

Wire & Cable

ASIA 线缆

www.read-wca.com

Media Pack 2025

Currently published three times per year, **Wire & Cable ASIA** mainly targets the Asian market, with a large emphasis placed on distribution throughout China.

The mainstay for wire and cable experts throughout the region, **Wire & Cable ASIA** was launched in 1992. The magazine covers industry news, technology news, a technical article and a wide range of features on niche markets within the industry.

Engaging editorial, a rapidly expanding social media coverage, worldwide distribution and eye-catching advertising all combine to make **Wire & Cable ASIA** a leader in its respective field. We pride ourselves on serving our readers and advertisers alike with both excellent customer service and providing further opportunities to expand their brands in our magazines.



We also offer a number of bespoke marketing services for companies within the wire and cable and tube and pipe industries. From website creation and re-designs to social media engagement, we embrace our reputation at the world's largest multimedia company in the industries we serve. To discuss any of these options, contact David Bell at David@intras.co.uk or on +44 1926 334137

DISTRIBUTION

12,000 per issue worldwide

Asia (including China).....	44%
Europe	37%
Americas	18%
Rest of the World	1%

WEBSITE STATISTICS

60,611 page views based on a 12 month period*
over 5,000 per month

Typical printed and electronic distribution. Does not include bonus distribution at exhibitions and conferences

**(1 August 2023 – 31 July 2024)
Stats provided by Google Analytics*

EDITORIAL FEATURES 2025

MARCH

- Dies, cones and die maintenance
- wire Eurasia Show Issue

Advert deadline: 5 March | Editorial closing date: 3 March

SEPTEMBER

- Reels, spools and spooling
- wire SE Asia Show Issue

Advert deadline: 28 July | Editorial closing date: 25 July

NOVEMBER

- Compounds and colourings
- IWCS Show Issue

Advert deadline: 30 October | Editorial closing date: 24 October

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

GROW YOUR GLOBAL REACH

- Thousands of readers worldwide
- Target the global wire industry
- Combine print and digital readership
- Unrivalled editorial coverage
- Latest news and features
- Additional exhibition coverage

2025 EVENTS

All dates correct at the time of publishing



13-16 January
Sharjah, UAE
www.steelfabme.com



11-13 February
Monterrey, Mexico
<https://wire-tube-mexico.com>



4-6 March
Düsseldorf, Germany
www.ami-events.com



11-14 March
Lyon, France
www.global-industrie.com



9-12 April
Istanbul, Turkey
www.wire-eurasia.com



6-9 May
Milan, Italy
www.lamiera.net



6-8 May
Milan, Italy
www.madeinsteel.it



13-15 May
Atlanta, Georgia, USA
www.wirenet.org



8-11 September
Chicago, Illinois, USA
www.fabtechexpo.com



10-11 September
Birmingham, UK
<https://ukmetalsexpo.com>



17-19 September
Bangkok, Thailand
www.wire-southeastasia.com



27-30 October
Pittsburgh, Pennsylvania, USA
www.iwcs.org

ADVERTISEMENT SIZES

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	

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
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1/2 Page Horizontal

Size 125mm high x 180mm wide
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1/2 Page Vertical

Size 260mm high x 87mm wide

1/2 Page Island

Size 190mm high x 118mm wide
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1/3 Page Vertical

Size 260mm high x 55mm wide

1/3 Page Square

Size 125mm high x 115mm wide
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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

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.

ONLINE ADVERTISING

Option 1 Website



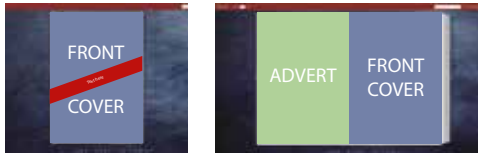
- 2 months min booking
- Sizes: 728px (w) x 90px (h),
300px (w) x 250px (h)
- JPEG, PNG or GIF

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



MEET THE TEAM

EDITOR

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

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OUR OTHER PUBLICATIONS



www.read-eurowire.com



www.read-eurofasteners.com

Fasteners
ASIA 紧固件

www.read-fastenersasia.com

TUBE & PIPE
管道技術 Technology

www.read-tpt.com

Tube Products
INTERNATIONAL

www.read-tpi.com



www.wiredinusa.com

WHAT OUR READERS AND ADVERTISERS SAY

"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

"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

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



"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

"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

Intras
Ltd

Here to serve the industries we helped to shape

