

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**WIRE & CABLE TECHNOLOGY INTERNATIONAL** is a technical B2B brand intended for manufacturers, processors, distributors and users of all types of electrical, communication and mechanical wire and cable including fiber optic cable. The brand content and editorial scope of the publication includes projecting trends, tracking technology developments, and reporting on the most efficient, productive and safest operating processes. Wire & Cable Technology International is the independent voice of the wire and cable industry.

**FIELD SERVED**

**WIRE & CABLE TECHNOLOGY INTERNATIONAL** serves the Wire Manufacturing field including aluminum, steel, copper and other metal wire manufacturers, Insulated Electrical and Communications Wire & Cable, and Steel Cable, Wire Rope manufacturers. Also served are wire & cable processors and users; industry suppliers; independent distributors/representatives; consultants, government and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals in executive, general, and administrative management, engineering, operations/production, technical/research & development, quality control, purchasing, sales and marketing and other functions and functions not available, including company copies.

**CHANNELS**

**WIRE & CABLE  
TECHNOLOGY  
INTERNATIONAL  
MAGAZINE**



3 issues in the period  
10,118 average circulation

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported

|   | Non-Paid | Paid | Average |
|---|----------|------|---------|
| <b>WIRE &amp; CABLE TECHNOLOGY INTERNATIONAL MAGAZINE</b> Unique Total*<br>(3 issues in the period) | 10,118   | -    | 10,118  |
| a. Print  | 9,046    | -    | 9,046   |
| b. Digital  | 2,567    | -    | 2,567   |
| 1. Requested  | 2,567    | -    | 2,567   |
| 2. Non-Requested  | -        | -    | -       |

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**AVERAGE NON-QUALIFIED CIRCULATION**

| Non-Qualified<br>Not Included Elsewhere    | Copies       |
|--|--------------|
| Other Paid Circulation                     | 9            |
| Advertiser and Agency                      | 707          |
| *Allocated for Trade Shows and Conventions | 783          |
| All Other                                  | 280          |
| <b>TOTAL</b>                               | <b>1,779</b> |

\*See Additional Data

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

| Qualified Circulation              | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
|                                    | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual                         | 10,118          | 100.0        | 10,118             | 100.0        | -              | -        |
| Sponsored Individually Addressed   | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                 | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee          | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales                  | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>10,118</b>   | <b>100.0</b> | <b>10,118</b>      | <b>100.0</b> | <b>-</b>       | <b>-</b> |

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

| 2018 Issue       | Print | Digital | Unique Total Qualified* |
|------------------|-------|---------|-------------------------|
| January/February | 9,036 | 2,649   | 10,068                  |
| March/April      | 9,057 | 2,579   | 10,164                  |
| May/June         | 9,043 | 2,473   | 10,121                  |

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018**  
 This issue is -% or 5 copies above the average of the other 2 issues reported in Paragraph 2.

| Business and Industry   | Total Qualified | Percent of Total | Analysis by Primary Job Function        |   |  |                |                       |  |
|---|-----------------|------------------|---|---|--|----------------|-----------------------|--|
|   |                 |                  | General & Administrative Management (A) | Executive, Engineering/ Operations Production (B) | Technical/ Research & Development/ Quality Control (C) | Purchasing (D) | Sales & Marketing (E) | Other titled and non-titled recipients (F) |
| <b>I. WIRE MANUFACTURING</b>  |                 |                  |   |   |  |                |                       |  |
| A. Aluminum & Aluminum Alloys (including bare wire, rod/bar)                | 121             | 1.2              | 37                                      | 44  | 16   | 8              | 16                    | -  |
| B. Copper & Copper Alloys (including bare wire, rod/bar)                    | 312             | 3.1              | 103                                     | 97  | 45   | 16             | 47                    | 4  |
| C. Steel & Steel Alloys (including bare wire, rod/bar)                      | 418             | 4.1              | 142                                     | 150   | 62   | 17             | 44                    | 3  |
| D. Other metal (including bare wire, rod/bar)                               | 113             | 1.1              | 46                                      | 31  | 12   | 3              | 19                    | 2  |
| E. Insulated Electrical Wire & Cable  | 1,215           | 12.0             | 279                                     | 465   | 260  | 46             | 148                   | 17   |
| F. Insulated Communications Wire & Cable: Copper or Fiber Optic             | 412             | 4.1              | 68                                      | 183   | 95   | 17             | 46                    | 3  |
| G. Steel Cable, Wire Rope   | 78              | 0.8              | 12                                      | 27  | 26   | 3              | 10                    | -  |
| Sub-Total   | 2,669           | 26.4             | 687                                     | 997   | 516  | 110            | 330                   | 29   |
| <b>II. INDUSTRY SUPPLIERS</b>   |                 |                  |   |   |  |                |                       |  |
| A. Machinery, Materials, Accessories, Services                              | 2,072           | 20.5             | 604                                     | 454   | 313  | 68             | 609                   | 24   |
| <b>III. WIRE AND CABLE PROCESSORS AND USERS</b>                             |                 |                  |   |   |  |                |                       |  |
| A. Wire Harnesses, Cable Assemblies, Contract Manufactures, OEM & End Users | 3,991           | 39.4             | 816                                     | 2,131   | 409  | 225            | 390                   | 20   |
| <b>IV. INDEPENDENT DISTRIBUTORS/REPRESENTATIVES</b>                         | 895             | 8.8              | 233                                     | 158   | 61   | 53             | 379                   | 11   |
| <b>V. CONSULTANTS</b>   | 295             | 2.9              | 80                                      | 77  | 87   | 7              | 33                    | 11   |
| <b>VI. GOVERNMENT</b>   | 82              | 0.8              | 9                                       | 45  | 19   | 1              | 7                     | 1  |
| <b>OTHERS ALLIED TO THE FIELD</b>   | 117             | 1.2              | 38                                      | 28  | 20   | 3              | 22                    | 6  |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>10,121</b>   | <b>100.0</b>     | <b>2,467</b>                            | <b>3,890</b>                                      | <b>1,425</b>   | <b>467</b>     | <b>1,770</b>          | <b>102</b>                                 |
| <b>PERCENT</b>  | <b>100.0</b>    |                  | <b>24.4</b>                             | <b>38.4</b>                                       | <b>14.1</b>  | <b>4.6</b>     | <b>17.5</b>           | <b>1.0</b>                                 |

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018**

| Qualification Source   | Qualified Within |              |              | Total Qualified | Percent      |
|--|------------------|--------------|--------------|-----------------|--------------|
|  | 1 Year           | 2 Years      | 3 Years      |                 |              |
| I. Direct Request:   | 2,417            | 1,242        | 1,502        | 5,161           | 51.0         |
| II. Request from recipient's company:  | 173              | 137          | 177          | 487             | 4.8          |
| III. Membership Benefit:   | -                | -            | -            | -               | -            |
| IV. Communication from recipient or recipient's company (other than request):  | -                | -            | -            | -               | -            |
| V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources: | 2,655            | 1,037        | 781          | 4,473           | 44.2         |
| VI. Single Copy Sales:   | -                | -            | -            | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>5,245</b>     | <b>2,416</b> | <b>2,460</b> | <b>10,121</b>   | <b>100.0</b> |
| <b>PERCENT</b>   | <b>51.8</b>      | <b>23.9</b>  | <b>24.3</b>  | <b>100.0</b>    |              |

\*See Additional Data



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018**

| Region/Country         | Print | Digital | Unique Total Qualified* | Percent | Region/Country                             | Print | Digital | Unique Total Qualified* | Percent |
|------------------------|-------|---------|-------------------------|---------|--|-------|---------|-------------------------|---------|
| <b>ASIA</b>            |       |         |                         |         | Sweden                                     | 24    | 14      | 33                      |         |
| Azerbaijan             | -     | 1       | 1                       |         | Switzerland                                | 28    | 22      | 43                      |         |
| Bangladesh             | 5     | 1       | 6                       |         | Turkey                                     | 96    | 55      | 117                     |         |
| China                  | 70    | 61      | 106                     |         | Ukraine                                    | 4     | 1       | 4                       |         |
| Hong Kong - SAR        | 9     | 17      | 22                      |         | United Kingdom                             | 128   | 79      | 167                     |         |
| India                  | 380   | 183     | 422                     |         | Subtotal                                   | 806   | 495     | 1,074                   | 10.6    |
| Indonesia              | 25    | 10      | 26                      |         | <b>AFRICA</b>                              |       |         |                         |         |
| Japan                  | 35    | 17      | 42                      |         | Algeria                                    | 5     | 7       | 9                       |         |
| Korea, Republic Of     | 71    | 55      | 91                      |         | Botswana                                   | 1     | 1       | 1                       |         |
| Malaysia               | 78    | 37      | 91                      |         | Burkina Faso                               | 4     | -       | 4                       |         |
| Nepal                  | 2     | -       | 2                       |         | Cote D'Ivoire                              | 1     | 1       | 1                       |         |
| Pakistan               | 46    | 20      | 48                      |         | Egypt                                      | 31    | 30      | 46                      |         |
| Philippines            | 35    | 12      | 39                      |         | Ghana                                      | 5     | 2       | 5                       |         |
| Singapore              | 45    | 26      | 54                      |         | Kenya                                      | 6     | 2       | 8                       |         |
| Sri Lanka              | 10    | 4       | 10                      |         | Libyan Arab Jamahiriya                     | 1     | -       | 1                       |         |
| Taiwan                 | 42    | 25      | 50                      |         | Madagascar                                 | -     | 1       | 1                       |         |
| Thailand               | 72    | 31      | 81                      |         | Mali                                       | 1     | -       | 1                       |         |
| Uzbekistan             | 1     | 1       | 1                       |         | Morocco                                    | 11    | 9       | 13                      |         |
| Vietnam                | 27    | 19      | 29                      |         | Nigeria                                    | 23    | 8       | 23                      |         |
| Subtotal               | 953   | 520     | 1,121                   | 11.1    | South Africa                               | 29    | 10      | 34                      |         |
| <b>MIDDLE EAST</b>     |       |         |                         |         | Sudan                                      | 2     | 2       | 2                       |         |
| Bahrain                | 2     | 1       | 3                       |         | Tunisia                                    | 30    | 23      | 33                      |         |
| Iran                   | 87    | 53      | 106                     |         | Uganda                                     | 1     | -       | 1                       |         |
| Iraq                   | 3     | 1       | 4                       |         | Zambia                                     | 9     | 4       | 10                      |         |
| Israel                 | 7     | 8       | 13                      |         | Zimbabwe                                   | 8     | 3       | 8                       |         |
| Jordan                 | 8     | 3       | 9                       |         | unspecified Africa                         | 2     | 1       | 3                       |         |
| Kuwait                 | 2     | 3       | 3                       |         | Subtotal                                   | 170   | 104     | 204                     | 2.0     |
| Lebanon                | 1     | 1       | 1                       |         | <b>NORTH AMERICA</b>                       |       |         |                         |         |
| Oman                   | 3     | 2       | 4                       |         | Canada                                     | 271   | 79      | 299                     |         |
| Qatar                  | 11    | 8       | 14                      |         | Mexico                                     | 202   | 79      | 243                     |         |
| Saudi Arabia           | 69    | 44      | 84                      |         | United States                              | 6,184 | 935     | 6,610                   |         |
| Syrian Arab Republic   | 2     | 2       | 3                       |         | Subtotal                                   | 6,657 | 1,093   | 7,152                   | 70.7    |
| United Arab Emirates   | 31    | 15      | 38                      |         | <b>CARIBBEAN</b>                           |       |         |                         |         |
| Subtotal               | 226   | 141     | 282                     | 2.8     | Dominican Republic                         | 2     | 1       | 3                       |         |
| <b>EUROPE</b>          |       |         |                         |         | Jamaica                                    | -     | 1       | 1                       |         |
| Albania                | -     | 1       | 1                       |         | Subtotal                                   | 2     | 2       | 4                       | -       |
| Andorra                | 2     | 1       | 2                       |         | <b>CENTRAL AMERICA</b>                     |       |         |                         |         |
| Austria                | 10    | 14      | 19                      |         | Costa Rica                                 | 2     | 1       | 3                       |         |
| Belarus                | 2     | 1       | 3                       |         | El Salvador                                | 2     | 1       | 2                       |         |
| Belgium                | 20    | 15      | 28                      |         | Guatemala                                  | 1     | -       | 1                       |         |
| Bosnia and Herzegovina | -     | 1       | 1                       |         | Nicaragua                                  | 4     | 2       | 5                       |         |
| Bulgaria               | 2     | 1       | 3                       |         | Panama                                     | -     | 1       | 1                       |         |
| Croatia                | 3     | 1       | 3                       |         | Subtotal                                   | 9     | 5       | 12                      | 0.1     |
| Cyprus                 | -     | 2       | 2                       |         | <b>SOUTH AMERICA</b>                       |       |         |                         |         |
| Czech Republic         | 2     | 2       | 4                       |         | Argentina                                  | 27    | 12      | 35                      |         |
| Denmark                | 5     | 5       | 9                       |         | Bolivia                                    | 2     | 1       | 3                       |         |
| Estonia                | 1     | -       | 1                       |         | Brazil                                     | 78    | 32      | 90                      |         |
| Finland                | 18    | 16      | 29                      |         | Chile                                      | 15    | 3       | 16                      |         |
| France                 | 34    | 25      | 48                      |         | Colombia                                   | 28    | 16      | 35                      |         |
| Germany                | 66    | 48      | 92                      |         | Ecuador                                    | 2     | 2       | 3                       |         |
| Greece                 | 6     | 8       | 13                      |         | Peru                                       | 5     | 4       | 7                       |         |
| Hungary                | 4     | 3       | 5                       |         | Uruguay                                    | 2     | -       | 2                       |         |
| Iceland                | 1     | 1       | 1                       |         | Venezuela                                  | 6     | 4       | 9                       |         |
| Ireland                | 4     | 4       | 6                       |         | Subtotal                                   | 165   | 74      | 200                     | 2.0     |
| Italy                  | 168   | 63      | 196                     |         | <b>ASIA PACIFIC</b>                        |       |         |                         |         |
| Luxembourg             | -     | 1       | 1                       |         | Australia                                  | 45    | 34      | 58                      |         |
| Macedonia              | 1     | 1       | 1                       |         | Fiji                                       | 1     | -       | 1                       |         |
| Malta                  | 1     | -       | 1                       |         | New Zealand                                | 9     | 5       | 13                      |         |
| Moldova                | 1     | 1       | 1                       |         | Subtotal                                   | 55    | 39      | 72                      | 0.7     |
| Netherlands            | 33    | 29      | 54                      |         | <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> |       |         |                         |         |
| Norway                 | 3     | 2       | 5                       |         | 9,043                                      | 2,473 | 10,121  | 100.0                   |         |
| Poland                 | 38    | 17      | 44                      |         |  |       |         |                         |         |
| Portugal               | 28    | 12      | 32                      |         |  |       |         |                         |         |
| Romania                | 12    | 5       | 15                      |         |  |       |         |                         |         |
| Russian Federation     | 13    | 17      | 25                      |         |  |       |         |                         |         |
| Serbia                 | 8     | 4       | 10                      |         |  |       |         |                         |         |
| Slovakia               | 1     | 2       | 3                       |         |  |       |         |                         |         |
| Slovenia               | -     | 1       | 1                       |         |  |       |         |                         |         |
| Spain                  | 39    | 20      | 51                      |         |  |       |         |                         |         |

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### AVERAGE NON-QUALIFIED CIRCULATION:

Trade Show Copies:

| 2018           | Show/Location  | Copies |
|----------------|--|--------|
| February 13-17 | WHMA 2018 Conference held in Scottsdale AZ                       | 100    |
| February 26-28 | Advanced Cable North America held in Atlanta, GA                 | 150    |
| March 6-8      | AMI Cables 2018 Conference held in Cologne, Germany              | 100    |
| April 16-20    | WIRE 2018 held in Dusseldorf, Germany                            | 1,100  |
| May 9-10       | Electrical Wire Processing Technology Expo held in Milwaukee, WI | 600    |
| May 14-16      | WAI Operations Summit & Wire Expo held in Nashville, TN          | 300    |

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 390 copies or 3.9%.

Other sources include 4 sources of circulation for quantities of 626 copies or 6.2% to 1,632 copies or 16.1%, including Electrical Wire Processing Technology Expo.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Chip Lippincott, Publisher

Richard Jarrett, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 16, 2018

State Ohio

County Summit

Received by BPA Worldwide July 16, 2018

Type BD

ID Number W025B0J8

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.