



# Wire & Cable Connector

Wire & Cable Connector, the “magazine-in-a-magazine” is presented by **Wire & Cable Technology International**



## MAKE THE RIGHT CONNECTION

If you are looking to reach wire and cable processors, distributors and users, then the *Wire & Cable Connector* is for you. The “magazine-in-a-magazine” section is directed specifically to your best customers and prospects.

## EDITORIAL

This targeted section within the world’s most respected wire and cable industry publication delivers a focused selling tool to the wire and cable processor, distributor and end-user. Editorially, *Wire & Cable Connector* will concentrate on:

- Electrical and communication wire and cable processing equipment and services
- Wire, cable and harness designs and applications
- Interconnect products
- Cable assembly and installation technology
- Marking equipment
- Regulations and standards
- Relevant industry events and associations and more!

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## MAGAZINE SECTIONS

- News
- Shows & Conferences
- Feature Articles
- Products
- Product Spotlights

## PRODUCT SPOTLIGHTS

The Product Spotlights section includes a staff written article on a topic of interest to our readers. Each advertiser pertaining to the designated topic receives a FREE Product Spotlight ad within the article. A great reinforcement to your advertising message.

### Topics for 2010:

- January— Controls: Quality, Process, Tension
- March— Marking & Printing
- May— Braiders
- July— Respoolers
- September— Payoffs & Take-Ups
- November— Polymers

## INTERNET SPOTLIGHTS

Company homepage image and profile on [www.wiretech.com](http://www.wiretech.com) and in the magazine.

Connector Wire & Cable Connector Wire & Cable Connector Wire & Cable Connector Wire

## BONUS DISTRIBUTION

For 2010, *Wire & Cable Connector* will also be distributed at:

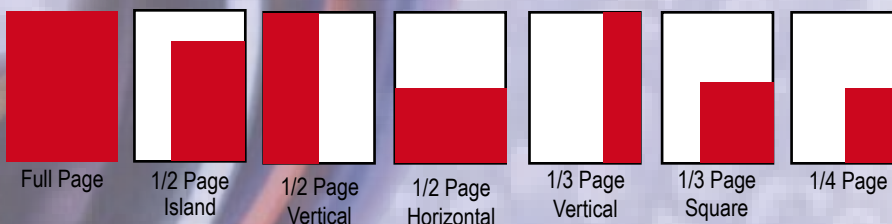
- **Cables 2010**  
March 9 to 11, 2010  
Maritim Hotel  
Cologne, Germany  
[www.amiplastics.com](http://www.amiplastics.com)
- **Wire Expo 2010**  
May 12 to 13, 2010  
Midwest Airlines Center  
Milwaukee, WI, USA  
[www.wirenet.org](http://www.wirenet.org)
- **CABEX 2010**  
March 16 to 19, 2010  
Sokolniki Exhibition Center  
Moscow, Russia  
[www.ca](http://www.ca)
- **Wire Asia 2010**  
May 12 to 24, 2010  
TianJin, P.R. China  
[www.wireasia.com.cn](http://www.wireasia.com.cn)
- **wire 2010**  
April 12 to 16, 2010  
Dusseldorf, Germany  
[www.wire.de](http://www.wire.de)  
[www.mdna.com](http://www.mdna.com)
- **ATEXPO**  
September 28 to 30, 2010  
Donald E. Stephens  
Convention Center  
Rosemont (Chicago), IL, USA  
[www.atexpo.com](http://www.atexpo.com)
- **EWPTTE**  
May 12 to 13, 2010  
Midwest Airlines Center  
Milwaukee, WI, USA  
[www.electricalwireshow.com](http://www.electricalwireshow.com)
- **wire China 2010**  
September 21 to 24, 2010  
Shanghai, China  
[www.mdna.com](http://www.mdna.com)

# 2010 EDITORIAL AND ADVERTISING RATES



MONTH	SPOTLIGHT	BONUS DISTRIBUTION	AD CLOSING
<b>JANUARY</b>	Controls: Quality, Process, Tension	CABEX 2010 Cables 2010	December 18
<b>MARCH</b>	Marking & Printing	wire 2010	February 19
<b>MAY</b>	Braiders	Wire Expo 2010	April 16
<b>JULY*</b>	Respoolers	Company Profiles*	June 25
<b>SEPTEMBER</b>	Payoff & Take-Ups	ATEXpo	August 20
<b>NOVEMBER</b>	Polymers	IWCS Conference	October 15

\* The 2010 Company Profiles will be offered in the July issue.



SPACE UNITS	B&W	2/C	4/C
Full Page	\$1580	\$1860	\$2520
2/3 Page	\$1255	\$1535	\$2195
1/2 Page Island	\$1165	\$1445	\$2105
1/2 Page	\$990	\$1270	\$1930
1/3 Page	\$735	\$1015	\$1675
1/4 Page	\$625	\$905	\$1565

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Your Advertising!**

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