



The on-line resource and monthly eNewsletter for  
secondary materials recycling and processing.

Ferrous Metals, Non Ferrous Metals, Precious Metals,  
Plastics, Paper, Textiles, Glass, Oil.

[scrapindustryprofessional.co.uk](http://scrapindustryprofessional.co.uk)

**SCRAP INDUSTRY PROFESSIONAL** is the only resource targeted specifically at U.K., trade recyclers: merchants, processors, dealers, transporters of tradeable scrap materials and those associated with these sectors. Each month readers receive an eNewsletter with all the latest news and views affecting their livelihood. The eNewsletter is currently circulated to 2,800+ targeted individuals and businesses specialising in this sector.

If your target audience includes those involved in secondary materials, then **SCRAP INDUSTRY PROFESSIONAL** should be included in your marketing mix. A limited amount of advertising is available on the website and on the monthly eNewsletter to enable you to reach this valuable sector of the industry.

If you have information that you feel would be of interest to our audience, then forward us details to consider for editorial inclusion. If you regularly publish relevant press releases, then please add us to your mail list.

# Advertising Options

## Option 1

**Top Banner & eNewsletter** - Top of page under the heading (728px x 90px) on the website for three consecutive months including additional web banner to appear on three eNewsletters. The website banner is on a random selection of 5 advertisers.

Cost per month -

3 month run £390 + VAT per month

6 month run £350 + VAT per month

12 month run £310 + VAT per month

(minimum order 3 months – invoiced quarterly after 1st insertion)

## Option 2

**Editorial Banner** (468 x 60px) for three consecutive months. Editorial banner appears below the first section of editorial. It is on a time rotation of approximately 5 seconds per advertiser (maximum 5 advertisers). That means for every 25 seconds your advert will appear once. The average time spent on the site is over 3 minutes meaning that there is plenty of exposure to every visitor. This option does not include advertising on the eNewsletter.

Cost per month -

3 month run £290 + VAT per month

6 month run £250 + VAT per month

12 month run £210 + VAT per month

(minimum order 3 months – invoiced quarterly after 1st insertion)

## Option 3

**Advertorial** link from main page to your advertorial page containing your photograph or video, advertising text and contact details: name, address, telephone, email and website. Link on main page looks similar to news item with photograph and brief description but carries the words **ADVERTORIAL**. Advertorials do not appear in the monthly eNewsletter.

Cost per month -

3 month run £430 + VAT per month (contents can be changed monthly)

6 month run £300 + VAT per month (contents can be changed monthly)

12 month run £220 + VAT per month (contents can be changed monthly)

(minimum order 3 months – invoiced quarterly after 1st insertion)

## Directory listing

**SCRAP INDUSTRY PROFESSIONAL** includes a directory listings on the website for businesses that supply the industry. Although all business names and addresses are listed, we offer an upgrade which includes inserting your logo and gives our readers your telephone and email details with a direct link to your website making it very easy for you to keep your name in front of the industry. The cost for the entry is £120 for 12 months. There is a charge of £35 per additional directory heading. Directory listing free with any three month deal.

## Solus Email

Your own email sent directly to our 3200+ subscribers. Contact us for specifications. Report on number of emails sent, receiver and opened provided. Limited to three emails per customer per 12 month period.

Cost -

1 insertion £500 + VAT

2 insertions £900 + VAT

3 insertions £1200 + VAT

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