



ALCHEMIST

ADVERTISING PACK

2026

Overview

The *Alchemist* is a quarterly journal distributed electronically to 6,000+ representatives drawn from all sectors of the precious metals market in over 100 countries, from Afghanistan to Zambia by way of Luxembourg and Monaco. Each year a special Conference edition is printed, as well as published digitally, and distributed to the hundreds of delegates attending the LBMA/LPPM Global Precious Metals Conference.

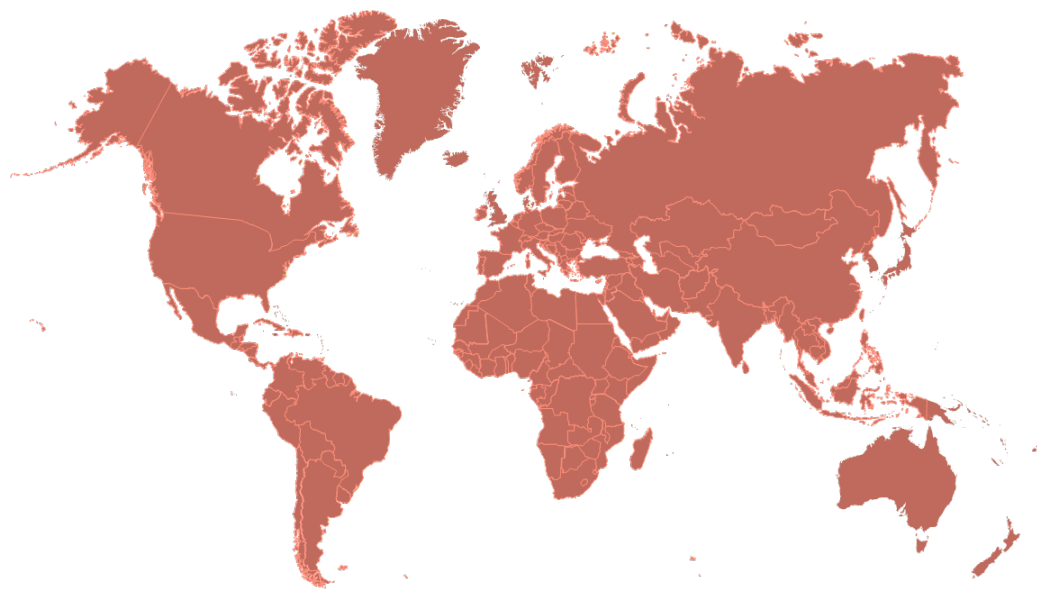
Our Worldwide Reach in 2025

USA 19%

UK 17%

Europe 20%

Rest of World 44%



Over **57,500** views of the *Alchemist* online.



Issued to over 6,000 subscribers in electronic format

Our Readers

Investment Banks
(25%)

Refiners
(22%)

Dealers
(15%)

Official sector
(10%)

Directors, CEOs, vice presidents and heads of department make up more than 60% of our readership, and all parts of the bullion market are represented including banks, refiners, traders, brokers, security carriers, jewellers and vaults. Reserve your space now with the attached order form which you will find at the back of this pack.

Forthcoming Editions of the *Alchemist*

The *Alchemist* is published quarterly. Advertising artwork deadlines for 2025 are:

Edition	Publication Month	Deadline
#120	February, 2026	16 February, 2026
#121	May, 2026	18 April, 2026
#122	July, 2026	10 July, 2026
#123	October, 2026	10 August, 2026

Prices quoted below are per advert and reflect a multiple advert discount. Members and Associates of LBMA benefit from discounted Members' rates, while a New Member rate is available to organisations who have recently become LBMA Members. Bookings for the print version of the *Alchemist* are included in the electronic E-card and website versions at no additional cost.

Alchemist Advertising Rates

New Members* - 30% off Member rate

Full Colour	x1	x2	x3	Full Year
Quarter Page	£764	£691	£647	£618
Third Page	£966	£874	£824	£784
Half Page	£1,294	£1,164	£1,104	£1,043
Full Page	£2,417	£2,183	£2,054	£1,940
Specials**	£3,606	£3,306	£3,096	£2,886

*This discount applies to new Members who settle the invoice for chosen advertising plan within six months of Membership acceptance. Offer expires after one year on the discounted rate after which the Member rate applies if advertising is continued.

Members

Full Colour	x1	x2	x3	Full Year
Quarter Page	£1,092	£987	£924	£883
Third Page	£1,380	£1,247	£1,178	£1,120
Half Page	£1,848	£1,663	£1,577	£1,490
Full Page	£3,453	£3,119	£2,934	£2,772
Specials**	£5,151	£4,724	£4,424	£4,123

Non-Members

Full Colour	x1	x2	x3	Full Year
Quarter Page	£1,698	£1,513	£1,386	£1,310
Third Page	£1,940	£1,756	£1,629	£1,548
Half Page	£2,599	£2,333	£2,206	£2,091
Full Page	£4,851	£4,366	£4,123	£3,881
Specials**	£7,277	£6,549	£6,186	£5,821

**Special positions: Purchase of specials guarantees location of the advert. Two Special locations are available: the inside front and outside back cover. The outside back cover has already been reserved.

Specifications for Adverts

Dimensions (height and width)

Full Page Bleed:	303 mm x 216 mm
Trim (A4 portrait):	297 mm x 210 mm
Safe Area (A4 portrait):	262 mm x 171 mm

Half Page horizontal trim:	130 mm x 180 mm
Third Page horizontal trim:	83 mm x 180 mm
Quarter Page horizontal trim:	70 mm x 180 mm

All Adverts

- A print ready PDF (PDF/X-1A)
- All images to be a minimum of 300dpi at 100%
- CMYK
- Fonts all converted to outlines

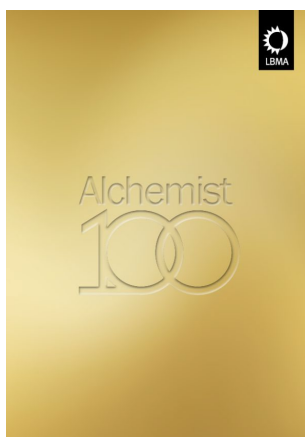
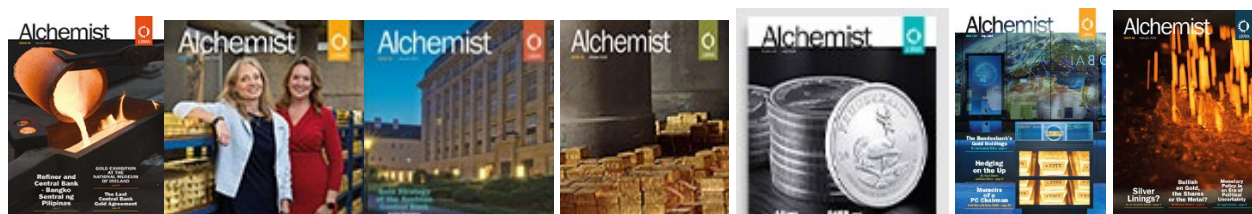
All type matter should be positioned within 15 mm of the trim size, 3mm bleed to all edges.

Format and Submission

Format and Submission Advertisements may be sent as print ready PDF files or Adobe Illustrator CS. A digital proof must accompany the electronic file. All fonts must be supplied. All images must be at least 300 dpi at 100% and converted to CMYK. If any components of the advert are missing, clients may be charged for additional production time.

Email to shelly.ford@lbma.org.uk

LBMA cannot be held responsible for submission of incorrect materials. Every effort must be made to ensure that materials are proofed by the client before submission. Print must meet international print tolerance standards.



Order Form

CLIENT INFORMATION

Client Name:

Invoicing address:

City:

County/State/Province etc:

Post Code/Zip Code:

Country:

Phone number:

Email Address:

ALCHEMIST ADVERTISING SPACE REQUEST

Fill in information for each issue you in which you wish to reserve space.

Issue	Advert Size	Special Position/Note	Fee
120			
121			
122			
123			

AGREED: A signed copy of this contract must be on file with London Bullion Market Association before any insertion orders are accepted. Signed contracts may not be cancelled after the ad close date. VAT at the current rate will be added to the invoice. Please also note the invoice will be issued upon receipt of the insertion order.

CLIENT CONTACT

We confirm that the information listed above is correct:

Signed:	Company Stamp (if used):
Name:	
Position:	
Date:	

LBMA CONTACT

Signed:	
Date:	

Please return this form by email to LBMA using the details listed below:

Email: shelly.ford@lbma.org.uk