Wire Forming Technology International

2027 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: 2027 Editorial Plan
Send all editorial text and image files to
Mike McNulty, Editor, at mcnulty@wireformingtech.com



Winter 2027

wire Mexico 2027 Preview
wire Eurasia / Tube Eurasia 2027
Top Products of 2026
Rebar Processing Emphasis
Mesh Welding Roundup
Spotlight on Spring Coiling
Editorial deadline: January 4, 2027
Ad closing: January 8, 2027
Production finished: January 15, 2027
Mail date: January 22, 2027



Spring 2027

Interwire 2027 Preview
Materials (Wire, Strip & Bar) Emphasis
Straightening & Cutting Roundup
Spotlight on Wire Forming & Tube Bending
Editorial deadline: March 8, 2027
Ad closing: March 12, 2027
Production complete: March 19, 2027
Mail: March 26, 2027

Summer 2027

wire Southeast Asia 2027 Preview
Packaging Emphasis
Surface Treatment Roundup
Fence Making & Wire Weaving Roundup
Spotlight on Rebuild & Upgrade
Editorial deadline: August 2, 2027
Ad closing: August 6, 2027
Production finished: August 13, 2027
Mail date: August 20, 2027

Fall 2027

Company Profiles
Heat Treatment Emphasis
Testing Roundup
Wire Handling Roundup
Spotlight on Spring Grinding
Editorial deadline: October 25, 2027
Ad closing: October 29, 2027
Production finished: November 5, 2027
Mail date: November 12, 2027

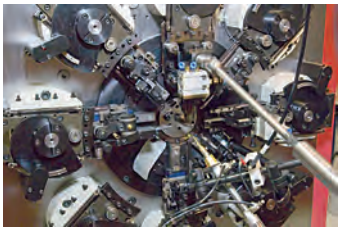




Read by manufacturers and users of springs, wire formed parts, wire mesh and rebar products.
Subscribe and read online @ www.wireformingtech.com
Four Issues per year
Readers in 70+ countries

All editorial content and dates are subject to changes.

2027 ADVERTISING RATES


Your connection to the International Wire Forming Industry

AD SIZE	DIMENSIONS	*1X*	4X
FULL PAGE	7 x 10	$ 2,475	$ 2,385
2/3 PAGE	4.5 x 10	$ 2,160	$ 2,105
1/2 PAGE ISLAND*	4.5 x 7.5	$ 1,990	$ 1,850
1/2 PAGE	*see specs*	$ 1,630	$ 1,575
1/3 PAGE	*see specs*	$ 1,340	$ 1,240
1/4 PAGE	3.375 x 4.875	$ 1,070	$ 985
1/6 PAGE	*see specs*	$ 845	$ 750

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

Covers

Rates include 4-Color Process. Non-Cancelable

FRONT COVER NOT SOLD

Inside Front Cover.....$4055

Inside Back Cover.....$4055

Back Cover.....$4330

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 via email, max file size 15Mbs.

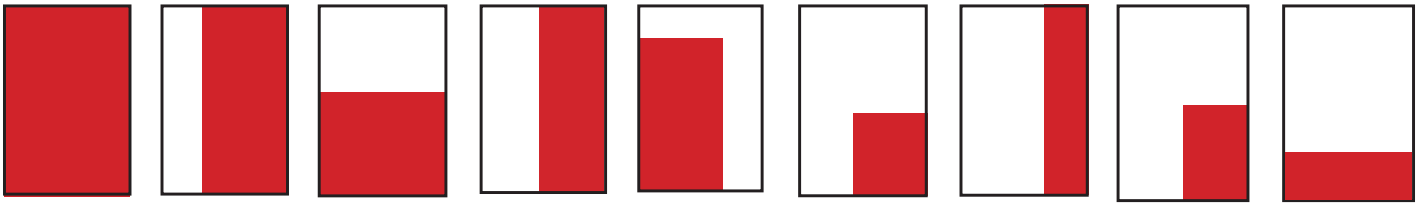
Wire Forming Technology International

www.wireformingtech.com

WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS

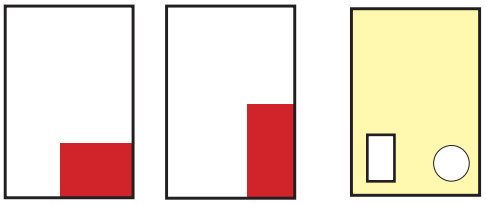
www.wiretech.com • www.fastenertech.com • www.wireformingtech.com

Wire & Cable Technology International & Wire Harness & Cable Connector | Fastener Technology International & Fastener Focus | Wire Forming Technology International



Full Page | 2/3 Page | 1/2 Page Horizontal | 1/2 Page Vertical | 1/2 Page Island | 1/3 Page Square | 1/3 Page Vertical | 1/4 Page Vertical | 1/4 Page Horizontal

Ad Type	Width x Height (USA units)	Width X Height (metric units)
Full Page	see details below	see details below
2/3 Page	4.5" x 10"	114 x 254 mm
1/2 Page Horizontal	7" x 4.875"	178 X 124 mm
1/2 Page Vertical	3.375" x 9.75"	86 x 248 mm
1/2 Page Island	4.5" x 7.5"	114 x 190 mm
1/3 Page Vertical	2.1875" x 10"	56 x 254 mm
1/3 Page Square	4.5" x 4.875"	114 x 124 mm
1/4 Page Vertical	3.375" x 4.875"	86 x 124 mm
1/4 Page Horizontal	7" x 2.3125"	178 x 59 mm
1/6 Page Horizontal	4.5" x 2.3125"	114 x 59 mm
1/6 Page Vertical	2.1875" x 4.875"	56 x 124 mm
Spotlight Ad Exhibit Spotlight	3" diameter 2.25" x 3.875"	76 mm diameter 57 x 98 mm



1/6 Page Horizontal | 1/6 Page Vertical | Spotlight Ad (r) & Exhibit Spotlight (l)

All our publications utlize computer-to-plate technology. Advertisement size specifications are the same for Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) & Wire Forming Technology International (WFTI) magazines. Newsletter specs are shown in the box at the bottom of this page.

- ✓ Press ready PDF's are preferred, 300 dpi. Use process colors, CMYK format, instead of spot colors. High resolution JPG, TIF, PSD and EPS are also acceptable. Image files supplied in RGB format will be converted to CMYK.
- ✓ Files may be emailed or sent via a file sharing link (Dropbox or WeTransfer, for example).
- ✓ Magazine trim size is 7.875" x 10.75" (200 x 273 mm).
- ✓ Full page advertisements are usually setup for bleed; see full page details on the left.
- ✓ WCTI & FTI are perfect bound; WFTI is saddle stitched.

FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:

Full Page advertisement with bleed:
Trim size: 7.875" wide x 10.75" tall (200 x 273 mm)
Bleed: 1/8" (3 mm) past trim on all sides for a total bleed size of 8.125" wide x 11" tall (206 x 280 mm)
Live Area: text and images not to be trimmed should be 0.25" (6 mm) inside of trim on all sides for a live area of 7.375" wide x 10.25" tall (187 x 260 mm)

Full Page advertisement without bleed:
7.375" wide x 10.25" tall (187 x 260 mm)

NOTE: WCTI & FTI Annual Buyers' Guide trim is 5.5" x 8.5" (140 x 216 mm). Full page bleed ads:1/8" (3 mm) past trim on all sides with live text and images 1/4" (6 mm) inside of trim.

WCTI, FTI & WFTI MAGAZINE TRIM SIZE: 7.875" x 10.75" (200 x 273 mm)

DIGITAL WEBSITE ADVERTISEMENTS: Standard Banner: 300 wide x 250 tall Horizontal Banner: 728 wide x 90 tall (dimensions in pixels)

DIGITAL EMAIL BLASTS: SEND HTML FILE, no wider than 600 pixels.

Newsletter Advertisements: WCTI's OVERVIEW & FTI's Fastener News Report
Standard Block: 2.1875" wide x 1.625" tall (56 x 41 mm, 210 x 156 pixels)
Double Block Horizontal: 4.375" wide x 1.625" tall (111 x 41 mm, 420 x 156 pixels)
Double Block Vertical: 2.1875" wide x 3.25" tall (56 x 83 mm, 210 x 312 pixels)
File format: high resolution PDF, JPG, TIF, PSD or EPS file

OVERVIEW Global Wire + Cable Business + Market News

Fastener News Report

Newsletter Trim size: 8.5" x 11" (216 x 279 mm) • https://wiretech.com/overview • https://fastenertech.com/news-report

WFTI COMPANY PROFILES

www.wireformingtech.com

Wire Forming Technology international (WFTI) magazine produces a **Company Profiles** section once every year, and it appears in the Fall issue.

All full-page and half-page advertisers in the issue mentioned above will receive an equally-sized **Company Profile**, for no extra charge. The relevant specifications are shown below as well as some samples. Please note that all half-page profiles will be produced in horizontal orientations.

Materials to Supply: Advertisers can send text and images files for WFTI to assemble a **Company Profile** for review or they can supply a finished high-resolution PDF of their **Company Profile** for placement on a 40% CMYK yellow background. Please note that we allow design flexibility for the customer-supplied PDFs, but it is our intention that profiles look like profiles and not advertisments.

Company Profile Text and Image File Guidelines:

Full-Page Word Count: 250-1000 with the average being about 500

Full-Page Images: one to five plus a company logo

Half-Page Word Count: 150-600 with the average being about 250

Half-Page Images: one to four plus a company logo

Please note that we adjust the font size and letting depending on the number of words and images, and that as the number of images goes up, the number of words that can fit properly usually goes down.

Ready-to-Place Company Profile PDFs Sizes:

Full-Page: 7.375” wide x 10.25” tall (187 x 260 mm)

Half-Page: 7" wide x 4.875" tall (178 x 124 mm)

Deadline: All **Company Profiles** need to be produced, reviewed and approved by customers by October 29, 2027. Extensions can be provided when needed.

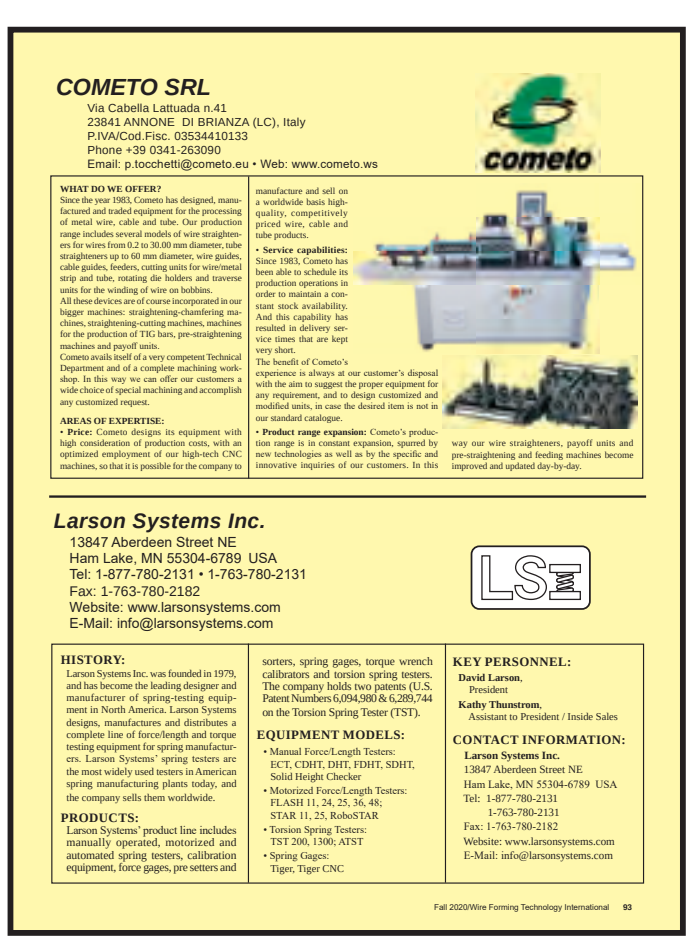


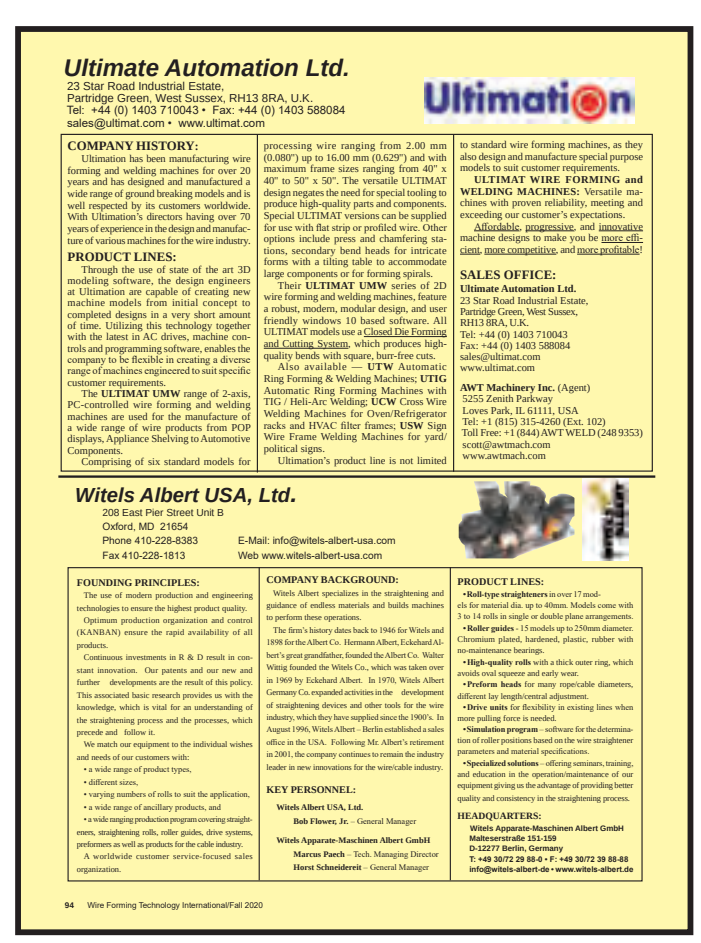
















MAGAZINE OVERVIEW

CIRCULATION

Wire Forming Technology International features a target audience of over 7000 international readers targeted to manufacturers 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.

INSIDE
Wire Forming Technology International

Send press releases, articles and ideas to the editor, Mike 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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