



CELEBRATING  
**100 YEARS IN SCRAP**

Advertising Media Pack 2019

# Celebrating 100 Years in Scrap



2019 is a year of celebration for the **British Metals Recycling Associations (BMRA)** and its members. 100 years ago, the National Federation of Scrap Iron and Steel Merchants, a predecessor of one of the bodies that formed the BMRA, was established to address changes after World War I that were to significantly increase the impact of government on business.

In the following years, several different trade bodies representing different metal types (ferrous and non-ferrous) and areas in the UK were set up. BMRA itself was formed in 2001 when the **British Secondary Metals Association** and the **British Metals Federation** merged in order to better serve the rapidly changing industry.

Since those early days in 1919, the industry has faced a host of socio-economic, historical and legislative events, including; the Great Depression; the national salvage campaign of WW2; the Scrap Metal Dealers Act 2013 and the Air Weapons Licensing (Scotland) Act 2015; and, of course, Brexit.

To celebrate its centenary, BMRA will be publishing a commemorative book later in the year in partnership with **Environmental Media Group (EMG)**, the publisher of [letsrecycle.com](http://letsrecycle.com) and the organiser of the MRE and CARS events.

Each company in membership will be listed in the book's directory\*. There will also be an opportunity for members to advertise in the book. EMG will be contacting you in due course, but should you wish to register your interest please email [Harry.R@environmentmedia.co.uk](mailto:Harry.R@environmentmedia.co.uk)

\*Companies in membership at the end of February 2019 will be listed in the book's directory, so make sure that your renewal is returned as soon as possible.



# Why advertise?



The 100 Years in Scrap commemorative book will document and celebrate the rich history of the sector, investigate key issues today and share members' milestone events.

Immortalise your company in BMRA history by advertising in the book. A copy will be delivered free of charge to each company in membership and other key industry stakeholders. A fantastic keepsake to celebrate and remember a key period for the Association, it is the first publication of its kind for 25 years and provides an excellent opportunity to promote yourself to existing and potential customers.



You can supply your standard business advert, but why not also include a dedication to the BMRA and its previous associations?

# Industry

"When I started in scrap metal the whole industry had had a very traumatic period with many businesses being fortunate to survive. But, as you will gather, this industry is a survivor if nothing else."

- C.A.R Dodds, S Sackers (Claydon) Ltd. and President of the British Scrap Federation 94-95 and the British Metals Federation 94-95

"I think the Chinese Sword has been a good thing and has made everyone consider the quality of the scrap that they sell."

- Harry Kane, P Kane Metals Ltd.

"A year after the cash ban was introduced it proved transformational and it was pleasing to see a new level of professionalism evolve in the industry. Operating and insurance costs were lower and the risks posed by transiting cash from the bank were removed, these along with other benefits not previously considered made the yard safer, assisting businesses greatly with the threat of possible internal or external fraud."

- Shane Mellor, Mellor Metals and BMRA President 2014-16

"People sometimes come to our yard to look round, and end up buying random things that they see simply because it reminds them of their childhood."

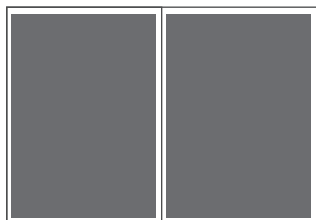
- Melissa Downhill, Tin Man Scrap on reclamation



# Pricing



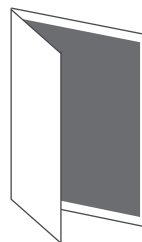
Full-page advert  
£800



Double-page advert  
£1,500



Inside front cover  
£1,000



Inside back cover  
£1,000

# Sizes

297mm x 210mm (5mm bleed)

297mm x 420mm (5mm bleed)

*Please note: Artwork must be supplied as PDF or JPEG at 300DPI*