

INCAST®

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



2026 Media Kit Editorial Calendar & Rate Card



Investment
Casting
Institute



European
Investment
Casters'
Federation

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

NEW OPPORTUNITY!

Capture attention instantly with the opening page of INCAST's digital magazine—the first thing every reader sees. This premium placement guarantees maximum visibility to global decision-makers in the investment casting industry.



This issue of

INCAST®

is sponsored by

B&L INFORMATION SYSTEMS
www.blinfo.com

OCTOBER 2025



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.
- ▶ Distributed to investment casters and suppliers, designers, specifiers, universities, buyers and end users.
- ▶ 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.

2026 Media Kit cover photo compliments of Shellcast, Inc.

2026 EDITORIAL CALENDAR

JANUARY

Additive Manufacturing, Casting Design

FEBRUARY

Wax and Patternmaking

MARCH

Supplier Buyer's Guide
****BONUS CIRCULATION**** to
 Non-Member Foundries

APRIL

Market Performance and Outlook
 Ceramics and Shell Building
****BONUS CIRCULATION**** to
 EICF Conference & Expo Attendees

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

Automation, Computers, Materials Handling

SEPTEMBER

PRESHOW ISSUE:
 Agenda Abstracts, Exhibitor Highlights

OCTOBER

SHOW ISSUE: 73rd Annual Conference & Equipment Expo Official Program
****BONUS CIRCULATION**** to
 ICI Conference & Expo Attendees

NOVEMBER

POST SHOW ISSUE
 Safety, Environment and Energy

DECEMBER

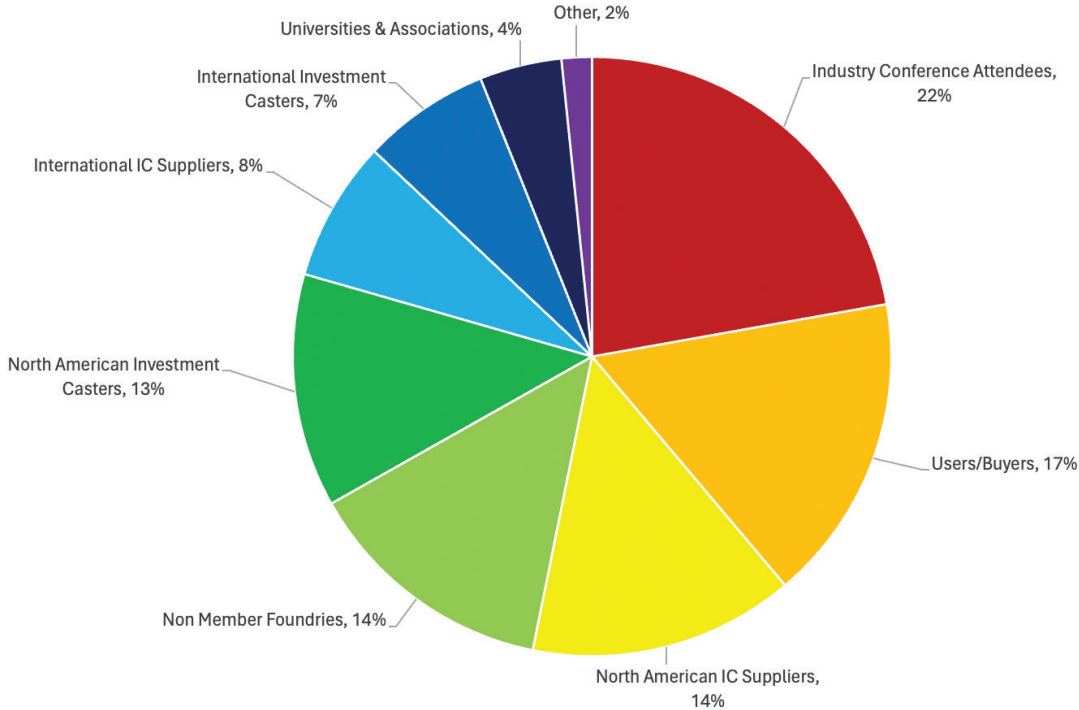
Education, R&D, New Technology
 Year in Review

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 Subscriber Circulation

Industry Conference Attendees.....	650
Users/Buyers of Investment Castings.....	487
North American IC Suppliers.....	420
Non Member Foundries	400
North American Investment Casters	369
International IC Suppliers.....	222
International Investment Casters	202
Universities & Associations	130
Other Organizations and Individuals.....	48
TOTAL	2928



INCAST is the Global Investment Casting Industry's ONLY dedicated publication.

INCAST DIGITAL REACH

Direct Link from ICI Website

The digital edition of the magazine is available to readers accessed from the Investment Casting Institute's website: www.investmentcasting.org. Digital archives are available to Members.

Newsletter Reach 2.3k

The digital edition of the magazine is available to readers via the INCAST Newsletter.
 Click Rate: +14% over industry average (22%)
 Open Rate: +4% over industry average (33%)

Social Media Platform Reach

~5K Followers + Affinity group
 ~5K additional
 110k+ yearly impressions
 9.3% engagement rate +43.5% over competitors

INCAST Bonus Circulations

- Supplier Guide to Non-Member Foundries
- EICF Conference Attendees
- The Foundry Issue to End Users
- ICI Annual Conference & Expo Attendees



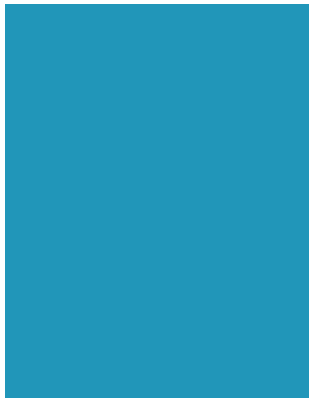
Display advertising in INCAST is open to Institute Members and Non-Members. Non-Member rates are higher than Member rates. Many companies can virtually pay for membership with the savings from a couple of ads.

AD PACKAGES:

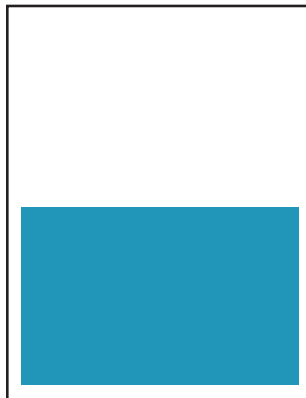
6X and 12X additional benefits...

12X contracts additional benefits: two 1/6 page buyers guide ads (\$1,100 value) and one INCAST Newsletter sponsored ad (\$1,050 value), total additional value: \$2,150.

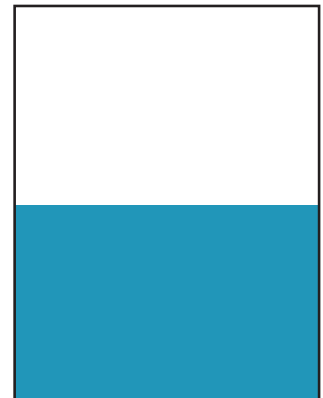
6X contracts additional benefits: one 1/6 page buyers guide ad (\$650 value) and one INCAST digital sponsorship (\$1,050 value), total additional value: \$1,700.



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	\$4,675	\$4,578	\$4,334

MEMBER RATES

1X	4X	6X	12X
\$3,827	\$3,674	\$3,597	\$3,406

MEMBER RATES

1X	4X	6X	12X
\$3,827	\$3,674	\$3,597	\$3,406

NON-MEMBER RATES

1X	4X	6X	12X
\$7,306	\$7,014	\$6,868	\$6,502

NON-MEMBER RATES

1X	4X	6X	12X
\$5,741	\$5,511	\$5,397	\$5,109

NON-MEMBER RATES

1X	4X	6X	12X
\$5,741	\$5,511	\$5,397	\$5,109

Covers & Special Positions

Inside Front (full page)	\$215
Center Spread	\$385
Inside Back Cover (full page).....	\$215
Back Cover (full page).....	\$215

Printing Specifications

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

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 fulfillment 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.

INCAST reserves the right to review advertising and/or decline publication of any advertising or editorial material.

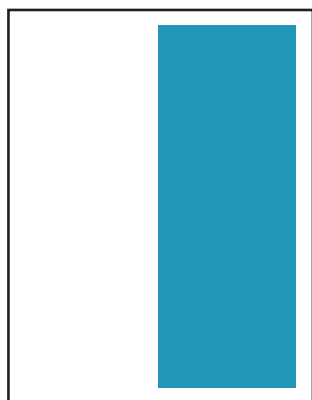
Copyright Reserved: Neither the Investment Casting Institute nor its officers accept legal responsibility for information, advice given or opinions expressed.

Cancellation Policy

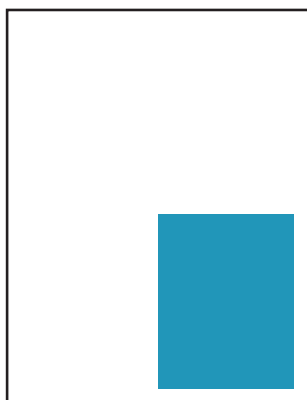
Multiple media insertion rates are based on frequency. Cancellation in advertising schedule may result in back billing for previous insertions at the appropriate rate.

Classified Advertising

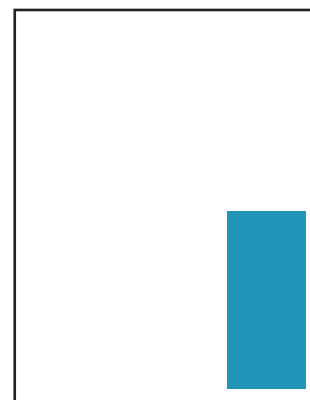
Classified advertising is available in INCAST magazine or online at www.investmentcasting.org. Print listings in the magazine are \$50 for a 50 word description. Institute Members may also advertise online at www.investmentcasting.org at no charge. Non-Members can place their ads in both INCAST and the 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 Vertical
3.5 x 10"



1/4 Page
3.5 x 5"



1/6 Page
2.375 x 5"

MEMBER RATES

1X	4X	6X	12X
\$3,827	\$3,674	\$3,597	\$3,406

NON-MEMBER RATES

1X	4X	6X	12X
\$5,741	\$5,511	\$5,397	\$5,109

MEMBER RATES

1X	4X	6X	12X
\$2,302	\$2,020	\$1,879	\$1,461

NON-MEMBER RATES

1X	4X	6X	12X
\$3,453	\$3,315	\$3,246	\$3,073

MEMBER RATES

1X	4X	6X	12X
\$1,822	\$1,598	\$1,486	\$1,157

NON-MEMBER RATES

1X	4X	6X	12X
\$2,732	\$2,623	\$2,568	\$2,431

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 (2026).

Advertising Deadlines

Ad material is due by the 20th of the month prior to insertion date. I.e. September 20th the October issue.

INCAST DIGITAL SPONSORSHIP

VIDEO/OPENING PAGE

The first thing every reader sees- the front page of our digital edition. This premium placement guarantees maximum visibility to global decision makers in our industry. Video Ads (up to 40 seconds) have the highest click rate across all INCAST ad options.

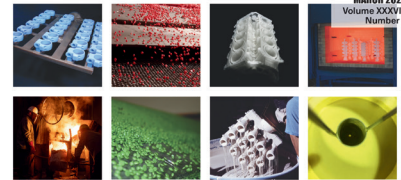
Advertisers may use their company logo or a 40 second video on the opening page.

- First digital sponsorship ad FREE to 6X contract advertisers!

The rate is \$1050 per issue. Deadline for receiving ad material is the 5th of each month.

Availability based on a first-come basis.





2025 INVESTMENT CASTING PRODUCTS AND SERVICES BUYER'S GUIDE



Investment Casting Institute
In this Issue
 A Procurement Policy, Strategically Designed to Ensure Reliability, Cost Efficiency, Quality, Sustainability, and Compliance

European Investment Casters' Federation
Member Profile: Comprehensive Casting Solutions, LLC
Member Profile: Synthes Celebrates 50 Years of Providing ERP Software

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, 2026
- First 1/6-page ad FREE to 6X contract advertisers

Please note: Members who have not paid their 2026 Membership Dues by January 31st will be omitted from the March Buyer's Guide.

2025 BUYER'S GUIDE		PRODUCTS and SERVICES			
Melting Equipment		Melting Products			
<p>INDUCTION TECHNOLOGY CORPORATION 22660 Bear Valley Road Apple Valley, CA 92308 USA (760) 264-7253 www.inductiontech.com</p> <p>INDUCTOTHERM CORP. 10 Incol Ave., PO Box 157 Rossmore, NJ 08073-0157 USA (609) 387-9000 www.inductotherm.com</p> <p>INDUCTOTHERM EUROPE LTD. The Furlong, Berry Hill Ind. Estate Drogheda, Wicklow, W99 9M4 UK 44 1905 795 100 www.inductotherm.eu.uk</p>	<p>LOME STAR INDUCTION INC. 3418 St. CE 2010 Concomens, TX 75109 USA (957) 441-0200 www.lomestarinduction.com</p> <p>MAYO ENGINEERING LTD Sherwood House, Kingmill Way Mansfield, NG19 2EX UK 44 1633 65 1102 www.mayopenginnering.com</p> <p>MPI INC. 165 South Street Poughkeepsie, NY 12601 USA (845) 471-7420 www.mpi-systems.com</p> <p>PILLAR INDUCTION 21782 Olden Road Brookfield, WI 53005 USA (262) 317-0300 www.pillar.com</p>	<p>RETECH SYSTEMS LLC 485 Northwest Ave Buffalo, NY 14211 USA (716) 483-4010 www.retechsystemsllc.com</p> <p>SECO / WARWICK S.A. ul. Sobieskiego 8 40-200 Zawonia, POLAND 48 68 38 05 45 www.seco-warwick.com</p> <p>ZIRCAR REFRACTORY COMPOSITES INC. 46 Joyce Street Florida, NY 10921 USA (845) 651-2200 www.zircar.com</p>	<p>DAVIS ALLOYS MANUFACTURING LLC. 11 Phyllis Place Roxford, NJ 07069 USA (973) 945-6732 www.davisalloys.com</p> <p>DYNATEC SALES PO Box 460 Aurora, OH 44202 USA (330) 474-6232 www.dynatec.com</p> <p>ELECTRALLOY 175 Main Street C/O C/O, PA 16151 USA (814) 678-1100 www.electralloy.com</p>	<p>ELEMENTAL METALS 11 Phyllis Place Roxford, NJ 07069 USA (973) 945-6732 www.elementals.com</p> <p>EMSCO 1000 New Road SE Mason, OH 44644 USA (330) 833-5600 www.emsco.com</p> <p>EROFLEX INC. 1050 Glenbrook Way, Ste. 480, #279 Hendersonville, TN 37075 USA (615) 858-9800 www.eroflex.com</p> <p>FIRELINE INC. 300 Andrews Avenue Youngstown, OH 44405 USA (330) 743-1164 www.fireline.com</p> <p>FOSECO INTERNATIONAL LTD. Dorset House Business Park, Colwell Road Tamworth, B78 3TL UK 44 1827 839999 www.fosco.com</p> <p>HERAEUS ELECTRO-NITE CO. 541 South Industrial Drive Horsham, WI 53029 USA 800-558-9028 www.heraeus-electro-nite.com</p> <p>INDUCTOTHERM CORP. 10 Incol Ave., PO Box 157 Rossmore, NJ 08073-0157 USA (609) 387-9000 www.inductotherm.com</p> <p>INDUCTOTHERM EUROPE LTD. The Furlong, Berry Hill Ind. Estate Drogheda, Wicklow, W99 9M4 UK 44 1905 795 100 www.inductotherm.eu.uk</p>	<p>LECO CORPORATION 2002 Lathrop Ave. St. Joseph, MI 49085 USA (248) 975-6815 www.leco.com</p> <p>PRIME METALS & ALLOYS 101 Innovation Drive Blower City, PA 15748 USA (724) 479-4366 www.primemetals.net</p> <p>TUBETEK MARIANA RESEARCH CENTER Barru msh. Dr. Zelu ACAR cod No. 1, P.K. 21 Gebze, Kocaeli #1470 TURKEY 90 262 473 120 www.mariana.tubetek.gov.tr</p> <p>ZIRCAR REFRACTORY COMPOSITES INC. 46 Joyce Street Florida, NY 10921 USA (845) 651-2200 www.zircar.com</p> <p>ZIRCOR GMBH Hagenowstr. 83, 47 Wittenberg, DE-45205 GERMANY 49 511 533-497 www.zircor.com</p> <p>ZIRCORA INC 21021 Socon Road Solon, OH 44159 USA (440) 549-2200 www.zircora.com</p>
<p>INDUCTION MELTING EQUIPMENT SOLUTIONS</p> <p>ALD VACUUM TECHNOLOGIES GMBH Oliven-Graben-Platz 1 63467 Hanau, GERMANY (49) 181 520 3200 www.ald-vt.de</p> <p>ALD VACUUM TECHNOLOGIES INC. 18 Thompson Road East Windsor, CT 06038 USA (860) 386-7227 www.ald-vt.com</p> <p>B & B REFRACTORIES INC. 12121 Lone Haven Road Santa Fe Springs, CA 90707 USA (562) 948-6575 www.bbrrefractories.com</p>		<p>BEIJING GREAT TECH CO. LTD. Ziyi Office Building 101 Zengrong to 55 Beijing, 100048 CHINA 86 10 6847 5150 www.bjgreattech.com</p> <p>BUNTRUCK INDUSTRIES INC. 1116 Jamerson Road Williamsburg, VA 23183 USA (757) 263-2000 www.buntruckindustries.com</p> <p>CLEVELAND TOOL AND MACHINE LLC 4117 Hixley Industrial Parkway Cleveland, OH 44109 USA (216) 367-6010 www.cleveltool.com</p>			

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

ADVERTISING RATES

MEMBER RATE

- \$650 first insertion
- \$550 each for two or more

NON-MEMBER RATE

- \$995 first insertion
- \$795 each for two or more

Ad Specifications

Buyer's guide ads measure 2-3/8 x 5".