

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Initial Publications Inc.
1741 Akron-Peninsula Road
Akron, OH 44313
Tel.: (330) 864-2122
Fax: (330) 864-5298
www.wiretech.com

WIRE & CABLE TECHNOLOGY INTERNATIONAL is a technical B2B brand intended for manufacturers, processors, distributors and users of all types of electrical, communication and mechanical wire and cable including fiber optic cable. The brand content and editorial scope of the publication includes projecting trends, tracking technology developments, and reporting on the most efficient, productive and safest operating processes. Wire & Cable Technology International is the independent voice of the wire and cable industry.

FIELD SERVED

WIRE & CABLE TECHNOLOGY INTERNATIONAL serves the Wire Manufacturing field including aluminum, steel, copper and other metal wire manufacturers and Insulated Electrical and Communications Wire & Cable and manufacturers. Also served are wire & cable processors and users; industry suppliers; independent distributors/representatives; consultants, government, libraries and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in general and administrative management, engineering, operations/production, technical/research & development, quality control, purchasing, sales and marketing and other functions and functions not available, including company copies.

CHANNELS

**WIRE & CABLE
TECHNOLOGY
INTERNATIONAL
MAGAZINE**



3 Issues in the period
10,204 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
WIRE & CABLE TECHNOLOGY INTERNATIONAL MAGAZINE Unique Total* (3 issues in the period)	10,204	-	10,204
a. Print	8,771	-	8,771
b. Digital	3,579	-	3,579
1. Requested	3,579	-	3,579
2. Non-Requested	-	-	-

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	707
*Allocated for Trade Shows and Conventions	233
All Other	291
TOTAL	1,243

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,204	100.0	10,204	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,204	100.0	10,204	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
July/August	8,770	3,687	10,246
September/October	8,865	3,731	10,364
November/December	8,677	3,319	10,001

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016
This issue is 3.0% or 304 copies below the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	ANALYSIS BY PRIMARY JOB FUNCTION					
			General & Administrative Management (A)	Engineering/ Operations Production (B)	Technical/ Research & Development/ Quality Control (C)	Purchasing (D)	Sales & Marketing (E)	Company Copies, Other Functions, & Functions Not Available (F)
I. WIRE MANUFACTURING								
A. Aluminum & Aluminum Alloys (including bare wire, rod/bar)	119	1.2	29	38	16	12	21	3
B. Copper & Copper Alloys (including bare wire, rod/bar)	328	3.3	105	90	54	23	51	5
C. Steel & Steel Alloys (including bare wire, rod/bar)	355	3.5	131	99	73	8	38	6
D. Other metal (including bare wire, rod/bar)	130	1.3	56	33	19	2	19	1
E. Insulated Electrical Wire & Cable	1,218	12.2	278	452	269	39	156	24
F. Insulated Communications Wire & Cable: Copper or Fiber Optic	429	4.3	78	156	122	23	47	3
G. Steel Cable, Wire Rope	73	0.7	9	21	30	8	3	2
Sub-Total I.	2,652	26.5	686	889	583	115	335	44
II. INDUSTRY SUPPLIERS								
A. Machinery, Materials, Accessories, Services	2,098	21.0	593	471	336	66	608	24
Sub-Total II.	2,098	21.0	593	471	336	66	608	24
III. WIRE AND CABLE PROCESSORS AND USERS								
A. Wire Harnesses, Cable Assemblies, Contract Manufacturers, OEM & End Users	3,626	36.3	742	1,896	413	196	343	36
Sub-Total III.	3,626	36.3	742	1,896	413	196	343	36
IV. INDEPENDENT DISTRIBUTORS/REPRESENTATIVES	980	9.8	237	180	93	57	400	13
V. CONSULTANTS	357	3.6	77	96	106	12	46	20
VI. GOVERNMENT, LIBRARY & OTHERS ALLIED TO THE FIELD	288	2.9	54	80	58	14	50	32
Sub-Total IV., V., VI.	1,625	16.2	368	356	257	83	496	65
TOTAL QUALIFIED CIRCULATION	10,001	100.0	2,389	3,612	1,589	460	1,782	169
PERCENT	100.0		23.9	36.1	15.9	4.6	17.8	1.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,685	1,959	1,533	6,177	61.8
II. Request from recipient's company:	174	199	225	598	6.0
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,192	1,034	-	3,226	32.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,051	3,192	1,758	10,001	100.0
PERCENT	50.5	31.9	17.6	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*	July – December 2016*
Unique Total Audit Average Qualified:***	10,229	10,239	10,178	10,201	10,066	10,204
Unique Qualified Non-Paid Total:***	10,229	10,239	10,178	10,201	10,066	10,204
Print:	8,542	8,539	8,571	8,624	8,597	8,771
Digital:	3,921	3,971	3,869	3,810	3,637	3,579
Unique Qualified Paid Total:***	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	5	2	5		Kentucky	40	13	42	
New Hampshire	55	15	63		Tennessee	44	8	47	
Vermont	24	6	27		Alabama	54	10	58	
Massachusetts	237	66	256		Mississippi	4	3	6	
Rhode Island	46	15	52		EAST SO. CENTRAL	142	34	153	1.5
Connecticut	160	62	185		Arkansas	26	9	27	
NEW ENGLAND	527	166	588	5.9	Louisiana	8	1	8	
New York	189	71	207		Oklahoma	25	5	25	
New Jersey	172	46	190		Texas	210	85	244	
Pennsylvania	278	78	311		WEST SO. CENTRAL	269	100	304	3.0
MIDDLE ATLANTIC	639	195	708	7.1	Montana	1	1	2	
Ohio	343	93	380		Idaho	8	2	10	
Indiana	271	55	296		Wyoming	5	-	5	
Illinois	813	101	857		Colorado	39	12	46	
Michigan	305	45	322		New Mexico	10	4	11	
Wisconsin	971	73	1,008		Arizona	45	12	54	
EAST NO. CENTRAL	2,703	367	2,863	28.6	Utah	15	8	19	
Minnesota	198	32	212		Nevada	6	2	6	
Iowa	78	4	82		MOUNTAIN	129	41	153	1.5
Missouri	71	14	78		Alaska	1	-	1	
North Dakota	14	3	16		Washington	47	12	53	
South Dakota	11	-	11		Oregon	29	8	33	
Nebraska	16	1	17		California	257	79	288	
Kansas	33	10	36		Hawaii	1	-	1	
WEST NO. CENTRAL	421	64	452	4.5	PACIFIC	335	99	376	3.8
Delaware	11	5	13		UNITED STATES	5,703	1,241	6,199	62.0
Maryland	26	8	28		U.S. Territories	6	2	7	
Washington, DC	1	-	1		Canada	227	103	269	
Virginia	60	17	67		Mexico	177	107	231	
West Virginia	10	-	10		Other International	2,564	1,866	3,295	
North Carolina	115	30	126		APO/FPO	-	-	-	
South Carolina	61	21	68						
Georgia	126	52	142						
Florida	128	42	147						
SOUTH ATLANTIC	538	175	602	6.0					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	8,677	3,319	10,001	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					AFRICA				
Azerbaijan	-	1	1		Algeria	6	6	6	
Bangladesh	11	4	13		Botswana	2	2	2	
China	71	89	126		Burkina Faso	5	-	5	
Hong Kong - SAR	18	25	34		Cote D'Ivoire	1	1	1	
India	430	262	500		Egypt	34	33	49	
Indonesia	31	17	33		Ghana	3	1	3	
Japan	34	24	45		Kenya	5	-	5	
Kazakhstan	1	-	1		Libyan Arab Jamahiriya	1	-	1	
Korea, Republic Of	83	66	102		Madagascar	-	1	1	
Malaysia	84	51	101		Mali	1	-	1	
Nepal	2	1	2		Mauritius	2	-	2	
Pakistan	50	29	53		Morocco	12	10	14	
Philippines	34	15	40		Nigeria	25	14	25	
Singapore	46	36	57		South Africa	27	15	35	
Sri Lanka	8	4	8		Sudan	5	5	6	
Taiwan	43	25	50		Swaziland	1	-	1	
Thailand	83	45	91		Tunisia	41	28	43	
Uzbekistan	2	1	2		Uganda	1	1	1	
Vietnam	27	23	32		Zambia	6	3	8	
Subtotal	1,058	718	1,291	12.9	Zimbabwe	9	6	9	
MIDDLE EAST					unspecified Africa	2	1	3	
Bahrain	1	-	1		Subtotal	189	127	221	2.2
Iran	96	78	120		NORTH AMERICA				
Iraq	2	2	3		Canada	227	103	269	
Israel	9	10	14		Mexico	177	107	231	
Jordan	6	5	9		United States	5,709	1,243	6,206	
Kuwait	3	2	3		Subtotal	6,113	1,453	6,706	67.1
Lebanon	2	2	2		CARIBBEAN				
Oman	6	5	7		Cuba	-	1	1	
Qatar	14	11	18		Dominican Republic	1	1	2	
Saudi Arabia	74	60	94		Jamaica	-	1	1	
Syrian Arab Republic	2	1	2		Subtotal	1	3	4	-
United Arab Emirates	44	38	65		CENTRAL AMERICA				
Subtotal	259	214	338	3.4	Costa Rica	-	1	1	
EUROPE					El Salvador	2	3	3	
Albania	-	1	1		Guatemala	1	-	1	
Austria	11	16	19		Nicaragua	1	1	1	
Belarus	2	1	3		Subtotal	4	5	6	0.1
Belgium	23	19	30		SOUTH AMERICA				
Bosnia and Herzegovina	-	1	1		Argentina	33	21	44	
Bulgaria	3	2	5		Bolivia	1	1	2	
Croatia	4	5	6		Brazil	80	42	98	
Cyprus	-	2	2		Chile	16	9	19	
Czech Republic	2	4	5		Colombia	28	24	38	
Denmark	3	6	8		Ecuador	2	2	3	
Estonia	2	1	3		Peru	6	4	8	
Finland	17	18	28		Uruguay	2	-	2	
France	41	32	56		Venezuela	6	5	9	
Germany	58	48	80		Subtotal	174	108	223	2.2
Greece	10	7	14		ASIA PACIFIC				
Hungary	4	4	5		Australia	41	41	60	
Iceland	1	1	1		Fiji	1	1	1	
Ireland	4	5	8		New Zealand	13	6	18	
Italy	171	73	196		Subtotal	55	48	79	0.8
Luxembourg	2	2	3		UNIQUE TOTAL QUALIFIED CIRCULATION*				
Macedonia	2	2	2		8,677	3,319	10,001	100.0	
Malta	1	-	1						
Moldova	1	1	1						
Netherlands	30	33	52						
Norway	2	3	4						
Poland	34	23	45						
Portugal	28	20	37						
Romania	10	6	12						
Russian Federation	16	24	31						
Serbia	14	7	16						
Slovakia	2	3	3						
Slovenia	-	1	1						
Spain	39	29	54						
Sweden	20	20	31						
Switzerland	31	26	46						
Turkey	105	84	139						
Ukraine	3	1	4						
United Kingdom	128	112	180						
Subtotal	824	643	1,133	11.3					

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

AVERAGE NON-QUALIFIED CIRCULATION:

Trade Show Copies:

2016	Show/Location	Copies
September 26-29	Wire SE China held in Shanghai, China	400
October 2-5	IWCS Exposition in Providence, RI	200
October 5-7	Wire & Cable India held in Mumbai, India	100

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 429 copies or 4.3%.

Other sources include 2 sources of circulation for quantities of 1,034 copies or 10.3% to 1,763 copies or 17.6%, including Electrical Wire Processing Technology Expo.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Chip Lippincott, Publisher

Richard Jarrett, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 30, 2017

State

Ohio

County

Summit

Received by BPA Worldwide

January 30, 2017

Type

BD

ID Number

W025B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.