



The international magazine for the wire & cable industries

www.read-eurowire.com

2022 EDITORIAL FEATURES

JANUARY

- wire Düsseldorf – preview issue

MARCH

- wire Düsseldorf – show issue

MAY

- Wire Expo – show issue
- Wire drawing and machinery
- Pay-offs, take-ups and winding systems
- Dies, cones and die maintenance

JULY

- Lubrication and filtration
- Testing and measuring
- Reels, spools and spooling

SEPTEMBER

- wire China – show issue
- IWCS – show issue
- wire Southeast Asia – show issue
- wire South America – show issue

NOVEMBER

- wire India – show issue
- Wire bending, straightening and forming

Please note: features and exhibitions may be subject to change at short notice at the editor's discretion

The magazine

A leading international magazine for the wire and cable industries, EuroWire is printed six times per year and includes the latest corporate news, technology stories, and regular features covering the production and processing of wire, cable, fibre optics, springs, fasteners and precision parts, all form the mainstay of this highly respected magazine.

Distribution

EuroWire has an increasing and unrivalled distribution across Europe and the Americas and is THE most important source of information in our industry.

Total global distribution: over **15,000** per issue.

Europe – 43%

Asia (including China) – 29%

Americas – 27%

Rest of the World – 1%

* Typical distribution

Comprises printed distribution and electronic distribution. Does not include bonus circulation at international trade shows, exhibitions and conferences. Pass-along readership is not included.

Website statistics

Based upon a 12-month period (1 August 2020 to 31 July 2021):

Total sessions served (unique visitors) 126,911

Total hits 706,040

Usage analytics provided by Matrix Stats

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2022 EXHIBITION CALENDAR



4-8 April
Birmingham, UK



9-13 May
Düsseldorf, Germany



25-28 May
Milan, Italy



6-8 June
Dallas, Texas, USA



26-29 Sept
Shanghai, China



5-7 October
Bangkok, Thailand



10-13 October
Providence, RI, USA



25-27 October
São Paulo, Brazil



25-28 October
Hanover, Germany



23-25 Nov
Mumbai, India



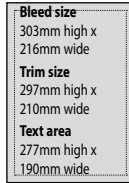
29 Nov-1 Dec
Düsseldorf, Germany



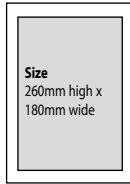
30 Nov-1 Dec
Milan, Italy

Specifications & advertisement sizes

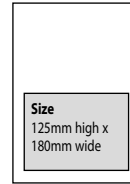
1 Page Bleed



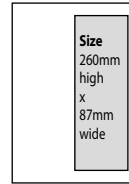
1 Page



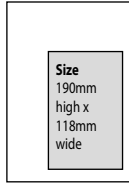
1/2 Page Horizontal



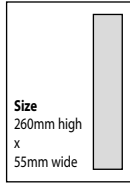
1/2 Page Vertical



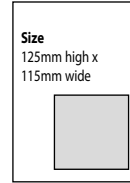
1/2 Page Island



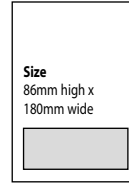
1/3 Page Vertical



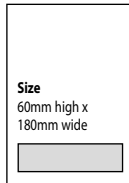
1/3 Page Square



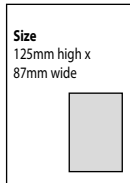
1/3 Page Horizontal



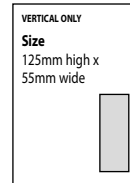
1/4 Page Horizontal



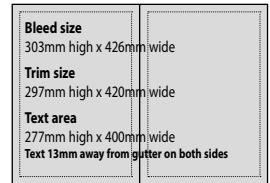
1/4 Page Vertical



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: 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



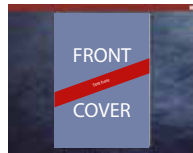
- 2 months min booking
- Sizes:
728px (w) x 90px (h),
300px (w) x 250px (h)
- JPEG, PNG or GIF

Option 2: Website advertisement



- 2 months min booking
- Size:
300px (w) x 600px (h)
- JPEG, PNG or GIF

Option 3: Digital



cover



option 2 + 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: EuroWire newsletter



- Text advert with logo
- Every 2 months
- Image: 600px (w) x 400px (h)
- Title: 2-3 lines
- Hyperlinked
- Example: [click here](#)

Option 5: EuroWire 'Out Now' email



- Banner advert in our new issue 'out now' email
- Every 2 months
- 600px (w) x 100px (h)
- Hyperlinked
- Example: [click here](#)