

INCAST®

INTERNATIONAL MAGAZINE OF THE INVESTMENT CASTING INSTITUTE
AND THE EUROPEAN INVESTMENT CASTERS' FEDERATION



2024 Media Kit Editorial Calendar & Rate Card

The ONLY monthly magazine published exclusively for the global investment casting industry.

INCAST, the Official Magazine of the ICI and EICF



Investment
Casting
Institute



European
Investment Casters'
Federation



INCAST AT A GLANCE

- ▶ The official magazine of both the Investment Casting Institute and the European Investment Casters' Federation.
- ▶ The ONLY monthly magazine published exclusively for the global investment casting industry.
- ▶ No other casting magazine reaches this specific nor this qualified an audience.
- ▶ Virtually every investment casting company in North America and Europe receives INCAST.
- ▶ Read on 6 continents and in 29 countries.
- ▶ Offered to investment casters and suppliers, designers, specifiers, buyers and end users of investment castings.
- ▶ The editorial calendar explores a different aspect of the investment casting industry or its processes each month, and over the year, provides a complete overview.

2024 EDITORIAL CALENDAR

JANUARY

Market Performance and Outlook

FEBRUARY

Wax and Patternmaking
Additive Manufacturing

MARCH

Supplier Buyer's Guide,
Environment and Energy
****BONUS CIRCULATION to Non-Member
Foundries****

APRIL

Ceramics and Shell Building
****BONUS CIRCULATION**** at
the EICF Conference

MAY

Metals, Alloys, Melting, Management

JUNE

Manufacturing Processes
Post Casting Operations

JULY

Inspection, Testing, Quality Control, SPC

AUGUST

The Foundry Issue: Casting Buyer's Handbook
Automation, Computers, Materials Handling
****BONUS CIRCULATION**** to End Users

SEPTEMBER

PRESHOW ISSUE

OCTOBER

SHOW ISSUE: 71st Annual Conference
& Expo Official Program,
****BONUS CIRCULATION****

NOVEMBER

POST SHOW ISSUE

Casting Design and Tooling, Safety

DECEMBER

Education, R&D, New Technology
Year in Review

Who Reads INCAST?

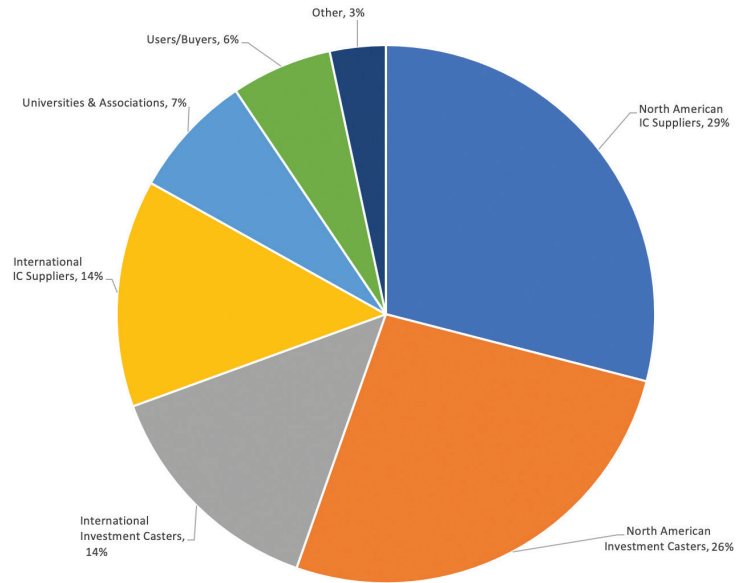
Circulation is specifically targeted to personnel at investment casting and supplier locations throughout the world- particularly Investment Casting Institute Members- plus users, buyers, designers, and specifiers of investment castings. The INCAST circulation list is constantly being updated as new Members are added to the Institute and others subscribe to the magazine. At the time of this printing, 1551 copies were being distributed as follows:

INCAST Circulation

N.A. Investment Casters	409
International Investment Casters	218
N.A. IC Suppliers.....	450
International IC Suppliers.....	212
Universities & Associations	116
Users/buyers of investment Castings.....	94
Other Organizations and Individuals.....	52
TOTAL	1551

Note: Figures represent 2023 direct circulation, exclusive of digital readers accessing the magazine via INCAST News, The ICI website, Facebook or LinkedIn. On the average, there are approximately 400 digital readers per month not reflected in the pie chart.

Bonus circulations of INCAST are printed throughout the year and distributed to buyers of castings, non-Member foundries, university students and at worldwide industry events.



Digital Distribution

The digital edition of the magazine is also available to readers accessed from the Investment Casting Institute’s website: www.investmentcasting.org. Digital archives are available to Members.

INCAST... the only magazine exclusive to the investment casting industry... read on 6 continents and in 29 countries!

ADVERTISING POLICY

Terms

Invoices rendered on publication date. Terms: net 30 days. A service charge may be charged on past due accounts. All advertisements are published for the benefit of the agency and advertiser, and each of them is jointly and responsible for all charges. For example, past due agency accounts may be billed directly to advertiser.

INCAST pricing is based upon rates published in this Media Kit. Cancellation of advertising agreements mid year may result in price adjustments.

INCAST is published 12 times per year by INCAST Corp., the publications subsidiary of the Investment Casting Institute. The news magazine of the investment casting industry worldwide, it is written for the industry, its casters, suppliers, designers, specifiers, buyers and managers intimately involved with the investment casting process, as well as to Members of the Investment Casting Institute.

Copyright Reserved: Neither the Investment Casting Institute nor its officers accept legal responsibility for information, advice given or opinions expressed.

Cancellation Policy

Multiple media insertion rates are based on frequency. Cancellation in advertising schedule may result in back billing for previous insertions at the appropriate rate.

Classified Advertising

Classified advertising is available in INCAST magazine or online at www.investmentcasting.org.

Let INCAST sell your surplus equipment in the classifieds. Print listings in the magazine are \$50 for a 50 word description. Institute Members may also advertise online at www.investmentcasting.org at no charge. Non-Members can place their ads in both INCAST and the website for \$100 (optional - photos on website for additional \$10 per image). The ad will be posted for 3 months on the website, after that there is a renewal fee of \$15 per month or \$30 for a 3 month renewal period. Please note that help wanted or employment advertising will not be accepted.

INCAST 2024 Rates & Mechanical Requirements



1/2 Page Horiz. Cover Wrap
17 x 5.5" PLUS 0.125" bleed

Display advertising in INCAST is open to Institute Members and Non-Members. Non-Member rates are approximately 25% higher than Member rates. Many companies can virtually pay for membership with the savings from a couple of ads. INCAST reserves the right to review advertising and/or decline publication of any advertising or editorial material.

Lock in your rate for the year! 6x and 12x additional benefits...

12x contracts receive two 1/6-page buyers guide ads free and one INCAST Newsletter sponsored ad, free of charge;

6x contracts receive one 1/6-page buyer's guide ad free of charge.

MEMBER RATES



1X	4X	6X	12X
\$4,578	\$4,229	\$3,968	\$3,575

NON-MEMBER RATES

1X	4X	6X	12X
\$5,041	\$4,655	\$4,366	\$3,932



One Page
8.5 x 11" PLUS 0.125" bleed



1/2 Page Horizontal
7.5 x 5"



1/2 Page Horiz. Bleed
8.5 x 5.5" PLUS 0.125" bleed

MEMBER RATES



1X	4X	6X	12X
\$4,870	\$4,503	\$4,208	\$3,784

NON-MEMBER RATES

1X	4X	6X	12X
\$7,306	\$6,755	\$6,312	\$5,675

MEMBER RATES



1X	4X	6X	12X
\$3,827	\$3,542	\$3,329	\$3,008

NON-MEMBER RATES

1X	4X	6X	12X
\$5,741	\$5,313	\$4,994	\$4,513

MEMBER RATES



1X	4X	6X	12X
\$3,827	\$3,542	\$3,329	\$3,008

NON-MEMBER RATES

1X	4X	6X	12X
\$5,741	\$5,313	\$4,994	\$4,513

Covers & Special Positions

Inside Front (full page)	\$195
Center Spread	\$350
Inside Back Cover (full page).....	\$195
Back Cover (full page).....	\$195

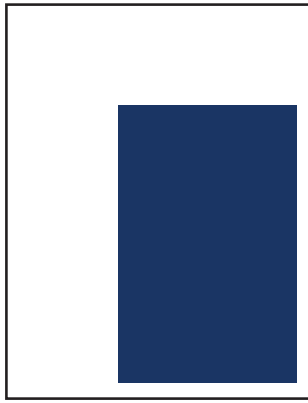
Printing Specifications

Preferred format for advertising is PDF/X-1A files (press-ready files) or high resolution CMYK, 300 DPI jpeg files.

Magazine Copies

Extra hard copies of INCAST are available, first 5 are complimentary,

INCAST 2024 Rates & Mechanical Requirements



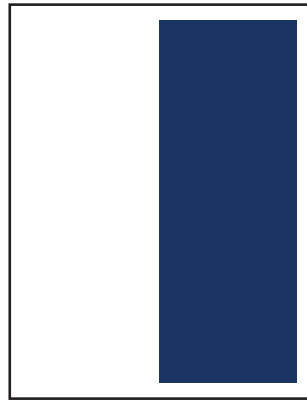
1/2 Page Vertical
4.65 x 7.5"

MEMBER RATES

1X	4X	6X	12X
\$3,827	\$3,542	\$3,329	\$3,008

NON-MEMBER RATES

1X	4X	6X	12X
\$5,741	\$5,313	\$4,994	\$4,513



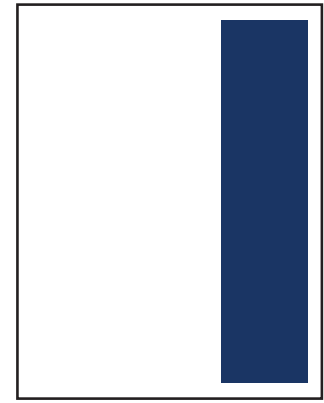
1/2 Page Vertical
3.5 x 10"

MEMBER RATES

1X	4X	6X	12X
\$3,827	\$3,542	\$3,329	\$3,008

NON-MEMBER RATES

1X	4X	6X	12X
\$5,741	\$5,313	\$4,994	\$4,513



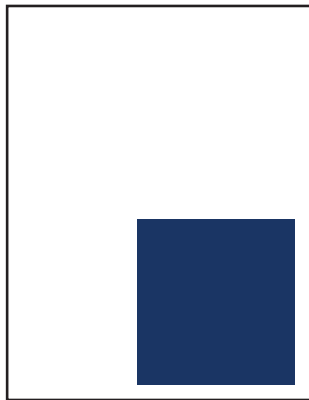
1/3 Page Vertical
2.375 x 10"

MEMBER RATES

1X	4X	6X	12X
\$2,888	\$2,455	\$2,238	\$1,588

NON-MEMBER RATES

1X	4X	6X	12X
\$4,332	\$3,683	\$3,357	\$2,383



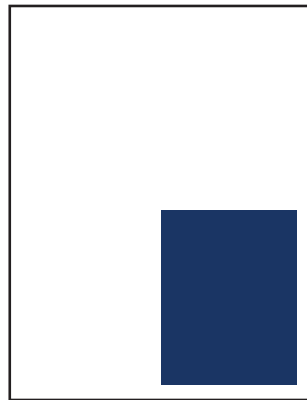
1/3 Page Square
4.625 x 5"

MEMBER RATES

1X	4X	6X	12X
\$2,888	\$2,455	\$2,238	\$1,588

NON-MEMBER RATES

1X	4X	6X	12X
\$4,332	\$3,683	\$3,357	\$2,383



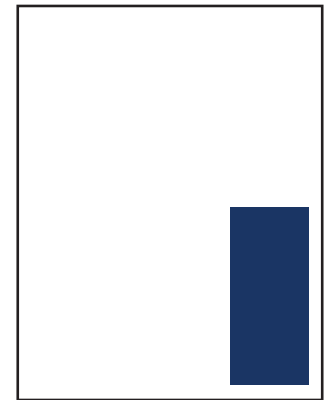
1/4 Page
3.5 x 5"

MEMBER RATES

1X	4X	6X	12X
\$2,302	\$1,956	\$1,784	\$1,266

NON-MEMBER RATES

1X	4X	6X	12X
\$3,453	\$2,935	\$2,676	\$1,900



1/6 Page
2.375 x 5"

MEMBER RATES

1X	4X	6X	12X
\$1,822	\$1,548	\$1,411	\$1,002

NON-MEMBER RATES

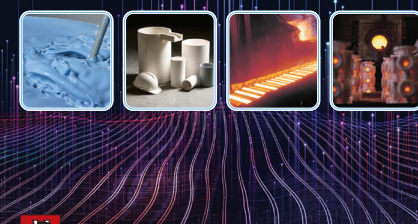
1X	4X	6X	12X
\$2,732	\$2,322	\$2,117	\$1,503

Rate Card Terms

*Rates quoted are gross rates and based on membership status as of publication date. An additional 15% agency discount is available to advertising agencies. Multiple ad insertions must be placed in the calendar year addressed in this Media Kit (2024).

Cancellation Policy

Multiple media insertion rates are based on frequency. Cancellation in advertising schedule may result in back billing for previous insertions at the appropriate rate.



The March issue of INCAST continues to be a reference tool for the investment casting industry and has a BONUS CIRCULATION to industry foundries. Don't miss your opportunity to be part of it!

- Ads will be placed in categories of service
- Multiple listings available
- Material deadline February 10, 2024
- First 1/6-page ad FREE to 6X contract advertisers

Please note: Members who have not paid their 2024 Membership Dues by January 31st will be omitted from the March Buyers Guide.

2023 BUYER'S GUIDE



PRODUCTS and SERVICES

Melting Equipment

FORMACAST
P.O. Box 28
Waltham MA 01955 USA
(661) 431-1061 Fax: (617) 455-0402
rlpneys@formacast.com

FOSECO INTERNATIONAL LTD.
Drayton Manor Business Park
Cokehill Road Tamworth B78 3TL UK
441822-289999
www.foseco.com

FREEMAN (JAPAN) CO. LTD.
4 Chomei 12-9 Higashi-Hanaga-Cho
Midori Ku 226-0002 JAPAN
8145-473-2580 Fax: 8145-473-3556
www.freeman-japan.co.jp

INDUCTION MELTING EQUIPMENT SOLUTIONS

For more information, contact us at info@inductionmelting.com

INDUCTION TECHNOLOGY CORP.
23060 Bear Valley Road
Alpha Valley CA 92538 USA
(760) 246-7333 Fax: (760) 246-4366
www.inductiontech.com

INDUCTOTHERM CORP.
19 Sidel Ave. PO Box 137
Rancocas NJ 08073-0137 USA
(609) 387-9000 Fax: (609) 387-3537
www.inductotherm.com

INDUCTOTHERM EUROPE LTD.
The Fulking/Berry Hillside, Great Dunmow
Worcestershire WR8 9AH UK
441705 295100 Fax: 441705 795158
www.inductotherm.co.uk

LONG STAR INDUCTION INC.
5410 SE CR 2010
Conklyn TX 75109 USA
(903) 641-0300 Fax: (903) 641-0303
www.longstarinduction.com

MAYO ENGINEERING LTD
Sherwood House
Kingmill Way Mansfield NG18 5ER
United Kingdom
441623-451102
www.mayoenigneering.com

MPI INC.
165 Smith Street
Roughington NSW 2301 USA
(645) 471-7630 Fax: (645) 471-2485
www.mpi-systems.com

PILLAR

www.pillar.com

PILLAR INDUCTION
21005 Gateway Road
Bassett OH 43008 USA
(614) 317-5300 Fax: (614) 317-5353
www.pillar.com

RETECH SYSTEMS LLC
163 Washington Ave. Suite 8
Ukiah CA 95482 USA
(707) 462-6222 Fax: (707) 468-9227
www.retechsystemsllc.com

SECO / WARWICK S.A.
44 Saboteurweg 8
66 200 Sionboon Poland
48486 826 240
www.seco-warwick.com

STRATECASTS
38799 White 12 Mile Road
Farmington Hills MI 48331 USA
(248) 315-9300
www.stratecasts.com

ZINCAL REFRACTORY COMPOSITES INC.
46 Joyce Street
Florida NY 10021 USA
(845) 651-2200
www.zincal.com

Melting Products

AJAX TOCCO MAGNETHERMIC
1745 Cleveland Ave. NE
Warren OH 44483 USA
(330) 372-8511 Fax: (330) 372-8608
www.ajaxtocco.com

ALD VACUUM TECHNOLOGIES GMBH
Otten-Güter-Platz 1
63457 Haina-GERMANY
(49)181-307-3203 Fax: (49)181-307-3200
www.ald-ld.com

ALD VACUUM TECHNOLOGIES INC.
18 Thompson Road
East Windsor CT 06028 USA
(860) 386-7222 Fax: (860) 386-7220
www.ald-usa.com

B & B REFRACTORIES INC.
178 Gray Blvd
Herkimer NY 13350 USA
(315) 574-1600 Fax: (315) 574-1691
www.bbbrefractories.com

BEIJING GREAT TECH CO. LTD.
Zun-Office Building 101
Zengguang Lu 55 Beijing 100048 CHINA
8610108473150
www.bjgreattech.com

BUNTRUCK INDUSTRIES INC.
1176 Jameson Road
Williamsburg VA 23185 USA
(757) 263-2000 Fax: (757) 551-2089
www.buntruckindustries.com

CLEVELAND TOOL AND MACHINE LLC
4217 Hocking Industrial Parkway
Cleveland OH 44109 USA
(216) 267-6010 Fax: (216) 267-6011
www.clevelandtool.com

DAVIS ALLOYS MFG. LLC.
295 East High Street
Shapleigh RI 01510 USA
(204) 345-7000 Fax: (204) 347-7091
www.davisalloys.com

DYNATECASTLES
PO Box 460
Aurora OH 44202 USA
(330) 474-0200 Fax: (330) 425-8422
dycast@dynatecastles.com

ELECTRALLOY
175 Main Street
C/O City PA 15031 USA
(814) 678-4100 Fax: (814) 678-4172
www.electralloy.com

ELEMENTAL METALS
11 Phyllis Place
Ranleigh NJ 07869 USA
(973) 985-9723
www.emetals.com

ELG UTICA ALLOYS
178 Gray Blvd
Herkimer NY 13350 USA
(315) 574-1600 Fax: (315) 574-1691
www.elguticalloys.com

EMSCO
1000 Nave Road SE
Moultrie GA 30646 USA
(330) 833-5000 Fax: (330) 833-3029
www.emsco.com

ERGOFLEX INC.
1000 Glenbrook Way Ste. 408, 4229
Hendersonville TN 37075 USA
(647) 836-9800 Fax: (647) 836-9370
www.ergoflex.com

FIRLINE INC.
300 Andrew Avenue
Youngstown OH 44555 USA
(330) 743-1154 Fax: (330) 743-3117
cvsr@firline-inc.com

FOSECO INTERNATIONAL LTD.
Drayton Manor Business Park
Cokehill Road Tamworth B78 3TL UK
441822-289999
www.foseco.com

HERAEUS ELECTRO-NITE CO.
241 South Industrial Drive
Hartford WI 53029 USA
800-558-9000 Fax: (202) 465-4710
www.heraeus-electro-nite.com

INDUCTOTHERM CORP.
10 Indee Ave. PO Box 157
Rancocas NJ 08073-0157 USA
(609) 387-9000 Fax: (609) 387-3537
www.inductotherm.com

The Metal Makes the Difference.

CHEMISTRY AND CONSISTENCY YOU CAN DEPEND ON.

For precision cast parts, depend on quality begins with the raw materials, which is why Electralloy Master Alloy is your #1 choice.

ELECTRALLOY
www.electralloy.com

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Buyer's Guide Categories

The Buyer's Guide covers virtually every phase of the investment casting process.

- Additive Manufacturing
- Autoclave Dewax
- Automation/Materials Handling
- Burnout/Preheat
- Casting Design
- Ceramic Filters
- Ceramic Shapes & Cores
- Cleaning Equipment
- Cleaning Products
- Consultants
- Core Removal Equipment
- Crucibles, Pouring Cups, Ladle Liners
- Cutoff, Finishing Equipment
- Cutoff, Finishing Products
- Dewax (General)
- Education, Research
- Environment, Safety
- Flashfire Dewax
- General, Misc.
- HIP, Heat Treating
- Inspection, Testing, Quality Control
- Melting Equipment
- Melting Products
- Metal Finishing, Coatings
- Metals, Alloys
- Pattern Cleaners, Lubricants
- Patternmaking Equipment
- Patternmaking Products (other than wax)
- Rapid Prototyping
- Shellbuilding Equipment
- Shellbuilding Materials
- Software/Computers
- Solid Mold Investments
- Tooling
- Wax
- Wax Reclamation

ADVERTISING RATES

MEMBER RATE

- \$595 first insertion
- \$495 each for two or more

NON-MEMBER RATE

- \$795 first insertion
- \$695 each for two or more

Ad Specifications

Buyer's guide ads measure 2-3/8 x 5".

INCAST NEWSLETTER

The INCAST Newsletter is a monthly e-mail publication containing news briefs which point to articles in both the current and upcoming issues of INCAST Magazine, plus articles from other websites or other publications with links to the original source.

Advertising Policy

The INCAST Newsletter will have one sponsoring advertiser per issue. Advertising in the INCAST Newsletter will be limited to one ad per calendar year per advertiser. Advertising in INCAST News is open to ICI Regular and Affiliate Members.

Circulation: 1,431 Subscribers!

INCAST News, was first published in January 2014 to INCAST Magazine subscribers who would in turn forward the publication to friends and colleagues; the e-publication is free to those responding to the "join our mailing list" link at the end of each newsletter.

For more information regarding newsletter advertising contact Nora D'Ambra at incastmedia@investmentcasting.org.

Proven Track Record

The following chart illustrates INCAST News' open rate as compared to other Non-Profit and Industry newsletters.

	INCAST News	Manufacturer	Non-Profit
Opens	32%	26.54%	39.41%
Clicks	3%	1.24%	1.96%

NEW Free Video Link Add-On

The INCAST News will have one sponsoring advertiser per issue. An additional video link may be added to the newsletter to enhance your promotional message.

ADVERTISING RATES

The rate is \$950 per issue. Deadline for receiving ad material is the 5th of each month. Publication of newsletter is between 15th and 20th.

Ad Specifications

All sponsoring ads are the same standard horizontal rectangle size (600 x 200 pixels at 75 DPI). Ads should be submitted as web ready jpeg files.

SPONSORSHIP OPPORTUNITIES



Event Options	Sponsorship Opportunity	Cost
Conferences	Breakfast	\$2,500
	Coffee Break	\$2,500
	Snack Break (Expo only)	\$2,000
	Evening Receptions	\$2,500
	Pens	\$1,500
	Beverage Tumblers*	\$2,500
	Stainless Steel Coffee Mugs*	\$1,400
	Keynote Address	\$2,500
	Audio Visual	\$2,500
	Intern Scholarship Fund	Intern Scholarship
Process Control Seminar	Food & Beverage	\$2,500
Industry Certification Course	Food & Beverage	\$2,500
Regional Meeting	Food & Beverage	\$2,500
Create Your Own	Contact the ICI for pricing.	

*These items available only to Coffee Break or Breakfast sponsors.