

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

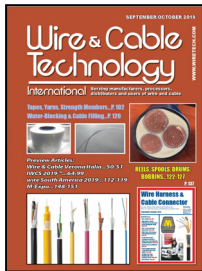
WIRE & CABLE TECHNOLOGY INTERNATIONAL serves the Wire Manufacturing field including aluminum, steel, copper and other metal wire manufacturers, Insulated Electrical and Communications Wire & Cable, and Steel Cable, Wire Rope manufacturers. Also served are wire & cable processors and users; industry suppliers;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

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in executive, general, and administrative management, engineering, operations/production, manufacturing management, maintenance, manufacturing tech, 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
10,002 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)	10,002	-	10,002
a. Print	8,838	-	8,838
b. Digital	2,346	-	2,346
1. Requested	2,346	-	2,346
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	8
Advertiser and Agency	701
*Allocated for Trade Shows and Conventions	250
All Other	617
TOTAL	1,576

*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	10,002	100.0	10,002	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,002	100.0	10,002	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Unique Total Qualified*
July/August	8,874	2,326	10,005
September/October	8,865	2,334	10,000
November/December	8,776	2,377	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 2019
 This issue is -% or 2 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					
			Executive, General & Administrative Management (A)	Engineering/ Operations Production/ Manufacturing Mgmt./ Maintenance/ Manufacturing Tech (B)	Technical/ Research & Development/ Quality Control (C)	Purchasing (D)	Sales & Marketing (E)	Other functions and functions not available (F)
I. WIRE MANUFACTURING								
A. Aluminum & Aluminum Alloys (including bare wire, rod/bar)	98	1.0	35	32	14	5	12	-
B. Copper & Copper Alloys (including bare wire, rod/bar)	285	2.9	99	90	37	13	45	1
C. Steel & Steel Alloys (including bare wire, rod/bar)	344	3.4	120	121	46	18	38	1
D. Other metal (including bare wire, rod/bar)	114	1.1	43	37	14	1	19	-
E. Insulated Electrical Wire & Cable	1,007	10.1	221	397	227	34	123	5
F. Insulated Communications Wire & Cable: Copper or Fiber Optic	346	3.5	55	153	86	13	37	2
G. Steel Cable, Wire Rope	74	0.7	13	27	18	4	12	-
Sub-Total	2,268	22.7	586	857	442	88	286	9
II. INDUSTRY SUPPLIERS								
A. Processing Machinery, Wire/Cable Manufacturing, Materials, Accessories & Services	1,539	15.4	459	326	231	40	472	11
III. WIRE AND CABLE PROCESSORS AND USERS								
A. Wire Harnesses, Cable Assemblies, Contract Manufactures, OEM & End Users	5,019	50.2	920	2,838	505	278	444	34
IV. INDEPENDENT DISTRIBUTORS/REPRESENTATIVES								
	798	8.0	211	124	46	58	354	5
V. CONSULTANTS								
	253	2.5	76	67	71	6	28	5
VI. GOVERNMENT								
	65	0.6	6	38	15	-	4	2
OTHERS ALLIED TO THE FIELD								
	59	0.6	15	17	7	2	13	5
TOTAL QUALIFIED CIRCULATION	10,001	100.0	2,273	4,267	1,317	472	1,601	71
PERCENT	100.0		22.7	42.7	13.2	4.7	16.0	0.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	3,476	1,152	689	5,317	53.2
II. Request from recipient's company:	88	154	113	355	3.5
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:	2,147	1,208	974	4,329	43.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,711	2,514	1,776	10,001	100.0
PERCENT	57.1	25.1	17.8	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019*	July - December 2019*
Unique Total Audit Average Qualified:***	10,093	10,092	10,118	10,006	10,011	10,002
Unique Qualified Non-Paid Total:***	10,093	10,092	10,118	10,006	10,011	10,002
Print:	8,816	8,888	9,046	8,927	8,937	8,838
Digital:	3,219	3,031	2,567	2,358	2,178	2,346
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 2019 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 2019

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	3	1	4		Kentucky	65	14	70	
New Hampshire	56	15	61		Tennessee	67	12	74	
Vermont	22	7	22		Alabama	61	11	67	
Massachusetts	198	46	222		Mississippi	4	2	6	
Rhode Island	35	14	41		EAST SO. CENTRAL	197	39	217	2.2
Connecticut	147	45	167		Arkansas	28	2	28	
NEW ENGLAND	461	128	517	5.2	Louisiana	6	3	7	
New York	184	45	200		Oklahoma	26	3	28	
New Jersey	139	36	158		Texas	265	105	320	
Pennsylvania	229	68	264		WEST SO. CENTRAL	325	113	383	3.8
MIDDLE ATLANTIC	552	149	622	6.2	Montana	3	-	3	
Ohio	339	71	385		Idaho	13	1	14	
Indiana	278	36	298		Wyoming	1	-	1	
Illinois	933	135	1,015		Colorado	28	7	33	
Michigan	341	47	369		New Mexico	13	2	14	
Wisconsin	1,330	116	1,399		Arizona	61	6	64	
EAST NO. CENTRAL	3,221	405	3,466	34.7	Utah	21	2	21	
Minnesota	271	46	303		Nevada	4	2	5	
Iowa	131	19	144		MOUNTAIN	144	20	155	1.5
Missouri	101	11	105		Alaska	3	2	3	
North Dakota	15	2	17		Washington	72	11	79	
South Dakota	11	3	14		Oregon	38	9	42	
Nebraska	16	-	16		California	259	50	285	
Kansas	41	10	46		Hawaii	2	-	2	
WEST NO. CENTRAL	586	91	645	6.5	PACIFIC	374	72	411	4.1
Delaware	10	3	13		UNITED STATES	6,448	1,147	7,066	70.7
Maryland	30	8	30		U.S. Territories	7	3	9	
Washington, DC	-	-	-		Canada	263	82	305	
Virginia	55	10	61		Mexico	296	79	331	
West Virginia	9	1	10		Other International	1,762	1,066	2,290	
North Carolina	109	29	126		APO/FPO	-	-	-	
South Carolina	82	12	87						
Georgia	173	37	189						
Florida	120	30	134						
SOUTH ATLANTIC	588	130	650	6.5					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	8,776	2,377	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 2019

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					Serbia	3	4	6	
Bangladesh	5	-	5		Slovakia	-	2	2	
China	57	41	84		Slovenia	-	2	2	
Hong Kong - SAR	8	13	18		Spain	30	17	36	
India	270	120	312		Sweden	17	9	24	
Indonesia	16	7	18		Switzerland	25	22	40	
Japan	29	15	37		Turkey	73	66	108	
Kazakhstan	1	1	1		Ukraine	4	2	4	
Korea, Republic Of	49	33	62		United Kingdom	107	69	145	
Kyrgyzstan	1	-	1		Subtotal	594	441	859	8.6
Malaysia	62	26	74		AFRICA				
Mongolia	1	-	1		Algeria	3	6	8	
Nepal	1	1	2		Botswana	2	2	2	
Pakistan	34	12	36		Congo	1	-	1	
Philippines	27	8	31		Cote D'Ivoire	1	1	1	
Singapore	41	23	50		Egypt	17	21	28	
Sri Lanka	6	2	7		Ethiopia	1	1	1	
Taiwan	26	16	32		Ghana	4	2	4	
Thailand	55	20	58		Kenya	7	3	8	
Turkmenistan	1	-	1		Madagascar	1	-	1	
Uzbekistan	1	1	1		Morocco	6	5	7	
Vietnam	21	12	22		Nigeria	33	5	33	
Subtotal	712	351	853	8.5	South Africa	17	7	22	
MIDDLE EAST					Sudan	2	2	2	
Bahrain	2	1	3		Tunisia	18	17	24	
Iran	67	39	79		Uganda	1	-	1	
Iraq	7	-	7		Zambia	3	1	3	
Israel	4	5	9		Zimbabwe	3	1	3	
Jordan	2	1	2		Subtotal	120	74	149	1.5
Kuwait	1	3	3		NORTH AMERICA				
Lebanon	2	1	2		Canada	263	82	305	
Oman	1	3	3		Mexico	296	79	331	
Qatar	5	3	6		United States	6,455	1,150	7,075	
Saudi Arabia	43	25	50		Subtotal	7,014	1,311	7,711	77.1
Syrian Arab Republic	1	2	2		CENTRAL AMERICA				
United Arab Emirates	28	16	36		Costa Rica	2	-	2	
Subtotal	163	99	202	2.0	El Salvador	2	1	2	
EUROPE					Guatemala	1	-	1	
Albania	-	1	1		Honduras	-	1	1	
Andorra	2	1	2		Nicaragua	6	3	7	
Austria	8	9	14		Panama	-	1	1	
Belarus	1	1	2		Subtotal	11	6	14	0.1
Belgium	19	8	24		SOUTH AMERICA				
Bosnia and Herzegovina	1	1	1		Argentina	16	12	22	
Bulgaria	2	1	3		Bolivia	2	1	3	
Croatia	2	3	3		Brazil	52	30	67	
Czech Republic	3	2	5		Chile	10	2	10	
Denmark	3	4	7		Colombia	18	12	25	
Estonia	1	1	1		Ecuador	6	2	7	
Finland	17	15	28		Peru	4	4	6	
France	37	21	50		Uruguay	2	-	2	
Germany	58	41	83		Venezuela	3	5	7	
Greece	3	10	12		Subtotal	113	68	149	1.5
Hungary	4	1	4		ASIA PACIFIC				
Ireland	3	4	5		Australia	37	25	51	
Italy	74	49	100		Fiji	1	-	1	
Lithuania	1	1	1		New Zealand	11	2	12	
Macedonia	1	1	1		Subtotal	49	27	64	0.7
Netherlands	18	23	37		UNIQUE TOTAL QUALIFIED CIRCULATION*	8,776	2,377	10,001	100.0
Norway	2	2	4						
Poland	32	17	40						
Portugal	18	9	24						
Romania	9	6	12						
Russian Federation	16	16	28						

*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:

Issue	Show	Date	Location	Copies
July/August	Wire SE Asia	September 18-20	Bangkok, Thailand	200
September/October	Wire & Cable Verona Italia 2019	October 21-22	Verona, Italy	100
September/October	IWCS Cable & Connectivity Symposium	September 29-October 2	Charlotte, NC	250
September/October	M-Expo Wire Processing Technology	October 9-11	Juarez, Mexico	100
November/December	CRU World Optic Fiber & Cable Show	November 18-20	Charlotte, NC	100

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 305 copies or 3.0%.

Other sources include 3 sources of circulation for quantities of 974 copies or 9.7% to 1,842 copies or 18.4%, 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 20, 2020

State

Ohio

County

Summit

Received by BPA Worldwide

January 20, 2020

Type

BD

ID Number

W025B0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.