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**YOUR SALES  
RESOURCE FOR  
THE LIFTING  
AND RIGGING  
INDUSTRY**

**MEDIA  
KIT  
2020**



**SINCE 1984 WIRE ROPE EXCHANGE** has driven a marketplace, communication hub and news source for the lifting and rigging industry. Our primary audience is built around:

- Distributors of wire rope, synthetic lifting products, and other lifting, rigging and load securement products
- Manufacturers of these products
- Users of these products in a wide range of lifting and rigging applications that include construction, specialized transport, marine/offshore, and a variety of industrial environments.

**WRE** is circulated to more than 5,500 companies worldwide, and is targeted to reach purchase managers and executive-level personnel. Our goal is to help you share your story with key decision makers across this unique business sector.



## ONLINE ADVERTISING

Our website offers complete and regularly updated Industry News, Product Listings from our Premium Members, and a Directory of members searchable by name or region. While our News items are also shared on our social media platforms, it's notable that about 50% of our website activity is composed of page views in our "BUY" section. Advertise on our website to put your brand where those shoppers are!

Banner advertisements are placed on a two-month cycle. Each position rotates artwork with other advertisements. And note that we include our online advertisers in our monthly email communications at no additional charge.

## 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

## FULL PAGE » STARTING AT \$1395



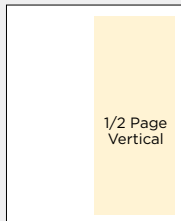
**ad/trim size:** 8.375" x 10.875"  
**live area:** 7.75" x 10.25"  
 NO COPY OUTSIDE ---  
**publication trim size:**  
 8.375" x 10.875"   
**pull bleeds:** 1/8" beyond trim

\$1495

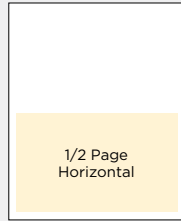
\$1450

\$1395

## 1/2 PAGE » STARTING AT \$1095 (vertical or horizontal)



**ad size:** 3.66" x 10"  
**no bleeds**



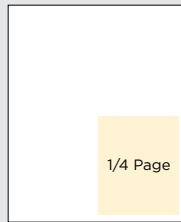
**ad size:** 7.4" x 4.75"  
**no bleeds**

\$1195

\$1150

\$1095

## 1/4 PAGE » STARTING AT \$795



**ad size:** 3.375" x 4.75"  
**no bleeds**

\$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](mailto: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.

*Graphic design assistance available:* [advertise@wireropeexchange.com](mailto:advertise@wireropeexchange.com)

**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.

### SUPPLEMENTAL PRINT ADVERTISING

Would you like extra attention for a new product or upcoming event? From a simple note card insert to a complete supplement, we have a wide range of capability to place addition materials with a shrink-wrapped issue of our magazine. And it's surprisingly affordable.

Whether you have artwork already developed, or are just starting to think about ideas to expand your reach, contact us today at [advertise@wireropeexchange.com](mailto:advertise@wireropeexchange.com) and let us put together a custom quote to suit your marketing plan.

## 2020 EDITORIAL CALENDAR

Issue	Catalog Close	Ad Close	Events
Jan.- Feb.	1/10/20	1/17/20	ConExpo-Con/AGG 2020 AWRF General Meeting, SC&RA Annual Conference. WSTDA
March - April	3/13/20	3/20/20	Annual Meeting, ACRP General Assembly
May - June	5/8/20	5/15/20	CRAC Conference, AIST Crane Symposium
July - August	7/10/20	7/17/20	SC&RA Crane & Rigging Workshop, WSTDA Fall Meeting
Sept. - Oct.	9/4/20	9/11/20	AWRF General Meeting and PIE, LiftEx 2020
Nov. - Dec.	11/6/20	11/13/20	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](mailto: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 by manufacturers, suppliers and distributors in the lifting and rigging industry. WRE Premium 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 or supplement a company's ecommerce web platform. For more information, please contact us at [advertise@wireropeexchange.com](mailto:advertise@wireropeexchange.com)



## REACH YOUR CUSTOMERS

- > 6,000 Magazine Readers
- > 2,500 eNewsletter and Digital Magazine Readers

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

## PUT WIRE ROPE EXCHANGE TO WORK FOR YOUR BUSINESS.

**PLUS SUBSCRIPTION \$124 PER YEAR**  
**PREMIUM LISTING SUBSCRIPTION \$280 PER YEAR**

- > 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](http://www.wireropeexchange.com)

Wire Rope Exchange  
 P.O. Box 159323  
 Nashville, TN 37215  
 615-891-4499  
[info@wireropeexchange.com](mailto:info@wireropeexchange.com)

**Be sure to follow Wire Rope Exchange on Social Media!** Engaging with our social media accounts is a great way to expand visibility for your company or its brands, and it's free!

**Facebook**  
[@wireropeexchange](https://www.facebook.com/wireropeexchange)

**LinkedIn**  
[www.linkedin.com/company/wire-rope-exchange/](http://www.linkedin.com/company/wire-rope-exchange/)

**Twitter**  
[@TheWRExchange](https://twitter.com/TheWRExchange)

**Instagram**  
[www.instagram.com/wire\\_rope\\_exchange/](http://www.instagram.com/wire_rope_exchange/)

## 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			✓