Wire & Cable Technology international (WCTI), Fastener Technology International (FTI) and Wire Forming Technology International (WFTI) magazines produce a Company Profiles section once every year, which appear in the WCTI July/August, FTI October/November and WFTI Fall Issues, respectively.

All full-page and half-page advertisers in the issues mentioned above will receive an equally-sized Company Profile, for no extra charge. The relevant specifications are shown below as well as some samples.

Please note that all half-page profiles will be produced in horizontal orientations.

Materials to Supply: Advertisers can send text and images files for WCTI, FTI or WFTI to assemble a Company Profile for review or they can supply a finished high-resolution PDF of their Company Profile for placement on a 40% CMYK yellow background.

Please note that we allow design flexibility for the customer-supplied PDFs, but it is our intention that profiles look like profiles and not advertisements.

Company Profile Text and Image File Guidelines:

Full-Page Word Count: 250-1000 with the average being about 500
Full-Page Images: one to five plus a company logo
Half-Page Word Count: 150-600 with the average being about 250
Half-Page Images: one to four plus a company logo

Please note that we adjust the font size and letting depending on the number of words and images, and that as the number of images goes up, the number of words that can fit properly usually goes down.

Ready-to-Place Company Profile PDFs Sizes:

Full-Page: 7.5” wide x 10” tall (190 x 254 mm)
Half-Page: 7” wide x 4.875” tall (178 x 124 mm)

Deadlines: All Company Profiles need to be produced, reviewed and approved by customers by June 18 for WCTI, October 1 for FTI and November 12 for WFTI. Extensions can be provided when needed.