

Wire & Cable Technology

International

March 2024

PUBLISHER'S

CIRCULATION STATEMENT

Wire & Cable Technology International (WCTI) is a bimonthly technical magazine for manufacturers, processors, distributors and users of all types of wires, cables, wire harnesses and cable assemblies. Each issue contains the Wire Harness & Cable Connector (WHCC) section which focuses on wire and cable processing, distribution and use. Additional WCTI publications include the OVERVIEW business and market newsletter, the IWCS Supplier Exhibition Directory, and the annual WCTI Buyers' Guide.

FIELD SERVED

Manufacturers, Processors, Distributors and Users of Wire & Cable Products.

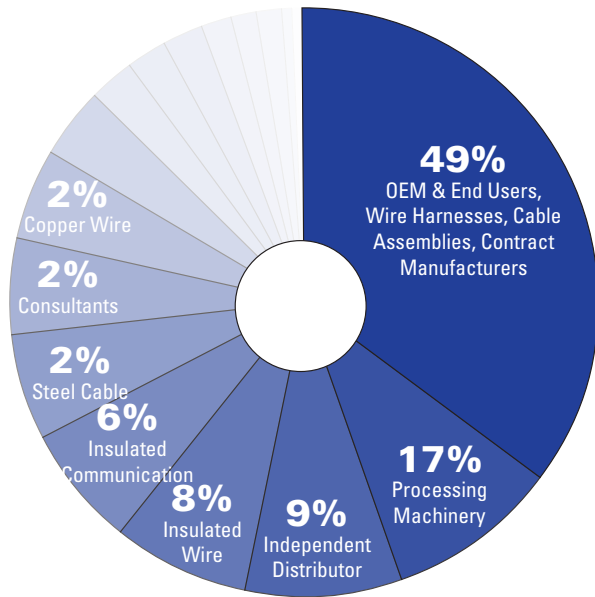
SUMMARY

Total Average Non-Paid Circulation

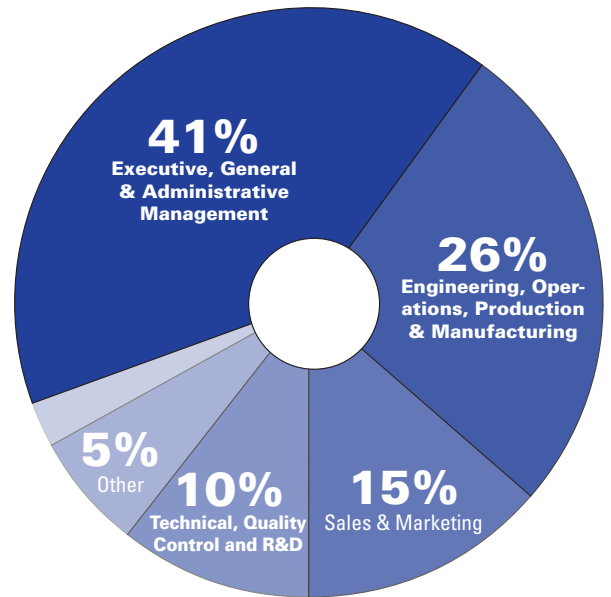


Wire & Cable Technology International	16,917
PRINT	7,638
DIGITAL	9,279
US/CANADA	9,087
OTHER INTERNATIONAL	2,513
LOCATION UNSPECIFIED	5,317

BREAKOUT OF CIRCULATION BY BUSINESS & INDUSTRY



BREAKOUT OF CIRCULATION BY JOB FUNCTION



Oem & End Users, Wire Harnesses, Cable Assemblies, Contract Manufacturers	49%
Processing Machinery, Wire & Cable Manufacturing Materials, Accessories & Services	17%
Independent Distributor/Representatives	9%
Insulated Electrical Wire	8%
Insulated Communication Wire	6%
Steel Cable/Wire Rope	2%
Consultants	2%
Copper/Alloy Wire	2%
Other Metal Wire	2%
Other	1%
Steel/Alloy Wire	1%
Aluminum/Alloy Wire	>1%
Government	>1%

Executive, General & Administrative Management	41%
Engineering, Operations, Production & Manufacturing	26%
Sales & Marketing	15%
Technical, Quality Control and Research & Development	10%
Other Functions	5%
Purchasing	3%

ADDITIONAL DATA

Method of Distribution All qualified circulation conforms to the industry served and qualified subscriber, 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. Break out of circulation reflects past audited readership.

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.