



# Wire & Cable

## ASIA 线缆



Published in English and Chinese languages

[www.read-wca.com](http://www.read-wca.com)

## 2020 EDITORIAL FEATURES

### JANUARY

- wire Düsseldorf 2020 – show preview

### MARCH

- wire Düsseldorf 2020 – show issue

### MAY

- Guangzhou – show issue
- Wire bending, straightening and forming

### JULY

- Armouring and reinforcing of cables
- Cutting and welding

### SEPTEMBER

- wire China – show issue
- Reels, spools and winding

### NOVEMBER

- wire India – show issue
- Dies, cones and die maintenance

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 – 40%

Asia (including China) – 41%

Americas – 16%

Rest of the World – 3%

\* 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 2018 to 31 July 2019):

Total sessions served (unique visitors) 122,419

Total hits 545,806

Usage analysis provided by Matrix Stats

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# 2020 EXHIBITION CALENDAR

## Cables 2020

3-5 March  
Düsseldorf, Germany



30 March – 3 April  
Düsseldorf, Germany



31 March – 3 April  
Paris, France



2-4 June  
Uncasville, CT, USA



11-13 June  
Guangzhou, China



17-20 June  
Seoul, South Korea



23-26 September  
Shanghai, China



11-14 October  
Providence,  
Rhode Island, USA



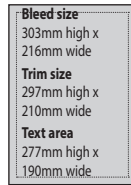
27-30 October  
Hanover, Germany



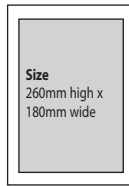
23-25 November  
Mumbai, India

## Specifications & Advertisement Sizes

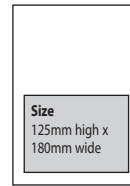
### 1 Page Bleed



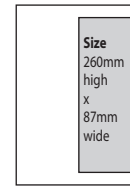
### 1 Page



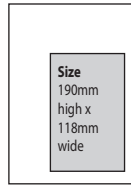
### 1/2 Page Horizontal



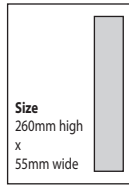
### 1/2 Page Vertical



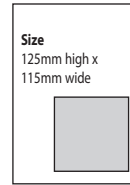
### 1/2 Page Island



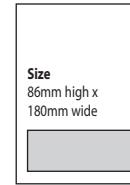
### 1/3 Page Vertical



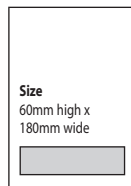
### 1/3 Page Square



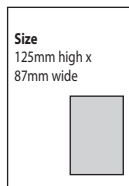
### 1/3 Page Horizontal



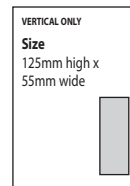
### 1/4 Page Horizontal



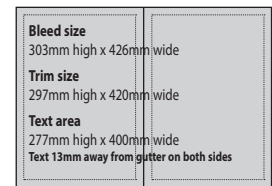
### 1/4 Page Vertical



### 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