



Wire & Cable

ASIA 线缆



Published in English and Chinese languages

www.read-wca.com

2019

EDITORIAL FEATURES

JANUARY

- Power cable manufacturing, materials and machinery
- TEL – show issue
- Cables 2019 – show issue

MARCH

- Compounds and colourings
- Wire ropes
- Interwire – show issue

MAY

- Fibre optics – machinery and equipment
- wire Russia – show issue
- Wire & Cable Guangzhou – show issue

JULY

- Wire drawing machinery
- Cleaning and descaling – machinery and chemicals

SEPTEMBER

- Cutting and welding
- wire Southeast Asia – show issue

NOVEMBER

- Rod and bar production
- Iran Wire – show issue

Please note: features subject to change

The magazine

Wire & Cable ASIA is published six times each year in both English and Chinese languages. A leading magazine in the Asian market for the wire and cable industries, Wire & Cable ASIA is available in print, CD ROM and online, and its circulation is closely controlled to ensure maximum exposure to professionals within the industry.

Distribution

With its bilingual issues, Wire & Cable ASIA has a unique and increasing distribution across Asia and the rest of the world.

Total global distribution: over **16,500** per issue.

Europe – 41%

Asia (including China) – 32%

Americas – 21%

Rest of the World – 6%

* Typical distribution

(Comprises printed distribution and electronic distribution plus bonus circulation at international trade shows. Pass-along readership is not included)

Website statistics

Based upon a 12-month period (1 August 2017 to 31 July 2018):

Total sessions served (unique visitors) 147,123

Total hits 415,871

Usage analysis provided by Matrix Stats

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2019 EXHIBITION CALENDAR



28 Feb – 2 March
Istanbul, Turkey



5-7 March
Düsseldorf, Germany



5-8 March
Lyon, France



13-16 May
Atlanta, Georgia, USA



14-16 May
Milan, Italy



15-18 May
Milan, Italy



13-15 June
Guangzhou, China



18-20 June
Moscow, Russia



18-20 September
Bangkok, Thailand



29 Sept – 2 October
Charlotte,
North Carolina, USA



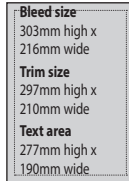
1-3 October
São Paulo, Brazil



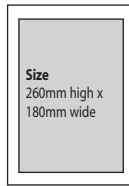
4-7 December
Tehran, Iran

Specifications & Advertisement Sizes

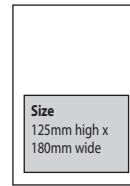
1 Page Bleed



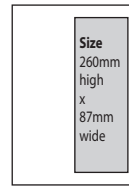
1 Page



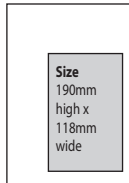
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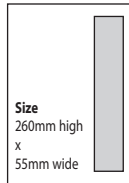
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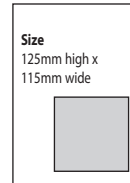
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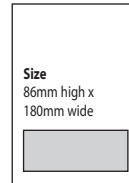
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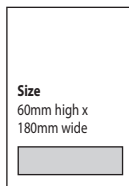
1/3 Page Square



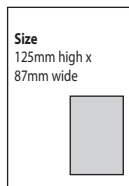
1/3 Page Horizontal



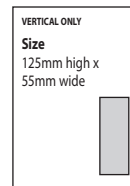
1/4 Page Horizontal



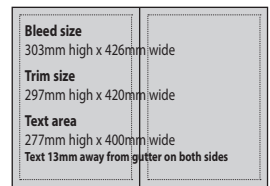
1/4 Page Vertical



1/6 Page Display panel



Double Page Spread



Advertising material must be provided to us in **ELECTRONIC FILE FORMAT** with **HARD COPY**

TIFF or JPEG File: Resolution – 300dpi (minimum). CMYK

PDF document: (PDF/X-1a setting) All fonts should be embedded, and all linked image files should be included. Only high resolution graphics should be used (minimum 300dpi). The PDF must be provided as complete 4-colour document (no colour separation accepted)

We cannot accept advertisements supplied in Microsoft Word, Publisher or PowerPoint

IMPORTANT NOTICE: There is a minimum charge of **£33 per alteration** for any changes to existing advertising material. For advertisers unable to supply material in any of the above formats, please call to discuss charges for in-house advertisement production service.

Online Advertising

Option 1: Website



- 2 months min booking
- Sizes:
728 x 90 pixels,
300 x 250 pixels
- JPEG, PNG or GIF

Option 2: Website advertisement



- 2 months min booking
- Size:
300 x 600 pixels
- JPEG, PNG or GIF

Option 3: Digital



cover



option 2 + inner cover

- Advertising space on electronic (Ezine) **first left hand page next to the inner cover**, within our Ezine service. Available online for approximately 2 calendar months.
- Format: A4 (72dpi) JPEG, PNG or GIF

Option 4: WCA e-newsletter



- Plain text advert with logo
- Advert within e-newsletter
- Hyperlinked
- Distributed via email
- Every 2 months



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