

Wire & Cable

ASIA 线缆 亚洲

www.read-wca.com

Media Pack 2023



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

Intras
PUBLICATIONS

Here to serve the industries we helped to shape



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)

** Typical distribution. Does not include bonus distribution at exhibitions and conferences*

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)

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

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



11-14 Sept
FABTECH
Chicago, IL, USA
www.fabtechexpo.com



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



17-20 Sept
IWCS
Orlando, Florida, USA
www.iwcs.org

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



cover



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](#)

Advertisement Sizes

1 Page Bleed

Bleed size
303mm high x
216mm wide
Trim size
297mm high x
210mm wide
Text area
277mm high x
190mm wide

1 Page

Size
260mm high x
180mm wide

1/2 Page Horizontal

Size
125mm high x
180mm wide

1/2 Page Vertical

Size
260mm
high
x
87mm
wide

1/2 Page Island

Size
190mm
high x
118mm
wide

1/3 Page Vertical

Size
260mm high
x
55mm wide

1/3 Page Square

Size
125mm high x
115mm wide

1/3 Page Horizontal

Size
86mm high x
180mm wide

1/4 Page Horizontal

Size
60mm high x
180mm wide

1/4 Page Vertical

Size
125mm high x
87mm wide

1/6 Page Display panel

VERTICAL ONLY
Size
125mm high x
55mm wide

Double Page Spread

Bleed size
303mm high x 426mm wide
Trim size
297mm high x 420mm wide
Text area
277mm high x 400mm wide
Text 13mm away from gutter on both sides

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.

Meet the Team

EDITOR

David Bell
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SALES

**UK, ROW, USA, CANADA & S. AMERICA,
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ADVERT MATERIAL & PRODUCTION

Liz Hughes
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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 appreciate this valuable media for our communication and quality of the relationship build up with Intras team."

CONDAT

"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

"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 Chyeon

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

NDC
TECHNOLOGIES
A Nordson Company

"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

Wire & Cable

ASIA 线缆 亚洲

www.read-wca.com

Intras
PUBLICATIONS

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Our other publications



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管道技術 Technology

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Fasteners

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Intras
PUBLICATIONS

Here to serve the industries we helped to shape

