



Global Casting Magazine

世界铸造

YOUR PATHWAY TO GIFA 2015

- **Published digitally in both English and Chinese.**
- **Sent to 55,000 metalcasters in 98 countries in both established and emerging markets.**
- **Contains worldwide editorial on countries, products, materials and trends.**
- **Accessible anytime and anywhere.**
- **Now in its third year of publication**

As a digital product, Global Casting Magazine offers many unique opportunities to reach its international audience.

MODERN
CASTING



Foundry-Planet.com
B to B Portal for technical and commercial foundry management

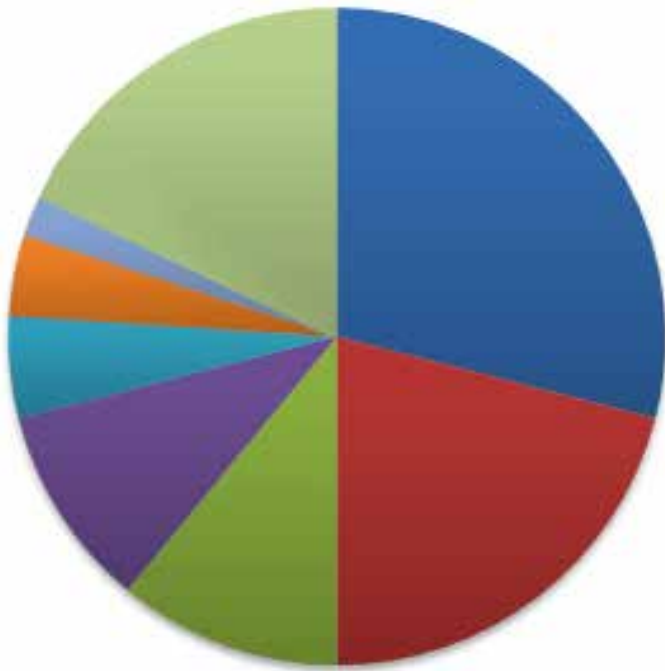


中国铸造协会
CHINA FOUNDRY ASSOCIATION

A partnership between Modern Casting Magazine, Foundry-Planet.com and the China Foundry Association.

Expand Your Presence

Audience Breakdown



- North America
- Europe
- China
- India
- Japan
- South America
- Russia
- Other

Advertising and Marketing Opportunities

As a digital magazine, Global Casting offers many unique opportunities to reach its international audience. Those include:

- Full and half page display ads
- Full page ad display opposite Front Cover
- Embedded video
- Pop up banners
- E-Blasts
- Banner ads on monthly e-newsletter

	1X	2X	3X	4X
Full page (7"W x 10"D)	\$2,100/€1,590	\$1,950/€1,477	\$1,800/€1,363	\$1,650/€1,250
Half page (7"W x 4.875"D)	\$1,300/€985	\$1,200/€909	\$1,100/€833	\$1,000/€757





Issue Date/Ad Deadline	Process Focus	Metal Focus	Geographic Focus	Expanded Distribution
March 2014 Ad Deadline: Feb. 22, 2014	METAL CHINA PRE-SHOW ISSUE			World Foundry Congress and Metals China
	Diecasting/ Permanent Mold	Iron	Western Europe	
June 2014 Ad Deadline: May 24, 2014	Sand Casting	Aluminum	Asia	
September 2014 Ad Deadline: August 23, 2014	Melting	Steel	BRICS	Metef/ International Foundry Forum
December 2014 Ad Deadline: Nov. 22, 2014	Investment and Lost Foam	Nonferrous	World Census	
March 2015 Ad Deadline: Feb. 21, 2015	Diecasting/ Permanent Mold	Iron	North America	
June 2015 Ad Deadline: May 23, 2015	GIFA PRE-SHOW ISSUE			GIFA
	Sand Casting	Aluminum	Eastern Europe/ Russia	
September 2015 Ad Deadline: August 22, 2015	GIFA POST-SHOW ISSUE			GIFA
	Melting	Steel	Western Europe	
December 2015 Ad Deadline: Nov. 21, 2015	Investment and Lost Foam	Nonferrous	South America	CFA 60 th Anniversary

Special GIFA Opportunity!

It's not too early to set the stage for your participation at GIFA 2015. Special pricing is NOW being offered in return for your advertising commitment beginning in 2014 and running through the GIFA Conference.

8 issues—Issue #1 2014 through Issue #4 2015

Full page, 4 color = \$1,935.00/€1,465 per issue

Includes SPECIAL OPTION for Front Cover positioning in Printed Edition to be distributed at GIFA.

6 issues—Between Issue #1 2014 and Issue #4 2015

Full page, 4 color = \$2,160.00/€1,636 per issue

4 issues—Between Issue #1 2014 and Issue #4 2015

Full page, 4 color = \$2,500/€1,882

Special Metals China Opportunity

Global Casting Magazine will publish a special printed version of the Issue #1 (March) 2014 issue for distribution at Metals China. ADVERTISING DEADLINE IS FEBRUARY 22, 2014.

Cost for full page, 4 color advertisement opposite the front cover is only \$5,275 or 4,000 EUROS

Ask your advertising representative for complete details on these as well as special video packages for the digital editions of Global Casting Magazine.

Ad Material Specs

Ads: PDF files at 300 DPI or greater

Videos: Submit as FLV or MP4 files

Banners: Static or animated FLV, GIF or PNG files

Materials Delivery: consult your representative

For upload information

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