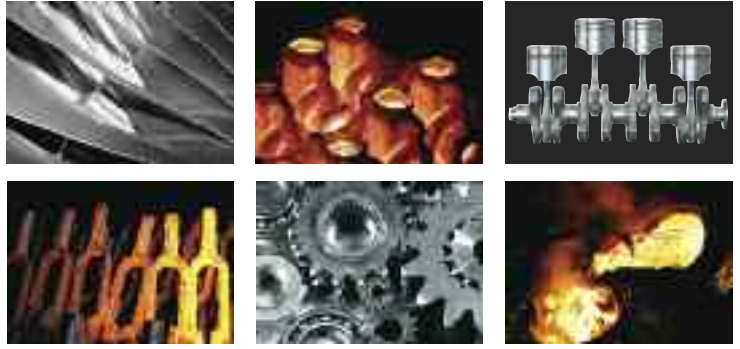




**Castings and Forgings News**



# Join the **castings and forgings** community!

**Multi-channel concept provides fast access to global news**



Visit our website: [www.castings-forgings-news.com](http://www.castings-forgings-news.com)

## The KCI Community Concept

KCI Publishing is a global knowledge centre for groups of professionals from key industries like oil & gas, power generation, water & wastewater and many more. By developing dedicated media channels, we have built up the world's largest communities for flow control, for corrosion resistant alloys, for pumps, etc. Every day, KCI editors track, gather, collate and disseminate news to end users, specifiers, manufacturers and suppliers of equipment and services. Community members use our services to inform each other of the latest technological developments, to discuss new codes and legislation and to fine-tune their procurement strategies for products and services.

## Vision

We are the leading knowledge, communication and information company connecting business-to-business professionals by building and sustaining global communities solving their information needs and helping them to develop their professional life and friendships.

## Mission

We are a reliable, flexible, long-term and multicultural partner supplying multi-media information and contacts with high added value on a high service level. We are socially engaged focusing on ecological issues with the clear goal to further develop the personal and professional life of our members, employees and stakeholders.

# Innovative media for castings and forgings

Are you a buyer, producer or trader of castings or forgings? Or do you provide products and services to foundries or forges? Then you will know the importance of global communication and the value of finding new target markets and suppliers.

Castings & Forgings is an innovative new brand from KCI Publishing, with world-wide reach and covering all major industries: petrochemicals and chemicals, oil & gas (on and offshore), powergen (fossil and nuclear), building & construction, shipbuilding & marine, automotive, engineering & contracting, defence, food & beverage and aerospace.

## Castings and Forgings News

- attractive A3 format (16-20 full colour pages)
- news and views on technical, market, management and procurement issues
- readership profile includes end users, foundries, forges, OEM's, manufacturers, equipment suppliers, machining companies, etc
- four issues in inaugural year – 2009
- Boosting to six issues in 2010
- solo circulation 5000 copies and extra distribution (20,000) as supplement in sister publications
- advertising rates on request
- subscription rate Euro 99 per year



### EXTRA DISTRIBUTION:

Castings and Forgings News will be widely circulated at the Achema, Newcastle and Stainless Steel World events in 2009!



## Castings and Forgings News Update

- Latest market updates
- Key event information
- More than 6,000 readers
- Advertising opportunities
- Direct to your mailbox
- Free subscription

## Castings and Forgings News Website

- Free daily news channel
- Specialist boxes with in-depth technical information on key topics
- Marketing and advertising information
- Complete texts of technical articles (subscribers only)
- Hyperlinks, banners, sponsored sections, Buyers' Guide+Online



## Newcast Exhibition

KCI is proud to support the Newcast Exhibition. You are warmly invited to send press releases, photo's, etc, for the two extensive show previews lined up for this key event in Dusseldorf. This service is free of charge. Please send your materials to CFN, attention David Sear, on email david.a.sear@kci-world.com.

Why not enhance your presence in the marketplace and at the Newcast show? From budget to exclusive, our advertising options will give your company the exposure you deserve. Please contact Robert a Campo, email r.a.campo@kci-world.com.

## Show Facts & Figures

Name: Newcast

Venue: Dusseldorf, Germany

Date: 23-25 June 2009

Info: 3rd International Trade Fair for Precisions Castings and NEWPART INNOVATION PARK

Web: www.newcast.de

Opening times: 09:00 - 18:00 daily

Tickets: EUR 30 online, EUR 40 at event (EUR 12 for students, etc)

Phone: +49 211 456 001

# Why Castings and Forgings News?

Simple - KCI is proud to support these two industries which are right at the heart of human endeavour. Practically everything around us, everything we take for granted, is made possible by the foundries and forges that design, develop and produce shapes from metals. Planes, trains and automobiles? They all rely in castings and forgings. Milk, butter and bread? It's the cast and forged parts that underpin modern farms, dairies and bakeries. Petrol, pills and plastic bags? Unthinkable without refineries, pharmaceutical plants and the petrochemical industry. And what do they in turn rely on? Absolutely – metal components from foundries and forges. The casting process has been around for 6,000 years, and our aim is to give casting and forging the communications platforms they so richly deserve.

Casting is a manufacturing process by which a liquid material is typically poured into a mold, which contains a hollow cavity of the desired shape, and then allowed to solidify. The solid casting is then ejected or broken out to complete the process. Casting also includes various materials that cold set after mixing components (such as epoxy, concrete, plaster and clay), but our media will focus on the core sector – hot, liquid metals.

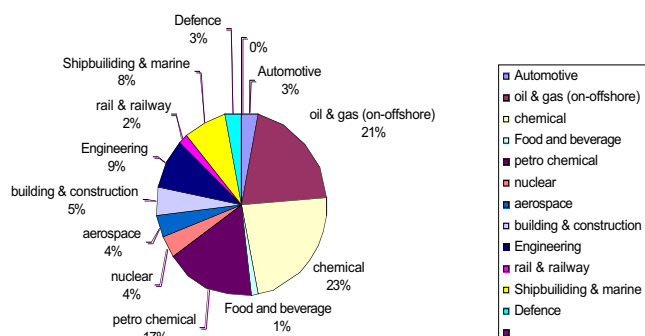
Forging is the term for shaping metal by using localized compressive forces. Cold forging is done at room temperature or near room temperature. Hot forging is done at a high temperature, which makes metal easier to shape and less likely to fracture. Warm forging is done at intermediate temperature between room temperature and hot forging temperatures. Forged parts can range in weight from less than a kilogram to 170 metric tons. Forged parts usually require further processing to achieve a finished part.



**Communicate with your buyers and suppliers in one convenient publication!**

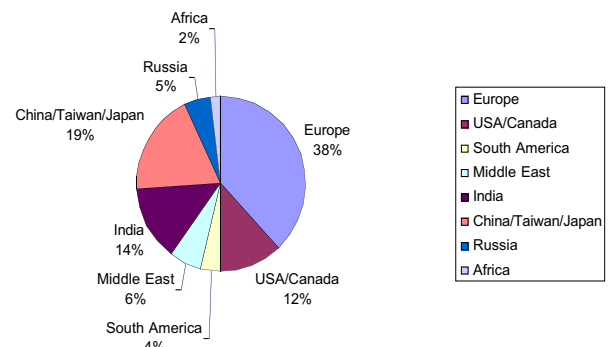
## Distribution Castings and Forgings News

End user Industries



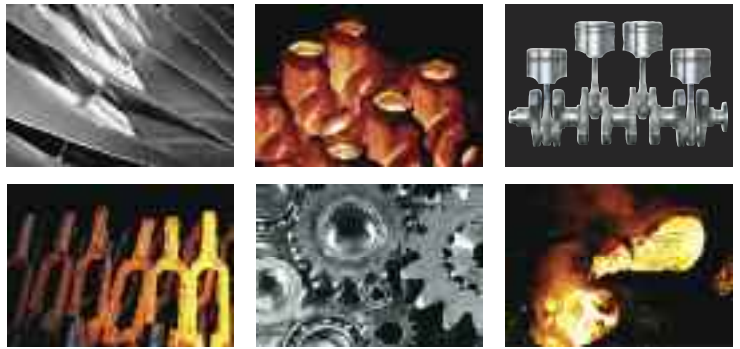
## Geobreakdown

Castings and Forgings News:





## Castings and Forgings News



### Editorial focus

- Energy efficiency
- People
- Safety and environment
- End users
- Procurement
- Maintenance
- Projects
- News
- Products
- Case histories
- Market forecasts
- Quality control
- Financial and management information



### Castings and Forgings Benefits:

- Independent publication not connected to organisation
- Informing readers about market developments in efficient and effective way
- 25000 circulation
- All advertising sizes possible
- Advertisement always on editorial page
- Size Castings and Forgings News dominates compared to A4 size magazine
- Reliable, useful information for subscribers

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