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MODERN
CASTING



Partners you can trust.

Established internationally.

Global
Casting
Magazine
世界铸造

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

Three partners deliver the world:

Modern Casting Magazine

Foundry-Planet.com

The China Foundry Association

Together, these three trusted partners deliver over 80,000 metalcasters in 98 countries through their reach to the following resources:

American Foundry Society
Associacao Brasileira de Fundicao
Italian Association of Machinery and Parts Products
Italian Foundry Federation
BRICS Foundry Association
Bundesverband der Deutschen Giesserei-Industrie
The European Foundry Association
The China Foundry Association
European Foundry Equipment Suppliers Association
Czech Foundrymen Society
Slovenian Foundrymen Society
Foundry Institute of Chinese Mechanical Engineering Society
Casting Exporters' Association of Spain
Hong Kong Diecasting and Foundry Association
Iran Foundry Syndicate
Institute of Indian Foundrymen
Japan Foundry Engineering Society
North American Die Casting Association
Pakistan Foundry Association
Russian Foundrymen Association
South African Institute of Foundrymen
Foundrymen's Association of Turkey
Verband Deutscher Maschinen-und Anlagenbau
Verein Österreichischer Giessereifachleute
World Foundrymen Organization
SMF for Mexico
CFA for Canada
Australian Foundry Institute
Plus individual subscribers in business, research and academia

**Global
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www.globalcastingmagazine.com

Marketing Channels

Every month, a digital newsletter goes to each of these 80,000 metalcasters worldwide, offering the very latest information on countries, products, materials and trends.

Each quarter, a complete issue of Global Casting is linked to the newsletter and includes expanded information, detailed metrics, and up-to-the-minute insider information on the top producing countries, including BRICS, as well as the emerging ones.

All editorial within Global Casting is presented in both English and Chinese for maximum reach into the global metalcasting community.



Marketing Opportunities

Global Casting readers have a thirst for the latest knowledge and not just those in emerging countries. With the rapid changes in technology and the fierce competition among suppliers, metalcasters everywhere seek out the very latest equipment and services that will enable them to deliver products on-time, within budget and at a profit.

The best ways to convey your product or service information to Global Casting readers include:

Print-style advertisements within the quarterly issues

Full page and half page standard magazine size ads are available. Your latest video can also be embedded within the ad

E-Mail blasts

Get the complete attention of ALL Global Casting readers with your custom PPT or video offering information necessary to drive them to your website

Webinars

Perfect for sharing more detailed product/usage information while at the same time collecting sales leads for your database and receiving immediate feedback only available from a live audience

Banner Ads

A limited number of custom banner ads are available within the monthly Global Casting digital newsletter. Each will be directly linked to the URL of your choice.

Custom Publishing

Special editions of Global Casting will be PRINTED for distribution at key global events, such as Metals China. Custom options such as inserts, belly bands, onserts and more are available to make YOUR brand stand out when the international community gathers.





Issue Date/Ad Deadline	Process Focus	Metal Focus	Geographic Focus	Expanded Distribution
December 2016 Ad Deadline: Nov. 11, 2016	Die Casting and Permanent Mold	Nonferrous	World Census	
March 2017 Ad Deadline: Feb. 18, 2017	Investment Casting	Iron	Europe & North America	Metal China Litmash Metef
June 2017 Ad Deadline: May 19, 2017	Sand Casting	Aluminum	Asia	
September 2017 Ad Deadline: Aug. 18, 2017	Melting	Steel	BRICS	
December 2017 Ad Deadline: Nov. 17, 2017	Die Casting and Permanent Mold	Nonferrous	World Census	EUROGUSS 2018

Advertising and Marketing Opportunities

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

- | | 1X | 2X | 3X | 4X |
|---|----------------|----------------|----------------|----------------|
| • Display ads | | | | |
| Full page (7 x 10 in. or 198 x 276 mm) | \$2,205/€1,945 | \$2,050/€1,810 | \$1,890/€1,670 | \$1,735/€1,530 |
| Half page (7 x 4.875 in. or 198 x 138 mm) | \$1,365/€1,205 | \$1,260/€1,115 | \$1,155/€1,020 | \$1,050/€925 |
- Also available:
Full page ad display opposite Front Cover
Embedded video

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