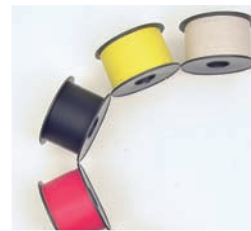


2010 EDITORIAL CALENDAR



MONTH	EMPHASIS	ROUNDUP	SPOTLIGHTS	BONUS*	CLOSINGS
JANUARY	Top Products of 2009 Superconductors Cabex 2010 Preview Cables 2010 Preview	Extrusion Machinery & Tooling Rebuilding & Upgrading	Controls: Quality, Process, Tension	Cabex 2010 Cables 2010	<i>Editorial:</i> December 11 <i>Ads:</i> December 18
MARCH	wire 2010 Preview Rod Production & Handling	Heat & Surface Treatment Lubricants & Filtration	Marking & Printing	wire 2010	<i>Editorial:</i> February 12 <i>Ads:</i> February 19
MAY	Wire Expo 2010 Preview Electrical Wire Processing Technology Expo Preview Automotive & Aerospace	Wire, Cable & Components	Braiders	Wire Expo 2010 EWPT 2010	<i>Editorial:</i> April 9 <i>Ads:</i> April 16
JULY	Company Profiles Fiber Optics	Bows Roundup Ancillary Devices	Respoolers	Company Profiles	<i>Editorial:</i> June 18 <i>Ads:</i> June 25
SEPTEMBER	wire China 2010 Preview ATEXpo Preview Wire Drawing Machines & Tooling	Rotating Machines	Payoffs & Take-Ups	wire China 2010 ATEXpo	<i>Editorial:</i> August 13 <i>Ads:</i> August 20
NOVEMBER	IWCS Conference 2010 Preview Technical Achievement Awards Recycling	Reels & Packaging	Polymers	IWCS Conference™	<i>Editorial:</i> October 8 <i>Ads:</i> October 15

IWCS CONFERENCE™ DIRECTORY - Opportunities include display advertising, logos, and product showcases.

OVERVIEW Newsletter - Published every 3 weeks, opportunities include column advertising.

* Wire & Cable Connector Spotlight

** Bonus Distribution of the magazine at various wire and cable industry trade shows or conferences.



The Wire & Cable Connector is a special magazine-in-a-magazine section for wire and cable processors, distributors and end-users featured in each of the six issues.



COMPANY PROFILES
July 2010 issue.
Full and half page advertisers receive a complimentary Company Profile in a special bound section of the July issue.



SPOTLIGHTS
Staff written articles on a selected product(s) or trade show(s). Each advertiser of the selected topic will receive a free Spotlight Ad including contact information and logo.