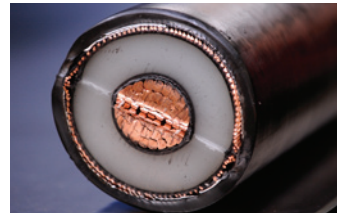
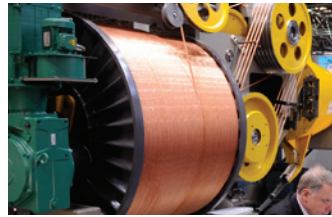


2012-2013

Wire & Cable ASIA 线缆 亚洲

21ST ANNIVERSARY

Published in English and Chinese languages



EDITORIAL · ADVERTISING · ONLINE BANNERS · MAILSHOTS

MEDIA PACK

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Your **NUMBER ONE** voice in Asia
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2012



26-30 March
Düsseldorf, Germany



22-23 May
Dallas, USA



19-21 June
Guangzhou, PRC



25-28 September
Shanghai, China



30 October - 1 November
Mumbai, India



November
Rhode Is, USA

2013



23-25 April
Atlanta, USA



May
Moscow, Russia



17-19 September
Bangkok, Thailand



8-10 October
São Paulo, Brazil

The Magazine

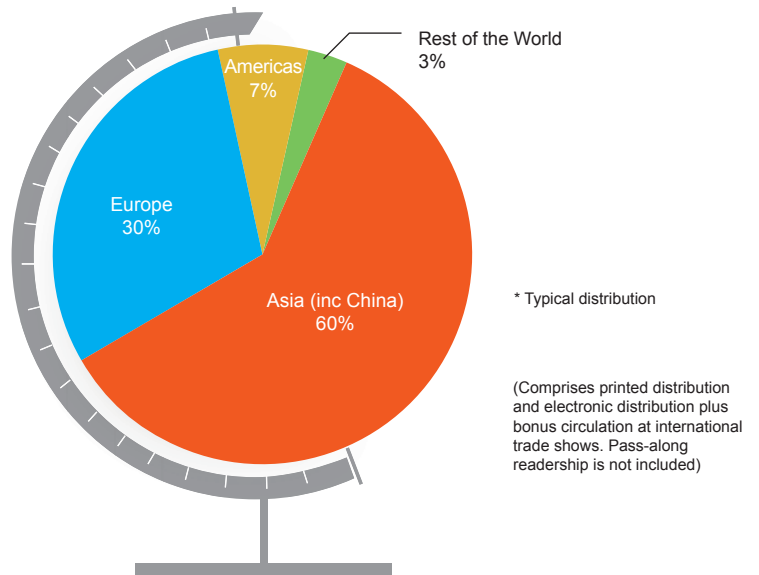


Wire & Cable ASIA is published six times per year in both English and Chinese languages. It is a leading wire and cable trade magazine available in both print and digital versions.

Wire & Cable ASIA has a closely controlled international circulation across the wire and cable industry in North and South East Asia, effectively penetrating the Chinese speaking markets.

Every issue of Wire & Cable ASIA contains the latest wire and cable corporate news from around the globe, reports on new technological developments, new machinery and equipment for the production and processing of wires, cables and fibre optics, regular topical features sections covering information about wire, cable, fibre optic production and processing, detailed information on the major international wire and cable trade fairs, as well as in-depth technical articles by world renowned authors and industry specialists.

Distribution



With its bilingual issues, Wire & Cable ASIA has a unique and increasing distribution across Asia and the rest of the world.

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ANNIVERSARY

Total global distribution: 16,500 per issue
IN PRINT, ONLINE & CD ROM

Editorial Programme

2012

January

- Braiding, knitting, weaving and welding
- wire Düsseldorf 2012 preview



March

- Spools, reels, handling and packaging
- wire Düsseldorf 2012 Show issue

May

- Cable production
- 13th Guangzhou International Metal and Metallurgy Exhibition 2012 PRC
- Focus on India

July

- Pay offs, take ups and winding
- Focus on Korea
- Special 21st Anniversary Issue

September

- Dies, lubricants and drawing
- wire China 2012 Show
- wire India 2012 Show
- Focus on Iran

November

- Wire bending, straightening and forming
- Focus on China

2013

January

- Cable sheathing, armouring and taping materials and machinery
- Focus on Turkey

March

- Bar rod processing lines, including cutting and straightening machines
- Focus on Australasia

May

- What's new in wire and cable machinery: wire production and cable making machinery
- wire Russia 2013 Show issue
- Focus on Vietnam

July

- Treatment of wires (heat treatment, furnaces, descaling, pickling, acid tanks and chemicals)
- Focus on Taiwan



September

- Data, power and instrument cable production, testing, marking & applications
- wire SE Asia 2013
- Focus on Russia/CIS

November

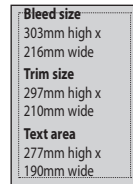
- Wire and cabling for the transport industry
- Focus on United Arab Emirates

Wire & CABLE ASIA 线缆亚洲

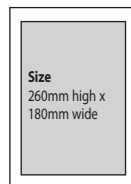
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Specifications & Advertisement Sizes

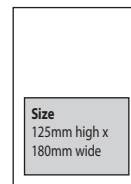
1 Page Bleed



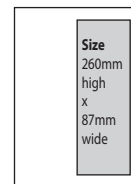
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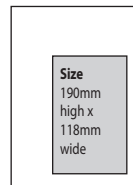
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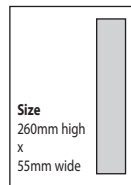
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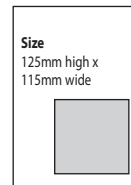
1/2 Page Island



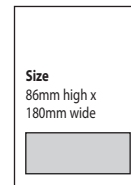
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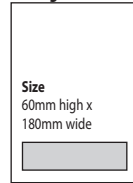
1/3 Page Square



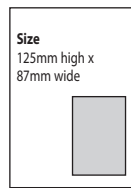
1/3 Page Horizontal



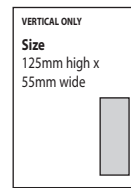
1/4 Page Horizontal



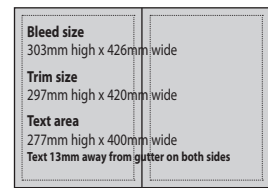
1/4 Page Vertical



1/6 Page Display panel



Double Page Spread



Advertising material must be provided to us in **ELECTRONIC FILE FORMAT with HARD COPY**

TIFF or JPEG File: resolution - 300dpi (minimum). CMYK

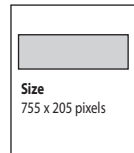
PDF document: (PDF/X-1a setting) All fonts should be embedded, and all linked image files should be included. Only high resolution graphics should be used (minimum 300dpi). The PDF must be provided as complete 4-colour document (no colour separation accepted)

We cannot accept advertisements supplied in Microsoft Word, Publisher or PowerPoint

IMPORTANT NOTICE: There is a minimum charge of £33 per alteration for any changes to existing advertising material. For advertisers unable to supply material in any of the above formats, please call to discuss charges for in-house advertisement production service.

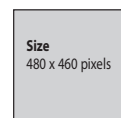
Online Advertising

Option 1: Website



Solo advertising banner on the home page of www.read-wca.com displayed on-line for approximately two calendar months

Option 2: Ezine



Advertising space opposite Ezine starting page, within our online magazine

Contact us . . .

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