



**METALS
WIRE**

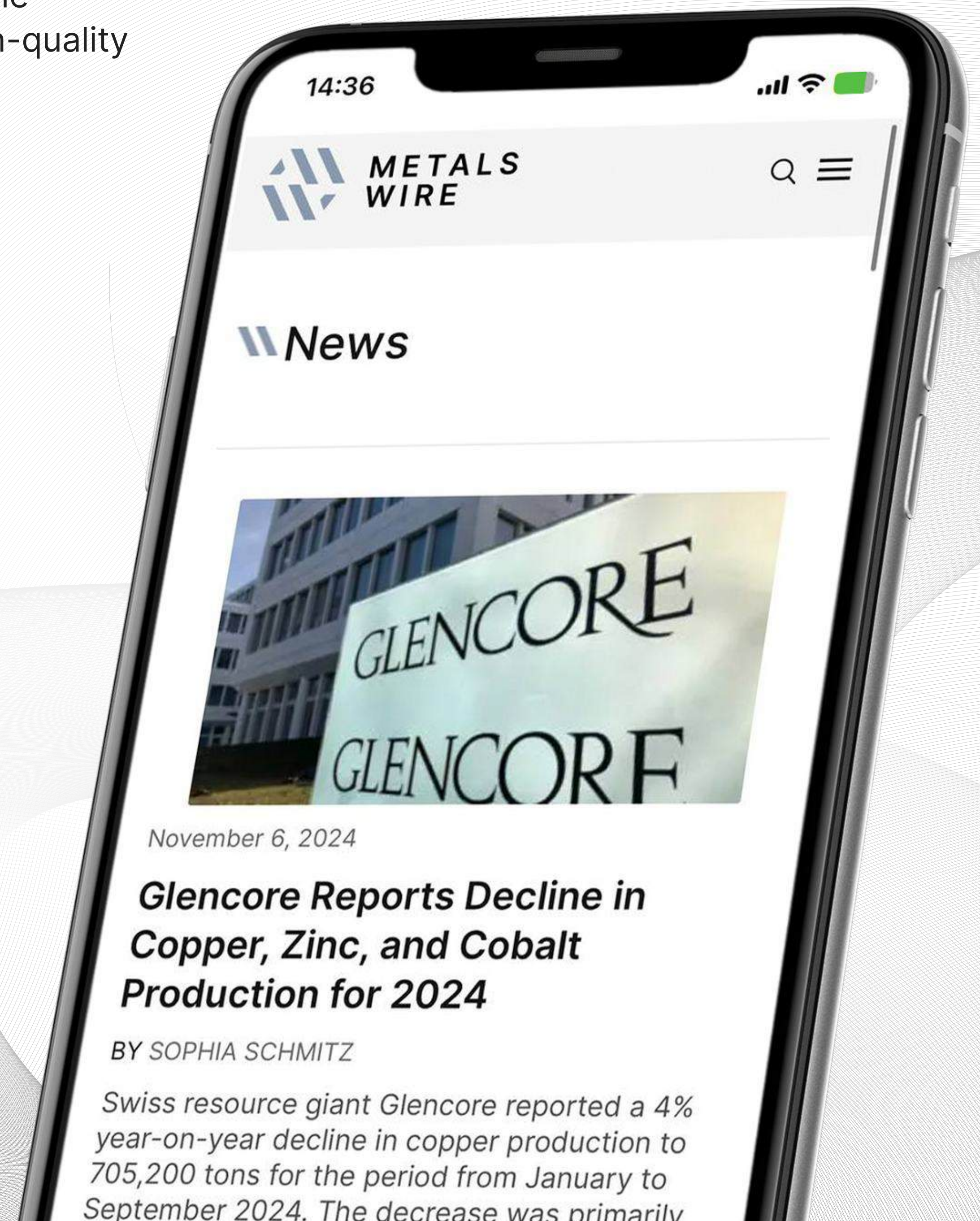
METALS WIRE

metals-wire.net

MEDIA KIT

About us

Metals Wire is an online platform offering comprehensive and in-depth coverage of the global mining and metals industry. Since 2022, our mission has been to provide professionals, investors and anyone interested in the world of metals with timely, accurate and high-quality information.



Target audience

Metals Wire is aimed at mining and metals industry professionals, investors and anyone interested in current developments in the rare earth and precious metals market.

We aim to create useful and relevant content for everyone who cares about mining and metals. Regardless of your level of expertise, whether you're a novice investor or an experienced professional, Metals Wire provides materials that will give you a better understanding of current market conditions and growth forecasts.



Our experience

The Metals Wire team brings together experts with many years of experience in media and content marketing. Our journalists, industry leaders and editors have worked on major media projects covering IT, telecom, fintech, healthcare and pharmaceuticals, banking, retail and more. This wealth of experience allows us to create materials that reflect current trends and key industry events.

International coverage

We believe that a global perspective is essential to truly insightful analysis. Our global team is based out of numerous cities all over the world, allowing Metals Wire to monitor the market 24/7 and offer our readers regionally and culturally sensitive content.

Editorial standards

Quality is more than just a word. We adhere to four core principles when creating content, making sure our reporting is

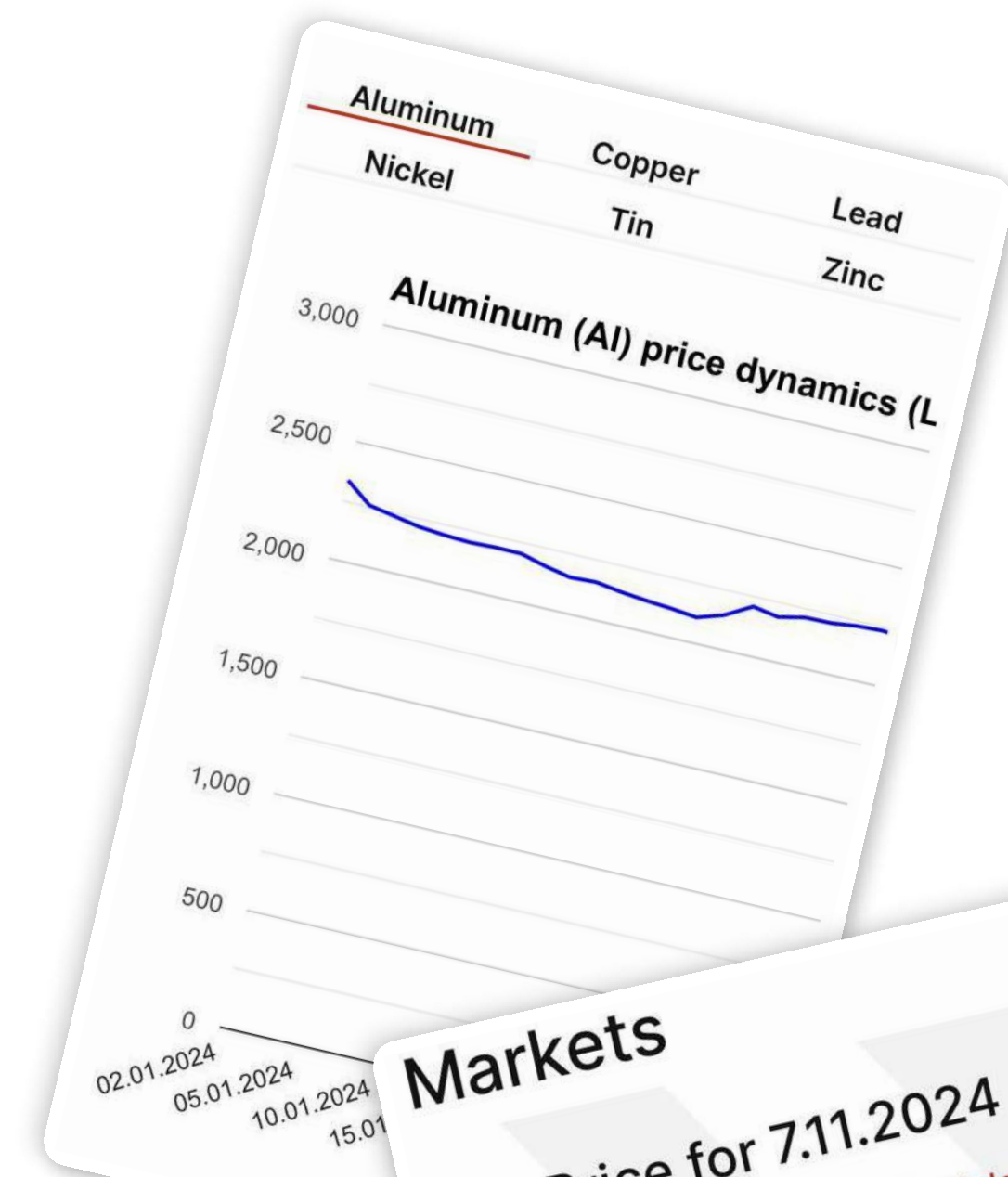
✓ comprehensive

✓ expert-led

✓ transparent

✓ relevant

This allows all of our readers to rest assured that they are receiving unbiased and carefully verified information, helping them make informed decisions in the world of metals.



Markets

Price for 7.11.2024

Prices are updated on weekdays at 13-55 London time

Dynamics of price changes (US\$/t)

Al	Aluminum	2549,5	↓ -2,15 %
Cu	Copper	9250,5	↓ -3,51 %
Pb	Lead	1979	↓ -1,05 %
Ni	Nickel	15615	↓ -2,1 %
Sn	Tin	31400	↓ -2,1 %
Zn	Zinc	2955,5	↓ -1,05 %

Metals Wire team of experts



John Davis

Editorial specialist



Lara Browne

Editor-in-Chief



Lars Jensen

Editorial specialist



Sophia Schmitz

Editorial specialist



October 31, 2024

Sumitomo Resumes Production at Ambatovy Nickel and Cobalt Project

Japanese trading house Sumitomo announced on Thursday that it had resumed production at the Ambatovy nickel and cobalt project in Madagascar at the end of October, following a pipeline issue in September. While production has restarted, the company is currently reviewing future output volumes. Sumitomo has faced challenges stabilizing production and improving profitability at Ambatovy,...

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Themes and focus

Metals Wire is dedicated to covering a wide range of topics in the mining and metals industry, as well as providing up-to-date information on rare earth and precious metals markets. We monitor the latest stock market changes, analyze trends and provide detailed reports.

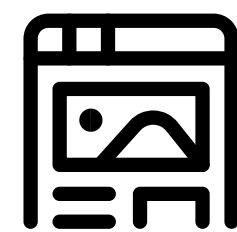
Our experts cover the entire metal production cycle, from mining and processing to the latest technological developments and legislative changes affecting the industry. We also pay close attention to sustainability and environmental issues, ensuring that our readers are aware of how the industry is adapting to the present challenges.

Metals Wire provides readers with up-to-date market statistics and analytical reports to help them assess investment opportunities and financial risks in the mining and metals sector.



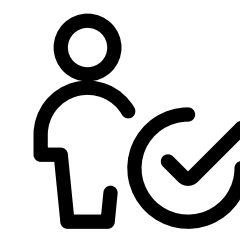
Advertising and partner opportunities

Metals Wire offers a variety of partnership formats and advertising opportunities aimed at promoting brands and services in the mining and metals industry. We provide partners with flexible and effective tools to reach their target audience.



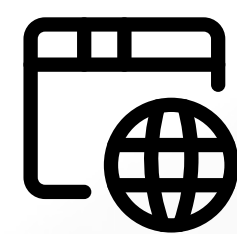
Banner advertising

Placement of banners in key areas of the site to capture the attention of professionals and investors. We offer various banner sizes and placements and can tailor them to your needs and goals.



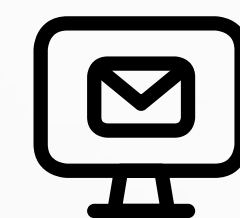
Partner publications

Creation of articles and reports in collaboration with our partners. We create materials that fit organically into the editorial policy of Metals Wire and attract the attention of readers to your brand or product.



Special projects and landing pages

Special creative projects and branded pages for maximum reach among your target audience. These projects help you stand out and resonate more deeply with potential customers.



Email newsletter

Including affiliate content in our regular newsletters is a great way to get your product or service in front of readers who are interested in mining and metals.

Top Banner Position

\$3,300 per month

Bottom Banner Position

\$1,800 per month

Partner Content

- Basic article package: \$6,500
- Premium package with social media & newsletter promotion: \$8,500

Sponsored Articles

Publication of your pre-written content on our platform.

- Standard placement: \$3,200
- With editorial enhancement: \$3,800

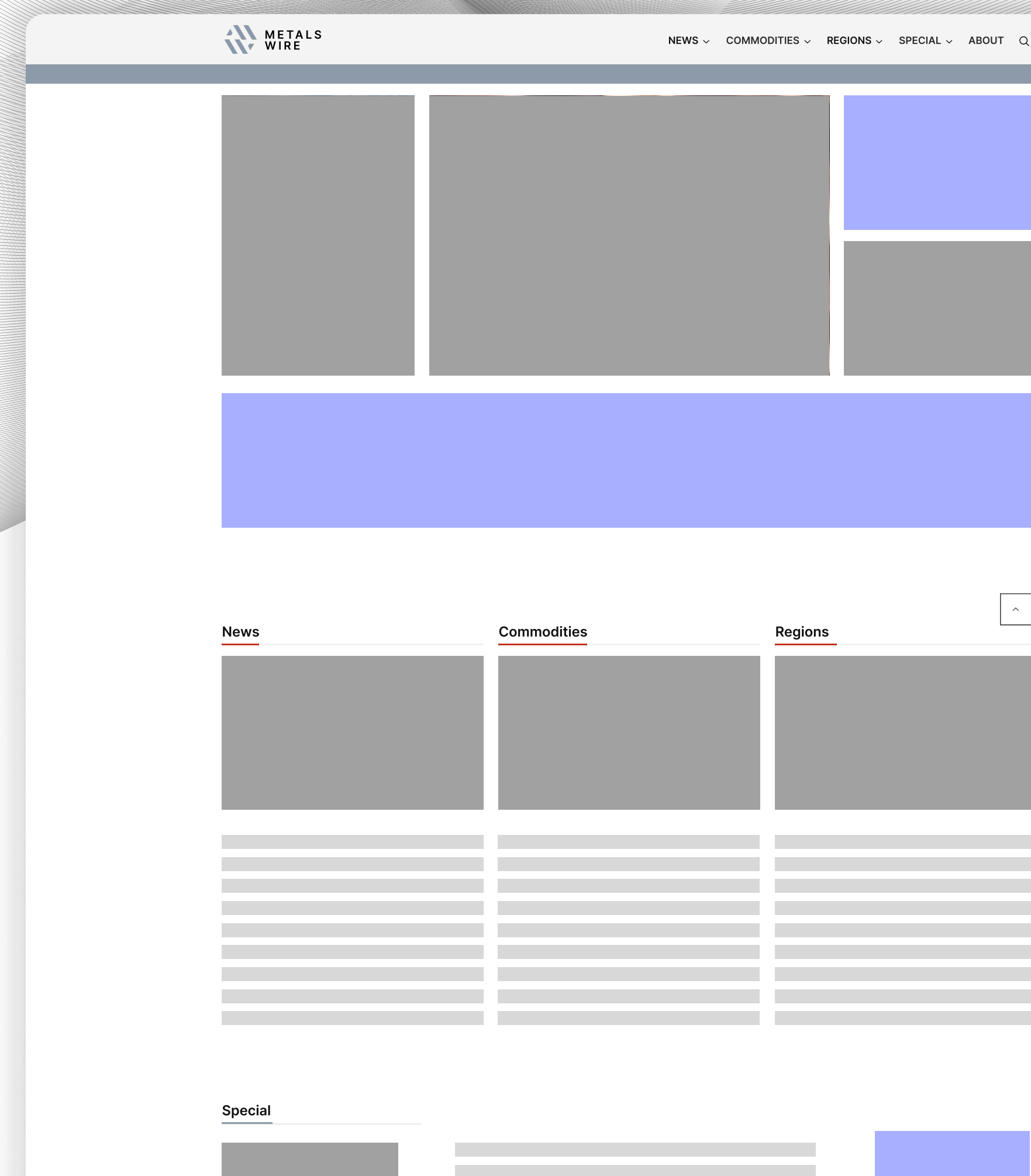
Press Release Publication

- Basic placement: \$1,200
- Enhanced format with site adaptation: \$1,500

Additional Promotional Options

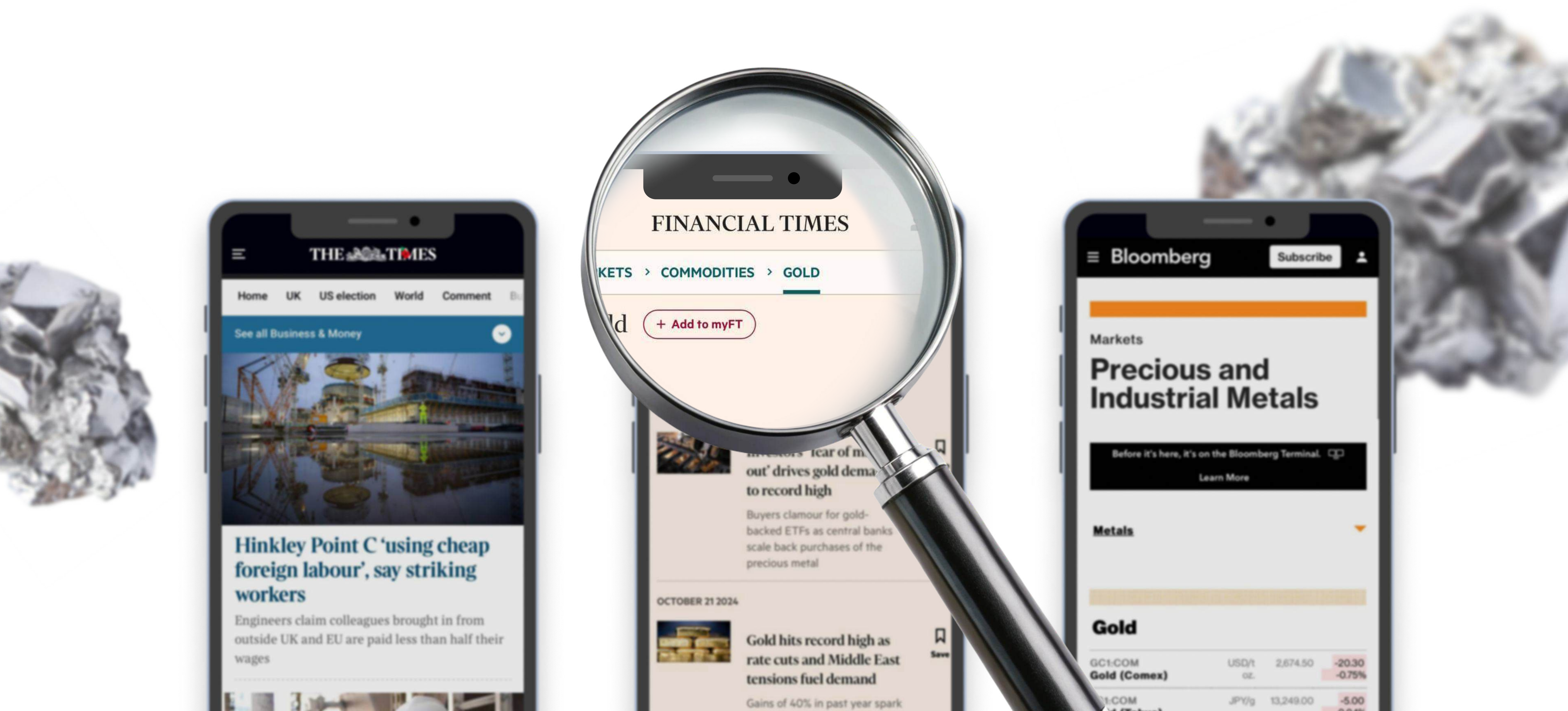
- Homepage featured position: \$500/week
- Newsletter inclusion: \$400

We will also be happy to discuss unique and tailored cooperation formats. Our team is always at hand to offer bespoke solutions that will help you achieve the best results with Metals Wire.

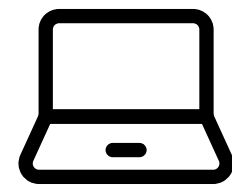


Media monitoring

Metals Wire offers a media monitoring service that allows you to stay up to date with mentions of your company or brand in industry and business publications. Our media monitoring is focused on the mining and metals industry, providing partners with up-to-date information on how their activities are being covered.



Services we offer:



Track your mentions

We monitor key news sources, social media and industry platforms to capture all important mentions of your company, products or services.



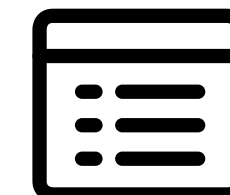
Reporting and analytics

We provide regular reports that outline all mentions and highlight key trends, helping you understand how perceptions of your company are changing and which topics are cutting through.



Sentiment analysis

By analyzing market sentiment, you'll be able to understand whether your brand is being perceived positively, neutrally or negatively. This allows you to respond quickly to negative feedback and strengthen your image.



Industry insights

In addition to brand monitoring, we provide a summary of general trends and significant events in the industry. This will give you a better understanding of the market environment to incorporate into your strategic planning.

Media monitoring with Metals Wire is a fully-fledged tool for strategic reputation management and industry trend analysis. This is a service that allows you to respond rapidly to changes in the information space and stay one step ahead of your competitors.

Contact us

We're always open to new partnership opportunities and are happy to discuss options for cooperation that will help you reach your audience more effectively. Our team is here to talk and ready to offer individual solutions tailored to your needs.

If you're interested in advertising, launching special projects or discussing other partnership formats, please contact our advertising department. We'll be happy to answer your questions and provide detailed information about placement possibilities with Metals Wire.

Get in touch to start collaborating – let's create something unique together.

 metals-wire.net

 official@metals-wire.net

