

INCAST®

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



2025 MEDIA KIT EDITORIAL & RATE CARD

INCAST, the Official Magazine of the ICI and the EICF

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



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.

2025 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

The Foundry Issue: Casting Buyer's Handbook
****BONUS CIRCULATION** to End Users
Manufacturing Processes,
Post Casting Operations**

JULY

Inspection, Testing, Quality Control, SPC

AUGUST

PRESHOW ISSUE:
Agenda Abstracts, Exhibitor Highlights
Automation, Computers, Materials Handling

SEPTEMBER

**SHOW ISSUE: 72nd Annual Conference
& Expo Official Program,
BONUS CIRCULATION**

OCTOBER

POST SHOW ISSUE

NOVEMBER

Casting Design and Tooling, Safety

DECEMBER

Education, R&D, New Technology
Year in Review

Who Reads INCAST?

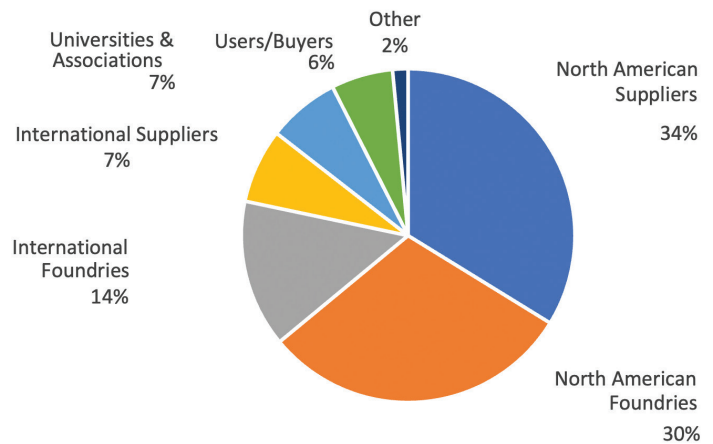
Circulation is specifically targeted to personnel at investment casting and supplier locations throughout the world – particularly ICI and EICF Members– plus users, buyers, designers, and specifiers of investment castings. The INCAST circulation list is constantly being updated as new Members are added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

INCAST Circulation

N.A. Investment Casters	545
International Investment Casters	258
N.A. IC Suppliers.....	609
International IC Suppliers.....	130
Universities & Associations	126
Users/buyers of investment Castings.....	108
Other Organizations and Individuals.....	27
TOTAL	1803

Notes: Figures represent 2024 total 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.

INCAST Magazine Circulation



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 3% late fee will be assessed on past due accounts. Should an account exceed 60 days past due, all future ad insertions will be discontinued until the account is current. If insertion discontinuation affects the fulfilment of the total number of ads specified in the ad contract, the ad rate will be adjusted accordingly. 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 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. 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.



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



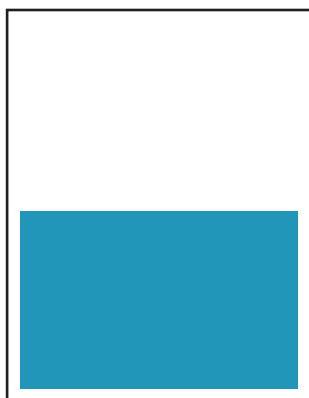
1X	4X	6X	12X
\$4,578	\$4,229	\$3,968	\$3,575

NON-MEMBER RATES

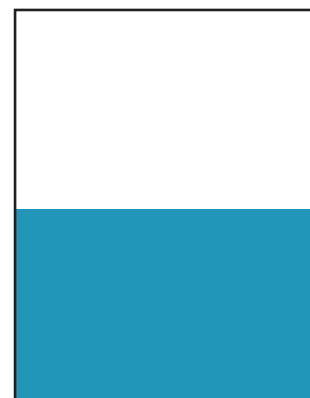
1X	4X	6X	12X
\$5,041	\$4,655	\$4,366	\$3,932



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

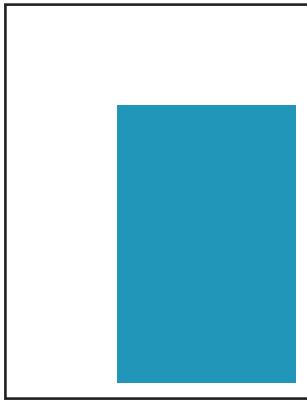
Covers & Special Positions

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 2025 Rates & Mechanical Requirements



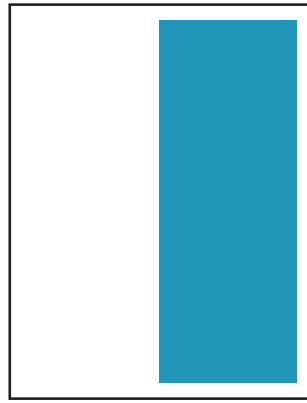
1/2 Page Vertical
4.65 x 7.5"

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



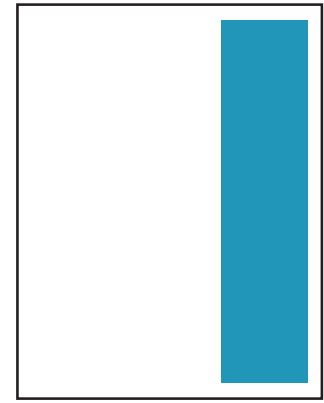
1/2 Page Vertical
3.5 x 10"

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



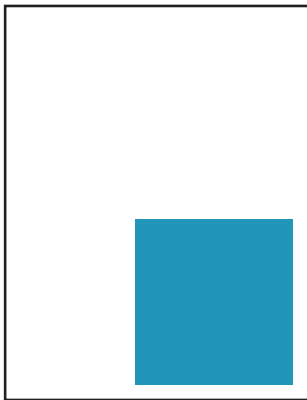
1/3 Page Vertical
2.375 x 10"

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



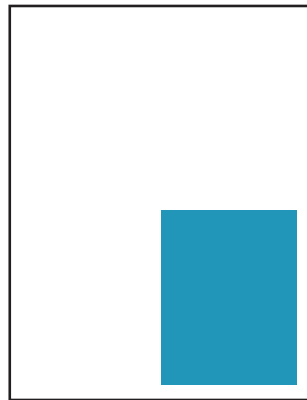
1/3 Page Square
4.625 x 5"

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



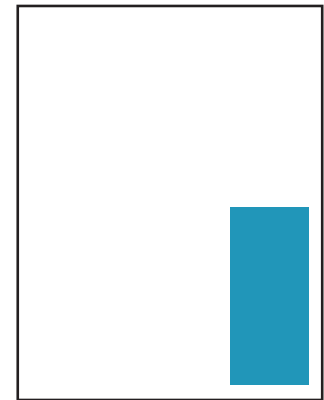
1/4 Page
3.5 x 5"

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 (2025).

Magazine Copies

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



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, 2025
- First 1/6-page ad FREE to 6X contract advertisers

Please note: Members who have not paid their 2025 Membership Dues by January 31st will be omitted from the March Buyer's Guide.

2024 BUYER'S GUIDE		PRODUCTS and SERVICES	
Patternmaking Equipment		Rapid Prototyping	
PRINCETON TOOL 7830 Division Drive Mentor OH 44060 USA (440) 296-8666 www.princetontool.com	RANSOM & RANDOLPH 3535 Bitfield Boulevard Maumee OH 43537 USA (419) 865-8487 www.ransom-randolph.com	SHELL-O-MATIC INC. 6855 Bitfield Boulevard Saint Leonard Quebec H9P 3M6 CANADA (514) 322-1068 www.shellomatic.com	3DCERAM SINTO SAS 4 rue du Parc de Melion Ridge Z.A. Melion Ridge Bonne La Cote 67279 FRANCE 33-0-935-041090 www.3dceram.com
PRODWAYS 43 Avenue des 3 Peuples, Batiment G Montigny La Betonnaise 78181 FRANCE 77151-7109 www.prodways.com	REMET CORPORATION 230 Commerce Road Utica NY 13502-6386 USA (515) 787-9700 www.remet.com	STRATASYS 1225 Saint Charles Street Utica NY 13502-6386 USA (515) 787-9700 www.stratasys.com	ALAX TOCCO MAGNETHERMIC 1745 Overland Ave. NE Warren OH 44483 USA (330) 372-8811 www.alaxtocco.com
QINHUANGDAO FUGE SCIENCE & TECH. CO. LTD. No. 261 Luyangmen Lu Zhenhaijiao Hainanqu Qinhuangdao Hebei 066000 CHINA 86-0-336-8507-882 www.fuge.com	REMET UK LTD. Unit 44, Riverside 2 Sir Thomas Longley Road Rochester ME2 4DP UK 44 1634-232640 www.remet.com/en	VOXELJET AG Paul-Lenz-Str.1 Friedberg D-96106 GERMANY 0049-921-7483 100 www.voxeljet.com	AMTEC 3D 504 E. Canal Street Lebanon PA 17046 USA (717) 690-0036 www.amtec3d.com
Patternmaking Products (non-wax)	REMET CORPORATION 230 Commerce Road Utica NY 13502-6386 USA (515) 787-9700 www.remet.com	VOXELJET AMERICA INC. 41430 Haggerty Circle Canton MI 48188 USA (734) 808-0025 www.voxeljet.com	AMTEC 3D 504 E. Canal Street Lebanon PA 17046 USA (717) 690-0036 www.amtec3d.com
BEIJING GREAT TECH CO. LTD. 25th Office Building '30 Zhangguang Lu 55 Beijing 100048 CHINA 86 101064761610 www.bjgreattech.com	FINGASCOM AG Ebnethalstrasse 1 Schneidlegg Schwyz CH-8834 SWITZERLAND 4122811244 www.mtcconsulting.ch	REMET CORPORATION 230 Commerce Road Utica NY 13502-6386 USA (515) 787-9700 www.remet.com	3DCERAM SINTO SAS 4 rue du Parc de Melion Ridge Z.A. Melion Ridge Bonne La Cote 67279 FRANCE 33-0-935-041090 www.3dceram.com
BUNTRUCK INDUSTRIES INC. 1176 Armetown Road Williamsburg VA 23185 USA (757) 263-2090 www.buntruckindustries.com	FORMCAST 710, Box 26 Westtown PA 19385 USA (484) 433-1001 fignp@bll@bntmail.com	REMET UK LTD. Unit 44, Riverside 2 Sir Thomas Longley Road Rochester ME2 4DP UK 44 1634-232640 www.remet.com/en	AMTEC 3D 504 E. Canal Street Lebanon PA 17046 USA (717) 690-0036 www.amtec3d.com
CAD BLU 250 W 39th Street, Ground Floor New York NY 10018 USA (212) 481-8700 www.cadblu.com	FREEMAN (JAPAN) CO. LTD. 4 Chome 2-9 Higashi-Nongo-Cho Midori-ku 226-0002 JAPAN 81-45-473-3580 www.freeman-japan.co.jp	SCHREY & SONS MOLD COMPANY INC. 24735 Ave Rocketeer Valencia CA 91355 USA (661) 294-2200 www.schrey.com	AMTEC 3D 504 E. Canal Street Lebanon PA 17046 USA (717) 690-0036 www.amtec3d.com
DYNATECSALES PO Box 460 Aurora OH 44202 USA (330) 474-8820 deepan@dnttechnologies.com	MPI INC. 105 Smith Street Roughsledge NY 13801 USA (845) 471-7630 www.mpi-systems.com	STRATASYS Unit 3 Premier Brunel Park Coltsharrow Way Aylesbury HP19 8AP UK (44) 1294-253780 www.stratasys.com/en	AMTEC 3D 504 E. Canal Street Lebanon PA 17046 USA (717) 690-0036 www.amtec3d.com

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)
- 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 (non-wax)
- Rapid Prototyping
- Research/Technology Facilities
- 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 highlight upcoming events, announcements and happenings with the Investment Casting Institute and the industry.

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: 1,335 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 Erin Almaleh at ealmaleh@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
Open Rate	33%	28.59%	27.05%
Click Rate	7%	9.60%	3.29%

ADVERTISING RATES

The rate is \$950 per issue. Deadline for receiving ad material is the 5th of each month.

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.

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.

SPONSORSHIP OPPORTUNITIES



Event Options	Sponsorship Opportunity	Cost
INCAST December issue	Education Sponsor	\$595
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.