

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



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.

2023 EDITORIAL CALENDAR

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**

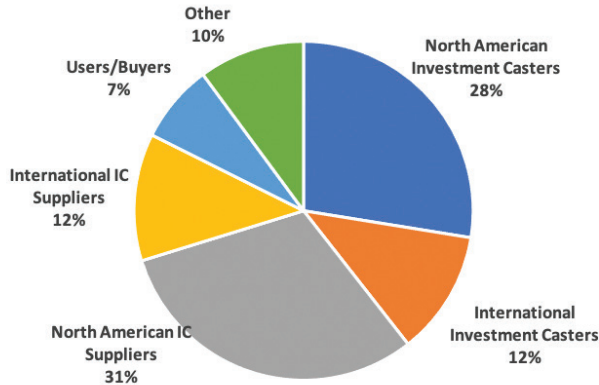
NOVEMBER

Casting Design and Tooling

DECEMBER

Education, R&D, New Technology
Year in Review

Who Reads INCAST?



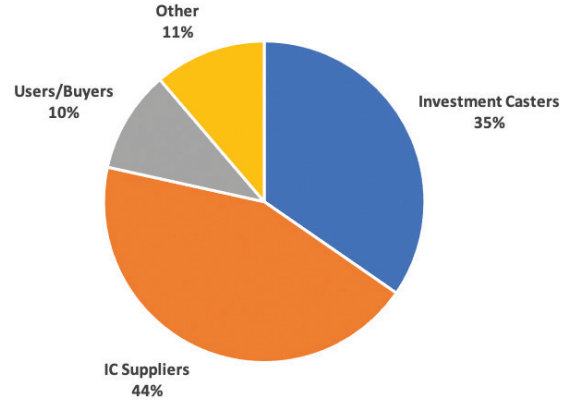
Circulation is specifically targeted to personnel at investment casting and supplier locations throughout the world- particularly Investment Casting Institute Members- plus users, buyers, designers, and specifiers of investment castings. The INCAST circulation list is constantly being updated as new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

Subscribing Companies



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.

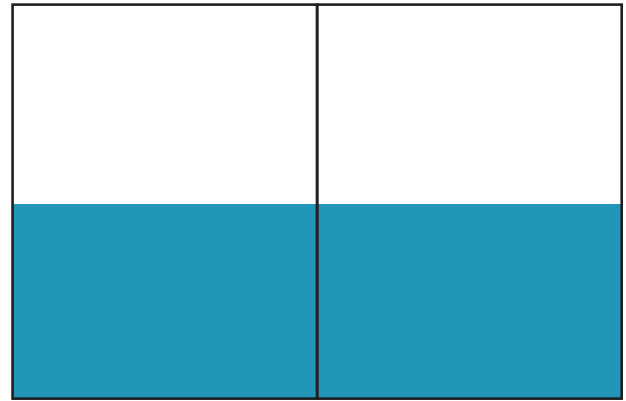
Classified Advertising

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



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;

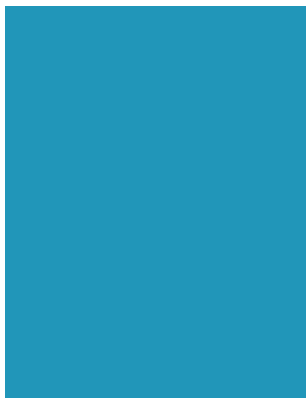
6x contracts receive one 1/6-page buyer's guide ad free of charge.

MEMBER RATES

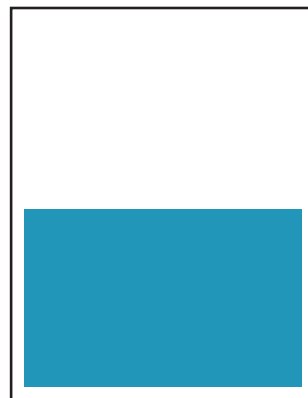
1X	4X	6X	12X
\$4,578	\$4,229	\$3,968	\$3,575

NON-MEMBER RATES

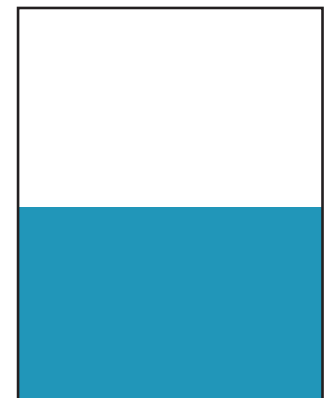
1X	4X	6X	12X
\$5,041	\$4,655	\$4,366	\$3,932



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

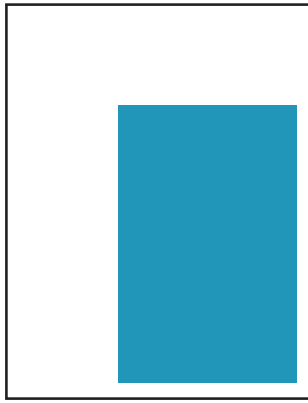
Covers & Special Positions

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.

INCAST 2023 Rates & Mechanical Requirements



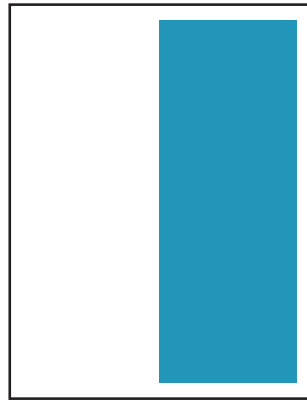
1/2 Page Vertical
4.65 x 7.5"

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



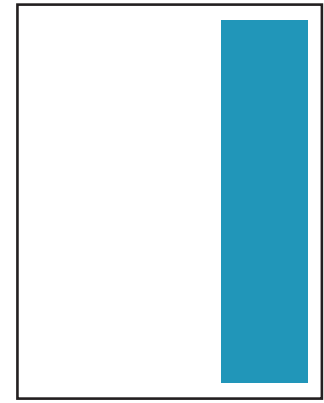
1/2 Page Vertical
3.5 x 10"

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



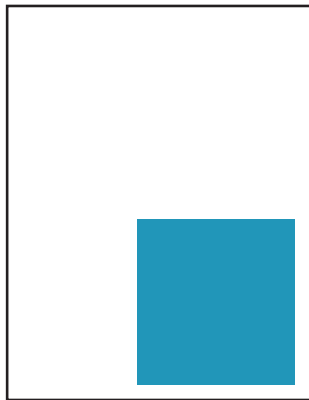
1/3 Page Vertical
2.375 x 10"

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



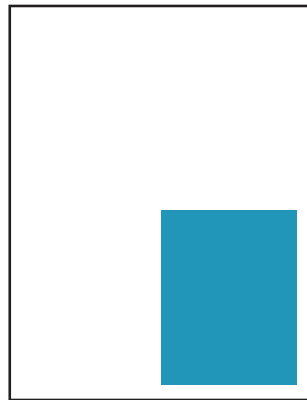
1/3 Page Square
4.625 x 5"

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



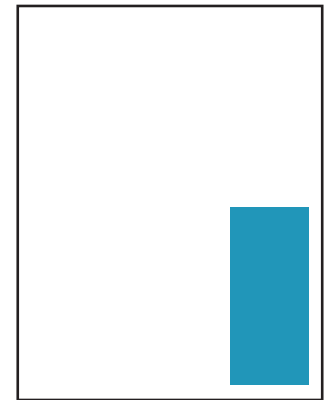
1/4 Page
3.5 x 5"

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

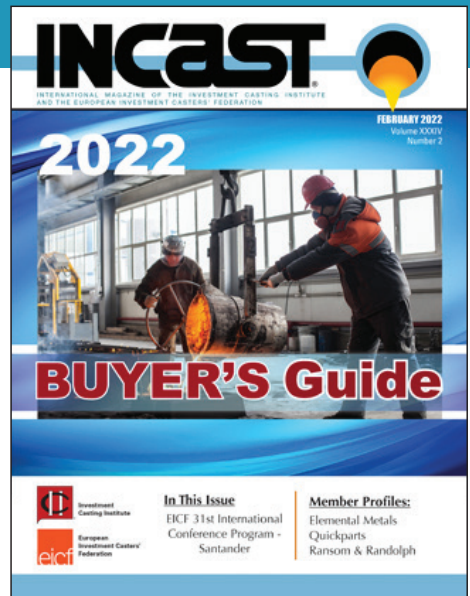
*Rates quoted are gross rates and based on membership status as of publication date. An additional 15% agency discount is available to advertising agencies.

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

2022 BUYER'S GUIDE

PRODUCTS and SERVICES

Shellbuilding Materials

FREEMAN (JAPAN) CO. LTD.
4 Chome 12 Higashi-Nagaya-Cho
Miyai-Au 236-0002 JAPAN
8146-43-3800 Fax:8145-493-3698
www.freeman-japan.co.jp/

GEO 40 LIMITED
77 Terasengra Street
Tampu 2200 NEW ZEALAND
(64)21 899 844
www.geo40.com

IC CERAMIC CONSULTING LLC

33 Pordewee Road
Waukegan, IL 60087 USA
(815) 391-5696
www.icmaterials.com

IMERY'S ALLIMINATES FOR FOUNDRY APPLICATIONS
100 Massena Court East Suite 300
Roswell GA 30076 USA
(404) 586-8000
www.imerys-refractory.com

IMERY'S REFRACTORY MINERALS INTERNATIONAL
41 Quai de Grenelle
Paris 75015 FRANCE
331 4985-4950 Fax:331 4995-6555
www.imerys-refractoryminerals.com

KYANITE MINING CORP.

30 Wells Ave. Plant Lane
Canaan, VT 05608 USA
(434) 965-3041 Fax:(434) 963-3079
www.kyanite.com

REASON COLOR WORKS INC.
PO Box 76
East Liverpool OH 43929-0076 USA
(330) 385-4400 Fax:(330) 385-4488
www.masoncolor.com

MINERAL & CHEMICAL SERVICES
1 Baronia House Point Pleasant IND EST
Walton Park & Water 4628 IN USA
44191 262 3311 Fax:44191 262 3544
www.mineral-services.co.uk

Shellbuilding Materials

NALCO WATER - AN ECOLAB COMPANY
181 W. Duin Road
Naperville, IL 60563 USA
(630) 326-1000 Fax:(630) 326-2900
precision@nalcowater.com
www.nalco.com

NALCO WATER - AN ECOLAB COMPANY
Richtstrasse 7
Wallisellen, 8304, Switzerland
+41 787 78043
www.nalco.com

NICHE FLUOROPOLYMER PRODUCTS INC.
42 Mountain Avenue
Suite 201 Nesquehoning PA 18240 USA
(570) 846-9917
mike.s.davis@nichefpp.com

NOURION PULP AND PERFORMANCE CHEMICALS, L.L.C.
160 Parkway Place Suite 1200
Merrittville, OH 43907 USA
(770) 578-0880 Fax:(770) 521-5885
www.nourionpolymers.com

PRESIDENT CO. LTD.
SE, No. 57 Fooking N. Rd. 2
Ningbo City, Ningbo City, ZHANGJIANG
315027-1190
www.president.com.tw

RANSOM & RANDOLPH
PO Box 1003
Merrittville OH 43907 USA
(419) 865-9492 Fax:(419) 865-9997
www.ransom-randolph.com

REMET CORPORATION

230 Geneva Road
Ulica NY 13082 4395 USA
(315) 792-8200 Fax:(315) 792-4848
www.remet.com

REMET UK LTD.
Dixie Rd. Runcorn 2 St Thomas Longley Rd
Runcorn ME2 4DP UK
441624-226240 Fax:441624-226241
www.remet.com/uk

RHEONICS GMBH
Klosterstrasse 19
Wismar 18485 SWITZERLAND
49356-11300
https://rheonics.com

RTC INC.
10 Marina Avenue
Belle Mead NJ 08502 USA
(908) 851-3000
tsong@rtc-tech.com

SURFACEPREP - GMPGRAYSTAR
3000 Byron Commerce Dr
SW Byron Center MI 48315 USA
(843) 875-9000
www.gmpgraystar.com

TREBOL USA LLC
641 South Rosemary Avenue
Andrews SC 29510 USA
(843) 520-1100 Fax:(843) 264-5112
www.trebol.com

W.A. GRACE & CO.
7900 Grace Drive
Columbia MD 21044 USA
(410) 331-4158
www.grace.com

WASHINGTON MILLS ELECTRO MINERALS
PO Box 402
Napier Falls NY 14026 USA
(716) 278-6000 Fax:(716) 278-6600
www.washingtonmills.com

WESTECH WAX PRODUCTS INC.

1245 Emerson C.
Corona CA 92682 USA
(951) 278-4400 Fax:(951) 278-3216
www.westechwax.com

WORLDSOURCE INC.
533 Alpha Drive
Pittsburgh PA 15238 USA
(412) 953-8000 Fax:(412) 953-8542
john@worldsource.com

For a list of suppliers by name, A-C, see pg. 58

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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: 1,548 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%



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.