

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 or on +44 1926 334137

<h2>DISTRIBUTION</h2> <p>12,000 per issue worldwide</p>	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

WEBSITE STATISTICS

150,585 page views
based on a 12 month period*
over 12,500 per month

**(1 August 2023 – 31 July 2024)
Stats provided by Google Analytics*

EDITORIAL FEATURES 2025

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

<p>JANUARY</p> <ul style="list-style-type: none"> Dies, cones and die maintenance UK Showcase Europacable (www.europacable.eu) European Wire and Cable Manufacturers Assoc <p>Advert deadline: 5 December Editorial closing date: 5 December</p> <p>MARCH</p> <ul style="list-style-type: none"> Reels, spools and spooling Italy Showcase Swiss Competence Cluster – Swiss Association wire Eurasia Show Issue <p>Advert deadline: 10 February Editorial closing date: 7 February</p> <p>MAY</p> <ul style="list-style-type: none"> Stranding, twisting, bundling and bunching Germany Showcase AWCMA – IWCEA Association Interwire Show Issue <p>Advert deadline: 4 April Editorial closing date: 3 April</p>	<p>JULY</p> <ul style="list-style-type: none"> Compounds and colourings Asia Showcase wire Middle East Africa Show Issue <p>Advert deadline: 6 June Editorial closing date: 2 June</p> <p>SEPTEMBER</p> <ul style="list-style-type: none"> Wire drawing machinery USA Showcase wire SE Asia Show Issue SECRI – Chinese Association <p>Advert deadline: 11 August Editorial closing date: 6 August</p> <p>NOVEMBER</p> <ul style="list-style-type: none"> Fasteners and spring production, spring forming and bending Turkey Showcase BCA – British Cables Association IWCS Show Issue <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



11-13 February
Monterrey, Mexico
<https://wire-tube-mexico.com>

AMI | Events
Cables

4-6 March
Düsseldorf, Germany
www.ami-events.com



11-14 March
Lyon, France
www.global-industrie.com



9-12 April
Istanbul, Turkey
www.wire-eurasia.com



6-9 May
Milan, Italy
www.lamiera.net



6-8 May
Milan, Italy
www.madeinsteel.it



13-15 May
Atlanta, Georgia, USA
www.wirenet.org



6-8 September
Cairo, Egypt
www.wire-mea.com



8-11 September
Chicago, Illinois, USA
www.fabtechexpo.com



10-11 September
Birmingham, UK
<https://ukmetalsexpo.com>



17-19 September
Bangkok, Thailand
www.wire-southeastasia.com



27-30 October
Pittsburgh, Pennsylvania, USA
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

Tel: +44 1926 334137

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

Jason Smith

Email: 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 | Tel: +44 1926 834685

ADVERT MATERIAL & PRODUCTION

Liz Hughes

Email: liz@intras.co.uk

Tel: +44 1926 334137

OUR OTHER PUBLICATIONS

Wire & Cable
ASIA 线缆

www.read-wca.com

**euro
fasteners**

www.read-eurofasteners.com

Fasteners
ASIA 紧固件

www.read-fastenersasia.com

TUBE & PIPE
管道技术 Technology

www.read-tpt.com

Tube Products
INTERNATIONAL

www.read-tpi.com

wiredIn
USA

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

