Wire Forming Technology
International

2019 MEDIA KIT

Serving Manufacturers of Springs, Wire Formed Parts, Wire Mesh and Rebar Products
www.wireformingtech.com
Technology and news for the entire wire forming industry...

Wire Forming Technology International: 2019 Editorial Plan
Send all editorial text and image files to Mike McNulty, Editor, at mcnulty@wireformingtech.com

Winter 2019
Top Products of 2018
Rebar Processing Emphasis
Mesh Welding Roundup
Packaging Roundup
Spotlight on Spring Coiling
Editorial deadline: February 4, 2019
Ad closing: February 8, 2019
Production finished: February 15, 2019
Mail date: February 22, 2019

Spring 2019
Interwire 2019 Preview
wire Russia 2019 Preview
Materials (Wire, Strip & Bar) Emphasis
Straightening & Cutting Roundup
Spotlight on Wire Forming & Tube Bending
Editorial deadline: April 1, 2019
Ad closing: April 5, 2019
Production finished: April 12, 2019
Mail date: April 19, 2019

Summer 2019
SMI Metal Engineering eXpo 2019 Preview
wire Southeast Asia 2019 Preview
wire South America 2019 Preview
Surface Treatment Roundup
Packaging Roundup
Fence Making & Wire Weaving Roundup
Spotlight on Rebuild & Upgrade
Editorial deadline: August 12, 2019
Ad closing: August 16, 2019
Production finished: August 23, 2019
Mail date: August 30, 2019

Fall 2019
Company Profiles
Heat Treatment Emphasis
Testing Roundup
Wire Handling Roundup
Spotlight on Spring Grinding
Editorial deadline: October 28, 2019
Ad closing: November 1, 2019
Production finished: November 8, 2019
Mail date: November 15, 2019

Read by manufacturers and users of springs, wire formed parts, wire mesh and rebar products.
Subscribe and read online at www.wireformingtech.com
Four Issues per year
Readers in 70+ countries

All editorial content and dates are subject to changes.
### ADVERTISING RATES

Your connection to the International Wire Forming Industry

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS</th>
<th>1X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7 x 10</td>
<td>$2085</td>
<td>$2070</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4.5 x 10</td>
<td>$1830</td>
<td>$1745</td>
</tr>
<tr>
<td>1/2 PAGE ISLAND*</td>
<td>4.5 x 7.5</td>
<td>$1680</td>
<td>$1565</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>see specs</td>
<td>$1380</td>
<td>$1325</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>see specs</td>
<td>$1125</td>
<td>$1050</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.375 x 4.875</td>
<td>$910</td>
<td>$830</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>see specs</td>
<td>$710</td>
<td>$630</td>
</tr>
</tbody>
</table>

* Only ad on page
All rates, US$, per insertion

### Color Rates

- Black and one standard or matched color, extra per page or less .......................................................... $350
- 4-Color Process, extra per page or less ....................................................................................................... $995
- 4-Color Process, extra per spread ................................................................................................................ $1675

### Covers

Rates include 4-Color Process. Non-Cancelable

<table>
<thead>
<tr>
<th>Covers</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRONT COVER NOT SOLD</td>
<td>$3600</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3400</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3750</td>
</tr>
<tr>
<td>Back Cover</td>
<td></td>
</tr>
</tbody>
</table>

### Combined Frequency Credit

Your insertions in Wire Forming Technology International will apply toward your frequency in the Fastener Technology International magazine, Wire & Cable Technology International magazine, the Wire & Cable Technology International Buyers’ Guide and the Fastener Technology International Buyers’ Guide.

### Special Positions

10% premium over black and white rate earned.

### Advertising Material

- Preferred advertising material is a high resolution PDF.
- All graphics must be a minimum of 300 dpi.
- Color should be prepared as CMYK.
- When designing material, please incorporate the bleed dimensions as supplied under the mechanical specifications.
- Material may be submitted on CD-ROM or via email.

www.wireformingtech.com
**TIPS**

**For file construction**

All our publications are using computer-to-plate technology.

Mechanical specifications are the same for Wire & Cable Technology International, Fastener Technology International and Wire Forming Technology International magazines.

- Press ready PDF’s are preferred, 300 dpi.
- Create files in Adobe InDesign or Illustrator.
- Graphic files saved as TIFF, JPEG or EPS are preferred.
- Microsoft Word, Publisher and Powerpoint files are not acceptable.
- Files may be emailed.
- Trim size is 8 x 10.75.
- Create the advertisement to match the page size of the publication (8 x 10.75) without the need to reduce or enlarge the file.
- Make sure that any element that bleeds is large enough to accommodate the bleed.
- If ad bleeds, extend bleeds out 0.125 on all sides.
- Do not run critical copy too close to trim area.
- All raster images should have a minimum resolution of at least 300 dpi.
- Use Adobe InDesign or Illustrator instead of Photoshop to set large quantities of text.
- Convert all fonts to outlines, including those in imported graphics, especially if using TrueType font.
- Create the file in CMYK before saving.

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**SPACE UNITS**

<table>
<thead>
<tr>
<th></th>
<th>WIDTH &amp; DEPTH (inches)</th>
<th>WIDTH &amp; DEPTH (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 x 10</td>
<td>178 x 254</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5 x 10</td>
<td>114 x 254</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 x 4.875</td>
<td>178 x 124</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375 x 9.75</td>
<td>86 x 248</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5 x 7.5</td>
<td>114 x 190</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.1875 x 10</td>
<td>56 x 254</td>
</tr>
<tr>
<td>1/3 Page Island</td>
<td>4.5 x 4.875</td>
<td>114 x 124</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.375 x 4.875</td>
<td>86 x 124</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.1875 x 4.875</td>
<td>56 x 124</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.5 x 2.3125</td>
<td>114 x 59</td>
</tr>
</tbody>
</table>

**STOCK**

45lb. coated body stock.

**BINDING**

Wire Forming Technology International is Saddle Stitched.

**STORAGE**

Reproduction materials will be stored for a period of one year after last use. After this period, we will assume that we have the authority to discard them.

**BLEED ADS**

When preparing bleed ads, all type and portions of illustrations that are not to be trimmed off should be at least 1/4 (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ad should bleed 1/8 past trim on the left, right, top and bottom.

**WEB ADVERTISING**

Banner ads are available for posting in three sizes:
- Standard size - center column & masthead, 500x75 pixels.
- Right column - 200 pixels wide, height is variable.
- Left column - 140 pixels wide, height is variable.

We accept .jpg, .gif, and .png files. Other sizes, video and specialty ads are also available. Contact us for more information and options.

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**TRIM SIZE:**

8 x 10.75
Send press releases, articles and ideas to the editor, Michael McNulty, at mcnulty@wireformingtech.com.

A practical and highly focused presentation of the technology, products and market information related to the production of springs, wire formed parts, wire mesh and rebar products manufacturers worldwide. With readers in over 70 countries, Wire Forming Technology International is truly an international publication that delivers the worldwide springs and wire formed part manufacturers.

FREQUENCY
Advertising must be inserted in Wire Forming Technology International within one year of the first insertion to gain the frequency rate. Your insertions in Wire & Cable Technology International and Fastener Technology International apply toward your frequency in Wire Forming Technology International.

DEPARTMENTS
Market information is provided in the form of news stories and products that related specifically to the wire forming industry. These stories are contained in the News Wire, Wire Forming Events and Product Showcase departments.

MAGAZINE OVERVIEW

INSIDE

Wire Forming Technology International

Send press releases, articles and ideas to the editor, Michael McNulty, at mcnulty@wireformingtech.com.

A practical and highly focused presentation of the technology, products and market information related to the production of springs, wire formed parts, wire mesh and rebar products. Technology and products include manufacturing equipment and processes, materials, tooling and process accessories, QC and controls and final products (springs, rings, frames, spirals, welded assemblies, wire mesh, rebar products, etc.).

- Editorial—Current Views from the Editor
- Calendar of Events
- Feature Articles
- Tech Briefs
- Roundups
- News Wire
- Product Showcase
- Spotlights
- Trade Show and Conference Previews
- The Strength of Steel—Dr. Roger N. Wright
- ‘Straight from the Show’ reviews of industry events

With technical emphasis, we provide timely and useful technical information on a variety of wire forming subjects including:

- Spring Coilers
- CNC Bending/Forming Machines
- Spring End Grinding
- Wire Handling
- Heat Treating/Stress Relieving
- Coatings and Surface Treatments
- Rebar Processing
- Wire Welding—Wire Mesh, Jig, Assembly, etc.
- Wire Weaving
- Packaging
- Wire Materials
- Straightening and Cutting
- Testing Equipment

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www.wireformingtech.com

- Fastener Technology Int'l
- Fastener Focus
- FTI Buyers' Guide
- WCTI Buyers' Guide (Checklist and Contact Forms)
- Wire & Cable Technology Int'l
- WCTI Overview Newsletter

Michael McNulty, VP & Editor
Send all editorial inquiries and submissions to mcnulty@wireformingtech.com

Jim Masar, Senior Editor
jam@wireformingtech.com

Tom Hutchinson, Global Sales
Send all advertising inquiries to tth@wireformingtech.com

Chip Lippincott, Publisher
chip@wireformingtech.com

USA and international new subscription forms, renewal forms and address changes can be submitted here. Subscriptions are free!

Electronic Advertising options are now available on our homepage. Internet traffic has increased as a growing number of subscribers worldwide are requesting digital issues. Have your company get noticed today!

Horizontal: 500 wide x 72 deep
Vertical: 175 wide (dimensions in pixels)

COMPANY PROFILES
The company profile section will be posted online at www.wireformingtech.com and offered in a special bound section of the Fall issue.

www.wireformingtech.com