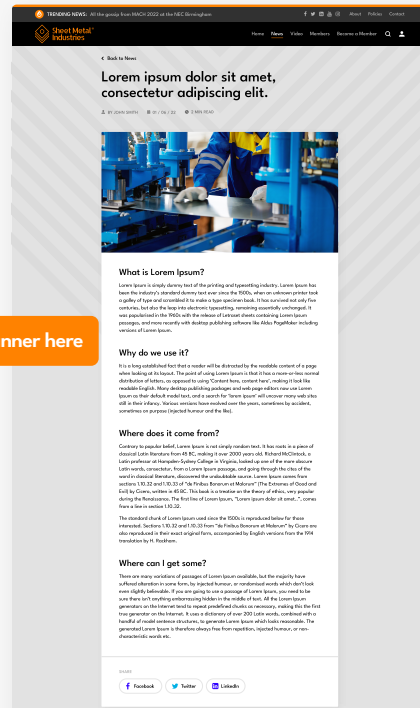
Your banner here

News



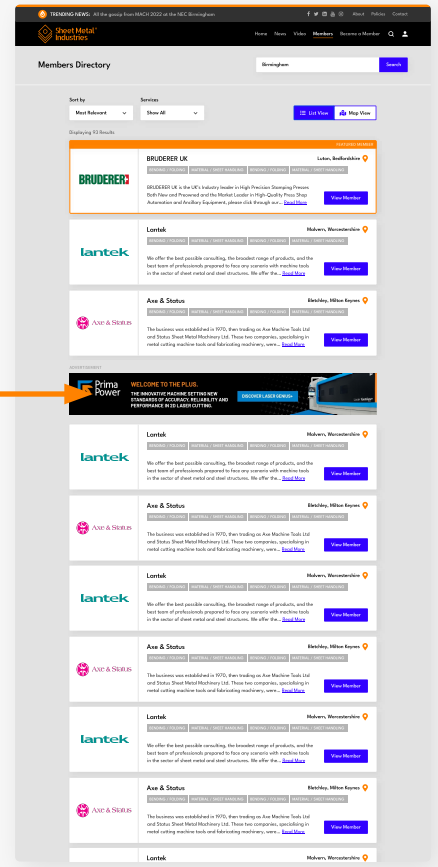
Your banner here

All Articles

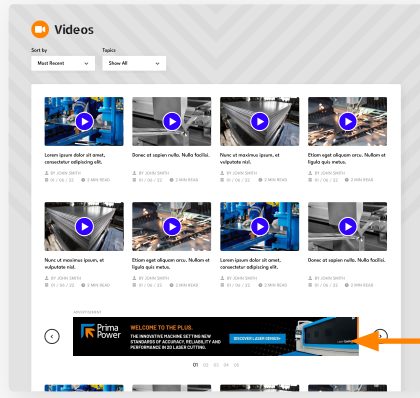


Join the Conversation

Member Directory



Videos



B

Featured Member

A feature within the 'Featured Members' rotating carousel section of the homepage that displays logo, featured image, specialisms, description and location with a link directly to your member profile page. Featured and highlighted within the 'Find Member' area and will score higher within the directory algorithm - essentially appearing at the top of all search results on the page.

Homepage

TRENDING NEWS: All the gossip from MACH 2022 at the NEC Birmingham

Sheet Metal Industries

Home News Video Members Become a Member

ADVERTISEMENT

The Metalforming Machinery Makers Association

Promoting companies involved in the manufacture and sale of metalforming machinery and ancillary equipment.

Find out more

01 02 03 04 05

Latest Videos

See All Videos

Featured Members

BRUDERER UK

BRUDERER UK is the UK's Industry leader in High Precision Stamping Processes Both New and Proven and the Market Leader in High-Quality Press Shop Automation and Ancillary Equipment... [Read More](#)

Luton, Bedfordshire

View Member

01 02 03 04 05

Featured Member Articles

Member's Directory

TRENDING NEWS: All the gossip from MACH 2022 at the NEC Birmingham

Sheet Metal Industries

Home News Video Members Become a Member

Members Directory

Birmingham

Search

Sort by: Most Relevant

Services: Show All

List View Map View

Displaying 93 Results

FEATURED MEMBER

BRUDERER UK

Luton, Bedfordshire

BRUDERER UK is the UK's Industry leader in High Precision Stamping Processes Both New and Proven and the Market Leader in High-Quality Press Shop Automation and Ancillary Equipment... [Read More](#)

View Member

Lantek

Malvern, Worcestershire

We offer the best possible consulting, the broadest range of products, and the best team of professionals prepared to face any scenario with machine tools in the sector of sheet metal and steel structures. We offer the... [Read More](#)

View Member

Axe & Status

Bletchley, Milton Keynes

The business was established in 1970, then trading as Axe Machine Tools Ltd and Status Sheet Metal Machinery Ltd. These two companies, specialising in metal cutting machine tools and fabricating machinery, were... [Read More](#)

View Member

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Your Featured Membership



Homepage Takeover

Entire website homepage, news and video section colour scheme change of background. Includes a top banner on these 3 pages. Depending on brand colour will dictate if rest of website displays 'light' or 'dark' version. Some colours may not be available if colour contrasts are too poor and are not up to WCAG 2.1 A-class Standards.



Desktop 1280w x 170h px
Mobile 370w x 280h px

Please supply HEX code or RGB values for brand colour

Your brand colour for the background

Mobile

ADVERTISEMENT

BRUDERER+ [View Products](#)

THE UK LEADER IN PRECISION PRESS SHOP MACHINERY

Homepage

TRENDING NEWS: All the gossip from MACH 2022 at the NEC Birmingham

Sheet Metal Industries Home News Video Members Become a Member

HOME PAGE TAKEOVER SPONSORED BY

BRUDERER+ THE UK LEADER IN PRECISION PRESS SHOP MACHINERY [View Our Product Range](#)

Sheeting Hot News

#1 **BENDING / FOLDING** **MATERIAL / SHEET HANDLING**
Lorem Ipsum is simply dummy text of the printing and typesetting industry. [Read](#)
BY JOHN SMITH 01 / 06 / 22 2 MIN READ

#2 Lorem Ipsum has been the industry's standard dummy text ever since the 1500s. [Read](#)
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01 02 03 04 05

Latest News

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[See All News](#)

Your banner here





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News

Your banner here

Your brand colour for the background

Videos

D

Supplier Logo Homepage Featured

Your supplier logo featured on the homepage rotating carousel.

Your logo here

TRENDING NEWS: All the gossip from MACH 2022 at the NEC Birmingham

Sheet Metal Industries

Home News Video Members Become a Member

Featured Member Articles

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
BY NAME OF COMPANY
01 / 06 / 22 2 MIN READ
- Donec at sapien nulla. Nulla facilisi.
BY NAME OF COMPANY
01 / 06 / 22 2 MIN READ
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BY NAME OF COMPANY
01 / 06 / 22 2 MIN READ
- Etiam eget aliquam arcu. Nullam et ligula quis metus.
BY NAME OF COMPANY
01 / 06 / 22 2 MIN READ

[Find a Member](#)

Follow us @SheetMetalIndustries

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque.
Over a day ago
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.
3 days ago
- Eque perro quiquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.
5 days ago
- Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?
11 days ago

Suppliers

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[Back to Top](#)

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[View Our Product Range](#)

01 02 03 04 05

Sign up to our Newsletter

Enter your email address [Subscribe](#)

E

Editor's Monthly E-Newsletter Banner

An informed and informative blend of all the latest industry news, features events and videos, served directly to readers' inboxes. Delivered 12 times a year.

In Association with: Your clickable company logo alongside the Sheet Metal Industries logo, heading the newsletter and reinforcing your brand.

Size 250 x 60 px
Minimum font size 18pt

Advertising: Prominent clickable banner slot on the Sheetmetalindustries.com newsletter to re-enforce your brand image amongst the dedicated sectors of sheet metal, metal forming and fabrication.

Size 560 x 300 px
Minimum font size 18pt

View the email in your inbox

Sheet Metal Industries

SIGMANEST

In association with

Phoenix Tooling – Inaugural Open Day Success

Phoenix Tooling and Development Ltd has built up a well established reputation for high quality precision press tooling. Phoenix Tooling continues to lead the way in tool design and manufacture thanks to the company's programme of continuous investment in the latest tool room equipment, cutting edge design and development technology, and its long standing apprenticeship program. The company's expertise in precision tooling has ensured that Phoenix is the recommended choice for high quality, high precision press tools across a wide range of industries.

Watch Video

Your Logo here

Sheeting Hot News

The MMMA Metalworking Village

MACH 2024 – Why Exhibit in the MMMA Metalworking Village

Specialist Metalwork Firm Chassead Group Invests With £750k in Asset Finance From Cambridge & Counties Bank

Fladder
DEBURRING
EDGE ROUNDING
OXIDE REMOVAL

Your banner here

£30 Million Investment to Enhance Operations At British Steel's Port Facility

A £30 million investment in 3 new unloaders at Immingham Bulk Terminal is gearing up to play a vital role in the reliable and efficient flow of raw materials to British Steel's manufacturing operations in

F

Media Bundle

The media bundle offers a comprehensive promotional package, including the production of a video showcasing new products or news within your organisation, alongside a supporting article, photography and social media posts to help you spread the word.

Onsite Video



Photography



Website Article



Social Media Posts & Graphics



G

Membership

Membership with us gives you access to a community of like-minded organisations. We strongly believe that championing yourself and your products shouldn't cost the earth. So, we've crafted advertising and media bundles that offer large and small organisations alike the same opportunity to publicise important information about their companies to the entire sectors of sheet metal, metal forming and fabrication at a very competitive price. Grow your connections and promote your business.

Member's Directory

The Member's Directory page includes a search bar with the text "Enter postcode, town or city...". Below the search bar are filters for "Member Types" and "Services", both set to "Show All". There are buttons for "List View" and "Map View". The directory lists several featured members:

- XYZ Tailored Router Solutions** (Telford, Shropshire): A leading global manufacturer of CNC router machines and knife systems. Designed and built at our state-of-the-art factory...
- Axe & Status Machinery Ltd** (Berkley, Bucks): Our business was established in 1970 with leading manufacturers around the world entrusting us with exclusive representation and distribution of...
- Primo Power** (Coventry, West Midlands): Welcome to the future of your business. Primo Power is a leading specialist in laser and sheet metal working technology...
- Hoffmann Group** (Industrial Tooling, Equipment & Consumables for Metal Forming & Fabrication)
- Formation Media** (Warwick, Warwickshire): We engineer digital transformation. Delivering a turnkey solution to business growth, your outsourced in-house digital marketing team. Your dedicated account...

Member's Profile Page

The Member's Profile Page for XYZ Tailored Router Solutions includes the following sections:

- Header:** XYZ Tailored Router Solutions, Telford, Shropshire.
- Banner:** AAG | AXYZ CNC ROUTER & WATERJET METAL EXPO. Introducing All-New! XYZ METALWORKER. TELFORD, ENGLAND. Thursday 8th Dec. 2022 | 10am - 3pm.
- Services:** A section for listing services.
- Location:** Telford 54 Business Park, Nedge Hill, Telford, Shropshire, TF3 3AL.
- Member Profile:** XYZ is a leading global manufacturer of CNC router machines and knife systems. Designed and built at our state-of-the-art factory in Burlington, Canada, XYZ CNC routers are supplied and supported through a global network of sales and support offices and authorized dealers. With more than 366,718 standard machine configurations and over 30 years experience, XYZ specialises in matching machinery to customer's unique needs and budgets.
- Special Offer:** Right now we are excited to announce our special offer that starts on the 15th of October and runs to the 30th November 2022. The offer includes 10% off all standard XYZ Routers (Demostar, Infante, Trident, METALWORKER, PANELBUSTER).
 - No extra charge 2 Year Warranty
 - No extra charge 2 Year Pre Paid Maintenance (Parts and Labour)
 - No extra charge industry specific starter Tool kitThis fantastic offer is only available for a limited time don't miss! <https://www.axyz.co.uk/assurance-event-2022/>
- Footer:** Also join us on December 8th to see faster, more powerful metal

Summary

Code	Description	Weekly Cost	Monthly Cost	Yearly Cost	One-off Cost
A	Sitewide Website Banner Adverts	n/a	£375.00	£4,500.00	n/a
B	Featured Member	n/a	£425.00	n/a	n/a
C	Homepage Takeover	£1,250.00	n/a	n/a	n/a
D	Supplier Logo Homepage Featured	n/a	£125.00	£1,500.00	n/a
E	Editor's Monthly E-Newsletter	n/a	£495.00	n/a	n/a
E	In Association With	n/a	£550.00	n/a	n/a
F	Media Bundle Includes onsite video, article feature, photography, social media post writing & graphic	n/a	£550.00	n/a	£1,940.00
G	Membership	n/a	£40.00	n/a	n/a
H	PR - Website Article	n/a	n/a	n/a	£250.00
I	PR - Upgrade Article	n/a	n/a	n/a	£250.00
J	PR - Application Story Feature	n/a	n/a	n/a	£350.00

Require banner design help? If you want to advertise in a professional manner, we also offer a graphic design service! We can design your desktop and mobile optimised banner at a one-off cost of £275.00.

Description	One-off Cost
<p>Please email the below information for your company to advertising@sheetmetalindustries.com</p> <ul style="list-style-type: none"> Website link Colour - RGB values or hex code Logo What key message, copy or text would you like on the banner? What call to action / button would you like on the banner? Where is the banner linking? To your member page or your website? What imagery would you like on the banner? Do you have brand guidelines? Do you have any existing marketing material (eg. leaflets or posters) that we can follow the style of? 	£275.00



Dedicated media partner to the
Sheet Metal, Metal Forming
and **Fabrications industry.**

700+

dedicated Industry Stories estimated
to be posted in a 12-month period



347,000

Social Media Data Analytics
(clicks, views, likes, shares, page
views, interactions, reactions)



4,000+

Dedicated Social Media followers
(LinkedIn, Youtube, Facebook,
Twitter, Instagram)



4,500+

LinkedIn page views
in a year



32-40k

Website views across a year



4.2-5k

Dedicated website users from the
Sheet Metal, Metal Forming and
Fabrications sector – first year



27%

Newsletter Open Rate - High
industry engagement

All numbers are annual estimated projections based on actual half year results.



LinkedIn Audience Analytics:
Social Interactions:
347K



Audience location:

United Kingdom: **79%**
International: **21%**

Job Functions:

- 17%** | Business Development
- 12%** | Manufacturing Operations
- 11%** | Engineering
- 5%** | Operations
- 4%** | Project Management
- 2%** | Engineering Product Management



Seniority Breakdown:



Industry Demographic Snapshot:

- Metalworking Machinery Manufacturing: **17%**
- Machinery Manufacturing: **10%**
- Industrial Machinery Manufacturing: **16%**
- Design Services: **7%**
- Software Developers: **3.5%**



Sheet Metal[®]
Industries

Get in touch to
book your place!

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