

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

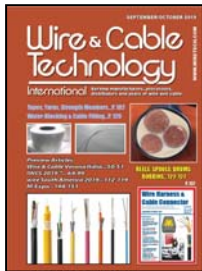
WIRE & CABLE TECHNOLOGY INTERNATIONAL serves the Wire Manufacturing field including aluminum, steel, copper and other metal wire manufacturers, Insulated Electrical and Communications Wire & Cable, and Steel Cable, Wire Rope manufacturers. Also served are wire & cable processors and users; industry suppliers; 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
10,003 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 (3 issues in the period)	10,003	-	10,003

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	692
*Allocated for Trade Shows and Conventions	100
All Other	-
TOTAL	800

*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	10,003	100.0	10,003	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,003	100.0	10,003	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January/February	8,779	2,369	10,001
March/April	8,753	2,468	10,007
May/June	8,692	6,441	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 MAY/JUNE 2020
 This issue is -% or 3 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)	97	1.0	36	33	13	5	10	-
B. Copper & Copper Alloys (including bare wire, rod/bar)	285	2.9	99	93	38	11	43	1
C. Steel & Steel Alloys (including bare wire, rod/bar)	347	3.5	120	123	45	20	37	2
D. Other metal (including bare wire, rod/bar)	114	1.1	42	35	15	1	21	-
E. Insulated Electrical Wire & Cable	1,033	10.3	233	408	228	32	127	5
F. Insulated Communications Wire & Cable: Copper or Fiber Optic	337	3.4	51	150	84	13	37	2
G. Steel Cable, Wire Rope	75	0.7	15	26	18	3	13	-
Sub-Total	2,288	22.9	596	868	441	85	288	10
II. INDUSTRY SUPPLIERS								
A. Processing Machinery, Wire/Cable Manufacturing, Materials, Accessories & Services	1,559	15.6	451	331	246	41	476	14
III. WIRE AND CABLE PROCESSORS AND USERS								
A. Wire Harnesses, Cable Assemblies, Contract Manufactures, OEM & End Users	4,934	49.3	904	2,782	499	276	436	37
IV. INDEPENDENT DISTRIBUTORS/REPRESENTATIVES	788	7.9	210	132	45	59	337	5
V. CONSULTANTS	273	2.7	75	74	81	5	29	9
VI. GOVERNMENT	64	0.6	5	38	14	2	4	1
OTHERS ALLIED TO THE FIELD	95	1.0	18	27	12	5	26	7
TOTAL QUALIFIED CIRCULATION	10,001	100.0	2,259	4,252	1,338	473	1,596	83
PERCENT	100.0		22.6	42.5	13.4	4.7	16.0	0.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Qualification Source	Qualified Within						Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital			
I. Direct Request:	3,476	1,152	689	4,083	4,443	5,317	53.2	
II. Request from recipient's company:	88	154	113	351	323	355	3.5	
III. Membership Benefit:	-	-	-	-	-	-	-	
IV. Communication (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	4,258	1,675	4,329	43.3	
VI. Single Copy Sales:	-	-	-	-	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION*	5,711	2,514	1,776	8,692	6,441	10,001	100.0	
PERCENT	57.1	25.1	17.8	86.9	64.4	100.0		

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

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					Slovakia	-	2	2	
Bangladesh	5	3	5		Slovenia	-	1	1	
China	55	61	84		Spain	31	26	36	
Hong Kong - SAR	8	15	18		Sweden	17	20	24	
India	278	277	319		Switzerland	25	32	41	
Indonesia	18	16	20		Turkey	73	106	110	
Japan	28	27	36		Ukraine	4	2	4	
Kazakhstan	1	1	1		United Kingdom	114	129	151	
Korea, Republic Of	53	59	68		Subtotal	601	739	879	8.8
Kyrgyzstan	1	-	1		AFRICA				
Malaysia	63	63	75		Algeria	3	7	8	
Mongolia	1	-	1		Botswana	2	2	2	
Nepal	1	2	2		Congo	1	-	1	
Pakistan	37	35	39		Cote D'Ivoire	1	1	1	
Philippines	26	25	31		Egypt	18	24	28	
Singapore	40	38	49		Ethiopia	-	1	1	
Sri Lanka	6	7	7		Ghana	4	3	4	
Taiwan	24	25	30		Kenya	7	8	8	
Thailand	56	49	59		Madagascar	1	-	1	
Turkmenistan	1	-	1		Morocco	5	5	6	
Uzbekistan	1	1	1		Nigeria	31	22	31	
Vietnam	20	22	22		South Africa	18	17	23	
Subtotal	723	726	869	8.7	Sudan	2	2	2	
MIDDLE EAST					Tanzania	-	1	1	
Bahrain	2	1	2		Tunisia	19	25	25	
Iran	68	71	80		Uganda	1	1	1	
Iraq	7	1	7		Zambia	4	2	4	
Israel	4	8	9		Zimbabwe	2	1	2	
Jordan	2	1	2		Subtotal	119	122	149	1.5
Kuwait	2	3	3		NORTH AMERICA				
Lebanon	2	2	2		Canada	267	194	311	
Oman	2	2	3		Mexico	294	212	337	
Qatar	5	4	6		United States	6,345	4,093	7,018	
Saudi Arabia	42	42	49		Subtotal	6,906	4,499	7,666	76.7
Syrian Arab Republic	1	2	2		CENTRAL AMERICA				
United Arab Emirates	27	28	36		Costa Rica	2	1	2	
Subtotal	164	165	201	2.0	El Salvador	2	1	2	
EUROPE					Guatemala	1	1	1	
Albania	-	1	1		Honduras	-	1	1	
Andorra	2	2	2		Nicaragua	6	2	6	
Austria	9	14	15		Panama	-	1	1	
Belarus	1	1	2		Subtotal	11	7	13	0.1
Belgium	17	18	23		SOUTH AMERICA				
Bosnia and Herzegovina	1	1	1		Argentina	18	23	25	
Bulgaria	1	2	2		Bolivia	3	1	3	
Croatia	2	3	3		Brazil	51	51	67	
Czech Republic	3	3	5		Chile	10	10	11	
Denmark	3	5	7		Colombia	18	21	25	
Estonia	3	3	3		Ecuador	6	7	8	
Finland	16	23	27		Peru	4	5	6	
France	37	38	51		Uruguay	2	2	2	
Germany	61	67	85		Venezuela	3	7	8	
Greece	3	11	12		Subtotal	115	127	155	1.5
Hungary	4	5	5		ASIA PACIFIC				
Ireland	3	4	5		Australia	40	47	56	
Italy	71	79	103		Fiji	1	1	1	
Lithuania	1	1	1		New Zealand	12	8	12	
Macedonia	1	1	1		Subtotal	53	56	69	0.7
Netherlands	18	38	39		UNIQUE TOTAL QUALIFIED CIRCULATION*	8,692	6,441	10,001	100.0
Norway	2	4	4						
Poland	30	35	41						
Portugal	20	25	26						
Romania	10	10	12						
Russian Federation	15	21	28						
Serbia	3	6	6						

*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
January/February	ACNA Conference	February 3-4	Atlanta, GA	100
January/February	WHMA Conference	February 18-20	Las Vegas, NV	100
January/February	Cables Conference	March 3-5	Dusseldorf, Germany	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 July 31, 2020

State Ohio

County Summit

Received by BPA Worldwide July 31, 2020

Type BD

ID Number W025B0J0

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.