

# Wire & Cable

ASIA 线缆

www.read-wca.com

# Media Pack 2024



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

Intrac  
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  
11,600 per issue**

**Asia (including China) – 42%**

**Europe – 37%**

**Americas – 19%**

**Rest of the World – 2%**

*(Comprises printed distribution and electronic distribution in three issues. Pass-along readership is not included)*

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

## Website statistics

**Total sessions served  
149,576  
(unique visitors)**

**Total hits  
417,916**

Based upon a 12-month period  
(1 August 2022 to 31 July 2023)

## 2024 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
<b>JANUARY</b>	<p>wire Düsseldorf – preview issue</p> <p>Wire bending, straightening and forming</p> <p>Armouring and reinforcing of cables</p>	1 Dec	4 Dec
<b>MARCH</b>	<p>wire Düsseldorf – show issue</p> <p>Intras 40<sup>th</sup> anniversary celebration issue</p>	5 Feb	1 Feb
<b>SEPTEMBER</b>	<p>wire China – show issue</p> <p>IWCS – show issue</p> <p>Power cable manufacturing, materials and machinery</p> <p>Fibre optics – machinery and equipment</p>	22 July	9 July
<b>NOVEMBER</b>	<p>wire India – show issue</p> <p>Rod and bar production</p> <p>Compounds, coverings and extruding machinery</p>	17 Sept	13 Sept

## 2024 Events

All dates correct at the time of publishing



**8-11 January**  
Sharjah, UAE

[www.steelfabme.com](http://www.steelfabme.com)



**15-19 April**  
Düsseldorf, Germany  
[www.wire.de](http://www.wire.de)



**11-12 June**  
Uncasville, Connecticut, USA  
[www.wirenet.org](http://www.wirenet.org)



**14-17 October**  
Providence, Rhode Island, USA  
[www.iwcs.org](http://www.iwcs.org)



**27-29 November**  
Mumbai, India  
[www.wire-india.com](http://www.wire-india.com)

AMI | Events

### Cables

**5-7 March**  
Düsseldorf, Germany  
[www.ami-events.com](http://www.ami-events.com)



**15-19 April**  
Birmingham, UK  
[www.machexhibition.com](http://www.machexhibition.com)



**11-13 June**  
Toronto, Canada  
<https://canada.fabtechexpo.com>



**15-17 October**  
Orlando, Florida, USA  
[www.fabtechexpo.com](http://www.fabtechexpo.com)



**25-28 March**  
Paris, France  
[www.global-industrie.com](http://www.global-industrie.com)



China  
(Guangzhou)  
International  
Metal &  
Metallurgy  
Exhibition

**11-13 May**  
Guangzhou, China  
[www.julang.com.cn](http://www.julang.com.cn)



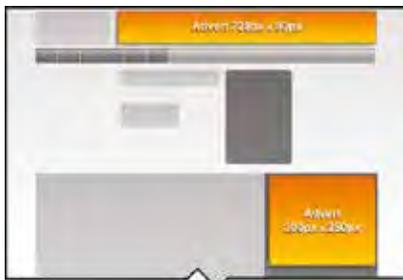
**25-28 September**  
Shanghai, China  
[www.wirechina.net](http://www.wirechina.net)



**22-25 October**  
Hanover, Germany  
[www.euroblech.com](http://www.euroblech.com)

## 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](#)



### Option 6 Email

- HTML or plain text
- Distributed via email
- 600px (w)
- Hyperlinked



## Advertisement Sizes

<p><b>1 Page Bleed</b></p> <p><b>Bleed size</b> 303mm high x 216mm wide</p> <p><b>Trim size</b> 297mm high x 210mm wide</p> <p><b>Text area</b> 277mm high x 190mm wide</p>	<p><b>1 Page</b></p> <p><b>Size</b> 260mm high x 180mm wide</p>	<p><b>1/2 Page Horizontal</b></p> <p><b>Size</b> 125mm high x 180mm wide</p>	<p><b>1/2 Page Vertical</b></p> <p><b>Size</b> 260mm high x 87mm wide</p>
<p><b>1/2 Page Island</b></p> <p><b>Size</b> 190mm high x 118mm wide</p>	<p><b>1/3 Page Vertical</b></p> <p><b>Size</b> 260mm high x 55mm wide</p>	<p><b>1/3 Page Square</b></p> <p><b>Size</b> 125mm high x 115mm wide</p>	<p><b>1/3 Page Horizontal</b></p> <p><b>Size</b> 86mm high x 180mm wide</p>
<p><b>1/4 Page Horizontal</b></p> <p><b>Size</b> 60mm high x 180mm wide</p>	<p><b>1/4 Page Vertical</b></p> <p><b>Size</b> 125mm high x 87mm wide</p>	<p><b>1/6 Page Display panel</b></p> <p>VERTICAL ONLY</p> <p><b>Size</b> 125mm high x 55mm wide</p>	<p><b>Double Page Spread</b></p> <p><b>Bleed size</b> 303mm high x 426mm wide</p> <p><b>Trim size</b> 297mm high x 420mm wide</p> <p><b>Text area</b> 277mm high x 400mm wide Text 13mm away from gutter on both sides</p>

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

### SALES

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

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

CHINA, TAIWAN, HONG KONG, JAPAN,  
KOREA, INDONESIA & VIETNAM

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

### ADVERT MATERIAL & PRODUCTION

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



## 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."



"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 技术

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

Intras  
PUBLICATIONS

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Shirebrook, Nottinghamshire NG20 8RX  
Tel: +44 1926 334137  
Email: [wca@intras.co.uk](mailto:wca@intras.co.uk)

## Our other publications



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



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



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Intras  
PUBLICATIONS

Here to serve the industries we helped to shape

