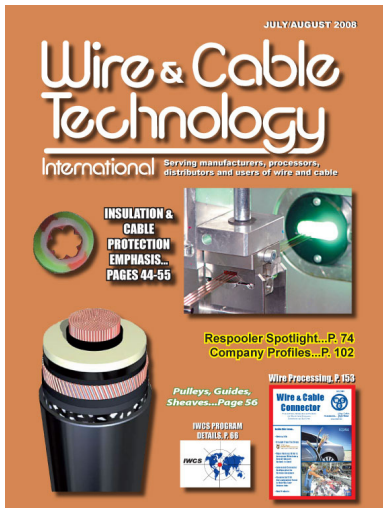




Wire & Cable Connector

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

Editorial contact: Mike McNulty, mcnulty@wiretech.com

TARGETED COVERAGE

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

PRODUCT TECHNOLOGY COVERAGE INCLUDES:

- Wire Processing - cut, crimp, strip
- Materials - wire, cable, tubing, connections, etc.
- Ultrasonic Welding
- Marking, Printing and Labeling
- Harness and Cable Testing
- Braiding
- Cable Tie Systems

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

BONUS DISTRIBUTION

For 2011, *Wire & Cable Connector* will also be distributed at:

Cables 2012

March 6 to 8, 2012
The Maritim Hotel
Cologne, Germany
www.amiconferences.com

Wire Expo 2012

May 22 to 23 2012
Omni Dallas Hotel
Dallas, TX, USA
www.wirenet.org

EWPT

May 9 to 10, 2012
Frontier Airlines Center
Milwaukee, WI, USA
www.electricalwireshow.com

wire China 2012

September 2012
Shanghai New International
Expo Center (SNIEC)
Shanghai, P.R.China
www.wire.de

2012 ISSUES AND ADVERTISING RATES



MONTH	AD CLOSING
JANUARY	January 3
MARCH	February 17
MAY	April 13
JULY*	June 22
SEPTEMBER	August 17
NOVEMBER	October 12

Contact Us To Reserve Your Advertising!

Tom Hutchinson

V.P. Sales

TEL: +1 330 864 2122

FAX: +1 330 864 5298

tlh@wiretech.com

Chip Lippincott

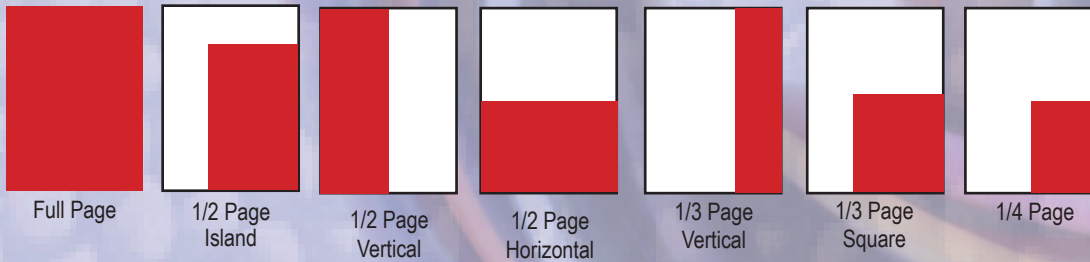
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TEL: +1 330 864 2122

FAX: +1 330 864 5298

chip@wiretech.com

* The 2012 Company Profiles will be offered in the July issue.



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1/2 Page	\$1010	\$1295	\$1970
1/3 Page	\$750	\$1035	\$1710
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