

INCAST®

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



2022 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.

2022 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
****BONUS CIRCULATION** at
EICF Conference**

MAY

Metals, Alloys, Melting, Management

JUNE

Manufacturing Processes
Post Casting Operations

JULY

PRE-SHOW ISSUE

AUGUST

SHOW ISSUE: 15th World Conference on
Investment Casting Official Program,
****BONUS CIRCULATION** at the
WCIC and the Equipment Expo**

SEPTEMBER

15th World Conference on Investment
Casting & Equipment Expo Review
Inspection, Testing, Quality Control, SPC

OCTOBER

Casting/Foundries
BLDC Official Agenda
Automation, Computers, Materials Handling
****BONUS CIRCULATION** to End Users**

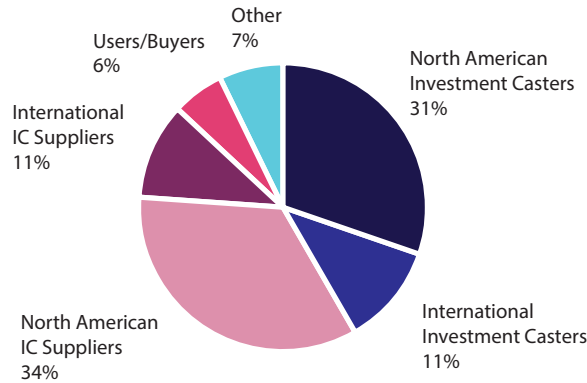
NOVEMBER

Casting Design and Tooling

DECEMBER

Education, R&D, New Technology
Year in Review

Who Reads INCAST?



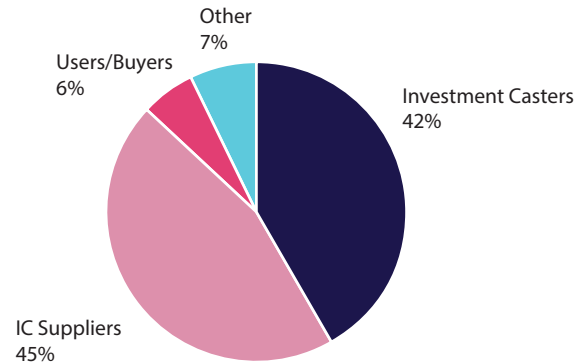
Circulation is specifically targeted to personnel at investment casting and supplier locations throughout the world—particularly Investment Casting Institute Members—plus users, buyers, designers, and specifiers of investment castings. The INCAST circulation list is constantly being updated as new Members are added to the Institute and others subscribe to the magazine. At the time of this printing, 1625 copies were being distributed as follows:

INCAST Circulation

North American Investment Casters	496
International Investment Casters	184
North American IC Suppliers	561
International IC Suppliers	172
Users/buyers of investment castings	99
Other Organizations and Individuals	113
TOTAL	1625

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.

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.

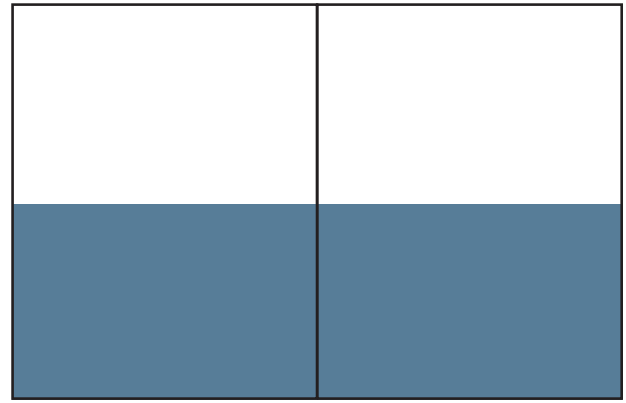
Classified Advertising

Classified advertising is available in INCAST magazine or online at www.investmentcasting.org.

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 2022 Rates & Mechanical Requirements



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

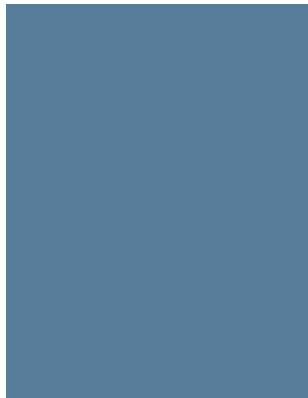
1X	4X	6X	12X
\$5,041	\$4,655	\$4,366	\$3,932

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.



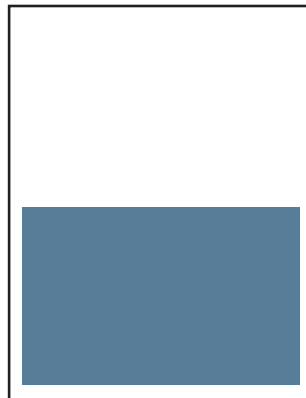
One Page
8.5 x 11" PLUS 1/8 bleed

MEMBER RATES

1X	4X	6X	12X
\$4,235	\$3,916	\$3,659	\$3,290

NON-MEMBER RATES

1X	4X	6X	12X
\$6,353	\$5,874	\$5,489	\$4,935



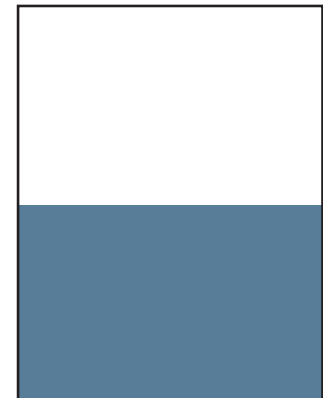
1/2 Page Horizontal
7.5 x 5"

MEMBER RATES

1X	4X	6X	12X
\$3,328	\$3,080	\$2,895	\$2,616

NON-MEMBER RATES

1X	4X	6X	12X
\$4,992	\$4,620	\$4,343	\$3,924



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

MEMBER RATES

1X	4X	6X	12X
\$3,328	\$3,080	\$2,895	\$2,616

NON-MEMBER RATES

1X	4X	6X	12X
\$4,992	\$4,620	\$4,343	\$3,924

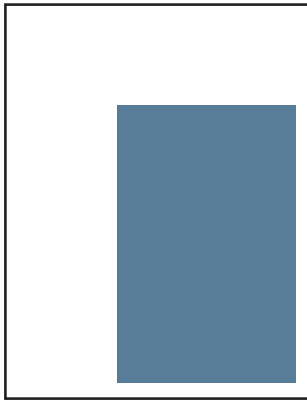
Covers & Special Positions

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 2022 Rates & Mechanical Requirements



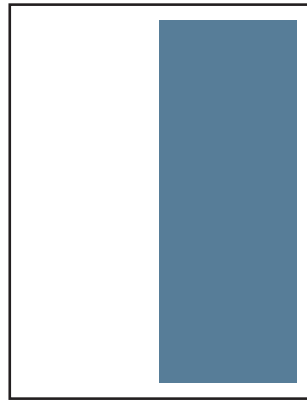
1/2 Page Vertical
4-5/8 x 7.5"

MEMBER RATES

1X	4X	6X	12X
\$3,328	\$3,080	\$2,895	\$2,616

NON-MEMBER RATES

1X	4X	6X	12X
\$4,992	\$4,620	\$4,343	\$3,924



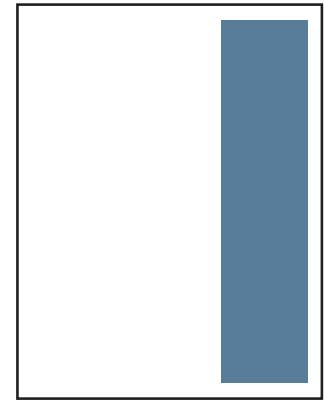
1/2 Page Vertical
3.5 x 10"

MEMBER RATES

1X	4X	6X	12X
\$3,328	\$3,080	\$2,895	\$2,616

NON-MEMBER RATES

1X	4X	6X	12X
\$4,992	\$4,620	\$4,343	\$3,924



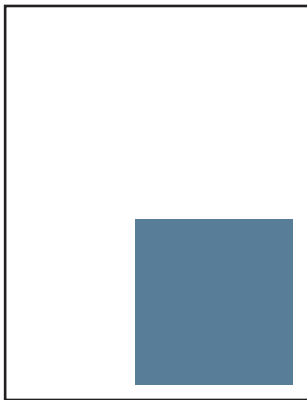
1/3 Page Vertical
2.375 x 10"

MEMBER RATES

1X	4X	6X	12X
\$2,511	\$2,135	\$1,946	\$1,381

NON-MEMBER RATES

1X	4X	6X	12X
\$3,767	\$3,203	\$2,919	\$2,072



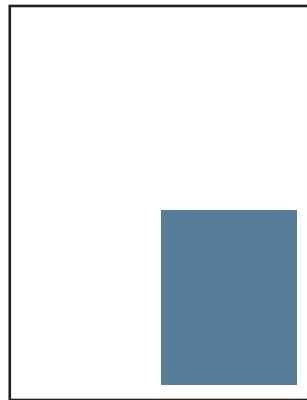
1/3 Page Square
4.625 x 5"

MEMBER RATES

1X	4X	6X	12X
\$2,511	\$2,135	\$1,946	\$1,381

NON-MEMBER RATES

1X	4X	6X	12X
\$3,767	\$3,203	\$2,919	\$2,072



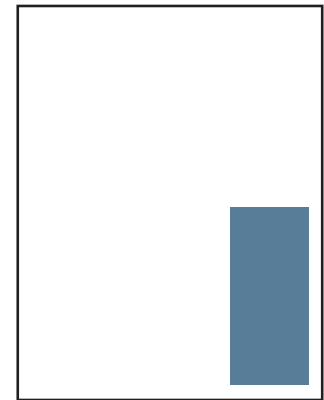
1/4 Page
3.5 x 5"

MEMBER RATES

1X	4X	6X	12X
\$2,002	\$1,701	\$1,551	\$1,101

NON-MEMBER RATES

1X	4X	6X	12X
\$3,003	\$2,552	\$2,327	\$1,652



1/6 Page
2.375 x 5"

MEMBER RATES

1X	4X	6X	12X
\$1,584	\$1,346	\$1,227	\$871

NON-MEMBER RATES

1X	4X	6X	12X
\$2,376	\$2,019	\$1,841	\$1,307

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, 2022
- First 1/6-page ad FREE to 6X contract advertisers

INCAST
INTERNATIONAL MAGAZINE OF THE INVESTMENT CASTING INSTITUTE
AND THE EUROPEAN INVESTMENT CASTING FEDERATION

2021

FEBRUARY 2021
Volume XXXIV
Number 2

BUYER'S Guide

Investment Casting Institute
European Investment Casting Federation

EICF:
An Interview with
James Byrne

NEW Business
and Leadership
Development
Conference

2021 BUYER'S GUIDE PRODUCTS AND SERVICES

Melting Equipment

DYNATEC SALES
PO Box 460
Aurora, OH 44202 USA
(330) 434-8202
despard@dnstechnologies.com

EMSCO
1622 Nava Road SE
Macon, GA 31204 USA
(706) 852-5800
jpl@emisco.com
www.emisco.com

FORMACAST
PO Box 26
Wheaton, PA 15389 USA
(484) 432-1801
rigney@ihf.com

FOSECO
2020 Sheldon Road
Park Park, OH 44142 USA
(440) 526-4540
bob_susa@fosseco.com
www.fosseco.com

FOSECO INTERNATIONAL LTD.
Drayton Manor Business
Park, Colehill Road
Tatworth, B78 3TL UK
441827 289899
nick_cole@fosseco.com
www.fosseco.com

FREEMAN JAPANESE CO., LTD.
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8149-423-2080
freeman@freeman-japan.co.jp/
www.freeman-japan.co.jp/

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22000 Bear Valley Road
Alpine Valley, CA 92008 USA
(760) 246-7333
jerry_bair@inductiontech.com
www.inductiontech.com

INDUCTION THERM CORP.
10 Inlet Ave., PO Box 157
Rancocas, NJ 08078-0157 USA
(609) 267-9000
info@inductiontherm.com
www.inductiontherm.com

INDUCTION THERM EUROPE LTD.
The Fulings, Berry Hill Ind. Estate
Widdowson Way, Widdowson, W19E 5AH UK
441905 796100
www.inductiontherm.co.uk

LOME STAR INDUCTION, INC.
5410 SE CR 2015
Conita, TX 75759 USA
(800) 641-0200
sales@lomestarinduction.com
www.lomestarinduction.com

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Shirewood House, Kingsley Way
Manfield, N10 1SR UK
441923 851172
sales@mayoengineering.com
www.mayoengineering.com

MPL, INC.
165 Smith Street
Poughkeepsie, NY 12601 USA
(845) 471-7620
sales@mpl-systems.com
www.mpl-systems.com

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2186 Gateway Road
Bradfield, WI 53046 USA
(262) 317-5300
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www.pillar.com

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www.ald-vt.de

ALD VACUUM TECHNOLOGIES, INC.
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(860) 386-7227
ross@ald-usa.com
www.ald-usa.com/

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12731 Los Nietos Road
Santa Fe Springs, CA 90670 USA
(562) 946-4030
sales@bbrfractories.com
www.bbrfractories.com

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1176 Sunnyside Road
Williamsburg, VA 23185 USA
(757) 252-2260
sales@buntruckindustries.com
www.buntruckindustries.com

RETECH SYSTEMS LLC
185 Washington Ave., Suite B
Ukiah, CA 94622 USA
(707) 452-8252
sales@retechsystemsllc.com
www.retechsystemsllc.com

SECO / WARWICK S.A.
ul. Schodowej 8
65-200 Swoboda, POLAND
4848 3025 140
info.polan@secowarwick.com
www.secowarwick.com

CLEVELAND TOOL & MACHINE
4777 Hickley Industrial Parkway
Cleveland, OH 44139 USA
(216) 287-6010
jones@ctmtool.com
www.ctmtool.com

DYNATEC SALES
PO Box 460
Aurora, OH 44202 USA
(330) 434-8202
despard@dnstechnologies.com

ELECTRALLOY
179 Main Street
Ott, PA 16201 USA
(814) 874-4100
huckley@electrication.com
www.electralloy.com

ELEMENTAL METALS
11 Phyllis Place
Rochester, NJ 07069 USA
(973) 945-6723
info@elemental.com
www.elemental.com

ELG UTICA ALLOYS
276 Grove Blvd.
Hickory, NY 13300 USA
(315) 514-1900
danner@elgitalloys.com
www.elgitalloys.com

EMSCO
1000 Rand Road SE
Mason, OH 45446 USA
(513) 853-8800
jpl@emisco.com
www.emisco.com

ZIRCAL REFRACTORY COMPOSITES, INC.
46 Jaysa Street
Florida, NY 13021 USA
(845) 831-2200
sales@zrc.com
www.zrc.com

ERGOFLUX INC.
180 S. Western Ave., #190
Castroville, CA 95010 USA
(831) 838-9800
info@ergoflux.com
www.ergoflux.com

FIRELINE, INC.
300 Ardmore Avenue
Youngstown, OH 44505 USA
(330) 743-1164
cvs@fireline-int.com
www.fireline-int.com

FOSECO
2020 Sheldon Road
Brink Park, OH 44142 USA
(440) 526-4540
248_susa@fosseco.com
www.fosseco.com

FOSECO INTERNATIONAL LTD.
Drayton Manor Business
Park, Colehill Road
Tatworth, B78 3TL UK
441827 289899
nick_cole@fosseco.com
www.fosseco.com

HERAUS ELECTRO-NITE CO.
541 South Industrial Drive
Harvard, WI 53029 USA
(270) 844-8000
info.electro-nite.us@heraus.com
www.heraus-electro-nite.com

INDUCTION THERM CORP.
10 Inlet Ave., PO Box 157
Rancocas, NJ 08078-0157 USA
(609) 267-9000
sales@inductiontherm.com
www.inductiontherm.com

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".

www.investmentcasting.org

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: 1,495 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	29.0%	13.78%	23.00%
Clicks	24.0%	13.55%	15.31%

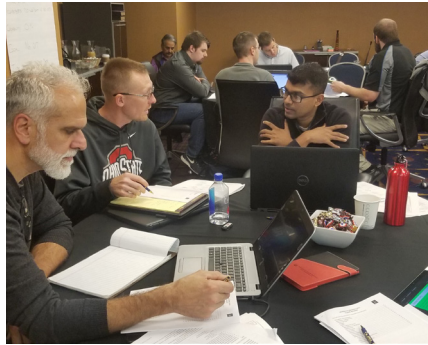
ADVERTISING RATES

The rate 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
Business & Leadership Development Conference	Sunday Evening (3 opportunities)	\$5,000
	Tuesday Evening (3 opportunities)	\$2,500
	Morning Breakfast (3 opportunities)	\$1,250
	Coffee Break (2 opportunities)	\$500
15th World Conference on Investment Casting and Equipment Show	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
	Gold Sponsor (3 opportunities)	Multiple Opportunities (See below)
Silver Sponsor (3 opportunities)	Multiple Opportunities (See below)	\$5,000
Bronze Sponsor (4 opportunities)	Multiple Opportunities (See below)	\$2,500
Scholarship Fund	Scholarship	\$2,500
Process Control Seminar	Food & Beverage	\$2,500
Industry Certification Course	Food & Beverage	\$6,000
Regional Meeting	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.