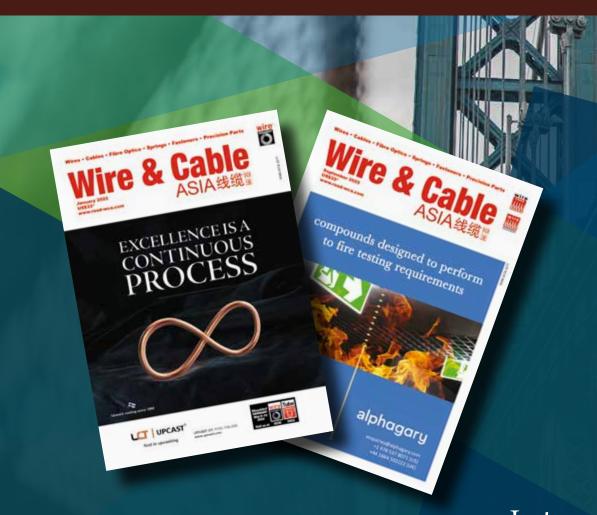
## Media Pack 2023

www.read-wca.com



Circulating to the wire, cable and wire product industries across Asia







www.read-wca.com

Intras

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### **Distribution**

Wire & Cable ASIA has a unique and increasing distribution across Asia and the rest of the world.

Total global distribution: 14,000 per issue

Asia (including China) – 41%

**Europe** – 38%

Americas – 19%

**Rest of the World - 1%** 

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

### **Website statistics**

Total sessions served 130,829

(unique visitors)

**Total hits 495,049** 

Based upon a 12-month period (1 August 2021 to 31 July 2022)

Usage analysis provided by Matrix Stats

<sup>\*</sup> Typical distribution. Does not include bonus distribution at exhibitions and conferences

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### **2023 Editorial features**

Please note: features and exhibitions may be subject to change at short notice at the editor's discretion

		Advertising deadline	Editorial closing date
MARCH	Focus on China Interwire show issue Stranding, twisting, bunching and bundling	3 March	3 March
SEPTEMBER	Focus on India IWCS show issue wire Southeast Asia show issue Lubrication and filtration Wire bending, straightening and forming	1 August	1 August
NOVEMBER	Focus on Japan, South Korea, Vietnam and Indonesia IWCS review issue Rebuilt and reconditioned machinery Reels, spools and spooling	1 November	1 November

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#### 2023 Events

All dates correct at the time of publishing



9-12 Jan **STEEL FAB**Sharjah, UAE

www.steelfabme.com



9-11 May

Made In Steel

Milan, Italy

www.madeinsteel.it



18-23 Sept **EMO-Hannover**Hannover, Germany
www.emo.hannover.de



6-8 March **Cables (AMI event)**Cologne, Germany

www.ami-events.com



10-13 May **Lamiera** Milan, Italy www.lamiera.net



20-22 Sept
wire Southeast Asia
Bangkok, Thailand
www.wire-southeastasia.com



21-23 March

Fastener Fair Stuttgart

Stuttgart, Germany

www.fastenerfair.stuttgart.com



FABTECH
Chicago, IL, USA
www.fabtechexpo.com

11-14 Sept



9-11 May
Interwire
Atlanta, Georgia, USA
www.wirenet.org



17-20 Sept

IWCS

Orlando, Florida, USA

www.iwcs.org

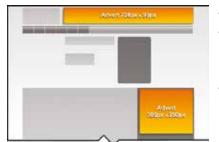
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### **Online Advertising**

#### **Option 1:** Website



- 2 months min booking
- Sizes:
   728px (w) x 90px (h),
   300px (w) x 250px (h)
- JPEG, PNG or GIF

#### **Option 2:** Website advertisement



- 2 months min booking
- Size: 300px (w) x 600px (h)
- JPEG, PNG or GIF

#### **Option 3:** Digital





option 3 + inner cover

- Advertising space on electronic (Ezine)
   first left hand page next to the inner cover
- Format: A4 (72dpi) JPEG, PNG or GIF
- Hyperlinked
- Example: click here

## **Option 4:** WCA newsletter



- Text advert with logo
- Every 2 months
- Image: 600px (w) x 400px (h)
- Title: 2-3 lines
- Hyperlinked
- Example: click here

### **Option 5:** WCA 'Out Now' email



- Sponsor our new issue 'out now' email
- Every 2 months
- 600px (w) x 400px (h)
- Hyperlinked
- Example: click here

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277mm high x 400mm wide

Text 13mm away from gutter on both sides



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### **Advertisement Sizes**

#### 1 Page Bleed <sup>1</sup>/2 Page Horizontal <sup>1</sup>/<sub>2</sub> Page Vertical 1 Page Bleed size 303mm high x Size 216mm wide 260mm Trim size Size high 297mm high x 260mm high x 210mm wide 180mm wide 87mm 125mm high x Text area wide 180mm wide 277mm high x 190mm wide <sup>1</sup>/<sub>3</sub> Page Vertical 1/2 Page Island <sup>1</sup>/<sub>3</sub> Page Square 1/3 Page Horizontal Size 125mm high x Size Size 115mm wide 190mm 86mm high x Size high x 180mm wide 260mm high 118mm wide 55mm wide <sup>1</sup>/<sub>4</sub> Page Horizontal <sup>1</sup>/<sub>4</sub> Page Vertical 1/6 Page Display panel **Double Page Spread** VERTICAL ONLY Bleed size Size Size 303mm high x 426mm wide 125mm high x 125mm high x 87mm wide 55mm wide 297mm high x 420mm wide 60mm high x Text area 180mm wide

### **Specifications – Print**

Advertising material must be provided to us in ELECTRONIC FILE FORMAT

JPEG / TIFF file:

**CMYK** 

Resolution – 300dpi (minimum)

PDF document: (PDF/X-1a setting)
All fonts should be embedded
All linked image files should be included
Graphics should be high quality (minimum 300dpi)
CMYK

QR codes must be minimum 20mm

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.

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### **Meet the Team**

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### What our customers and readers say about us ...

"The Clinton Instrument Company has worked with Intras Publications for many years now. We advertise primarily to support our trade show marketing efforts, but we also write editorials and place ads when we announce new product offerings.

"Europe and Asia are important markets for us and we've found print advertising to be the most effective way to reach both potential customers and to maintain a connection to established customers. Intras has helped us with promoting ourselves in these markets and provided an invaluable service to us."

The Clinton Instrument Company

"We are very happy to have long-term cooperation with Intras to have advertisements in *Wire & Cable ASIA* and *EuroWire*, professional magazines in their field."

Sheng Chyean

"We appreciate this valuable media for our communication and quality of the relationship build up with Intras team." "We have been cooperating with Intras Ltd for many years, as we appreciate their regular industry news updates and excellent advertisements in *EuroWire* and *Wire & Cable ASIA*, which belong to the most important magazines in the wire and cable industry."

Tien Chen Diamond Industry

"Advertising in *EuroWire* enables us to effectively create awareness, preference, value and interest with wire and cable readers."

"We highly appreciate the ongoing collaboration with Intras Ltd, which supports us a lot with effective help and regular advertising in *EuroWire* and *Wire & Cable ASIA*, which are the leading magazines in the field of wire and cable."

Shanghai Nanyang

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### **Our other publications**









www.read-fastenersasia.com



www.wiredinusa.com



www.read-tpi.com





