

# 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?

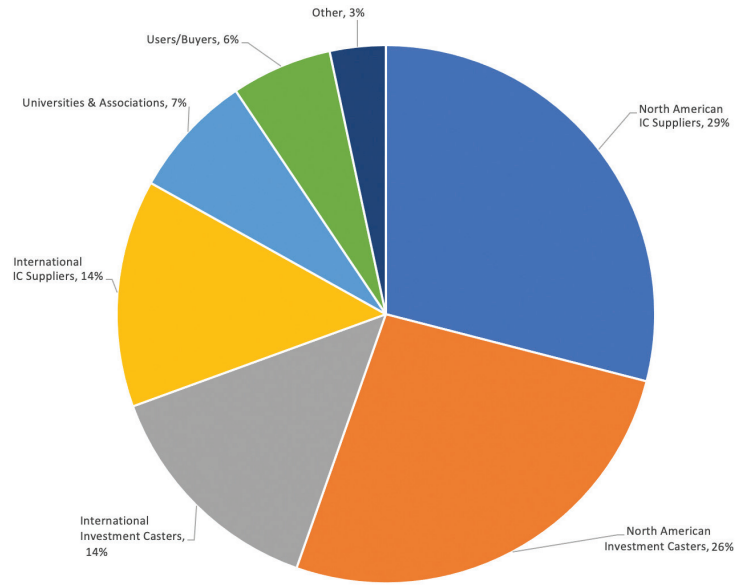
Circulation is specifically targeted to personnel at investment casting and supplier locations throughout the world- particularly Investment Casting Institute Members- plus users, buyers, designers, and specifiers of investment castings. The INCAST circulation list is constantly being updated as new 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
<b>TOTAL .....</b>	<b>1551</b>

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](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 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](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.

# 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



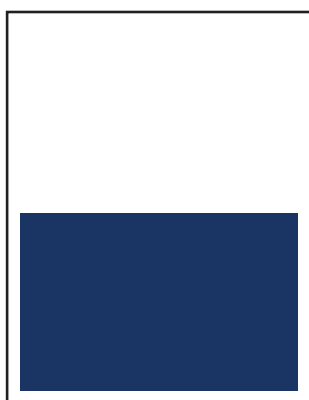
1X	4X	6X	12X
\$4,578	\$4,229	\$3,968	\$3,575

### 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

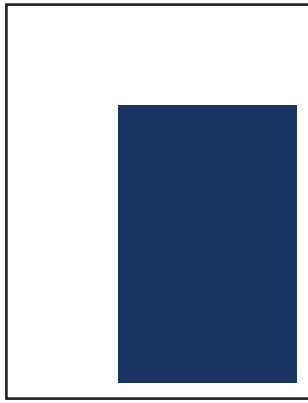
## Printing Specifications

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



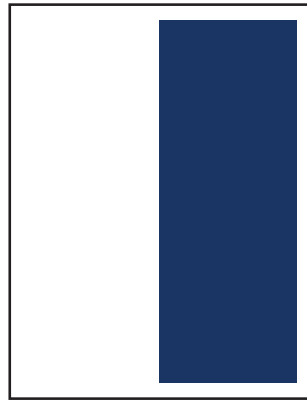
**1/2 Page Vertical**  
4.65 x 7.5"

**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



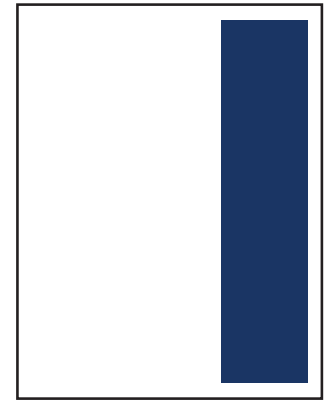
**1/2 Page Vertical**  
3.5 x 10"

**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



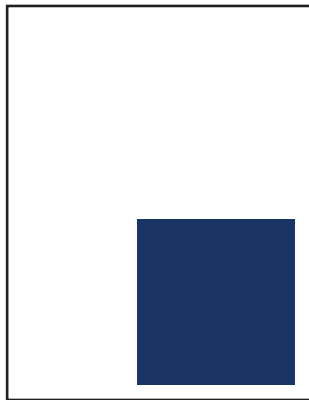
**1/3 Page Vertical**  
2.375 x 10"

**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



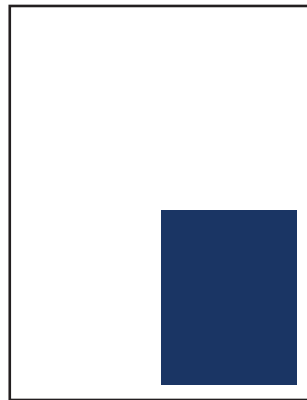
**1/3 Page Square**  
4.625 x 5"

**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



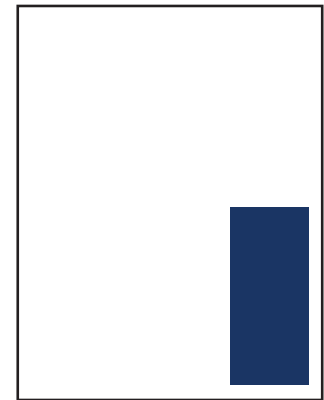
**1/4 Page**  
3.5 x 5"

**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

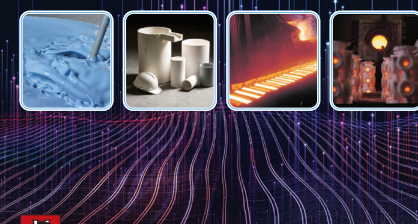
## Rate Card Terms

\*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.

## 2023 BUYERS GUIDE



**Investment Casting Institute**  
**European Investment Casters' Federation**

**In This Issue:**  
INCAST Celebrates 35th Year  
The Innovation Gap

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  
rlgneybill@hotmail.com

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

**FREEMAN (JAPAN) CO. LTD.**  
4 Chomei 12-9 Higashi-Hongo-cho  
Mitohi Ku 226-0002 JAPAN  
8145-473-2580 Fax: 8145-473-2656  
www.freeman-japan.co.jp

**INDUCTION MELTING EQUIPMENT SOLUTIONS**  
The following is a partial list of our melting equipment solutions:

- Induction Melting
- Induction Heating
- Induction Furnaces
- Induction Melting
- Induction Heating
- Induction Furnaces

**PILLAR**  
19000 S. W. 10th Street, Suite 100  
Miami, FL 33187 USA  
(305) 555-1111  
www.pillar.com

#### Melting Products

**INDUCTION TECHNOLOGY CORP.**  
23060 Bear Valley Road  
Alpha 10904 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) 267-9000 Fax: (609) 267-3537  
www.inductotherm.com

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

**LONG STAR INDUCTION INC.**  
5410 SE CR 2010  
Covington TX 75749 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 RP7 2601 USA  
(845) 471-7630 Fax: (845) 471-2485  
www.mpi-systems.com

#### Melting Products

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

**ALD VACUUM TECHNOLOGIES GMBH**  
Ottenw-Güterle-Platz 1  
63457 Haina-GERMANY  
(49)181-307-3203 Fax: (49)181-307-3200  
www.ald-ld.de

**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 Gros Blvd.  
Herkimer NY 13350 USA  
(315) 574-1600 Fax: (315) 574-1691  
www.elgutilcaalloys.com

**EMSCO**  
1000 Nave Road SE  
Moultrie GA 30666 USA  
(330) 833-5600 Fax: (330) 833-3029  
www.emsco.com

**ERGOFLEX INC.**  
1000 Glenbrook Way Ste. 408, 4229  
Hendersonville TN 37075 USA  
(615) 836-9800 Fax: (615) 836-9370  
www.ergoflex.com

**FIRLINE INC.**  
300 Andrew Avenue  
Youngstown OH 44555 USA  
(330) 743-1154 Fax: (330) 743-3117  
cvsr4e@firline-inc.com

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## 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

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](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
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.