

# INCAST®

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



## 2021 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.

# 2021 EDITORIAL CALENDAR

## JANUARY

Market Performance and Outlook

## FEBRUARY

Buyers Guide

Environment and Energy

**\*\*BONUS CIRCULATION to foundries\*\***

## MARCH

Wax and Patternmaking

Additive Manufacturing

## APRIL

Ceramics and Shell Building

## MAY

Metals, Alloys, Melting, Management

## JUNE

Manufacturing Processes

Post Casting Operations

## JULY

Inspection, Testing, Quality Control, SPC

## AUGUST

Casting/Foundries

Automation, Computers, Materials Handling

**\*\*BONUS CIRCULATION to end users\*\***

## SEPTEMBER

PRE-SHOW ISSUE

**\*\*BONUS CIRCULATION at EICF Seminar\*\***

## OCTOBER

SHOW ISSUE: Official Program,

**\*\*BONUS CIRCULATION\*\* at the ICI World Technical Conference & Equipment Expo**

## NOVEMBER

Conference & Equipment Expo Review

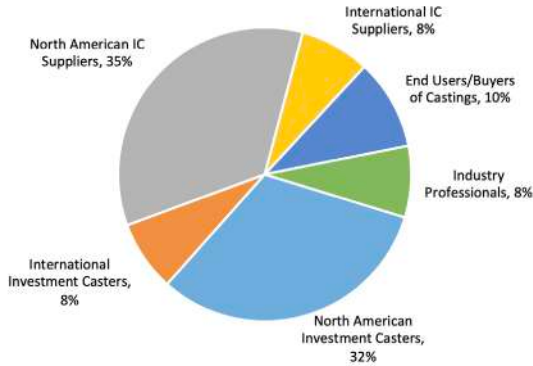
Casting Design and Tooling

## DECEMBER

Education, R&D, New Technology

Year in Review

## Who Reads INCAST?



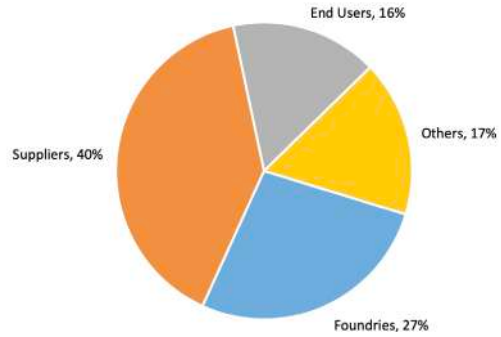
Circulation is specifically targeted to personnel at investment casting and supplier locations throughout the world—particularly Investment Casting Institute Members—plus users, buyers, designers, and specifiers of investment castings. The INCAST circulation list is constantly being updated as new Members are added to the Institute and others subscribe to the magazine. At the time of this printing, 1578 copies were being distributed as follows:

### Print Distribution

North American Investment Casters .....	503*
International Investment Casters .....	123
North American IC Suppliers .....	549
International IC Suppliers .....	122*
*Users/buyers of investment castings .....	157
Other Organizations and Individuals .....	124
<b>TOTAL.....</b>	<b>1578</b>

Note: Figures represent 2019. Numbers are subject to change.  
 \* Bonus Circulations are in February, August and October.

## Subscribing Companies



Bonus circulations of INCAST are printed throughout the year and distributed to buyers of castings, non-Member foundries, university students and 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](http://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 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](http://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](http://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](mailto:incastmedia@investmentcasting.org).

# INCAST 2021 Rates & Mechanical Requirements

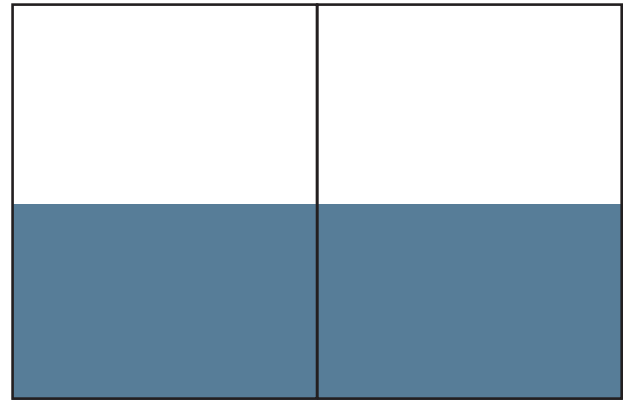


Display advertising in INCAST is open to Institute Members and Non-Members. Non-Member rates are approximately 25% higher than Member rates. Many companies can virtually pay for membership with the savings from a couple of ads. INCAST reserves the right to review advertising and/or decline publication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

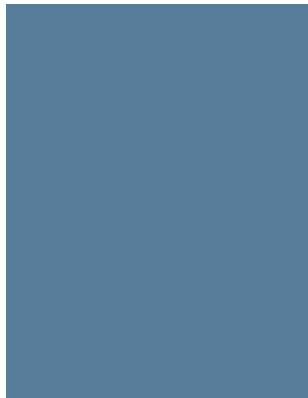
6x contracts receive one 1/6-page buyer's guide ad free of charge.



**1/2 Page Horiz. Cover Wrap**  
17 x 5.5" PLUS 1/8 bleed

MEMBER RATES			
1X	4X	6X	12X
\$3,981	\$3,677	\$3,450	\$3,109

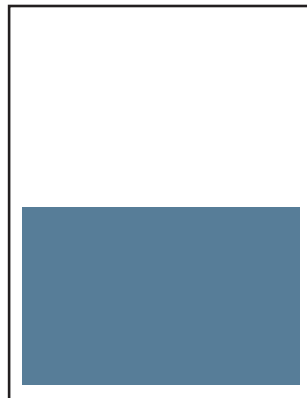
NON-MEMBER RATES			
1X	4X	6X	12X
\$5,041	\$4,655	\$4,366	\$3,932



**One Page**  
8.5 x 11" PLUS 1/8 bleed

MEMBER RATES			
1X	4X	6X	12X
\$4,458	\$4,112	\$3,852	\$3,463

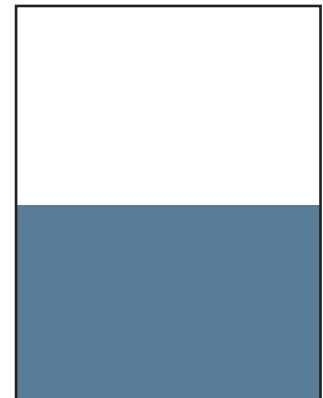
NON-MEMBER RATES			
1X	4X	6X	12X
\$5,573	\$5,140	\$4,815	\$4,328



**1/2 Page Horizontal**  
7.5 x 5"

MEMBER RATES			
1X	4X	6X	12X
\$3,503	\$3,242	\$3,047	\$2,754

NON-MEMBER RATES			
1X	4X	6X	12X
\$4,509	\$4,170	\$3,916	\$3,535



**1/2 Page Horiz. Bleed**  
8.5 x 5.5" PLUS 1/8 bleed

MEMBER RATES			
1X	4X	6X	12X
\$3,503	\$3,242	\$3,047	\$2,754

NON-MEMBER RATES			
1X	4X	6X	12X
\$4,509	\$4,170	\$3,916	\$3,535

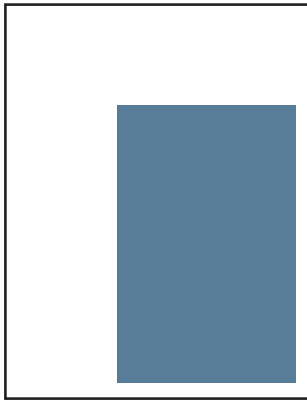
## Covers & Special Positions

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

## Printing Specifications

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

# INCAST 2021 Rates & Mechanical Requirements



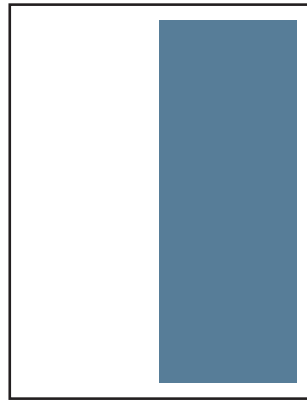
**1/2 Page Vertical**  
4-5/8 x 7.5"

MEMBER RATES 

1X	4X	6X	12X
\$3,503	\$3,242	\$3,047	\$2,754

NON-MEMBER RATES

1X	4X	6X	12X
\$4,509	\$4,170	\$3,916	\$3,535



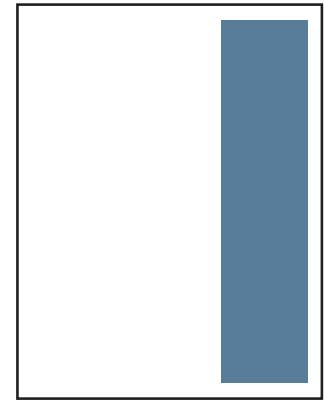
**1/2 Page Vertical**  
3.5 x 10"

MEMBER RATES 

1X	4X	6X	12X
\$3,503	\$3,242	\$3,047	\$2,754

NON-MEMBER RATES

1X	4X	6X	12X
\$4,509	\$4,170	\$3,916	\$3,535



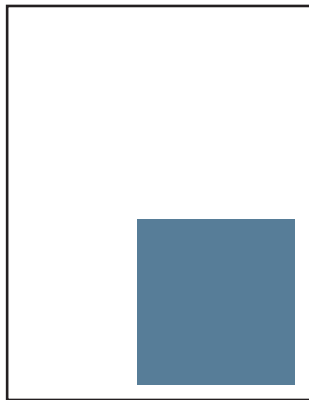
**1/3 Page Vertical**  
2.375 x 10"

MEMBER RATES 

1X	4X	6X	12X
\$2,643	\$2,247	\$2,048	\$1,454

NON-MEMBER RATES

1X	4X	6X	12X
\$3,436	\$3,169	\$2,969	\$2,699



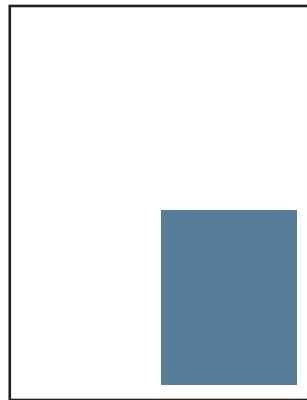
**1/3 Page Square**  
4.625 x 5"

MEMBER RATES 

1X	4X	6X	12X
\$2,643	\$2,247	\$2,048	\$1,454

NON-MEMBER RATES

1X	4X	6X	12X
\$3,436	\$3,169	\$2,969	\$2,699



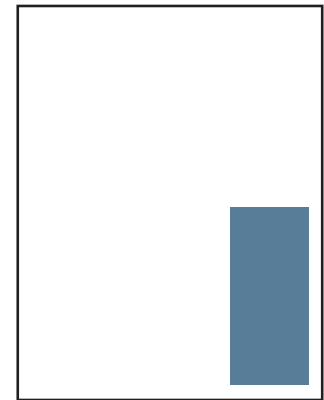
**1/4 Page**  
3.5 x 5"

MEMBER RATES 

1X	4X	6X	12X
\$2,107	\$1,791	\$1,633	\$1,159

NON-MEMBER RATES

1X	4X	6X	12X
\$2,740	\$2,527	\$2,367	\$2,128



**1/6 Page**  
2.375 x 5"

MEMBER RATES 

1X	4X	6X	12X
\$1,677	\$1,417	\$1,292	\$917

NON-MEMBER RATES

1X	4X	6X	12X
\$2,179	\$2,011	\$1,884	\$1,693

## Rate Card Terms

\*Rates quoted are gross rates and based on membership status as of publication date. A 15% agency discount is available to advertising agencies or to member companies which directly commit to a multiple-insertion advertising plan of 4x or more.

## Inserts

Submit layout and paper sample for approval, quantity and price.

# 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, 2021
- First 1/6-page ad FREE to 6X contract advertisers



INVESTMENT CASTING PRODUCTS AND SERVICES **2020 BUYER'S GUIDE**

<p><b>Shellbuilding Materials</b></p> <p><b>RANSON &amp; RANDOLPH</b> PO Box 1330 Maconne OH 43037 USA (419) 865-1047 Fax: (419) 865-9997 Email: mark.hunyor@rsrtp.com www.ranson-randolph.com</p> <p><b>REMET CORPORATION</b> 719 Commerce Road Ulster NY 13504-8299 USA (518) 793-8100 Fax: (518) 793-4848 Email: dbalsh@remet.com www.remet.com</p> <p><b>REMET UK LTD.</b> Unit 14, Brereton St Sir Thomas Longley Road Rochester ME2 4SP UK 44134-22049 Fax: 44134-22041 www.remet.com/en</p> <p><b>RRTC, INC.</b> 19 Monroe Avenue Bala Cynwyd PA 19002 USA (610) 831-2600 Email: dmcumlen.rrtc@gmail.com</p> <p><b>TREBOL USA, LLC</b> 541 South Rosemary Avenue Andrews SC 29619 USA (803) 526-1100 Fax: (803) 204-5112 Email: dcooper@trebol.com www.trebol.com</p> <p><b>W.R. GRACE &amp; CO.</b> 7500 Grace Drive Columbia MD 21044 USA (800) 828-6014 Email: erc_astraw@grace.com www.grace.com</p> <p><b>WASHINGTON MILLS ELECTRO MINERALS</b> PO Box 423 Niagara Falls NY 14302 USA (716) 278-8800 Fax: (716) 278-8850 Email: dmclo@washmills.com www.washingtonmills.com</p>	<p><b>WASHINGTON MILLS ELECTRO MINERALS LTD.</b> 1760 Overland Ave. NE Tulford Park Manchester, M17 3NR UK Email: george@washmills.com</p> <p><b>WESTECH WAX PRODUCTS, INC.</b> 1342 Enterprise Ct. Contra Costa CA 94526 USA (925) 279-4496 Fax: (925) 279-3216 Email: barry@westechproducts.com www.westech.com</p> <p><b>WORLD SOURCE, INC.</b> 538 Alpha Drive Pittsburgh PA 15204 USA (412) 963-8000 Fax: (412) 963-0542 Email: john@worldsource.com</p> <p><b>Odyssey</b> Advanced Tool - diecasters... www.BLInfo.com</p>	<p><b>Software/Computers</b></p> <p><b>AJAX TOCCO MAGNETHERMIC</b> 1760 Overland Ave. NE Manchester, M17 3NR UK (200) 372-8511 Fax: (200) 372-8608 Email: thara@tccomagnetics.com www.ajaxtocco.com</p> <p><b>B&amp;L INFORMATION SYSTEMS, INC.</b> 4707 Rambo Road Bridgman MI 49106 USA (269) 486-6207 Fax: (269) 485-8886 Email: struss@blinfo.com www.blinfo.com</p> <p><b>HODGEPART INTERNATIONAL</b> 1278 Highway 461 Sumerset VT 05488 USA (800) 479-8282 Email: p46@hodgpart.com www.hodgpart.com</p> <p><b>ICAST SOLUTIONS, LLC</b> 560 Kilton Court Nilesville TN 37576 USA (615) 471-3155 Fax: (615) 754-1063 Email: glen@icastsolutions.com www.icastsolutions.com</p> <p><b>KEY PROCESS INNOVATIONS</b> 2110 N.W. 29th Street La Center WA 98529 USA (360) 875-8110 Fax: (360) 225-1688 Email: julia@keyprocessinnovations.com www.keyprocessinnovations.com</p> <p><b>MAGMA FOUNDRY TECHNOLOGIES</b> 30 N. Martingale Rd., Suite 425 Schauheim IL 60173 USA (847) 969-1001 Email: info@magnasoft.com www.magnasoft.com</p> <p><b>PRODUCT DEVELOPMENT &amp; ANALYSIS (PDA) LLC</b> 1783 Legacy Circle Suite 119 Naperville IL 60563 USA (630) 860-8801 Fax: (630) 366-8873 Email: info@PDA-LLC.com www.PDA-LLC.com</p> <p><b>RENAISSANCE SERVICES - PERFECT - 3D DIVISION</b> 1 Herold Square Fairborn OH 43024 USA (603) 222-3227 Email: info@ren-services.com www.perfect3d.com</p> <p><b>SHELL-O-MATIC, INC.</b> 1800 St. Catherine Blvd. Montreal North Quebec H1G 5M4 CANADA (514) 222-9888 Fax: (514) 222-9832 Email: shoa@shellomatic.com www.shellomatic.com</p> <p><b>SWINDELL DRESSLER</b> 5100 Cassel Drive Corasopolis PA 15108 USA (412) 788-7100 Fax: (412) 788-7110 Email: sfc@swindelldressler.com www.swindelldressler.com</p> <p><b>SYNCHRO ERP LTD.</b> 180 Congress Avenue Suite 2000 Austin TX 78701 USA (800) 322-2809 Fax: (800) 322-2808 Email: sales@synchroerp.com www.synchroerp.com</p> <p><b>VA TECHNOLOGY LTD. UK</b> Halford 9 Telford TF7 4DW UK 441952-582822 Fax: 441952-582838 Email: sales@vatech.co.uk www.vatech.co.uk</p> <p><b>VULCAN ENGINEERING CO.</b> P.O. Box 207 1 Volcan Drive Haines AL 36030 USA (206) 863-0722 Fax: (206) 863-9103 Email: sales@vulcangroup.com www.vulcangroup.com</p>
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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. Potential sponsors are INCAST Magazine advertisers who have committed to multiple insertions. Advertising in the INCAST Newsletter will be limited to one ad per calendar year per advertiser. Advertising in the INCAST News is open to ICI Regular and Affiliate Members.

## Circulation: 1,523 Subscribers!

The INCAST Newsletter, 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](mailto: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
Bounces	4.95%	10.61%	9.22%
Opens	29.2%	13.18%	18.94%
Clicks	19.30%	7.40%	6.86%



## ADVERTISING RATES

The rate for 2020 is \$850 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 Name	Sponsorship Opportunity	Cost
<b>Business &amp; Leadership Development Conference</b>	Sunday Evening (3 opportunities)	\$5,000
	Tuesday Evening (3 opportunities)	\$2,500
	Morning Breakfast (3 opportunities)	\$1,250
	Coffee Break (2 opportunities)	\$500
<b>15th World Conference on Investment Casting and Equipment Show</b>	Pens	\$1,500
	Tote Bags	\$3,500
	Breakfast Signage (2 opportunities)	\$2,450
	Coffee Break Signage	\$2,450
	Tumblers	\$1,950
	Mugs	\$1,000
	Snack Break Signage (Expo only)	\$1,950
	<b>Gold Sponsor (3 opportunities)</b>	Multiple Opportunities (See below)
<b>Silver Sponsor (3 opportunities)</b>	Multiple Opportunities (See below)	\$5,000
<b>Bronze Sponsor (4 opportunities)</b>	Multiple Opportunities (See below)	\$2,500
<b>Scholarship Fund</b>	Scholarship	\$2,500
<b>Process Control Seminar</b>	Food & Beverage	\$2,500
<b>Industry Certification Course</b>	Food & Beverage	\$6,000
<b>Regional Meeting</b>	Food & Beverage (Up to 4 opportunities)	\$2,000

Foundry tours are included as part of the Regional Meeting.

Multiple Sponsorship Opportunities including, but not limited to, Sunday & Tuesday evening receptions, Keynote Address, Audio Visual and our Souvenir Medallion.