

Wire & Cable Technology

International

2024

MEDIA KIT

Print and Digital Editions

OVERVIEW
WIRE & CABLE BUSINESS • NOVEMBER 2023

November 13, 2023
Volume 26, Issue 11

INSIDE THIS ISSUE

Paycom Signs \$100 Million Agreement With Cleco Path New York
Paycom Software Inc. has signed a 10-year agreement with \$100-million Cleco Path New York to provide a complete end-to-end power cable systems for the city of New York's power transmission infrastructure projects in the USA. Cleco Path New York is an \$235 billion renewable energy project comprising 1000 MW of wind and solar power from over 20 new wind and solar generation resources and new 175-mile underground and overhead transmission lines. These assets will enable delivery of over 7.7 million megawatt-hours of clean energy to New York City and power more than 1.5 million homes. Cleco Path New York is a public-private partnership of **energy, energy and the New York Power Authority**.

Under the terms of the agreement, Paycom Group will be responsible for the design, manufacture, construction, installation and commissioning of Cleco Path New York HVDC high-voltage direct current 400 kV single-core cable system with 200,000-volt, 1000-meter spans. Cleco Path New York will be the project's primary contractor.

Wire & Cable Technology is pleased to be a part of this project. We are proud to support Cleco Path New York in meeting the city's energy needs and providing a clean, reliable power source for the city's residents and businesses. For more information on this project, please contact us at info@wireandcable.com.

News Breaks Ground with 525 kV Cable Innovation
As a result of **News Break**, there has been a lot of interest in the electrical industry for the 525 kV cable technology. This technology is a significant step forward in the development of high-voltage power transmission. News Break has developed a 525 kV HVDC cable system with 200-foot spans. This system is designed to be installed in the next few years and will be a major milestone in the development of high-voltage power transmission. News Break is currently in the process of testing the cable system and will be ready for commercial use in the next few years.

WIRE & CABLE STOCK INDEX

OVERVIEW 25	525A	2-9	+2.7
OVERVIEW 26	43.8	2.2	+4.2
OVERVIEW 27	342	-1.4	-0.9
OVERVIEW 28	118	-4.4	-4.7

RICHARDS APES
Quality Lubricants
Wax Products

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Wire & Cable Technology
International

BUYERS' GUIDE

1914 Parkside • 1171 West Avenue • Suite 100 • Dallas, TX 75244
Tel: 1-214-342-2122 • Fax: 1-214-342-1234 • www.wireandcable.com
In cooperation with: www.wireandcable.com, www.wireandcable.com

Wire Harness & Cable Connector

Focused News, Information and Products for Wire & Cable Processors, Distributors and End Users.

Presented by: **Wire & Cable Technology International**

November/December 2023

Inside This Issue...

- News & Info: **Page 124**
- The 2024 WPCA Annual Global Leadership Summit & Most-Awaited Event for Wire Harness Professionals: **Page 142**
- Products: **Pages 142, 144, 150**
- News: **Page 142**
- Clarifying the Changes - Status on Certifications to CE Certification Docs: **Page 148**
- Maintenance of 10 000: **Page 151**
- Capabilities for Fault-Managed Power Systems (MMS) in Class 0/1: **Page 153**

Global Leadership Summit

MAY/JUNE 2023

Wire & Cable Technology
International

Atlanta, Houston & Milwaukee Trade Shows - Oct. 10-12 & 13-15

TRAINING

WIRE HARNESS & CABLE CONNECTOR

HEAT & SURFACE TREATMENT - 58-63 & 102

Delivering the world of wire and cable to Manufacturers, Processors, Distributors and End Users

Technology and news for wire, cable, wire harness & cable assembly manufacturing, processing and use...

Wire & Cable Technology International: 2024 Editorial Plan
 Send all editorial text and image files to
Mike McNulty, Editor, at mcnulty@wiretech.com



January/February 2024
 WHMA 2024 Annual Global Leadership Summit Preview
 wire Mexico 2024 Preview
 Top Products of 2023
 Extrusion Machinery & Tooling Roundup
 Rebuild & Upgrade Roundup
 Spotlight on Controls: Quality, Process & Tension
Editorial deadline: January 3
Ad closing: January 5
Production finished: January 12
Mail & Internet posting: January 19

March/April 2024
 wire 2024 Preview
 Steel Wire Emphasis
 Heat & Surface Treatment Roundup
 Bows Roundup
 Spotlight on Wire Drawing Machines & Dies
Editorial deadline: February 26
Ad closing: March 1
Production finished: March 8
Mail & Internet posting: March 15

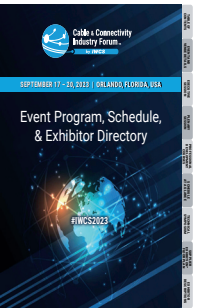
May/June 2024
 Wire Expo 2024 Preview
 EWPT 2024 Preview
 Welding Roundup
 Spotlight on Braiders
Editorial deadline: April 19
Ad closing: April 24
Production finished: April 30
Mail & Internet posting: May 7

July/August 2024
 Annual Company Profiles
 Rolling Emphasis • Wipes Roundup
 Capstans, Dancers, Accumulators Roundup
 Spotlight on Polymers & Insulation
Editorial deadline: June 24
Ad closing: July 3
Production finished: July 12
Mail & Internet posting: July 19

September/October 2024
 IWCS 2024 Preview
 wire China 2024 Preview
 Reels Roundup
 Spotlight on Tapes, Yarns & Strength Members
Editorial deadline: August 19
Ad closing: August 23
Production finished: August 30
Mail & Internet posting: September 6

November/December 2024
 wire India 2024 Preview
 Fiber Optic Machinery & Materials Emphasis
 Crimping Emphasis
 Rotating Equipment Roundup
 Marking & Printing Roundup
 Spotlight on Payoffs, Take-Ups & Respoolers
Editorial deadline: October 21
Ad closing: October 25
Production finished: November 1
Mail & Internet posting: November 8

Addition Publications & Services:
OVERVIEW Newsletter • Buyers' Guide • IWCS Directory • Email Blasts • Conference & Seminar Sponsorships



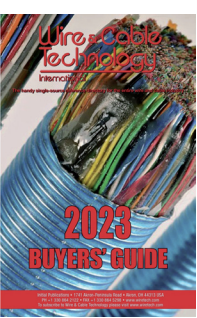
OVERVIEW July 10, 2023 Volume 26, Issue 7

INSIDE THIS ISSUE

- Southern Announces Expansion in Alabama and Corporate Organizational Changes**
- Snatler**
- WCSA's "Right Out in Alabama" Initiative**
- Wire & Cable Industry Suppliers Association (WICSA)**
- WIREPLASTIC**
- CARISCELLS**

WIRE & CABLE STOCK INDICES

Index	Value	Change	% Change
OVERVIEW 25	5451	+8.1	+0.4
OVERVIEW Technical	4264	-0.1	-0.0
OVERVIEW Communications	1040	+0.7	+0.4
OVERVIEW Steel	450	-1.4	-0.3

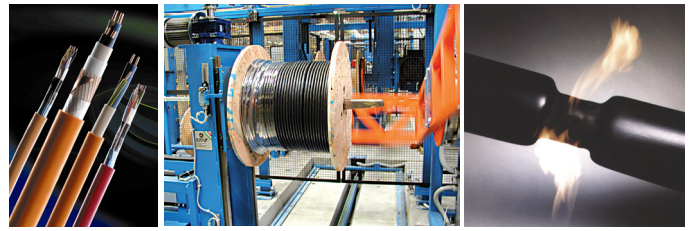


Wire & Cable Technology International
Wire Harness & Cable Connector

Editorial content and dates may change
www.wiretech.com

Read by manufacturers, processors, distributors and users of all types of wire and cable: electrical, communication and mechanical.
 Subscribe and read online @ www.wiretech.com
 Six Issues per year
 Readers in 100+ countries

2024 ADVERTISING RATES



Your connection to the International Wire & Cable Industry

AD SIZE	1X	3X	6X	9X	12X
FULL PAGE	\$ 2860	\$ 2800	\$ 2605	\$ 2455	\$ 2215
2/3 PAGE	\$ 2415	\$ 2285	\$ 2050	\$ 1955	\$ 1810
1/2 PAGE ISLAND*	\$ 2195	\$ 2085	\$ 1870	\$ 1810	\$ 1755
1/2 PAGE	\$ 1820	\$ 1735	\$ 1610	\$ 1530	\$ 1445
1/3 PAGE	\$ 1490	\$ 1435	\$ 1285	\$ 1150	\$ 1120
1/4 PAGE	\$ 1175	\$ 1075	\$ 1035	\$ 975	\$ 915
1/6 PAGE	\$ 920	\$ 820	\$ 750	\$ 700	\$ 660

* Only ad on page
All rates, US\$, per insertion

Color Rates

- Black and one standard or matched color, extra per page or less.....\$375
- 4-Color Process, extra per page or less.....\$995
- 4-Color Process, extra per spread.....\$1800

Combined Frequency Credit

Your insertions in *Wire & Cable Technology International* will apply toward your frequency in the *Fastener Technology International* magazine, *Wire Forming Technology International* magazine, *Wire & Cable Technology International* Buyers' Guide and the *Fastener Technology International* Buyers' Guide.

Special Positions

10% premium over black and white rate earned.

Covers

Rates include 4-Color Process. Non-Cancelable

FRONT COVER NOT SOLD

- Inside Front Cover.....\$4195
- Inside Back Cover.....\$4195
- Back Cover.....\$4460

Advertising Material

- Preferred advertising material is a high resolution PDF.
- All graphics must be a minimum of 300 dpi.
- Color should be prepared as CMYK.
- When designing material, please incorporate the bleed dimensions as supplied under the mechanical specifications.
- Material may be submitted via email 15Mbs limit.

**Wire & Cable
Technology**
International

www.wiretech.com

WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS

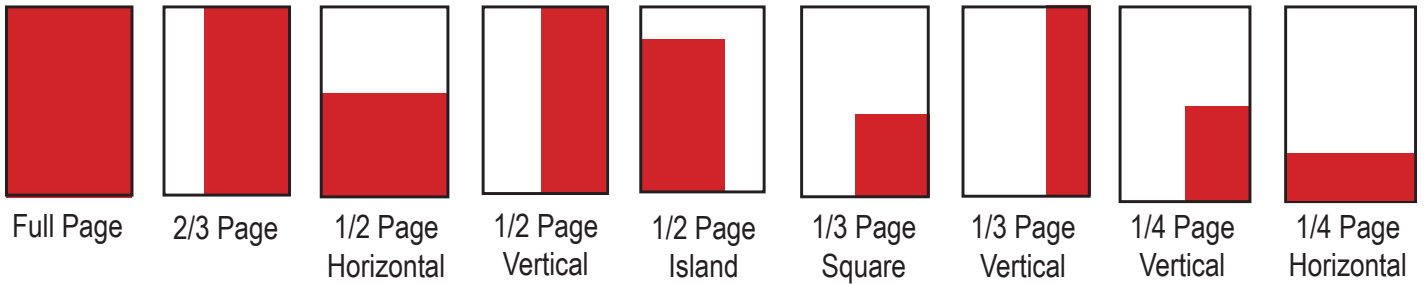
www.wiretech.com • www.fastenertech.com • www.wireformingtech.com



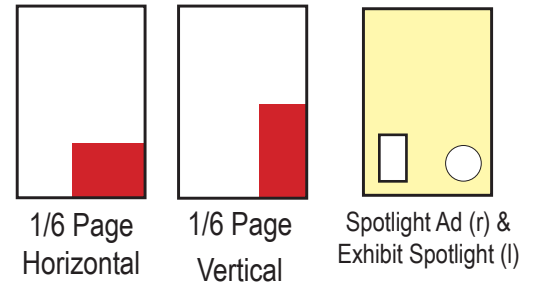
Wire Harness & Cable Connector



Fastener Focus



Ad Type	Width x Height (USA units)	Width X Height (metric units)
Full Page	see details below	see details below
2/3 Page	4.5" x 10"	114 x 254 mm
1/2 Page Horizontal	7" x 4.875"	178 X 124 mm
1/2 Page Vertical	3.375" x 9.75"	86 x 248 mm
1/2 Page Island	4.5" x 7.5"	114 x 190 mm
1/3 Page Vertical	2.1875" x 10"	56 x 254 mm
1/3 Page Square	4.5" x 4.875"	114 x 124 mm
1/4 Page Vertical	3.375" x 4.875"	86 x 124 mm
1/4 Page Horizontal	7" x 2.3125"	178 x 59 mm
1/6 Page Horizontal	4.5" x 2.3125"	114 x 59 mm
1/6 Page Vertical	2.1875" x 4.875"	56 x 124 mm
Spotlight Ad	3" diameter	76 mm diameter
Exhibit Spotlight	2.25" x 3.875"	57 x 98 mm



All our publications utilize computer-to-plate technology. Advertisement size specifications are the same for Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) & Wire Forming Technology International (WFTI) magazines. Newsletter specs are shown in the box at the bottom of this page.

- ✓ Press ready PDF's are preferred, 300 dpi. Use process colors, CMYK format, instead of spot colors. High resolution JPG, TIF, PSD and EPS are also acceptable. Image files supplied in RGB format will be converted to CMYK.
- ✓ Files may be emailed or sent via a file sharing link (Dropbox or WeTransfer, for example).
- ✓ Magazine trim size is 7.875" x 10.75" (200 x 273 mm).
- ✓ Full page advertisements are usually setup for bleed; see full page details on the left.
- ✓ WCTI & FTI are perfect bound; WFTI is saddle stitched.

FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:

Full Page advertisement with bleed:

Trim size: 7.875" wide x 10.75" tall (200 x 273 mm)

Bleed: 1/8" (3 mm) past trim on all sides for a total bleed size of 8.125" wide x 11" tall (206 x 280 mm)

Live Area: text and images not to be trimmed should be 0.25" (6 mm) inside of trim on all sides for a live area of 7.375" wide x 10.25" tall (187 x 260 mm)

NOTE: WCTI & FTI Annual Buyers' Guide trim is 5.5" x 8.5" (140 x 216 mm). Full page bleed ads: 1/8" (3 mm) past trim on all sides with live text and images 1/4" (6 mm) inside of trim.

Full Page advertisement without bleed:

7.375" wide x 10.25" tall (187 x 260 mm)

WCTI, FTI & WFTI MAGAZINE TRIM SIZE:
7.875" x 10.75" (200 x 273 mm)

DIGITAL WEBSITE ADVERTISEMENTS:
Standard Banner: 300 wide x 250 tall
Horizontal Banner: 728 wide x 90 tall
(dimensions in pixels)

DIGITAL EMAIL BLASTS: SEND HTML FILE,
no wider than 600 pixels.

Newsletter Advertisements: WCTI's OVERVIEW & FTI's Fastener News Report

Standard Block: 2.1875" wide x 1.625" tall (56 x 41 mm, 210 x 156 pixels)

Double Block Horizontal: 4.375" wide x 1.625" tall (111 x 41 mm, 420 x 156 pixels)

Double Block Vertical: 2.1875" wide x 3.25" tall (56 x 83 mm, 210 x 312 pixels)

File format: high resolution PDF, JPG, TIF, PSD or EPS file

Newsletter Trim size: 8.5" x 11" (216 x 279 mm) • <https://wiretech.com/overview> • <https://fastenertech.com/news-report>



Wire & Cable Technology international (WGTI) magazine produces a **Company Profiles** section once every year, and it appears in the July/August issue.

All full-page and half-page advertisers in the issue mentioned above will receive an equally-sized **Company Profile**, for no extra charge. The relevant specifications are shown below as well as some samples.

Please note that all half-page profiles will be produced in horizontal orientations.

Materials to Supply: Advertisers can send text and images files for WGTI to assemble a **Company Profile** for review or they can supply a finished high-resolution PDF of their **Company Profile** for placement on a 40% CMYK yellow background.

Please note that we allow design flexibility for the customer-supplied PDFs, but it is our intention that profiles look like profiles and not advertisements.

Company Profile Text and Image File Guidelines:

Full-Page Word Count: 250-1000 with the average being about 500

Full-Page Images: one to five plus a company logo

Half-Page Word Count: 150-600 with the average being about 250

Half-Page Images: one to four plus a company logo

Please note that we adjust the font size and letting depending on the number of words and images, and that as the number of images goes up, the number of words that can fit properly usually goes down.

Ready-to-Place Company Profile PDFs Sizes:

Full-Page: 7.375" wide x 10.25" tall (187 x 260 mm)

Half-Page: 7" wide x 4.875" tall (178 x 124 mm)

Deadline: All Company Profiles need to be produced, reviewed and approved by customers by June 1, 2021. Extensions can be provided when needed.

GEON Performance Solutions

Global Headquarters
2377 Devere Road, Suite 202
Waukegan, OH 44159 USA
1-800-969-GEON | www.geon.com

What We Do
GEON Performance Solutions is a global leader in the performance, development and manufacture of performance polymer solutions. GEON has a portfolio of highly adaptable vinyl and polyolefin polymer technologies, as well as a full service manufacturing business for a range of industries, including wire and cable.

What We Offer
GEON is a broad polymer solutions provider for the wire and cable industry. With the ability to meet diverse global regulatory and product specifications, we bring you a wide range of polymers, colors and services to find the best solution for your needs.

What We Do
GEON is a broad polymer solutions provider for the wire and cable industry. With the ability to meet diverse global regulatory and product specifications, we bring you a wide range of polymers, colors and services to find the best solution for your needs.

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ROTEQ MACHINERY INC.

517 Brabant St. Concord
Ontario, Canada L4K 1K5
Tel: +1 905-660-8800
info@roteqmachinery.com
www.roteqmachinery.com

COMPANY PROFILE
Roteq Machinery's reputation in the industry is based on the consistent quality of its equipment for the wire and cable industry. Since 2000, Roteq Machinery has provided solutions to wire and cable manufacturers worldwide. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Do
Roteq Machinery is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Offer
Roteq Machinery is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

SIKORA AG

SIKORA International Corp.
10000 Old Orchard Road
P.O. Box 10000
Plymouth, MI 48170 USA
Tel: +1 313 487 2200
www.sikora.com

SIKORA Quality control process
SIKORA AG is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Do
SIKORA AG is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Offer
SIKORA AG is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

Electric Cable Compounds, Inc.

10000 Old Orchard Road
P.O. Box 10000
Plymouth, MI 48170 USA
Tel: +1 313 487 2200
www.electricalcable.com

Electric Cable Compounds, Inc.
Electric Cable Compounds, Inc. is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Do
Electric Cable Compounds, Inc. is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Offer
Electric Cable Compounds, Inc. is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

HARWICK STANDARD

Company History
Products
Contact Harwick Standard

Company History
Harwick Standard is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

Products
Harwick Standard is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

Contact Harwick Standard
Harwick Standard is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

Autac USA, Inc.

10000 Old Orchard Road
P.O. Box 10000
Plymouth, MI 48170 USA
Tel: +1 313 487 2200
www.autacusa.com

Autac USA, Inc.
Autac USA, Inc. is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Do
Autac USA, Inc. is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Offer
Autac USA, Inc. is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

Emerson

41 Eagle Road
Danbury, CT 06810
Tel: +1 203 798 4500
www.emerson.com

Emerson
Emerson is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Do
Emerson is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Offer
Emerson is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

MFL GROUP

10000 Old Orchard Road
P.O. Box 10000
Plymouth, MI 48170 USA
Tel: +1 313 487 2200
www.mflgroup.com

MFL GROUP
MFL GROUP is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Do
MFL GROUP is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

What We Offer
MFL GROUP is a leading manufacturer of wire and cable machinery. Our equipment is designed to meet the needs of wire and cable manufacturers in a wide range of industries, including wire and cable.

Buyers' Guide 2025 Edition

MAXIMIZE YOUR MARKETING INVESTMENT

This well established, highly regarded industry directory is used all year by wire and cable manufacturers, processors, distributors and users as a handy, single-source reference for the wide range of materials, machinery, equipment, suppliers and services available.

Over 1300 companies are listed in more than 1200 product categories in five sections:

- Wire Products
- Rod, Bar, & Wire, and Mill Products
- Materials, Machinery, Equipment, Suppliers, Services
- Electric Wire and Cable
- Fiber Optics

BONUS FOR DISPLAY ADVERTISERS

- **Bold faced** in Master List of Companies and Product Listings
- **"See our Ad..."** Reference
- **Unlimited Free** Product Listings
- **Complimentary copy** of 2025 Edition of the Buyers' Guide

DISPLAY AD RATES

Space Units	1X	3X	6X	9X	12X	Width & Depth
Full Page	\$ 2860	\$ 2800	\$ 2605	\$ 2455	\$ 2455	4.875 x 7.75
2/3 Page Vertical	\$ 2415	\$ 2285	\$ 2050	\$ 1955	\$ 1810	4.875 x 5.1875
1/2 Page Horizontal	\$ 1820	\$ 1735	\$ 1610	\$ 1530	\$ 1445	4.875 x 3.875
1/2 Page Vertical	\$ 1820	\$ 1735	\$ 1610	\$ 1530	\$ 1445	2.1875 x 7.5
1/3 Page Horizontal	\$ 1490	\$ 1435	\$ 1285	\$ 1150	\$ 1120	4.875 x 2.5625
1/4 Page Horizontal	\$ 1175	\$ 1075	\$ 1035	\$ 975	\$ 915	4.875 x 1.9375
1/4 Page Vertical	\$ 1175	\$ 1075	\$ 1035	\$ 975	\$ 915	2.1875 x 3.875

*Cover pricing contact the Publisher

COLOR RATES (ADDITIONAL)

Standard red, green, blue, yellow, per page or less.....	\$ 375
Matched colors per page or less.....	\$ 995
4-color process per page or less.....	\$1800

**TRIM SIZE:
5.5 X 8.5**

BLEED ADS

When preparing bleed ads, all type and portions of illustrations that are not trimmed off should be at least 1/4 (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ad should bleed 1/8 past trim on the left, right, top and bottom.

'PRODUCT LOCATOR'

Inch Ads

Inch Ads highlight and call attention to your company within the Product Category Listings of the Buyers' Guide.

DIGITAL SPECS

All advertisements are to be submitted on digital media. Files may be created in Adobe InDesign or Acrobat (PDF). Graphic files in Adobe Photoshop or Illustrator, TIFF, JPEG or EPS images may be submitted. Print ready PDF is preferred. All graphics must be a minimum of 300 dpi and all color must be CMYK. Microsoft Word, Publisher or Powerpoint files are not acceptable. A hardcopy of the advertisement must be provided.



INCH ADVERTISEMENTS					
Rate Per Inch	1-2	3-5	6-8	9-11	12+
Amount	\$350	\$330	\$305	\$295	\$285
Mechanical Specifications	2.1875 X 1, 2 or 3				

CLOSING DATE

August 1, 2024

INCH ADS GET RESULTS

- Draw *ATTENTION* to your Product Listings
- **Boldfaced** listings
- Unlimited listings- minimum of 3 inch ads
- Free art service
- Complimentary copy of the 2025 WCTI Buyers' Guide.

2.1875 x 3

CONTACTS

TEL: +1 330 864 2122
FAX: +1 330 864 5298

Alex Lippincott
Email: alex@wiretech.com

Mike Dies
Email: mike@wiretech.com

www.wiretech.com

2.1875 x 2

BLOW AWAY THE COMPETITION WITH HUESTIS AIR WIPES

Air Wipes Mini-Wipes

Efficient, Economical & Quiet Operation

HUESTIS INDUSTRIAL
68 Buttonwood Street, Bristol, RI 02809 U.S.A.
Phone 401-253-5500 800-972-9222
Fax 401-253-7350 www.huestis.com

USED/REBUILT WIRE & CABLE EQUIPMENT

TAKE-UPS, PAY-OFFS, EXTRUDERS, CABLERS, TAPERS, PREHEATERS

CALL US FIRST FOR ALL YOUR WIRE & CABLE EQUIPMENT NEEDS

Manufacturers Reps Machinery Brokers and Appraisers

Rebuilt 24" Ferris Copulator Copster

member: AWEA

Lloyd & Bouvier

Tel: (978) 385-5700
Fax: (978) 385-9700
www.lloydbouvier.com
www.lloydbouvier.com

2.1875 x 1

WIRE DRAWING, ANNEALING, SPOULING, BUNCHING EQUIPMENT, EXTRUSION SYSTEMS

SAMP

10502 Bowdoin Lane Blvd.
Williamsport, MD 21795

Ph: 301-223-8800 - Fax: 301-223-3600
Website: www.samp.com

Wire & Cable Technology International

Focused and Directed...*Wire and Cable Technology International (WCTI)* is written and circulated exclusively for the wire and cable industry: manufacturers, processors, distributors and users of electrical, communication and mechanical wire and cable. While other industry magazines offer circulation and editorial for manufacturers of fasteners, springs and other wire formed products, *WCTI* delivers only what the wire and cable market wants and needs. That is why our readers, located in more than 100 countries, are so loyal—they receive only the information that is relevant to them. Consequently, you benefit because *WCTI* has the highest percentage of readers that have personally requested to receive the publication. No other wire and cable industry publication can come close to our numbers.

Regular communication with wire and cable industry professionals will result in greater knowledge of your products leading to sales growth in the months and years ahead. With the complete six-issue schedule of *WCTI*, you will get the best possible continuity and the market's best value. You will also be reaching the exclusive audience of the markets' most requested, and largest, wire and cable manufacturing magazine.

All the numbers add up...six issues of *WCTI* will deliver the continuity, value and attention your valuable ad dollars deserve!



INSIDE Wire & Cable Technology International

Send press releases, articles and ideas to the editor, Michael McNulty, at mcnulty@wiretech.com.

- Editorial- Current Views from the Editor
- Calendar of Events
- Feature Articles
- Tech Briefs
- Roundups
- Product Showcases- Machinery, Accessories and Materials
- Corporate News
- Industry News
- Spotlights
- Trade Show and Conference Previews
- Tips from WireDrawing 101® column- Dr. Roger N. Wright
- The LEAN Side column- Roy St. Andre
- Wire and Cable Economics column- Philip Radbourne
- Wire Harness & Cable Connector section- Focused news, information and products for Wire & Cable Processors, Distributors and End Users
- "Straight from the Show" reviews of industry events

**Wire and Cable Technology International...
the publication that more of your customers
and prospects choose as their primary
source of information! The most recognized
publication serving the wire and cable
industry is also the most requested!**

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Fax: +49 (0)8466 90 40 9-29
info@Kemmler-Consulting.de

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