

**EuroWire** – the international magazine for the wire and cable industries – has an unrivalled distribution across Europe and the Americas and is THE most important source of information in our industry.

First published in 1998, *EuroWire* features corporate news, technology news, exhibition editorials, technical articles and features on niche sectors within the industry.

Engaging editorial, a rapidly expanding social media coverage, worldwide distribution and eye-catching advertising all combine to make *EuroWire* 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

<b>DISTRIBUTION</b>  <b>12,000 per issue worldwide</b>	Europe .....	49%
	Americas .....	22%
	Asia (including China).....	28%
	Rest of the World .....	1%

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

<b>WEBSITE STATISTICS</b>  <b>150,585 page views</b> based on a 12 month period* <b>over 12,500 per month</b>
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*\*(1 August 2023 – 31 July 2024)  
Stats provided by Google Analytics*

EDITORIAL FEATURES 2025	
<i>Please note: features and exhibitions may be subject to change at short notice at the editor's discretion</i>	
<p><b>JANUARY</b></p> <ul style="list-style-type: none"> <li>Dies, cones and die maintenance</li> <li>UK Showcase (advertorial)</li> <li>Europacable (<a href="http://www.europacable.eu">www.europacable.eu</a>) European Wire and Cable Manufacturers Assoc</li> </ul> <p>Advert deadline: 5 December   Editorial closing date: 5 December</p> <p><b>MARCH</b></p> <ul style="list-style-type: none"> <li>Reels, spools and spooling</li> <li>Italy Showcase (advertorial)</li> <li>Swiss Competence Cluster – Swiss Association</li> <li>wire Eurasia Show Issue</li> </ul> <p>Advert deadline: 10 February   Editorial closing date: 7 February</p> <p><b>MAY</b></p> <ul style="list-style-type: none"> <li>Stranding, twisting, bundling and bunching</li> <li>Germany Showcase (advertorial)</li> <li>AWCMA – IWCEA Association</li> <li>Interwire Show Issue</li> </ul> <p>Advert deadline: 4 April   Editorial closing date: 3 April</p>	<p><b>JULY</b></p> <ul style="list-style-type: none"> <li>Compounds and colourings</li> <li>Asia Showcase (advertorial)</li> </ul> <p>Advert deadline: 6 June   Editorial closing date: 2 June</p> <p><b>SEPTEMBER</b></p> <ul style="list-style-type: none"> <li>Wire drawing machinery</li> <li>USA Showcase (advertorial)</li> <li>wire SE Asia Show Issue</li> <li>SECRI – Chinese Association</li> </ul> <p>Advert deadline: 11 August   Editorial closing date: 6 August</p> <p><b>NOVEMBER</b></p> <ul style="list-style-type: none"> <li>Fasteners and spring production, spring forming and bending</li> <li>Turkey Showcase (advertorial)</li> <li>BCA – British Cables Association</li> <li>IWCS Show Issue</li> </ul> <p>Advert deadline: 22 September   Editorial closing date: 18 September</p>

## 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>

AMI | Events  
**Cables**

**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)



**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



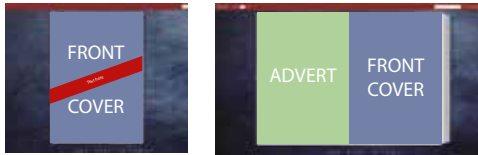
- 2 months min booking
- Sizes: 728px (w) x 90px (h),  
300px (w) x 250px (h)
- JPEG, PNG or GIF

### 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 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

- 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

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

Tel: +44 1926 334137

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

Jason Smith

Email: [jason@intras.co.uk](mailto:jason@intras.co.uk) | Tel: +44 1926 834684

**CHINA, TAIWAN, HONG KONG, JAPAN,  
KOREA, INDONESIA & VIETNAM**

Linda Li 李書紅

Email: [linda@intras.co.uk](mailto:linda@intras.co.uk) | Tel: +44 1926 834685

### ADVERT MATERIAL & PRODUCTION

Liz Hughes

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

Tel: +44 1926 334137

## OUR OTHER PUBLICATIONS

**Wire & Cable**  
ASIA 线缆

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

**euro  
fasteners**

[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**  
管道技术 Technology

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

**Tube Products**  
INTERNATIONAL

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

wiredIn  
**USA**

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

## WHAT OUR READERS AND ADVERTISERS SAY

"We appreciate this valuable media for our communication and quality of the relationship build up with Intras team."

**CONDAT**

"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."

**NDC**  
TECHNOLOGIES  
Advanced Cable Systems

"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**

