



**JOIN US
AFFILIATE MEMBERSHIP**



SUPPORTING
LOCKSMITHS
SINCE 1958



ABOUT US



WHO WE ARE

Based in Rugby, Warwickshire, the Master Locksmiths Association is the UK's largest not-for-profit trade association for Locksmiths established to set and promote standards of conduct, practice and materials within the industry.



MLA EXPO

The MLA are organisers of Europe's largest locksmiths exhibition which takes place every two years, with the next event taking place in October 2023. You can register your interest and find out more by visiting:

locksmiths.co.uk/mla-expo



MLA TRAINING

The MLA are the UK's premier provider of locksmith training from their purpose built headquarters, incorporating a state of the art training centre consisting of a classroom type environment for theory work and fully equipped workshop for practical elements. The MLA offer over 40 courses a year with weekend options available.

(nb. due to the content some the courses may be open to MLA members only).



A RECOGNISED AUTHORITY

The MLA is recognised as the authoritative body for locksmithing by the police, home office, British Standards Institute (BSI), The Risk Insight, Strategy and Control Authority -RISCAuthority (formally IPCRes, the UK property insurers' technical group) and Building Research Establishment (BRE). The MLA are often contacted by the national media to comment on security related features.



OUR MEMBERS

“

We have been an MLA affiliate member for 15 years. Our membership has offered us some unique opportunities to speak directly with locksmiths – from offering a member discount, working with the MLA on their van lock training courses and regularly attending the MLA Expo.



”

“

Burg-Wächter and sister brand Sterling have had a long standing relationship with the Master Locksmith Association. The MLA represent our go-to source in the locksmith industry, be it for product testing and certification through the Sold Secure approved scheme, attending and supporting industry events such as the MLA Expo, or wanting to reach member via Keyways Magazine and through the MLA's social media pages, they provide invaluable support, knowledge & access to the locksmith sector.

”



OVER
1150
ACTIVE MEMBERS

AFFILIATE
MEMBERS
100+

Suppliers to the locksmith industry

PERSONAL
MEMBERS
700+

Individuals wanting training and accreditation

APPROVED
COMPANIES
350+

Vetted, inspected and qualified locksmith companies. Approved companies are able to provide advice based on knowledge and experience, recommend products that are fit for purpose as well as provide professional installation and maintenance services.

PROMOTIONAL MEMBERSHIP BENEFITS

We offer a range of marketing opportunities as part of our affiliate membership.

Dedicated space at MLA Head Office for branded marketing materials including display boards and leaflets

Use of Affiliate Member logo on marketing materials and product packaging

Entry in the affiliate directory in every issue of Keyways magazine

Listing in MLA Handbook (distributed to members, police, insurers etc.)

Company profile included in the Affiliate Directory on the members area of locksmiths.co.uk

Access to the web forum and members Facebook group

Significant discount to showcase at the MLA Expo - the largest locksmith exhibition in Europe

Paid for marketing opportunities to MLA members

Discounted rates on digital marketing to members

Additional marketing opportunities available to offer MLA locksmith members discounts or additional benefits

Benefit feature in the members benefits area of locksmiths.co.uk

One FREE co-branded introductory Facebook post per unique benefit to our members group

4 FREE co-branded Facebook posts per subscription year to our members group to promote your benefit

FREE inclusion in our quarterly member benefits email

Space for a benefit promotional poster and leaflets in the MLA HQ



FREE MECHANICAL LOCKSMITHING TRAINING COURSE

Every subscription year we offer one FREE place for an Affiliate Member employee to attend 3 out of the 4 level 1 modules of mechanical locksmith training course, providing a full year's subscription fees have been paid (accommodation not included).

The course provides a good basic knowledge of locksmithing and is perfect for sales, marketing and technical support staff.

REGIONAL MEETINGS

As an affiliate member you're welcome to attend our regional meetings. Many affiliates use our regional meeting to present at the meetings to launch new products, to offer product training and demonstrations and to speak directly to our members.

SHAPING THE FUTURE OF THE ASSOCIATION

There is a voting representative from the Affiliate Sector on the MLA Board of Directors to give the real ability to shape the future of MLA



USE OF HEAD OFFICE FACILITIES

Affiliates are welcome to use our Head Office facilities to hold meetings, product launches, seminars and training courses.

KEYWAYS

Keyways is our bi-monthly magazine distributed to our membership and covers latest industry and membership news.



ADDITIONAL BENEFITS

SUBSCRIPTIONS AND FEES

ANNUAL SUBSCRIPTION	COST (Inclusive of VAT @ current rate)
MLA Affiliate Sector	
Affiliate (Up to £1m turnover with lock-smiths)	£716.40
Affiliate (£1m - 5m turnover with lock-smiths)	£1,369.20
Affiliate (£5m+ turnover with locksmiths)	£2,055.60
Postage of 6 Keyways magazines for overseas members (All categories)	
Europe/EU - £38.40 Air Zone 1 - £49.80 Air Zone 2 - £51.60 To be added to subscription costs per annum	

DIGITAL ADVERTISING



FACEBOOK

The Master Locksmiths Association are also the proud admin's of two of the largest Locksmith Facebook Groups in the UK. Both groups have vetting in place to ensure those within the groups are genuine people and related to the industry.

We also have a member only group.

OVER
4K
REACH

GENERAL
LOCKSMITH
2.2K+

MLA MEMBER
ONLY
830+

TRAINING
LOCKSMITHS
1.3K+



BI-MONTHLY eNEWSLETTER

Our member eNewsletter is sent bi-monthly between Keyways magazine. We also offer Solus email and a quarterly membership benefits email placements.

OVER
800
REACH

100%
AVERAGE
DELIVERY RATE

7%
AVERAGE
CLICK
THROUGH

61%
AVERAGE
OPEN RATE

DIGITAL ADVERTISING

SOLUS EMAIL

Limited opportunities available per year, an opportunity to directly contact Personal and Approved company members via email

	AFFILIATE MEMBER RATE	AFFILIATE BENEFIT PROVIDER RATE
1 e-shot	£350 + VAT	£315 + VAT
2 e-shots	£600 + VAT	£540 + VAT

Further opportunities available in our bi-monthly newsletter and quarterly member benefit email. Please contact marketing@locksmiths.co.uk for more information

FACEBOOK DIGITAL MEDIA PACKAGE

- 1 month - Cover image for General Group, along with title, description and contact information. (this can be linked to a Facebook page or user)

- 1 month - access to General Group allowing you to engage with member posts and respond to member comments. Create posts (within reason)

- 1 Post in each group posted via MLA, post will be pinned in the General Group. Relevant artwork to be provided alongside Cover Image artwork along with content and any relevant account to tag if required

Specifications (pixels)

Post artwork dimensions - 1200 x 628

Cover artwork dimensions - 820 x 320*

* this is viewed 640 x 360 on smartphones

AFFILIATE MEMBER RATE	AFFILIATE BENEFIT PROVIDER RATE
£400 + VAT	£360 + VAT

Discounts available for multiple bookings

Advertising & Sponsorship

We have a variety of promotional opportunities available to you ranging from our Keyways Publication through to social media advertising.

For more information and to access our full Media Pack contact our Marketing Team on:
marketing@locksmiths.co.uk or call 01327 262255

A MESSAGE FROM OUR MANAGING DIRECTOR



As the main trade association for the locksmithing industry, affiliate members – suppliers of products and services to locksmiths – are a vital part of our industry, enabling our locksmith members to protect consumers throughout the UK. We're delighted to have seen this important membership category grow over the years with more companies wanting to make use of the "route to market" to get their offering in front of a large, specialist and dedicated customer base. It's been great to see the number of affiliate product boards here at Head Office grow. Teaming up with affiliates to offer training courses and of course benefits to locksmith members in the form of special deals, special products etc. is always very well recieved and gets great engagement from members.

We hope this form of membership is of interest to you and if you have any questions then please get in touch.

Dr Steffan George
Managing Director

JOIN THE CONVERSATION



MASTER LOCKSMITH ASSOCIATION

1 Prospect Park, Valley Drive,
Rugby, Warwickshire
CV21 1TF

Tel: 01327 262255
Fax: 01327 262539
Email: membership@locksmiths.co.uk

Application For Affiliate Membership

Please complete this form in BLOCK CAPITALS, entering details in each box.
Do not use "ditto", "as above" etc or leave blanks,
but enter "N/A" for Not Applicable, or "None" if appropriate.

SECTION ONE

Company Name			
Company Address			
Postcode		County	
Telephone No.			
Fax No.			
Parent/Holding Company			
Names of other Companies in Group			
Type of Business			
Web Address			
Contact Title (e.g Mr)			
Contact Forename Initial(s)			
Contact Surname			
Contact Job Title			
Contact Address			
Postcode		County	
Telephone No.			
Fax No.			
Mobile No.			
E-mail Address			
Turnover with locksmiths	Up to £1m	£1m - £5m	£5m +

SECTION TWO

Please describe below what goods or services are offered / how your membership will benefit the locksmithing industry, members/how you can assist the MLA in achieving its objectives.

SECTION THREE

Recognising the Aims and Objectives of the Master Locksmiths Association to raise and maintain high standards of professional conduct within the locksmithing industry, we wish to support these aims and objectives and hereby apply for membership of the MLA Affiliate Division.

If accepted by the Association, we pledge our support and goodwill to the extent that it will benefit the locksmithing and physical security industry in general and assist the Master Locksmiths Association and its Divisions in achieving their objectives.

We confirm that we are eligible to apply for membership of the MLA Affiliate Division, in that we meet the requirements of the Association's Bylaws; furthermore we understand that membership of the Association can only be awarded to Trading Names / Companies and not to Groups or holding Companies.

We enclose all relevant literature, information, Recognising the Aims and Objectives of the Master Locksmiths Association to raise and maintain high standards of professional conduct within the locksmithing industry, we wish to support these aims and objectives and hereby apply for membership of the MLA Affiliate Division.

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We confirm that we are eligible to apply for membership of the MLA Affiliate Division, in that we meet the requirements of the Association's Bylaws; furthermore we understand that membership of the Association can only be awarded to Trading Names / Companies and not to Groups or holding Companies. We enclose all relevant literature, information, catalogues, trade price lists etc. for inclusion in the Association's Reference Library.

Signed	
Name in Capitals	
On Behalf of	
Date	

General Data Protection Regulation 2018

Information given on this form will be held on digital and physical format as part of the MLA's Membership Database during your membership and 5 years after your membership has been ceased. We will use your personal details to create membership related documents and to contact you in regards to your membership. The lawful basis of this processing is the performance of a contract between you and us and your request, to enter into such a contract.

Data in respect of turnover is for MLA use only and will not be divulged to third parties. MLA will only share your details with a third party if sharing is necessary to provide the benefits that are offered by this membership. MLA has signed contracts with any third party involved, that we share your details with, to assure that they are GDPR compliant. For more details about the way we manage your personal data please see our Privacy Policy on www.locksmiths.co.uk