



2025 ADVERTISING RATES

Your connection to the International Wire & Cable Industry

AD SIZE	1X	3X	6X	9X	12X
FULL PAGE	\$ 2945	\$ 2885	\$ 2685	\$ 2530	\$ 2280
2/3 PAGE	\$ 2485	\$ 2355	\$ 2110	\$ 2015	\$ 1865
1/2 PAGE ISLAND*	\$ 2260	\$ 2150	\$ 1925	\$ 1865	\$ 1810
1/2 PAGE	\$ 1875	\$ 1770	\$ 1660	\$ 1575	\$ 1490
1/3 PAGE	\$ 1535	\$ 1480	\$ 1325	\$ 1185	\$ 1155
1/4 PAGE	\$ 1210	\$ 1110	\$ 1065	\$ 1005	\$ 945
1/6 PAGE	\$ 950	\$ 845	\$ 770	\$ 720	\$ 680

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

Color Rates

- Black and one standard or matched color, extra per page or less.....\$375
- 4-Color Process, extra per page or less.....\$995
- 4-Color Process, extra per spread.....\$1800

Combined Frequency Credit

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

Special Positions

10% premium over black and white rate earned.

Covers

Rates include 4-Color Process. Non-Cancelable

FRONT COVER NOT SOLD

- Inside Front Cover.....\$4320
- Inside Back Cover.....\$4320
- Back Cover.....\$4595

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 15Mbs max.

