

# 2025 MEDIA KIT

## Frequency

Quarterly

## Circulation

1,800 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
- 23,000 unique visitors per year

## Regular Features

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

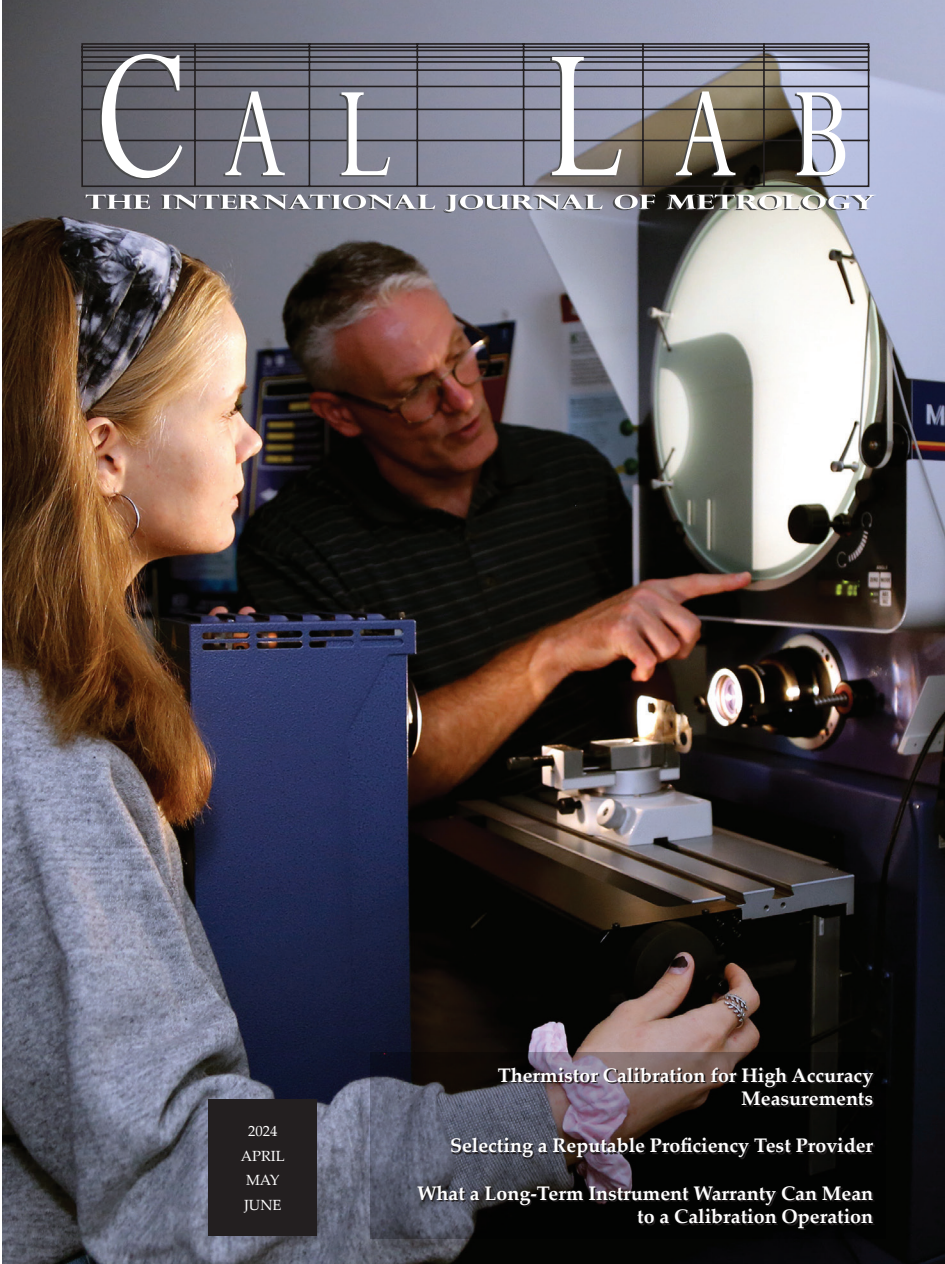
## Readership

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

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

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**CAL LAB**  
THE INTERNATIONAL JOURNAL OF METROLOGY

2024  
APRIL  
MAY  
JUNE

Thermistor Calibration for High Accuracy Measurements

Selecting a Reputable Proficiency Test Provider

What a Long-Term Instrument Warranty Can Mean to a Calibration Operation

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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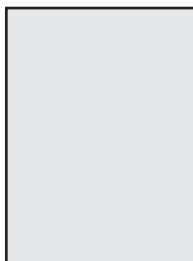
# 2025 ADVERTISING RATES

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

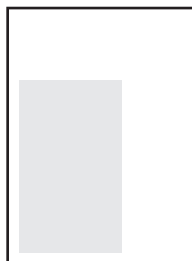
## FORMATS



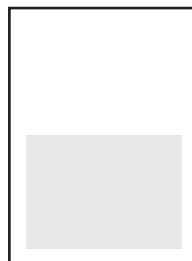
Full Page Bleed



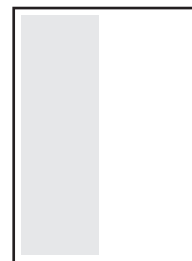
2/3 Page Vertical



1/2 Page Island



1/2 Page Horizontal



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:

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

Look for updates at:

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