

BONUS DISTRIBUTION

Wire & Cable Technology International (WCTI) will cover the trade shows and exhibitions listed below:



2025 WHMA Annual Wire Harness Conference
www.whma.org



wire Mexico 2025
www.wire.de



EWPT 2025
www.electricalwireshow.com



Interwire 2025
www.iwma.org



wire Eurasia 2025
www.wire-eurasia.com



EWPT 2025
www.electricalwireshow.com



IWCS 2025
www.iwcs.org



wire Southeast Asia 2025
www.wire-southeastasia.com



SUBMIT ALL EDITORIAL INFORMATION AND QUESTIONS TO:

Mike McNulty, Editor
Wire and Cable Technology International (WCTI)
1741 Akron-Peninsula Rd.
Akron, OH 44313 USA
TEL: +1 330 864-2122 FAX: +1 330 864-5298
Email: mcnulty@wiretech.com
www.wiretech.com

Wire and Cable Technology International Special Sections



COMPANY PROFILES

July Issue.
Full and half page advertisers receive a complimentary Company Profile in a special bound section of the July issue.
Deadline: June 9



SPOTLIGHT ARTICLES

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.
Deadline: Two weeks prior to the publication month.



STRAIGHT FROM THE SHOW

News, facts and images from recent trade shows. Send submissions to mcnulty@wiretech.com.

Wire Harness & Cable Connector

Special "magazine-in-a-magazine" section providing focused news, information and products for wire and cable processors, distributors and end-users.
APPEARING IN EVERY ISSUE



NEWS & INFO

Industry news on companies, associations, trade shows, personnel, distributing and using wire and cable.
Deadline: Two weeks prior to the publication month.



FEATURE ARTICLES

Full length articles on a variety of subjects including: wire and processing equipment and services; wire, cable and harness designs and applications; interconnect products; cable assembly; regulations; standards; etc.
Deadline: Ideas, outline or abstracts are due two months prior to publication month, and materials are due one month prior to publication month.



PRODUCTS

New wire and cables, harnesses, processing equipment, interconnect products, marking devices, installation tools, etc.
Deadline: Two weeks prior to the publication month.



SHOWS & CONFERENCES

Previews of industry events such as the Electrical Wire Processing Expo.

NEW PRODUCT & SERVICES

Typical word submission:
50-500 words plus picture(s)

Deadline is two weeks prior to publication month.



SHOWCASE MACHINERY:
A short description of a new machine used in manufacturing any type of wire and cable.



SHOWCASE ACCESSORIES:
A short description of new tooling, controls, lubricants, packages or other type of accessory used in manufacturing any type of wire and cable.



SHOWCASE MATERIALS:
A short description of new materials used in manufacturing any type of wire and cable.

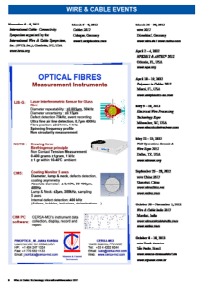


IWCS SUPPLIERS DIRECTORY:
Special promotion opportunities! Wire and Cable Technology International is the official magazine of the IWCS Conference™.

NEWS & INFORMATION

Typical word submission:
50-500 words plus picture(s)

Deadline is two weeks prior to publication month.



WIRE & CABLE EVENTS:
Calendar of events for the wire and cable industry: trade shows, conferences, etc.



INDUSTRY NEWS:
Industry-wide news and information: associations, trade shows, conferences, market data, regulations, standards, etc.



CORPORATE NEWS:
Company-specific news and information: mergers, acquisitions, joint ventures, contracts, awards, promotions, new hires, personnel restructuring, etc.

TECHNICAL ARTICLES



EMPHASIS ARTICLES:
A section of by-lined articles on a selected subject. Articles are original, technical, educational and directly related to the Emphasis subject. **Length:** 500-2500 words plus graphics. **Deadline:** Idea, outline or abstracts are due two months prior to the publication month, and materials are due one month prior to the publication month.



ROUNDUP ARTICLES:
A collection of editorial contributions from multiple suppliers to a selected sector of the industry. The article is staff-compiled and contributions are directly related to the Roundup subject. **Length:** 50-500 words plus graphics. **Deadline:** Two weeks prior to the publication month.



FEATURE ARTICLES
By-lined technical articles on any wire and cable industry subject. Articles are original, technical, educational and present one or more of the following: new technology, research results, market study results, case history information, fundamental instructions. **Length:** 500-2500 words. **Deadline:** Idea, outline or abstracts are due two months prior to the publication month, and materials are due one month prior to the publication month.



TECH BRIEFS
One page staff-prepared, technical article on a new product, process or service related to the wire and cable industry. **Length:** 500-2500 words. **Deadline:** Idea, outline or abstracts are due two months prior to the publication month, and materials are due one month prior to the publication month.