

WIRE ROPE
EXCHANGE

BUY. SELL. CONNECT.

YOUR ONE SOURCE
FOR THE LIFTING AND
RIGGING INDUSTRY

MEDIA
KIT
2018



SINCE 1984 Wire Rope Exchange has driven a marketplace, communication hub and news source for the lifting and rigging industry, to help foster business growth within the industry. Each issue features articles on businesses and projects, along with industry news, announcements and training information. Today, Wire Rope Exchange is circulated to 5K+ companies worldwide, targeted to reach purchase managers and executive-level personnel to bring together the manufacturers, distributors, trainers and operators across our industry.



ONLINE ADVERTISING

Our website operates on the same principles as our magazine. We offer an online marketplace listed directly from suppliers with lifting products, rigging equipment, and a variety of material handling products along with our robust and easily navigated business directory.

- Our directory is searchable by name or geographic region
- Capability to browse a company's inventory online
- Suppliers can create a complete business profile with website, representative contact information, social media links, and available product offerings.

WRE is a business resource, first and foremost. In addition to being a marketplace, communication hub and news source, our online presence allows our members to market their brand to a much larger audience - with over 6,000 hits a month, Wire Rope Exchange is the best platform to develop and expand your customer base.

Three banner advertising position are available. Banner advertisements are placed on a two-month cycle. Each position rotates artwork with other advertisements. Contact us for dimensions and pricing for advertising in our monthly e-newsletter.

ONLINE BANNER ADVERTISING



\$575
Position 1:
300p x 250p

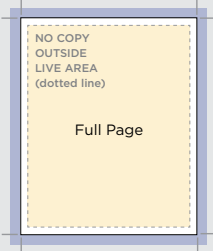
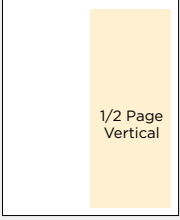
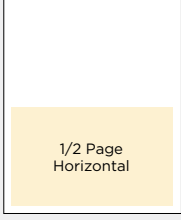
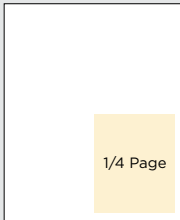
\$350
Position 3:
620p x 100p

\$535
Position 2:
300p x 600p



* Print and online advertising packages available upon request.

PRINT ADVERTISING

	1X	3X	6X
<p>FULL PAGE » STARTING AT \$1395</p>  <p>ad/trim size: 8.375" x 10.875" live area: 7.75" x 10.25" NO COPY OUTSIDE --- publication trim size: 8.375" x 10.875" □ pull bleeds: 1/8" beyond trim ■</p>	\$1495	\$1450	\$1395
<p>1/2 PAGE » STARTING AT \$1095 (vertical or horizontal)</p>  <p>ad size: 3.66" x 10" no bleeds</p>  <p>ad size: 7.4" x 4.75" no bleeds</p>	\$1195	\$1150	\$1095
<p>1/4 PAGE » STARTING AT \$795</p>  <p>ad size: 3.375" x 4.75" no bleeds</p>	\$895	\$850	\$795

TECHNICAL REQUIREMENTS

Please submit files as high resolution PDF(300dpi, CMYK), JPEG or TIFF files. Send artwork to Wire Rope Exchange: advertise@wireropeexchange.com.

TERMS OF PAYMENT:

All rates are net. All invoices payable upon receipt. Cancellations must be received two weeks prior to ad close date.

* Full color advertising. Other advertisement sizes and special positioning upon request. Print and online packages are available upon request.

* BONUS: Business Logo and hyperlink included on Wire Rope Exchange's Partners Page.

Graphic design assistance available: advertise@wireropeexchange.com

2018 EDITORIAL CALENDAR

Issue	Catalog Close	Ad Close	Events
Jan. - Feb.	1/12/18	1/19/18	Conexpo/Con-Agg, ProMat 2018
March - April	3/9/18	3/16/18	SC&RA Annual Confernece, AWRF General Meeting, Offshore Technology Conference, WSTDA Annual Meeting, ACRP General Assembly, AWEA Windpower 2018, Vertikal Days
May - June	5/4/18	5/11/18	Hydrovision International, CRAC Conference
July - August	7/13/18	7/20/18	ICUEE Demo Expo
Sept. - Oct.	9/7/18	9/14/18	Breakbulk Americas, National Industrial Fastener Show, MHI Annual Conference, LiftEx 2018
Nov. - Dec.	11/2/18	11/9/18	International Workboat Show

*Bi-Monthly issues mailed first week of February, April, June, August, October and December.

Editorial Calendar subject to change. Send press releases and article requests to editor@wireropeexchange.com

WHAT IS A WRE LISTING SUBSCRIPTION?

The products found on the Wire Rope Exchange website and in the magazine's catalog are listed directly from manufacturers, suppliers and distributors in the lifting and rigging industry. WRE Listing Members are able to create a public profile and storefront within the WRE site and sell products without a maximum limit to a much broader and more diverse customer base. In many ways, the WRE site can easily serve as a company's ecommerce web platform. For more information, please contact us at info@wireropeexchange.com



REACH YOUR CUSTOMERS

- > 5,500 Magazine Readers
- > 2500 eNewsletter and Digital Magazine Readers

- > Over 85,000 Website Page Views
- > Distribution at Industry Events

PUT WIRE ROPE EXCHANGE TO WORK FOR YOUR BUSINESS.

EXCHANGE SUBSCRIPTION STARTS AT \$124 ANNUALLY*

LISTING SUBSCRIPTION \$280/YR**

- > build your sales force
- > grow your business
- > move inventory
- > stay in tune with the industry
- > connect with existing and new customers

Subscribe today:

www.wireropeexchange.com

Wire Rope Exchange
 P.O. Box 159323
 Nashville, TN 37215
 615-891-4499
info@wireropeexchange.com

**Exchange Members have access to Listing Members' information, all the great products available on the Wire Rope Exchange marketplace and receive the bi-monthly Wire Rope Exchange magazine by mail.*

***Listing Members receive all of the benefits of being an Exchange Member PLUS the ability to create their own profile with logo, hyperlink, business description and contact information as well as their own Wire Rope Exchange Storefront with product listings. Companies now have a whole new way to market their products and their brand.*

COMPARE SUBSCRIPTIONS

Pick the plan that best meets your business needs. Wire Rope Exchange can help introduce you to new customers, expand your business presence or simply help find the products you need at the price you want.

	Basic FREE	Plus \$124/year	Premium \$280/year
Marketplace Access	✓	✓	✓
Buy Directly from Listing Members	✓	✓	✓
Lifting and Rigging Business Directory Access	✓	✓	✓
Access to the Latest Industry News	✓	✓	✓
Logo with hyperlink on Wire Rope Exchange website		✓	✓
Business included in Lifting and Rigging Business Directory		✓	✓
Bi-monthly published Wire Rope Exchange		✓	✓
Unlimited Product Listings on the Wire Rope Exchange website			✓
Business description on Wire Rope Exchange website		✓	✓
Sell directly to user with no commissions paid to Wire Rope Exchange			✓
Business Contact Information on Wire Rope Exchange website		✓	✓
Product Listings included in published Wire Rope Exchange bi-monthly magazine			✓
Business Name and Contact information included in published magazine			✓