

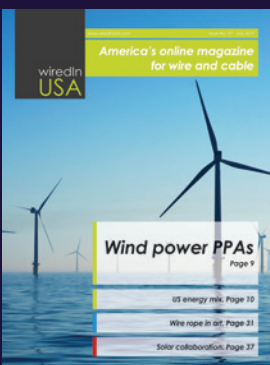
Leading magazines for the wire and cable industries



www.read-eurowire.com



www.read-wca.com



www.wiredinusa.com

The magazine

EuroWire and Wire & Cable ASIA, the leading international magazines for the wire and cable industries, are each launching a new section in January 2020 – EuroFasteners and FastenersASIA.

The new section will cater to the fasteners industry, from machinery manufacturers to producers of end products. It will feature industry news, company news, products and manufacturing technology, and will have its own covers within the main magazines.

For advertising, please contact the staff listed below.

Feel free to send editorial and photographs to david@intras.co.uk, or call on +44 1926 334137.

Distribution

The new section will reach a worldwide audience of 19,000 through the magazine, CDs and digital delivery.

Europe – 36%

Asia (including China) – 38%

Americas – 23%

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)

Contact us

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See us at . . .



30 March – 3 April
Düsseldorf, Germany



31 March – 3 April
Paris, France



20-24 April
Birmingham, UK



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



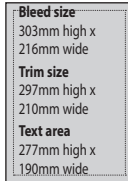
27-30 October
Hanover, Germany



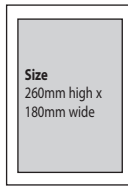
23-25 November
Mumbai, India

Specifications & Advertisement Sizes

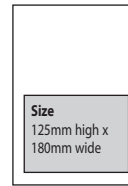
1 Page Bleed



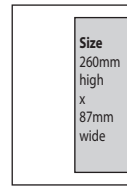
1 Page



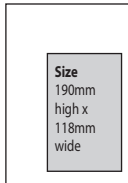
1/2 Page Horizontal



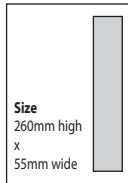
1/2 Page Vertical



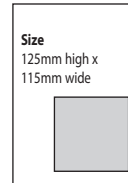
1/2 Page Island



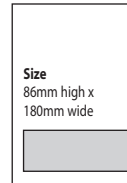
1/3 Page Vertical



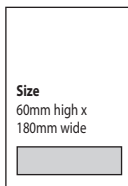
1/3 Page Square



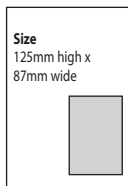
1/3 Page Horizontal



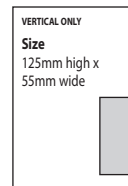
1/4 Page Horizontal



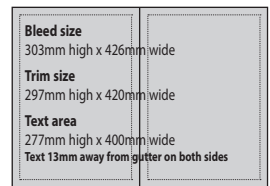
1/4 Page Vertical



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: e-newsletter



- Plain text advert with logo
- Advert within e-newsletter
- Hyperlinked
- Distributed via email
- Every 2 months