Technology and news for wire, cable, wire harness & cable assembly manufacturing, processing and use...

Wire & Cable Technology International: 2020 Editorial Plan
Send all editorial text and image files to Mike McNulty, Editor, at mcnulty@wiretech.com

January/February 2020
WHMA 2020 Conference Preview
Advanced Cable North America 2020 Preview
Cables 2020 Preview
UL and IWCS China 2020 Preview
Top Products of 2019
Extrusion Machinery & Tooling Roundup
Rebuild & Upgrade Roundup
Spotlight on Controls:
Quality, Process & Tension
Editorial deadline: January 5
Ad closing: January 10
Production finished: January 17
Mail & Internet posting: January 24

March/April 2020
wire 2020 Preview
Steel Wire Emphasis
Heat & Surface Treatment Roundup
Bows Roundup
Spotlight on Wire Drawing Machines & Dies
Editorial deadline: February 24
Ad closing: February 28
Production finished: March 6
Mail & Internet posting: March 13

May/June 2020
WAI Operations Summit &
Wire Expo 2020 Preview
Electrical Wire Processing Technology Expo (EWPTE 2020) Preview
Polymers in Cables 2020 Preview
CRU Wire & Cable 2020 Conference
Welding Roundup
Spotlight on Braiders
Editorial deadline: April 13
Ad closing: April 17
Production finished: April 24
Mail & Internet posting: May 1

July/August 2020
Company Profiles
Rolling Emphasis
Capstans/Dancers/Accumulators Roundup
Wipes Roundup
Spotlight on Polymers & Insulation
Editorial deadline: June 15
Ad closing: June 19
Production finished: June 26
Mail & Internet posting: July 2

September/October 2020
IWCS 2020 Preview
wire China 2020 Preview
M-Expo 2020 Preview
Reels Roundup
Spotlight on Tapes, Yarns & Strength Members
Editorial deadline: August 24
Ad closing: August 28
Production finished: September 4
Mail & Internet posting: September 11

November/December 2020
wire India 2020 Preview
CRU World Optical Fiber & Cable Preview
Fiber Optic Machinery & Materials Emphasis
Crimping Emphasis
Rotating Equipment Roundup
Marking & Printing Roundup
Spotlight on Payoffs, Take-Ups & Respoolers
Editorial deadline: October 19
Ad closing: October 23
Production finished: October 30
Mail & Internet posting: November 6

Read by manufacturers, processors, distributors and users of all types of wire and cable: electrical, communication and mechanical.
Subscribe and read online @ www.wiretech.com
Six Issues per year
Readers in 100+ countries

Addition Publications & Services:
OVERVIEW Newsletter • Buyers’ Guide • IWCS Directory • Email Blasts • Conference & Seminar Sponsorships

Editorial content and dates may change • www.wiretech.com
## 2020 Advertising Rates

*Your connection to the International Wire & Cable Industry*

### AD Size

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
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<tr>
<td>Full Page</td>
<td>$2595</td>
<td>$2535</td>
<td>$2360</td>
<td>$2230</td>
<td>$2010</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2190</td>
<td>$2070</td>
<td>$1860</td>
<td>$1770</td>
<td>$1645</td>
</tr>
<tr>
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<td>$1990</td>
<td>$1890</td>
<td>$1695</td>
<td>$1645</td>
<td>$1590</td>
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<td>$1575</td>
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<td>$1385</td>
<td>$1310</td>
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<tr>
<td>1/3 Page</td>
<td>$1350</td>
<td>$1300</td>
<td>$1165</td>
<td>$1045</td>
<td>$1015</td>
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<tr>
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<td>1/6 Page</td>
<td>$835</td>
<td>$740</td>
<td>$680</td>
<td>$635</td>
<td>$600</td>
</tr>
</tbody>
</table>

* Only ad on page
All rates, US$, per insertion

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### Color Rates

- Black and one standard or matched color, extra per page or less..................................................$350
- 4-Color Process, extra per page or less..........................................................$995
- 4-Color Process, extra per spread..........................................................$1750

### Covers

- Rates include 4-Color Process. Non-Cancelable
- **Front Cover Not Sold**
  - Inside Front Cover.............................................$3995
  - Inside Back Cover.............................................$3795
  - Back Cover..................................................$4070

### Advertising Material

- Preferred advertising material is a high resolution PDF.
- All graphics must be a minimum of 300 dpi.
- Color should be prepared as CMYK.
- When designing material, please incorporate the bleed dimensions as supplied under the mechanical specifications.
- Material may be submitted via email.

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**Combined Frequency Credit**

Your insertions in *Wire & Cable Technology International* will apply toward your frequency in the *Fastener Technology International* magazine, *Wire Forming Technology International* magazine, *Wire & Cable Technology International* Buyers’ Guide and the *Fastener Technology International* Buyers’ Guide.

**Special Positions**

- 10% premium over black and white rate earned.
All our publications utilize computer-to-plate technology.

WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS
www.wiretech.com • www.fastenertech.com • www.wireformingtech.com

**FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:**

**Full Page advertisement with bleed:**
Trim size: 8" wide x 10.75" tall (203 x 273 mm)
Bleed: 1/8" (3 mm) past trim on all sides for a total bleed size of 8.25" wide x 11" tall (210 x 280 mm)
Live Area: text and images not to be trimmed should be 0.25" (6 mm) inside of trim on all sides for a live area of 7.5" wide x 10.25" tall (190 x 260 mm)

**Full Page advertisement without bleed:**
7.5" wide x 10.25" tall (190 x 260 mm)

---

**Table: Full Page Advertisement Details**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width x Height (USA units)</th>
<th>Width x Height (metric units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>see details below</td>
<td>see details below</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5&quot; x 10&quot;</td>
<td>114 x 254 mm</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 4.875&quot;</td>
<td>178 x 124 mm</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375&quot; x 9.75&quot;</td>
<td>86 x 248 mm</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5&quot; x 7.5&quot;</td>
<td>114 x 190 mm</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.1875&quot; x 10&quot;</td>
<td>56 x 254 mm</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5&quot; x 4.875&quot;</td>
<td>114 x 124 mm</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.375&quot; x 4.875&quot;</td>
<td>86 x 124 mm</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>7&quot; x 2.3125&quot;</td>
<td>178 x 59 mm</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.5&quot; x 2.3125&quot;</td>
<td>114 x 59 mm</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.1875&quot; x 4.875&quot;</td>
<td>56 x 124 mm</td>
</tr>
<tr>
<td>Spotlight Ad</td>
<td>3&quot; diameter</td>
<td>76 mm diameter</td>
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<tr>
<td>Exhibit Spotlight</td>
<td>2.25&quot; x 3.875&quot;</td>
<td>57 x 98 mm</td>
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</table>

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**MAGAZINE TRIM SIZE:**
8" x 10.75"
(203 x 273 mm)

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**Newsletter Advertisements: WCTI’s OVERVIEW & FTI’s Fastener News Report**
Standard Block: 2.1875" wide x 1.625" tall (56 x 41 mm)
Double Block Horizontal: 4.375" wide x 1.625" tall (111 x 41 mm)
Double Block Vertical: 2.1875" wide x 3.25" tall (56 x 83 mm)
File format: high resolution PDF, JPG, TIF, PSD or EPS file

Newsletter Trim size: 8.5’ x 11” (216 x 279 mm) • www.wiretech.com/overview.asp • www.fastenertech.com/FastenerNewsReport.asp
In North America, electromobility is on the up with all the major car makers announcing plans to further increase their product offering. The market share of electric cars in the USA is expected to exceed 15% in 2025. LEONI therefore intends to be prepared with greater capacity for the growing and changing market demands. With the major oil providers facing the industry, the company can locally and flexibly supply products for electromobility made to the desired specifications. Contact with the principals is made significantly easier and the supply chain is shortened. Production is scheduled to start in the first quarter of 2020 with initial samples to be made as early as the end of December 2019.

IWCS On-line Registration & Preliminary Program

IWCS, Inc. producer of the International Cable & Connector Symposium, announces on-line registration for IWCS 2019 is open on the website below. The conference will be in Charlotte, NC, USA, September 29, 2019 to October 2, 2019, and potential attendees can view the Preliminary Program on topics to be addressed in more than 125 papers and presentations in 18 sessions over three full days. A variety of Professional Development Courses will be offered to those new to the industry. An additional four Technical Courses will provide the latest technology innovations in the industry on current issues and activities. The Executive Session will cover important issues and economic trends facing the industry followed by a panel discussion with industry leaders. The luncheon function will feature a keynote speaker on the trends and drivers for the cable and connectivity industry. The Supplier Exhibition will show the latest products and services from leading global companies.

NKT to Deliver Power Cable System

NKT will deliver a complete submarine cable system for the Vineyard Wind power project. The power cable system will comprise the LV cable system and subsea cable network. The project is to be completed by the end of 2022.

LS Cable to Build Optical Fiber Network

LS Cable & System is to construct an 800-km-long optical fiber network for Korea South & East Coastal Area. The network is expected to be completed in June 2021.

Anixter Opens New Facility

Anixter is opening a new one-story, 114,000-square-foot building in Grand Bend, Canada.

Superior Essex Zero Waste Award

Superior Essex is a recipient of the Zero Waste Award from the Society of Plant biologists.

GPC Sells EIS Subsidiary to Audax

GPC, the owner of both GPC and EIS, has sold EIS to Audax.

LEONI WCS Division Expanding in Mexico

LEONI AG, Nuremberg, Germany, a global provider of energy and data management solutions in the automotive sector and other industries, is broadening its commitment to electromobility. The company’s Wire & Cable Solutions Division (WCS) is entering its facility in Coatzacoalcos, Mexico, to 2,500 m² with the option for a further 3,000 m². The purpose is to increase capacity to produce mostly EV charging cables and HV/medium-voltage cables for electric/hybrid vehicles and alternative drive. Numerous guests including State Governor Javier Ornelas Burgos, lead of the project, and representatives of LEONI, the Mayor of Coatzacoalcos, attended the foundation-laying ceremony on August 14, 2019.

As in many other countries, electromobility is on the up in North America with all the major car makers announcing plans to further increase their product offering. The market share of electric cars in the USA is expected to exceed 15% in 2025. LEONI therefore intends to be prepared with greater capacity for the growing and changing market demands. With the major oil providers facing the industry, the company can locally and flexibly supply products for electromobility made to the desired specifications. Contact with the principals is made significantly easier and the supply chain is shortened. Production is scheduled to start in the first quarter of 2020 with initial samples to be made as early as the end of December 2019.
# Buyers’ Guide 2020 Edition

MAXIMIZE YOUR MARKETING INVESTMENT

This well established, highly regarded industry directory is used all year by wire and cable manufacturers, processors, distributors and users as a handy, single-source reference for the wide range of materials, machinery, equipment, suppliers and services available.

Over 1300 companies are listed in more than 1200 product categories in five sections:
- Wire Products
- Rod, Bar, & Wire, and Mill Products
- Materials, Machinery, Equipment, Suppliers, Services
- Electric Wire and Cable
- Fiber Optics

## BONUS FOR DISPLAY ADVERTISERS
- **Bold faced** in Master List of Companies and Product Listings
- “See our Ad...” Reference
- Unlimited Free Product Listings

## DISPLAY AD RATES

<table>
<thead>
<tr>
<th>Space Units</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>Width &amp; Depth</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2595</td>
<td>$2535</td>
<td>$2360</td>
<td>$2230</td>
<td>$2010</td>
<td>4.875 x 7.75</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>$2190</td>
<td>$2070</td>
<td>$1860</td>
<td>$1770</td>
<td>$1645</td>
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<td>$1575</td>
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<td>$935</td>
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<td>$830</td>
<td>4.875 x 1.9375</td>
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<td>$975</td>
<td>$935</td>
<td>$890</td>
<td>$830</td>
<td>2.1875 x 3.875</td>
</tr>
</tbody>
</table>

*Cover pricing contact the Publisher

## COLOR RATES (ADDITIONAL)
- Standard red, green, blue, yellow, per page or less.............$350
- Matched colors per page or less.................................................$995
- 4-color process per page or less..............................................$1750

## TRIM SIZE:
5.5 X 8.5

## BLEED ADS

When preparing bleed ads, all type and portions of illustrations that are not trimmed off should be at least 1/4 (6.3 mm) inside dimensions specified for bleeds. This includes gutter bleeds. Ad should bleed 1/8 past trim on the left, right, top and bottom.

www.wiretech.com
‘PRODUCT LOCATOR’
Inch Ads highlight and call attention to your company within the Product Category Listings of the Buyers’ Guide.

DIGITAL SPECS
All advertisements are to be submitted on digital media: CD-ROM or email. Files may be created in Adobe InDesign or Acrobat (PDF). Graphic files in Adobe Photoshop or Illustrator, TIFF, JPEG or EPS images may be submitted and are preferred. All graphics must be a minimum of 300 dpi and all color must be CMYK. Microsoft Word, Publisher or Powerpoint files are not acceptable. A hardcopy of the advertisement must be provided.

INCH ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Rate Per Inch</th>
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<th>Mechanical Specifications</th>
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<td>$310</td>
<td>2.1875 X 1, 2 or 3</td>
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<tr>
<td>3-5</td>
<td>$300</td>
<td></td>
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<tr>
<td>6-8</td>
<td>$275</td>
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<tr>
<td>9-11</td>
<td>$265</td>
<td></td>
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<tr>
<td>12+</td>
<td>$255</td>
<td></td>
</tr>
</tbody>
</table>

INCH ADS GET RESULTS
- Draw ATTENTION to your Product Listings
- Boldfaced listings
- Unlimited listings- minimum of 3 inch ads
- Free art service
- Complimentary copy of the 2019 WCTI Buyers’ Guide.

CONTACTS
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Email: thh@wiretech.com

Mike Dies
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FAX: +1 330 864 5298
Email: mdk@wiretech.com

www.wiretech.com

2.1875 x 2

INCH ADS

2.1875 x 1

2.1875 x 3
Produced by WCTI, the Overview newsletter provides professionals with global wire and cable business and market news. Published every three weeks, the Overview includes mergers, acquisitions, market reports, sales and earnings data, etc. Print and digital subscriptions are available.

Presented and developed by Roger N. Wright, Inc., Rexford, NY, USA and WCTI, the Wire & Cable Technology International magazine is the independent voice of the wire and cable industry, and it includes a quarterly magazine targeted to manufacturers of wire and cable products.

Electronic Advertising options are now available on our homepage. Internet traffic has increased as a growing number of subscribers worldwide are requesting digital issues. Have your company get noticed today!

Horizontal: 500 wide x 72 deep
Vertical: 175 wide

WCTI Buyers’ Guide (Checklist and Contact Forms)
Wire & Cable Technology Int’l
WCTI Overview Newsletter
Wire Forming Technology Int’l

Internet Spotlights online advertisers will receive a one-time print insertion of website image and a 12-month listing at www.fastenertech.com for only $500.

Michael McNulty, VP & Editor
Send all editorial inquiries and submissions to mcnulty@wiretech.com

Jim Masar, Senior Editor
jam@wiretech.com

Tom Hutchinson, Global Sales Manager
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Mike Dies, Sales
mike@wiretech.com

Chip Lippincott, President & Publisher
chip@wiretech.com

Send all Buyers’ Guide inquiries to buyersguide@wiretech.com
Focused and Directed...Wire and Cable Technology International (WCTI) is written and circulated exclusively for the wire and cable industry: manufacturers, processors, distributors and users of electrical, communication and mechanical wire and cable. While other industry magazines offer circulation and editorial for manufacturers of fasteners, springs and other wire formed products, WCTI delivers only what the wire and cable market wants and needs. That is why our readers, located in more than 100 countries, are so loyal—they receive only the information that is relevant to them. Consequently, you benefit because WCTI has the highest percentage of readers that have personally requested to receive the publication. No other wire and cable industry publication can come close to our numbers.

Regular communication with wire and cable industry professionals will result in greater knowledge of your products leading to sales growth in the months and years ahead. With the complete six-issue schedule of WCTI, you will get the best possible continuity and the market’s best value. You will also be reaching the exclusive audience of the markets’ most requested, and largest, wire and cable

**MAGAZINE OVERVIEW**

**INSIDE**

Wire & Cable Technology International

Send press releases, articles and ideas to the editor, Michael McNulty, at mcnulty@wiretech.com.

- Editorial - Current Views from the Editor
- Calendar of Events
- Feature Articles
- Tech Briefs
- Roundups
- Product Showcases - Machinery, Accessories and Materials
- Corporate News
- Industry News
- Spotlights
- Trade Show and Conference Previews
- Tips from WireDrawing 101® column—Dr. Roger N. Wright
- The LEAN Side column—Roy St. Andre
- Wire and Cable Economics column—Philip Radbourne
- Wire Harness & Cable Connector section—Focused news, information and products for Wire & Cable Processors, Distributors and End Users
- “Straight from the Show” reviews of industry events

**SALES CONTACTS**

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Mike Dies, Sales: mike@wiretech.com

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FAX: +39 031 261380
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FAX: +886 4 23252967
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Strategise.in Pvt. Ltd.
Abhijat Sanghvi, Co-Founder
TEL: +91 22 652631 65/66

**www.wiretech.com**