

Wire Forming Technology

International

2024 MEDIA KIT



Serving Manufacturers of Springs, Wire Formed Parts, Wire Mesh and Rebar Products
www.wireformingtech.com

Technology and news for the entire wire forming industry...



Wire Forming Technology International: 2024 Editorial Plan
Send all editorial text and image files to
Mike McNulty, Editor, at mcnulty@wireformingtech.com

Winter 2024

wire 2024 Preview
Top Products of 2023
Rebar Processing Roundup
Materials Spotlight
Mesh Welding Spotlight
Editorial deadline: February 12
Ad closing: February 16
Production finished: February 23
Mail & Internet posting: March 1

Summer 2024

SPRING WORLD 2024 Preview
Wire Forming & Bending Roundup
Springs & Wire Forms Roundup
Heat Treatment Spotlight
Editorial deadline: August 5
Ad closing: August 9
Production finished: August 16
Mail & Internet posting: August 23



Spring 2024

WAI Operations Summit &
Wire Expo 2024 Preview
Rebuild & Upgrade Emphasis
Spring Coiling Roundup
Wire Handling Roundup
Straightening & Cutting Spotlight
Editorial deadline: April 29
Ad closing: May 3
Production finished: May 10
Mail & Internet posting: May 17

Fall 2024

Company Profiles
wire India 2024 Preview
Fence Making Emphasis
Cleaning & Coating Roundup
Spring Grinding Roundup
Testing Spotlight
Editorial deadline: November 4
Ad closing: November 8
Production finished: November 15
Mail & Internet posting: November 22



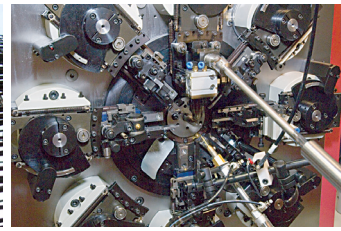
Read by manufacturers and users of springs, wire formed parts, wire mesh and rebar products.

Subscribe and read online @ www.wireformingtech.com

**Four Issues per year
Readers in 70+ countries**

All editorial content and dates are subject to changes.

2024 ADVERTISING RATES



Your connection to the International Wire Forming Industry

AD SIZE	DIMENSIONS	1X	4X
FULL PAGE	7 x 10	\$2305	\$2225
2/3 PAGE	4.5 x 10	\$2015	\$1925
1/2 PAGE ISLAND*	4.5 x 7.5	\$1855	\$1725
1/2 PAGE	see specs	\$1520	\$1465
1/3 PAGE	see specs	\$1250	\$1155
1/4 PAGE	3.375 x 4.875	\$995	\$915
1/6 PAGE	see specs	\$785	\$695

* 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.....\$1775

Combined Frequency Credit

Your insertions in *Wire Forming Technology International* will apply toward your frequency in the *Fastener Technology International* magazine, *Wire & Cable Technology International* magazine, the *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.....\$3780
- Inside Back Cover.....\$3780
- Back Cover.....\$4040

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, max file size 15Mbs.

**Wire Forming
Technology**
International

www.wireformingtech.com

WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS

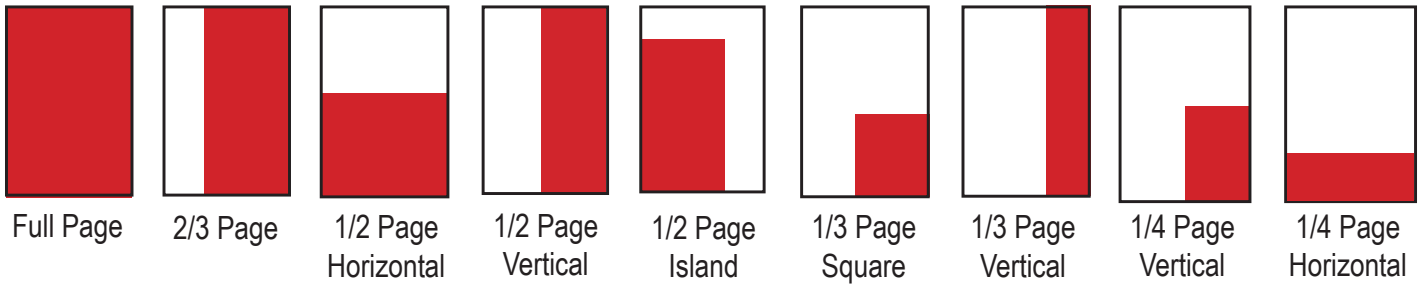
www.wiretech.com • www.fastenertech.com • www.wireformingtech.com



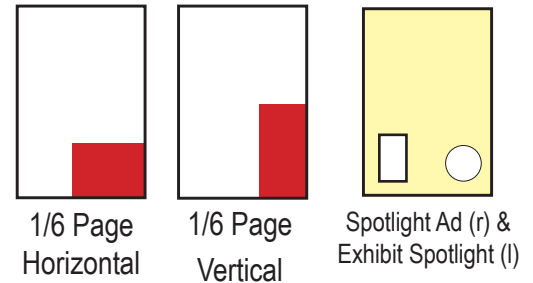
Wire Harness & Cable Connector



Fastener Focus



Ad Type	Width x Height (USA units)	Width X Height (metric units)
Full Page	see details below	see details below
2/3 Page	4.5" x 10"	114 x 254 mm
1/2 Page Horizontal	7" x 4.875"	178 X 124 mm
1/2 Page Vertical	3.375" x 9.75"	86 x 248 mm
1/2 Page Island	4.5" x 7.5"	114 x 190 mm
1/3 Page Vertical	2.1875" x 10"	56 x 254 mm
1/3 Page Square	4.5" x 4.875"	114 x 124 mm
1/4 Page Vertical	3.375" x 4.875"	86 x 124 mm
1/4 Page Horizontal	7" x 2.3125"	178 x 59 mm
1/6 Page Horizontal	4.5" x 2.3125"	114 x 59 mm
1/6 Page Vertical	2.1875" x 4.875"	56 x 124 mm
Spotlight Ad	3" diameter	76 mm diameter
Exhibit Spotlight	2.25" x 3.875"	57 x 98 mm



All our publications utilize computer-to-plate technology. Advertisement size specifications are the same for Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) & Wire Forming Technology International (WFTI) magazines. Newsletter specs are shown in the box at the bottom of this page.

- ✓ Press ready PDF's are preferred, 300 dpi. Use process colors, CMYK format, instead of spot colors. High resolution JPG, TIF, PSD and EPS are also acceptable. Image files supplied in RGB format will be converted to CMYK.
- ✓ Files may be emailed or sent via a file sharing link (Dropbox or WeTransfer, for example).
- ✓ Magazine trim size is 7.875" x 10.75" (200 x 273 mm).
- ✓ Full page advertisements are usually setup for bleed; see full page details on the left.
- ✓ WCTI & FTI are perfect bound; WFTI is saddle stitched.

FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:

Full Page advertisement with bleed:

Trim size: 7.875" wide x 10.75" tall (200 x 273 mm)

Bleed: 1/8" (3 mm) past trim on all sides for a total bleed size of 8.125" wide x 11" tall (206 x 280 mm)

Live Area: text and images not to be trimmed should be 0.25" (6 mm) inside of trim on all sides for a live area of 7.375" wide x 10.25" tall (187 x 260 mm)

NOTE: WCTI & FTI Annual Buyers' Guide trim is 5.5" x 8.5" (140 x 216 mm). Full page bleed ads: 1/8" (3 mm) past trim on all sides with live text and images 1/4" (6 mm) inside of trim.

Full Page advertisement without bleed:

7.375" wide x 10.25" tall (187 x 260 mm)

WCTI, FTI & WFTI MAGAZINE TRIM SIZE:
7.875" x 10.75" (200 x 273 mm)

DIGITAL WEBSITE ADVERTISEMENTS:
Standard Banner: 300 wide x 250 tall
Horizontal Banner: 728 wide x 90 tall
(dimensions in pixels)

DIGITAL EMAIL BLASTS: SEND HTML FILE,
no wider than 600 pixels.

Newsletter Advertisements: WCTI's OVERVIEW & FTI's Fastener News Report

Standard Block: 2.1875" wide x 1.625" tall (56 x 41 mm, 210 x 156 pixels)

Double Block Horizontal: 4.375" wide x 1.625" tall (111 x 41 mm, 420 x 156 pixels)

Double Block Vertical: 2.1875" wide x 3.25" tall (56 x 83 mm, 210 x 312 pixels)

File format: high resolution PDF, JPG, TIF, PSD or EPS file

Newsletter Trim size: 8.5" x 11" (216 x 279 mm) • <https://wiretech.com/overview> • <https://fastenertech.com/news-report>



Wire Forming Technology international (WFTI) magazine produces a **Company Profiles** section once every year, and it appears in the Fall issue.

All full-page and half-page advertisers in the issue mentioned above will receive an equally-sized **Company Profile**, for no extra charge. The relevant specifications are shown below as well as some samples. Please note that all half-page profiles will be produced in horizontal orientations.

Materials to Supply: Advertisers can send text and images files for WFTI to assemble a **Company Profile** for review or they can supply a finished high-resolution PDF of their **Company Profile** for placement on a 40% CMYK yellow background. Please note that we allow design flexibility for the customer-supplied PDFs, but it is our intention that profiles look like profiles and not advertisements.

Company Profile Text and Image File Guidelines:

- Full-Page Word Count: 250-1000 with the average being about 500
- Full-Page Images: one to five plus a company logo
- Half-Page Word Count: 150-600 with the average being about 250
- Half-Page Images: one to four plus a company logo

Please note that we adjust the font size and letting depending on the number of words and images, and that as the number of images goes up, the number of words that can fit properly usually goes down.

Ready-to-Place Company Profile PDFs Sizes:

- Full-Page: 7.375" wide x 10.25" tall (187 x 260 mm)
- Half-Page: 7" wide x 4.875" tall (178 x 124 mm)

Deadline: All **Company Profiles** need to be produced, reviewed and approved by customers by November 4, 2024. Extensions can be provided when needed.

AIM, Inc. Automated Industrial Machinery, Inc.

AIM Headquarters: 14103 McCormick Drive Tampa, FL 33632
 Midwest: 602 S. Vista Avenue Addison, IL 60101-4423
 Tel: 1-800-426-0084 • Fax: 1-630-458-0730

COMPANY PROFILE: AIM is a leading manufacturer of wire forming machinery for the wire mesh industry. Our products are designed for high production and long life. We have a wide range of machinery for wire mesh forming, including automatic and manual machines. We also offer a full range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PRODUCTS: AIM offers a wide range of wire mesh forming machinery, including automatic and manual machines. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PERSONNEL: AIM has a team of experienced engineers and technicians who are dedicated to providing the highest quality service to our customers. We also offer a full range of training and technical support services.

ASSOCIATIONS: AIM is a member of the Wire Mesh Association and the Wire Mesh Manufacturers Association. We are also a member of the International Wire Mesh Association.

EUROPEAN HQ: AIM Europe SA, 1000 Avenue de la Libération, 13000 Marseille, France. Tel: +33 (0)4 91 93 93 93. Fax: +33 (0)4 91 93 93 94. Email: info@aim-europe.com

MARKETS SERVED: AIM's products are used in a wide range of industries, including agriculture, construction, and manufacturing. Our machinery is used to produce wire mesh for a wide range of applications, including fencing, screening, and reinforcement.

MISSION STATEMENT: AIM is committed to providing the highest quality wire mesh forming machinery and services to our customers. We are dedicated to innovation, excellence, and customer satisfaction.

BB SPRING TECHNOLOGY

BB Spring Technology, Inc. 10000 W. 10th Street, Suite 100, Overland Park, KS 66212
 Tel: 913-666-1000 • Fax: 913-666-1001 • Email: info@bb-spring.com

ABOUT: BB Spring Technology is a leading manufacturer of wire mesh forming machinery. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

OUR PRODUCTS: BB Spring Technology offers a wide range of wire mesh forming machinery, including automatic and manual machines. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PERSONNEL: BB Spring Technology has a team of experienced engineers and technicians who are dedicated to providing the highest quality service to our customers. We also offer a full range of training and technical support services.

ASSOCIATIONS: BB Spring Technology is a member of the Wire Mesh Association and the Wire Mesh Manufacturers Association. We are also a member of the International Wire Mesh Association.

EUROPEAN HQ: BB Spring Technology Europe, 1000 Avenue de la Libération, 13000 Marseille, France. Tel: +33 (0)4 91 93 93 93. Fax: +33 (0)4 91 93 93 94. Email: info@bb-spring-europe.com

MARKETS SERVED: BB Spring Technology's products are used in a wide range of industries, including agriculture, construction, and manufacturing. Our machinery is used to produce wire mesh for a wide range of applications, including fencing, screening, and reinforcement.

MISSION STATEMENT: BB Spring Technology is committed to providing the highest quality wire mesh forming machinery and services to our customers. We are dedicated to innovation, excellence, and customer satisfaction.

FENN LLC

FENN LLC, 60 Canal Center, LLC, East Berlin, CT 06022 USA
 Tel: 860-259-6022 • Fax: 860-259-6021 • Email: info@fenn.com

NEW AND EXCITING DEVELOPMENTS AT FENN: FENN is a leading manufacturer of wire mesh forming machinery. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

EQUIPMENT: FENN offers a wide range of wire mesh forming machinery, including automatic and manual machines. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PERSONNEL: FENN has a team of experienced engineers and technicians who are dedicated to providing the highest quality service to our customers. We also offer a full range of training and technical support services.

ASSOCIATIONS: FENN is a member of the Wire Mesh Association and the Wire Mesh Manufacturers Association. We are also a member of the International Wire Mesh Association.

EUROPEAN HQ: FENN Europe, 1000 Avenue de la Libération, 13000 Marseille, France. Tel: +33 (0)4 91 93 93 93. Fax: +33 (0)4 91 93 93 94. Email: info@fenn-europe.com

MARKETS SERVED: FENN's products are used in a wide range of industries, including agriculture, construction, and manufacturing. Our machinery is used to produce wire mesh for a wide range of applications, including fencing, screening, and reinforcement.

MISSION STATEMENT: FENN is committed to providing the highest quality wire mesh forming machinery and services to our customers. We are dedicated to innovation, excellence, and customer satisfaction.

ELGILOY

ElgiLOY is a leading manufacturer of high-performance wire mesh. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PRODUCTS: ElgiLOY offers a wide range of high-performance wire mesh products, including automatic and manual machines. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PERSONNEL: ElgiLOY has a team of experienced engineers and technicians who are dedicated to providing the highest quality service to our customers. We also offer a full range of training and technical support services.

ASSOCIATIONS: ElgiLOY is a member of the Wire Mesh Association and the Wire Mesh Manufacturers Association. We are also a member of the International Wire Mesh Association.

EUROPEAN HQ: ElgiLOY Europe, 1000 Avenue de la Libération, 13000 Marseille, France. Tel: +33 (0)4 91 93 93 93. Fax: +33 (0)4 91 93 93 94. Email: info@elgi.com

MARKETS SERVED: ElgiLOY's products are used in a wide range of industries, including agriculture, construction, and manufacturing. Our machinery is used to produce wire mesh for a wide range of applications, including fencing, screening, and reinforcement.

MISSION STATEMENT: ElgiLOY is committed to providing the highest quality high-performance wire mesh and services to our customers. We are dedicated to innovation, excellence, and customer satisfaction.

WAFIOS Machinery Corporation

USA Headquarters: 1750 Highway 100, Bristol, CT 06033 USA
 WAFIOS Midwest Technical Center: 800 N. 18th St., Aurora, IL 60018 USA
 Tel: 860-426-6600 • Fax: 860-426-6601 • Email: info@wafios.com

COMPANY PROFILE: WAFIOS is a leading manufacturer of wire mesh forming machinery. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PRODUCTS: WAFIOS offers a wide range of wire mesh forming machinery, including automatic and manual machines. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PERSONNEL: WAFIOS has a team of experienced engineers and technicians who are dedicated to providing the highest quality service to our customers. We also offer a full range of training and technical support services.

ASSOCIATIONS: WAFIOS is a member of the Wire Mesh Association and the Wire Mesh Manufacturers Association. We are also a member of the International Wire Mesh Association.

EUROPEAN HQ: WAFIOS Europe, 1000 Avenue de la Libération, 13000 Marseille, France. Tel: +33 (0)4 91 93 93 93. Fax: +33 (0)4 91 93 93 94. Email: info@wafios-europe.com

MARKETS SERVED: WAFIOS's products are used in a wide range of industries, including agriculture, construction, and manufacturing. Our machinery is used to produce wire mesh for a wide range of applications, including fencing, screening, and reinforcement.

MISSION STATEMENT: WAFIOS is committed to providing the highest quality wire mesh forming machinery and services to our customers. We are dedicated to innovation, excellence, and customer satisfaction.

COMETO SRL

Via Cassale Linate 4 - 20147 MONZA (MI) - Italy
 PIAZZA CMC - 0350441133
 Phone: 039 2381100 • Fax: 039 2381101 • Email: info@cometo.it

COMPANY PROFILE: COMETO is a leading manufacturer of wire mesh forming machinery. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PRODUCTS: COMETO offers a wide range of wire mesh forming machinery, including automatic and manual machines. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PERSONNEL: COMETO has a team of experienced engineers and technicians who are dedicated to providing the highest quality service to our customers. We also offer a full range of training and technical support services.

ASSOCIATIONS: COMETO is a member of the Wire Mesh Association and the Wire Mesh Manufacturers Association. We are also a member of the International Wire Mesh Association.

EUROPEAN HQ: COMETO Europe, 1000 Avenue de la Libération, 13000 Marseille, France. Tel: +33 (0)4 91 93 93 93. Fax: +33 (0)4 91 93 93 94. Email: info@cometo-europe.com

MARKETS SERVED: COMETO's products are used in a wide range of industries, including agriculture, construction, and manufacturing. Our machinery is used to produce wire mesh for a wide range of applications, including fencing, screening, and reinforcement.

MISSION STATEMENT: COMETO is committed to providing the highest quality wire mesh forming machinery and services to our customers. We are dedicated to innovation, excellence, and customer satisfaction.

Ultimate Automation Ltd.

13051 Alameda Street, Suite 100, Alhambra, CA 91803 USA
 Tel: 626-255-1111 • Fax: 626-255-1112 • Email: info@ultimateautomation.com

COMPANY HISTORY: Ultimate Automation is a leading manufacturer of wire mesh forming machinery. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PRODUCTS: Ultimate Automation offers a wide range of wire mesh forming machinery, including automatic and manual machines. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PERSONNEL: Ultimate Automation has a team of experienced engineers and technicians who are dedicated to providing the highest quality service to our customers. We also offer a full range of training and technical support services.

ASSOCIATIONS: Ultimate Automation is a member of the Wire Mesh Association and the Wire Mesh Manufacturers Association. We are also a member of the International Wire Mesh Association.

EUROPEAN HQ: Ultimate Automation Europe, 1000 Avenue de la Libération, 13000 Marseille, France. Tel: +33 (0)4 91 93 93 93. Fax: +33 (0)4 91 93 93 94. Email: info@ultimate-europe.com

MARKETS SERVED: Ultimate Automation's products are used in a wide range of industries, including agriculture, construction, and manufacturing. Our machinery is used to produce wire mesh for a wide range of applications, including fencing, screening, and reinforcement.

MISSION STATEMENT: Ultimate Automation is committed to providing the highest quality wire mesh forming machinery and services to our customers. We are dedicated to innovation, excellence, and customer satisfaction.

ANCHOR ABRASIVES CO.

10000 W. 10th Street, Suite 100, Overland Park, KS 66212
 Tel: 913-666-1000 • Fax: 913-666-1001 • Email: info@anchorabrasives.com

COMPANY PROFILE: Anchor Abrasives is a leading manufacturer of wire mesh forming machinery. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PRODUCTS: Anchor Abrasives offers a wide range of wire mesh forming machinery, including automatic and manual machines. Our products are designed for high production and long life. We have a wide range of accessories and spare parts. Our machinery is used in a wide range of industries, including agriculture, construction, and manufacturing.

PERSONNEL: Anchor Abrasives has a team of experienced engineers and technicians who are dedicated to providing the highest quality service to our customers. We also offer a full range of training and technical support services.

ASSOCIATIONS: Anchor Abrasives is a member of the Wire Mesh Association and the Wire Mesh Manufacturers Association. We are also a member of the International Wire Mesh Association.

EUROPEAN HQ: Anchor Abrasives Europe, 1000 Avenue de la Libération, 13000 Marseille, France. Tel: +33 (0)4 91 93 93 93. Fax: +33 (0)4 91 93 93 94. Email: info@anchor-europe.com

MARKETS SERVED: Anchor Abrasives's products are used in a wide range of industries, including agriculture, construction, and manufacturing. Our machinery is used to produce wire mesh for a wide range of applications, including fencing, screening, and reinforcement.

MISSION STATEMENT: Anchor Abrasives is committed to providing the highest quality wire mesh forming machinery and services to our customers. We are dedicated to innovation, excellence, and customer satisfaction.

MAGAZINE OVERVIEW

CIRCULATION

Wire Forming Technology International features a target audience of over 7000 international readers targeted to manufacturers of springs, wire formed parts, wire mesh and rebar products manufacturers worldwide. With readers in over 70 countries, *Wire Forming Technology International* is truly an international publication that delivers the worldwide springs and wire formed part manufacturers.

FREQUENCY

Advertising must be inserted in *Wire Forming Technology International* within one year of the first insertion to gain the frequency rate. Your insertions in *Wire & Cable Technology International* and *Fastener Technology International* apply toward your frequency in *Wire Forming Technology International*.

DEPARTMENTS

Market information is provided in the form of news stories and products that related specifically to the wire forming industry. These stories are contained in the News Wire, Wire Forming Events and Product Showcase departments.



INSIDE Wire Forming Technology International

Send press releases, articles and ideas to the editor, Mike McNulty, at mcnulty@wireformingtech.com.

A practical and highly focused presentation of the technology, products and market information related to the production of springs, wire formed parts, wire mesh and rebar products. Technology and products include manufacturing equipment and processes, materials, tooling and process accessories, QC and controls and final products (springs, rings, frames, spirals, welded assemblies, wire mesh, rebar products, etc.).

- Editorial— Current Views from the Editor
- Calendar of Events
- Feature Articles
- Tech Briefs
- Roundups
- News Wire
- Product Showcase
- Spotlights
- Trade Show and Conference Previews
- The Strength of Steel— Dr. Roger N. Wright
- "Straight from the Show" reviews of industry events

With technical emphasis, we provide timely and useful technical information on a variety of wire forming subjects including:

- Spring Coilers
- CNC Bending/Forming Machines
- Spring End Grinding
- Wire Handling
- Heat Treating/Stress Relieving
- Coatings and Surface Treatments
- Rebar Processing
- Wire Welding— Wire Mesh, Jig, Assembly, etc.
- Wire Weaving
- Packaging
- Wire Materials
- Straightening and Cutting
- Testing Equipment

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