

2027 MEDIA KIT

Frequency

Quarterly

Circulation

1,800 in print

Available for download from 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
- 40,000 unique visitors per year
- 4,000 article downloads per year

Regular Features

- CAL-TOONS
- CALENDAR
- INDUSTRY & RESEARCH NEWS
- NEW PRODUCTS & SERVICES
- FEATURE ARTICLES
- AUTOMATION CORNER

Readership

Distributed to national laboratories, manufacturing facilities, calibration service facilities, and individual subscribers.

- Technicians & Engineers - 41%
- Management - 25%
- Quality - 6%
- Instruction & Consultants - 6%
- Other - 22%



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**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

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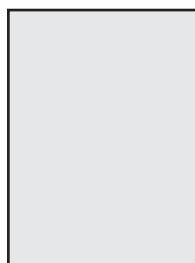
2027 ADVERTISING RATES

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

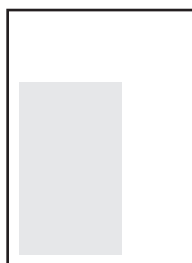
FORMATS



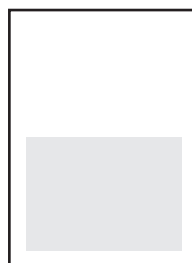
Full Page Bleed



2/3 Page Vertical



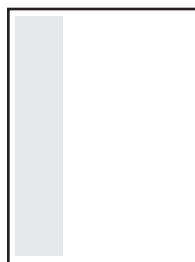
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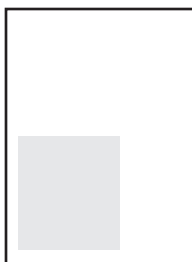
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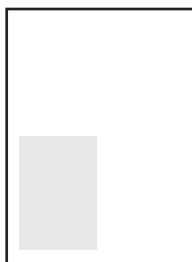
1/2 Page Vertical



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:

Newsletters are emailed on a quarterly schedule.

WEB BANNERS:

Rotating spots are available as add-ons to print advertising.

Look for updates at:

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