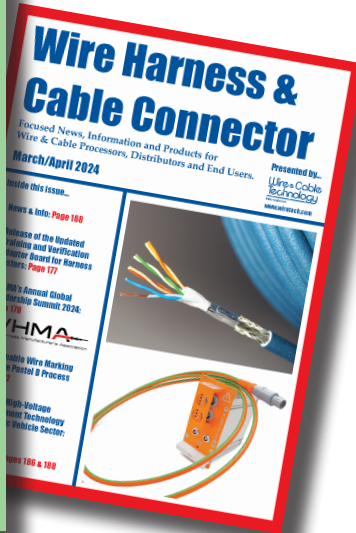


# Wire Harness & Cable Connector

Wire Harness & 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 Harness & 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 Harness & 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
- Marking equipment
- Regulations and standards
- Relevant industry events and associations and more!

**Editorial contact:** Mike McNulty, [mcnulty@wiretech.com](mailto:mcnulty@wiretech.com)

## TARGETED COVERAGE

- News
- Shows & Conferences
- Feature Articles
- Product Showcases

## PRODUCT TECHNOLOGY COVERAGE INCLUDES:

- Wire Harnessing
- Wire Drawing Machines & Dies
- Controls: Quality, Process & Tension
- Polymers & Insulation
- Braiders
- Welding
- Payoffs, Take-Ups & Respoolers
- Tapes, Yarn & Strength Materials

## BONUS DISTRIBUTION

For 2025, *Wire Harness & Cable Connector* will also be distributed at:

**WHMA 2025 Conference**

**wire Mexico 2025**

**Interwire 2025**

**EWPT 2025**

**wire Eurasia 2025**

**AWH Detroit 2025**

**IWCS 2025**

# 2025 ISSUES AND ADVERTISING RATES



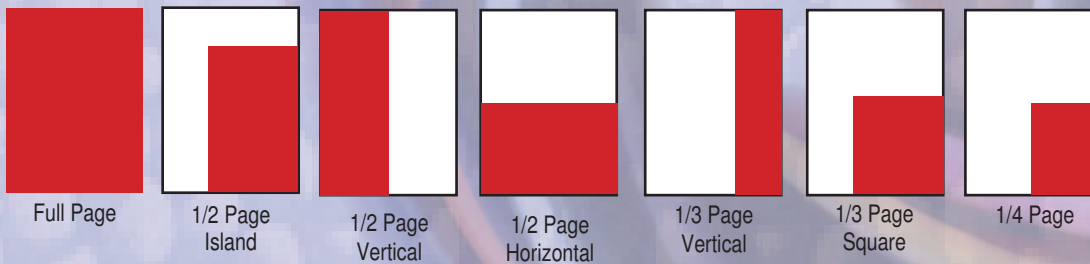
MONTH	AD CLOSING
JANUARY	January 3
MARCH	February 28
MAY	April 11
JULY*	June 13
SEPTEMBER	August 15
NOVEMBER	October 17

## Contact Us To Reserve Your Advertising!

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**Alex Lippincott**  
Sales  
alex@wiretech.com

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



SPACE UNITS	B&W	2/C	4/C
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1/2 Page Island	\$1380	\$1715	\$2375
1/2 Page	\$1080	\$1510	\$2290
1/3 Page	\$875	\$1215	\$1995
1/4 Page	\$795	\$1065	\$1860

## Industry Partners

