

# 2024 MEDIA KIT

## Frequency

Quarterly

## Circulation

1,900 in print

Available for download from [callabmag.com](http://callabmag.com).  
Digital subscriptions are available through the  
Magzter Digital Newstand app.

## Respected Source

CAL LAB Magazine is a respected and well  
utilized source of information on calibration  
equipment, news, and application techniques.

Articles are written by practitioners in the  
field from national laboratories, research  
facilities, and leading companies.

## Online Presence

- Conference & Seminar Listings
- Article Index & Search
- Metrology News and Links
- Educational Links
- 19,500 unique visitors per year

## Regular Features

- CAL-TOONS
- CALENDAR
- INDUSTRY & RESEARCH NEWS
- NEW PRODUCTS & SERVICES
- FEATURE ARTICLES
- IN DAYS OF OLD
- AUTOMATION CORNER

## Readership

Distributed to national laboratories,  
manufacturing facilities, and calibration  
service facilities in 20 different countries.

- Technicians & Engineers - 52%
- Management - 22%
- Quality - 7%
- Instruction & Consultants - 8%
- Other - 11%



**CAL LAB**  
THE INTERNATIONAL JOURNAL OF METROLOGY

Let's Talk About Bias: Measurement Bias  
Stumbling Upon a Best Calibration Practice  
Improving the Uncertainty of DC Current Measurements

2023  
JANUARY  
FEBRUARY  
MARCH

**CAL LAB Magazine**  
PO Box 111113  
Aurora, CO 80042  
US

tele +1 303-317-6670  
fax +1 303-317-5295  
[office@callabmag.com](mailto:office@callabmag.com)  
[www.callabmag.com](http://www.callabmag.com)

**The Best Choice For Getting  
Your Advertising Message to  
Readers in Metrology and Calibration**

# Editorial Focus

CAL LAB covers news of the calibration community, emerging standards, and events of interest to metrologists and technicians. Feature articles cover all aspects of calibration theory and practice, traceability, maintenance of standards, automation, measurement methods, error quantification, metrology education, interlaboratory cooperation, regulatory, and business aspects of metrology.

# Preferred Position

Every effort is made to accommodate requests for preferred position, however, position cannot be guaranteed.

# Mechanical Requirements

- PDF or AI file format
- 300+ ppi
- CMYK color

# Contact Information

**CAL LAB Magazine**  
PO BOX 11113  
Aurora, CO 80042  
US

tel +1 303-317-6670  
fax +1 303-317-5295  
office@callabmag.com  
[www.callabmag.com](http://www.callabmag.com)

# 2024 ADVERTISING RATES

Frequency	Full Page	2/3 Page Vertical	1/2 Page Island	1/2 Page V/H	1/3 Page V/S	1/4 Page	1/6 Page
1x	\$1815	\$1515	\$1115	\$915	\$795	\$595	\$465
2x	\$1795	\$1495	\$1095	\$895	\$775	\$575	\$445
4x	\$1775	\$1475	\$1075	\$875	\$745	\$555	\$425

# ISSUES

	Insertion Order Date	Materials Due	Mailing Drop Date
Jan-Mar	Dec 1	Dec 15	Feb 1
Apr-Jun	Mar 1	Mar 15	May 1
Jul-Sep	Jun 1	Jun 15	Aug 1
Oct-Dec	Sep 1	Sep 15	Nov 1

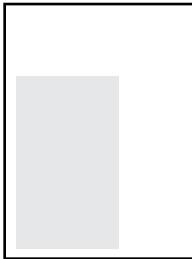
# FORMATS



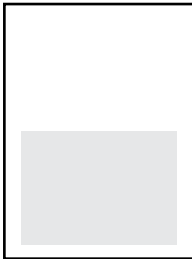
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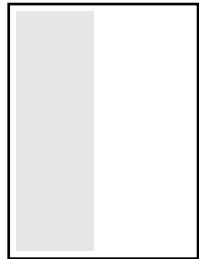
2/3 Page Vertical



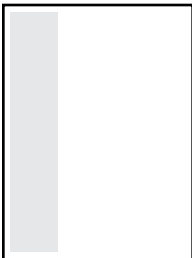
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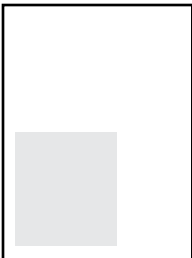
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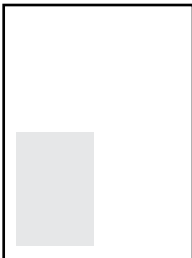
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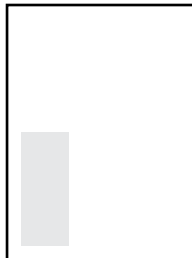
1/3 Page Vertical



1/3 Page Square



1/4 Page



1/6 Page

# SPECIFICATIONS

	Width x Height
Full Page Bleed	8.5" x 11.25"
2/3 Page Vertical	4.25" x 10"
1/2 Page Island	4.25" x 7"
1/2 Page Horizontal	6.5" x 4.75"
1/2 Page Vertical	3.25" x 10"
1/3 Page Vertical	2.0" x 10"
1/3 Page Square	4.25" x 4.75"
1/4 Page	3.25" x 4.75"
1/6 Page	2.0" x 4.75"
Trim size: 8" x 10.75" Binding: Saddle-stitch stapled. Keep advertising material 1/2" from trim edge on bleed ads.	

# DIGITAL ADVERTISING

## WHITE PAPERS:

Postings are free. Content will be subject to acceptance.

## NEWSLETTER BANNERS:

Each banner is \$125 per mailing. Newsletters are emailed out to 800+ readers on a quarterly schedule.

Look for updates at:

<http://www.callabmag.com/digital-advertising/>