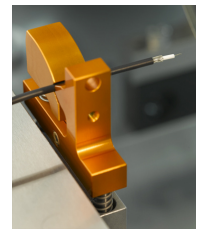
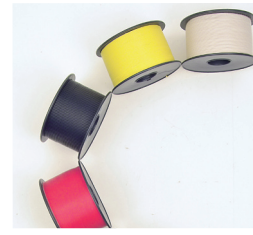
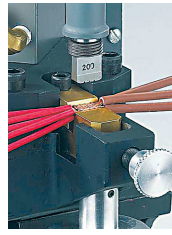


2012 EDITORIAL CALENDAR



MONTH	EMPHASIS	ROUNDUP	SPOTLIGHTS	BONUS*	AD CLOSING
JANUARY	Top Products of 2011 Superconductors WHMA 2012 Preview Cables 2012 Preview	Capstans, Dancers & Accumulators	Quality Control	WHMA 2012 Cables 2012	January 2
MARCH	wire 2012 Preview Polymers in Cables 2012 Preview	Extrusion Machines & Tooling	Wire Drawing Machines & Dies	wire 2012	February 17
MAY	Wire Expo 2012 Preview Electrical Wire Processing Technology Expo Preview	Air Wipes Payoff & Take-Ups	Marking & Printing	Wire Expo 2012 EWPTTE 2012	April 13
JULY	Company Profiles Insulation & Cable Protection	Bows Guides, Pulleys & Sheeves	Re-spoolers	Company Profiles	June 22
SEPTEMBER	wire China 2012 Preview Wire & Cable India 2012 Preview Lubricants & Filters	Heat & Surface Treatment	Braiders	wire China 2012 Wire & Cable India 2012	August 17
NOVEMBER	IWCS Conference 2012 Preview Technical Achievement Awards	Conductors Reels & Packaging	Tapes & Yarns	IWCS Conference™	October 12

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 2012 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.