INCAST®

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

2023 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®

eicf European Investment Casters' Federation

2023 EDITORIAL CALENDAR

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.

JANUARY
Market Performance and Outlook

FEBRUARY
Buyers Guide, Environment and Energy
****BONUS CIRCULATION to Non-Member Foundries****

MARCH
Wax and Patternmaking
Additive Manufacturing

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

MAY
Metals, Alloys, Melting, Management

JUNE
Manufacturing Processes
Post Casting Operations

JULY
PRE-SHOW ISSUE

AUGUST
SHOW ISSUE: 70th Annual Conference & Expo Official Program,
****BONUS CIRCULATION****

SEPTEMBER
70th Annual Conference & Expo Official Program REVIEW
Inspection, Testing, Quality Control, SPC

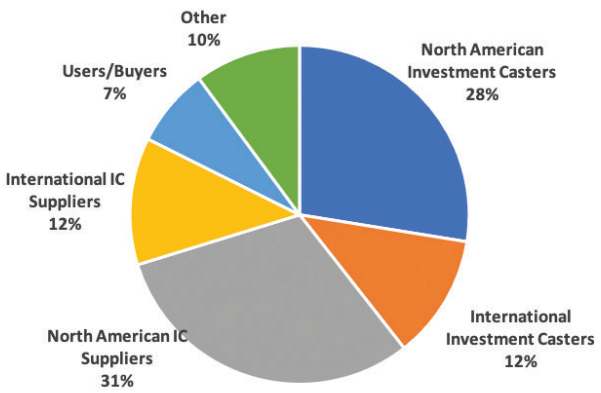
OCTOBER
Casting/Foundries
Automation, Computers, Materials Handling
****BONUS CIRCULATION** to End Users**

NOVEMBER
Casting Design and Tooling

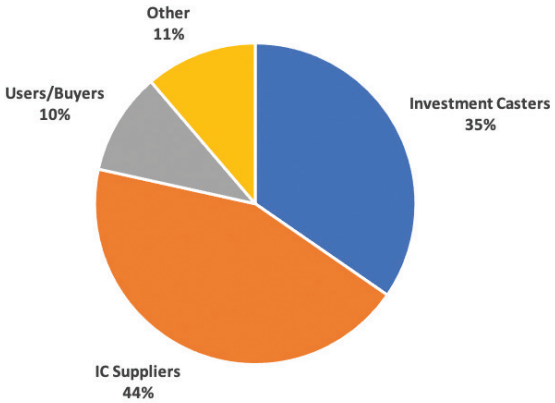
DECEMBER
Education, R&D, New Technology
Year in Review

INCAST 2023 Circulation

Who Reads INCAST?



Subscribing Companies



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, 1532 copies were being distributed as follows:

INCAST Circulation

North American Investment Casters	422
International Investment Casters	182
North American IC Suppliers	472
International IC Suppliers	186
Users/buyers of investment castings	115
Other Organizations and Individuals	155
TOTAL	**1532**

Note: Figures represent 2022. Numbers are subject to change.

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.

Annual Unique Pageviews: 37,310

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.

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.

To place an ad, send e-mail to incastmedia@investmentcasting.org.

INCAST 2023 Rates & Mechanical Requirements

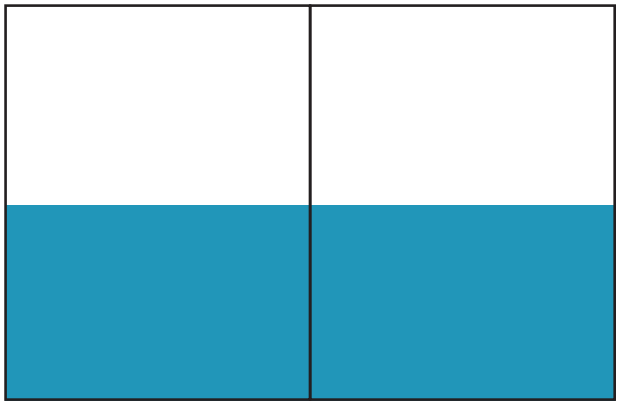
INCAST®
INTERNATIONAL MAGAZINE OF THE INVESTMENT CASTING INSTITUTE
AND THE EUROPEAN INVESTMENT CASTERS' FEDERATION

Display advertising in INCAST is open to Institue 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.



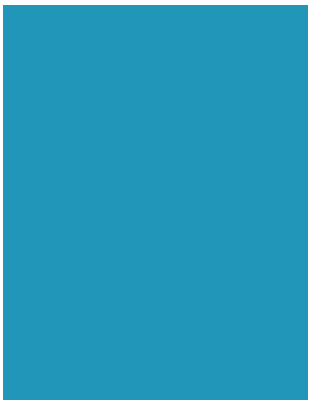
1/2 Page Horiz. Cover Wrap
17 x 5.5" PLUS 0.125" bleed

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



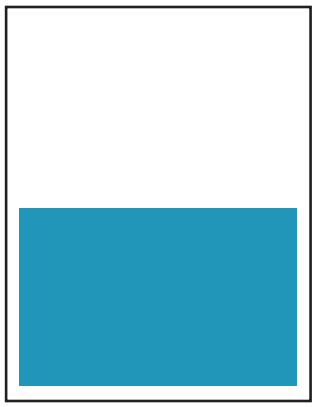
One Page
8.5 x 11" PLUS 0.125" bleed

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



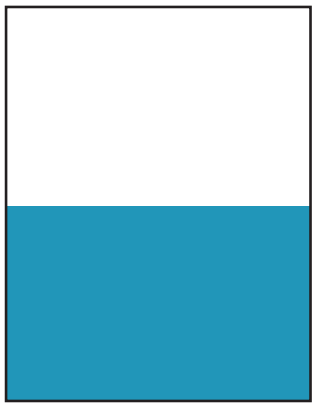
1/2 Page Horizontal
7.5 x 5"

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 Horiz. Bleed
8.5 x 5.5" PLUS 0.125" bleed

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

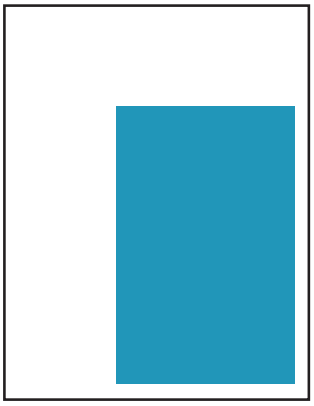
Covers & Special Positions

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.

INCAST 2023 Rates & Mechanical Requirements



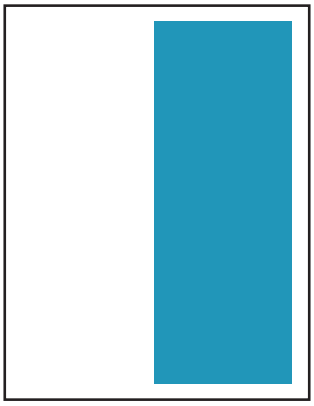
1/2 Page Vertical
4.65 x 7.5″

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



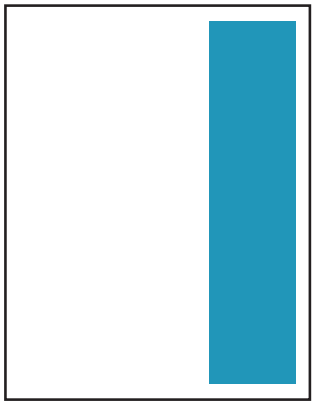
1/2 Page Vertical
3.5 x 10″

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



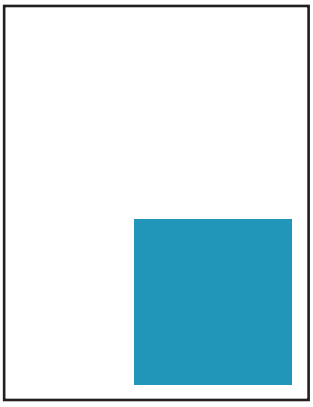
1/3 Page Vertical
2.375 x 10″

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



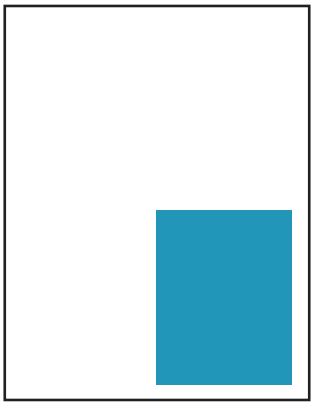
1/3 Page Square
4.625 x 5″

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



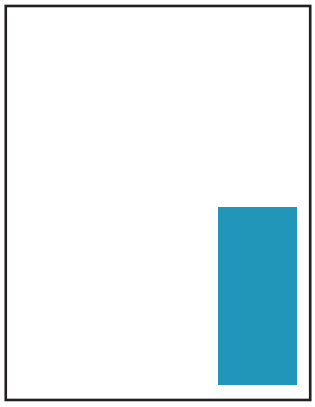
1/4 Page
3.5 x 5″

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 (2023).

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.

INCAST
BUYER'S GUIDE

The February 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 January 10, 2023
- First 1/6-page ad FREE to 6X contract advertisers

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".

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

INCAST NEWSLETTER

September 2022

INCAST NEWS INTERNATIONAL NEWSLETTER OF THE INVESTMENT CASTING INSTITUTE

Business Leadership & Development Conference

The ICI will be hosting its first face to face Business & Leadership Development Conference since the pandemic in Scottsdale, AZ at the Hotel Valley Ho. This event is designed to offer current & future industry leaders an educational experience that is applicable to the investment casting industry. Learn more

Process Control Seminar 2022 - Back By Popular Demand
The Institute's advanced course in Investment Casting Process Control is a unique event, focused on solving problems that most investment casting foundries face. The seminar will be held virtually this year, October 18-20, allowing for more students while reducing time out of the plant. The class format is conducive to an online platform by being structured with some lectures, but the majority of the class is designed to be small group exercises which can easily be accomplished virtually. Learn more and Register

ICI Board of Director Election
The election process is underway for one Affiliate Member seat on the Investment Casting Institute Board of Directors. Phil Geers of Blasch Precision Ceramics and Rich Kilpatrick of Paramelt have been nominated.

Since there are three open Regular Member seats and three nominees, there will not be a Regular Member election this year. The Regular nominees are John Morison IV of Hitchiner Manufacturing, Juan Molina of FS Precision Tech and Ty Ueland of SeaCast. Details are in the September issue of **INCAST**. 2022 ICI Election

Results will be announced at the 2022 BLDC to be held October 3 in Scottsdale, AZ.

REMASOL® ADBOND® QUIKBUILD™
Reduce the Number of Shell Coats by Up To 33%!

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: 1,548 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	28.94%	24.53%	35.91%
Clicks	13.65%	1.01%	1.54%

NEW 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. Video add-on link is $500 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	$2,500
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.