

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.

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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
10,093 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)	10,093	-	10,093
a. Print	8,816	-	8,816
b. Digital	3,219	-	3,219
1. Requested	3,219	-	3,219
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		692
*Allocated for Trade Shows and Conventions		500
All Other		345
TOTAL		1,549

*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	10,093	100.0	10,093	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,093	100.0	10,093	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January/February	8,772	3,209	10,040
March/April	8,824	3,208	10,095
May/June	8,854	3,242	10,147

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017
 This issue is 0.8% or 79 copies above 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)	123	1.2	31	40	17	13	19	3
B. Copper & Copper Alloys (including bare wire, rod/bar)	321	3.2	102	89	59	20	46	5
C. Steel & Steel Alloys (including bare wire, rod/bar)	374	3.7	132	104	81	10	41	6
D. Other metal (including bare wire, rod/bar)	141	1.4	57	39	22	3	19	1
E. Insulated Electrical Wire & Cable	1,249	12.3	287	474	267	43	158	20
F. Insulated Communications Wire & Cable: Copper or Fiber Optic	437	4.3	73	166	125	22	48	3
G. Steel Cable, Wire Rope	76	0.7	9	25	30	7	4	1
Sub-Total	2,721	26.8	691	937	601	118	335	39
II. INDUSTRY SUPPLIERS								
Machinery, Materials, Accessories, Services	2,187	21.6	614	499	354	72	625	23
III. WIRE AND CABLE PROCESSORS AND USERS								
Wire Harnesses, Cable Assemblies, Contract Manufactures, OEM & End Users	3,652	36.0	738	1,907	425	197	345	40
Independent Distributors/Representatives	1,007	9.9	250	179	97	57	413	11
Consultants	354	3.5	82	95	102	11	44	20
Government, Library & Others Allied To The Field	226	2.2	41	67	51	12	34	21
TOTAL QUALIFIED CIRCULATION	10,147	100.0	2,416	3,684	1,630	467	1,796	154
PERCENT	100.0		23.8	36.3	16.1	4.6	17.7	1.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,724	1,988	1,555	6,267	61.8
II. Request from recipient's company:	177	202	228	607	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:	2,224	1,049	-	3,273	32.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,125	3,239	1,783	10,147	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	Audited Data	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*
Unique Total Audit Average Qualified:***	10,239	10,178	10,201	10,066	10,204	10,093
Unique Qualified Non-Paid Total:***	10,239	10,178	10,201	10,066	10,204	10,093
Print:	8,539	8,571	8,624	8,597	8,771	8,816
Digital:	3,971	3,869	3,810	3,637	3,579	3,219
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 – June 2017 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 MAY/JUNE 2017

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	5	2	5		Kentucky	44	9	45	
New Hampshire	58	16	66		Tennessee	43	8	47	
Vermont	25	4	27		Alabama	56	11	61	
Massachusetts	240	57	259		Mississippi	4	3	6	
Rhode Island	45	14	51		EAST SO. CENTRAL	147	31	159	1.6
Connecticut	165	63	189		Arkansas	27	6	28	
NEW ENGLAND	538	156	597	5.9	Louisiana	7	1	8	
New York	195	74	214		Oklahoma	25	4	25	
New Jersey	168	51	188		Texas	213	83	244	
Pennsylvania	283	76	312		WEST SO. CENTRAL	272	94	305	3.0
MIDDLE ATLANTIC	646	201	714	7.0	Montana	1	1	2	
Ohio	346	97	383		Idaho	7	2	9	
Indiana	276	55	301		Wyoming	4	-	4	
Illinois	808	100	849		Colorado	42	10	47	
Michigan	304	45	322		New Mexico	10	4	11	
Wisconsin	955	73	989		Arizona	46	12	55	
EAST NO. CENTRAL	2,689	370	2,844	28.0	Utah	15	8	19	
Minnesota	201	32	213		Nevada	6	2	6	
Iowa	74	6	79		MOUNTAIN	131	39	153	1.5
Missouri	71	12	77		Alaska	1	-	1	
North Dakota	14	3	16		Washington	47	12	53	
South Dakota	11	-	11		Oregon	29	7	33	
Nebraska	16	1	17		California	261	77	291	
Kansas	33	11	36		Hawaii	1	-	1	
WEST NO. CENTRAL	420	65	449	4.4	PACIFIC	339	96	379	3.8
Delaware	11	4	13		UNITED STATES	5,731	1,220	6,210	61.2
Maryland	27	8	29		U.S. Territories	6	2	7	
Washington, DC	1	-	1		Canada	235	103	276	
Virginia	60	15	67		Mexico	182	107	237	
West Virginia	10	-	10		Other International	2,700	1,810	3,417	
North Carolina	118	33	130		APO/FPO	-	-	-	
South Carolina	67	18	73						
Georgia	129	50	145						
Florida	126	40	142		UNIQUE TOTAL QUALIFIED CIRCULATION*	8,854	3,242	10,147	100.0
SOUTH ATLANTIC	549	168	610	6.0					

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					AFRICA				
Azerbaijan	-	1	1		Algeria	5	9	9	
Bangladesh	11	4	13		Botswana	2	2	2	
China	76	89	129		Burkina Faso	5	-	5	
Hong Kong - SAR	20	22	34		Cote D'Ivoire	1	1	1	
India	450	254	517		Egypt	34	32	49	
Indonesia	31	16	33		Ghana	5	2	5	
Japan	35	25	47		Kenya	6	1	7	
Kazakhstan	1	-	1		Libyan Arab Jamahiriya	1	-	1	
Korea, Republic Of	87	68	105		Madagascar	-	1	1	
Malaysia	89	49	106		Mali	1	-	1	
Nepal	2	1	2		Mauritius	2	-	2	
Pakistan	51	30	55		Morocco	12	10	14	
Philippines	38	14	43		Nigeria	29	13	29	
Singapore	49	34	60		South Africa	29	16	37	
Sri Lanka	10	4	10		Sudan	5	5	6	
Taiwan	43	30	52		Swaziland	1	-	1	
Thailand	85	42	95		Tunisia	42	28	44	
Uzbekistan	2	1	2		Uganda	1	1	1	
Vietnam	30	24	33		Zambia	7	3	8	
Subtotal	1,110	708	1,338	13.2	Zimbabwe	9	5	9	
MIDDLE EAST					unspecified Africa	2	1	3	
Bahrain	1	1	2		Subtotal	199	130	235	2.3
Iran	101	73	124		NORTH AMERICA				
Iraq	2	2	3		Canada	235	103	276	
Israel	10	10	15		Mexico	182	107	237	
Jordan	6	5	9		United States	5,737	1,222	6,217	
Kuwait	3	2	3		Subtotal	6,154	1,432	6,730	66.3
Lebanon	2	2	2		CARIBBEAN				
Oman	7	1	7		Cuba	-	1	1	
Qatar	15	10	19		Dominican Republic	1	1	2	
Saudi Arabia	79	57	100		Jamaica	-	1	1	
Syrian Arab Republic	2	1	2		Subtotal	1	3	4	0.1
United Arab Emirates	50	37	70		CENTRAL AMERICA				
Subtotal	278	201	356	3.5	Costa Rica	-	1	1	
EUROPE					El Salvador	2	3	3	
Albania	-	1	1		Guatemala	1	-	1	
Austria	11	14	19		Nicaragua	1	1	1	
Belarus	2	1	3		Panama	-	1	1	
Belgium	23	20	31		Subtotal	4	6	7	0.1
Bosnia and Herzegovina	-	1	1		SOUTH AMERICA				
Bulgaria	3	3	5		Argentina	33	20	44	
Croatia	4	6	6		Bolivia	2	2	3	
Cyprus	-	2	2		Brazil	84	42	100	
Czech Republic	3	3	5		Chile	18	5	19	
Denmark	4	5	8		Colombia	31	19	38	
Estonia	3	-	3		Ecuador	2	2	3	
Finland	17	18	28		Peru	6	4	8	
France	44	30	59		Uruguay	2	-	2	
Germany	69	42	88		Venezuela	7	5	9	
Greece	7	9	14		Subtotal	185	99	226	2.2
Hungary	4	3	5		ASIA PACIFIC				
Iceland	1	1	1		Australia	45	40	63	
Ireland	5	4	8		Fiji	1	-	1	
Italy	168	70	198		New Zealand	15	3	18	
Luxembourg	2	2	3		Subtotal	61	43	82	0.8
Macedonia	2	1	2		UNIQUE TOTAL QUALIFIED CIRCULATION*				
Malta	1	-	1			8,854	3,242	10,147	100.0
Moldova	1	1	1						
Netherlands	34	32	54						
Norway	3	4	6						
Poland	35	24	46						
Portugal	31	19	40						
Romania	11	6	13						
Russian Federation	16	23	31						
Serbia	14	7	16						
Slovakia	2	3	3						
Slovenia	-	1	1						
Spain	45	29	59						
Sweden	21	16	31						
Switzerland	29	28	48						
Turkey	107	80	138						
Ukraine	3	2	4						
United Kingdom	137	109	187						
Subtotal	862	620	1,169	11.5					

*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 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:

2017	Show/Location	Copies
February 27-March 2	WHMA 2017 Conference /San Antonio,TX	100
March 7-9	AMI Cables 2017 Conference /Cologne, Germany	100
May 9-11	Interwire 2017 /Atlanta, GA	600
May 10-11	Electrical Wire Processing Technology Expo /Milwaukee,WI	600
June 20-21	Polymers in Cables / Pittsburgh, PA	100

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 435 copies or 4.3%.

Other sources include 2 sources of circulation for quantities of 1,049 copies or 10.3% to 1,789 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 July 31, 2017

State Ohio

County Summit

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Type BD

ID Number W025BOJ7

About BPA Worldwide:

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