

# Wire & Cable

## ASIA 线缆

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

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

### WEBSITE STATISTICS

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

*\*(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
- IWCS Show Issue
- wire Middle East Africa Show Issue

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

#### NOVEMBER

- Compounds and colourings

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



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



**4-6 March**  
Düsseldorf, Germany  
[www.ami-events.com](http://www.ami-events.com)



**11-14 March**  
Lyon, France  
[www.global-industrie.com](http://www.global-industrie.com)



**9-12 April**  
Istanbul, Turkey  
[www.wire-eurasia.com](http://www.wire-eurasia.com)



**6-9 May**  
Milan, Italy  
[www.lamiera.net](http://www.lamiera.net)



**6-8 May**  
Milan, Italy  
[www.madeinsteel.it](http://www.madeinsteel.it)



**13-15 May**  
Atlanta, Georgia, USA  
[www.wirenet.org](http://www.wirenet.org)



**6-8 September**  
Cairo, Egypt  
[www.wire-mea.com](http://www.wire-mea.com)



**8-11 September**  
Chicago, Illinois, USA  
[www.fabtechexpo.com](http://www.fabtechexpo.com)



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



**17-19 September**  
Bangkok, Thailand  
[www.wire-southeastasia.com](http://www.wire-southeastasia.com)



**27-30 October**  
Pittsburgh, Pennsylvania, USA  
[www.iwcs.org](http://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

### 1/2 Page Horizontal

**Size**  
125mm high x 180mm wide

### 1/2 Page Vertical

**Size**  
260mm high x 87mm wide

### 1/2 Page Island

**Size**  
190mm high x 118mm wide

### 1/3 Page Vertical

**Size**  
260mm high x 55mm wide

### 1/3 Page Square

**Size**  
125mm high x 115mm wide

### 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



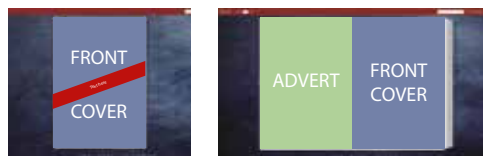
- 2 months min booking
- Sizes: 728px (w) x 90px (h),  
300px (w) x 250px (h)
- JPEG, PNG or GIF

### 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

David Bell

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

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**CHINA, TAIWAN, HONG KONG, JAPAN,  
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### ADVERT MATERIAL & PRODUCTION

Liz Hughes

Email: [liz@intras.co.uk](mailto:liz@intras.co.uk)

Tel: +44 1926 334137

## OUR OTHER PUBLICATIONS



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



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

**Fasteners**  
ASIA 紧固件

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

**TUBE & PIPE**  
管道技術 Technology

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

**TubeProducts**  
INTERNATIONAL

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



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

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## ASIA 线缆

www.read-wca.com

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Unit 32, Tangent Business Hub,  
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### 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

