

Wire & Cable

ASIA 线缆



www.read-wca.com

2021 EDITORIAL FEATURES

MARCH

- wire Russia – show issue
- Straightening and cutting for wires and wire products
- Dies and die shop equipment – materials, machinery and technology

SEPTEMBER

- wire India – show issue
- Interwire – show issue
- wire SouthEast Asia – show issue
- wire South America – show issue
- Testing and measuring of wires and cables
- Dry and wet lubricants

NOVEMBER

- wire Düsseldorf 2022 – preview issue
- Rod and bar production
- Taping, armouring and sheathing of cables

The magazine

Wire & Cable ASIA is published three times each year. A leading magazine in the Asian market for the wire and cable industries, Wire & Cable ASIA is available in print, online, and on social media, and its circulation is closely controlled to ensure maximum exposure to professionals within the industry.

Distribution

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 – 44%

Asia (including China) – 32%

Americas – 22%

Rest of the World – 2%

* 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 2019 to 31 July 2020):

Total sessions served (unique visitors) 92,559

Total hits 444,904

Usage analysis provided by Matrix Stats

Contact us

EDITOR

David Bell
Email: david@intras.co.uk
Tel: +44 1926 334137

ADVERT MATERIAL & PRODUCTION

Liz Hughes
Email: liz@intras.co.uk
Tel: +44 1926 334137

SALES

UK, ROW, USA, CANADA & S. AMERICA, GERMANY, AUSTRIA, SWITZERLAND

Jason Smith
Email: jason@intras.co.uk | Tel: +44 1926 834684

ITALY

Jason Smith
Email: jason@intras.co.uk | Tel: +44 1926 834684

CHINA, TAIWAN, HONG KONG

Linda Li 李書紅
Email: linda@intras.co.uk | Tel: +44 1926 834685

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46 Holly Walk | Leamington Spa | Warwickshire | CV32 4HY | UK
Tel: +44 1926 334137 | Fax: +44 1926 314755 | Email: wca@intras.co.uk

2021 EXHIBITION CALENDAR



26-28 May
Milan, Italy



26-29 May
Milan, Italy



8-10 June
Moscow, Russia



7-10 September
Lyon, France



8-10 September
Mumbai, India



16-18 September
Guangzhou, China



22-24 September
Bangkok, Thailand



5-7 October
São Paulo, Brazil



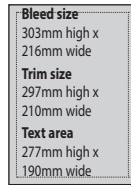
26-27 October
Atlanta, Georgia, USA



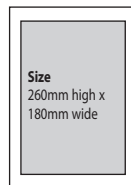
31 Oct -3 Nov
Orlando, FL, USA

Specifications & Advertisement Sizes

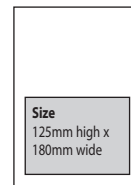
1 Page Bleed



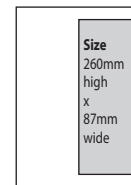
1 Page



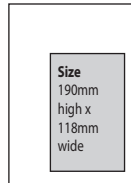
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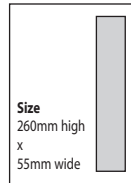
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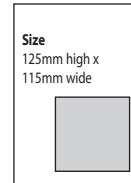
1/2 Page Island



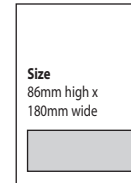
1/3 Page Vertical



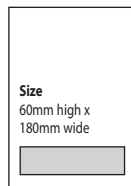
1/3 Page Square



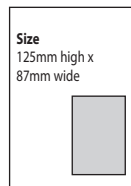
1/3 Page Horizontal



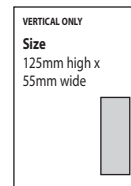
1/4 Page Horizontal



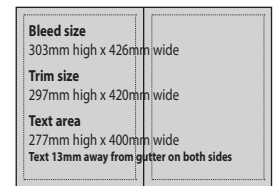
1/4 Page Vertical



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

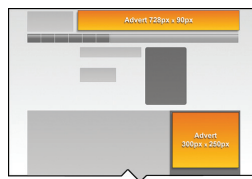
PDF document: (PDF/X-1a setting) All fonts should be embedded, and all linked image files should be included. Only high resolution graphics should be used (minimum 300dpi). The PDF must be provided as complete 4-colour document (no colour separation accepted)

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

IMPORTANT NOTICE: For advertisers unable to supply material in any of the above formats, please call to discuss in-house advertisement production services.

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
- Hyperlinked

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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