

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

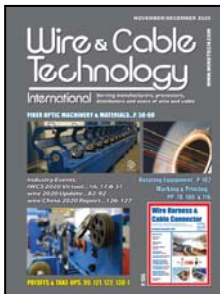
WIRE & CABLE TECHNOLOGY INTERNATIONAL serves the Wire Manufacturing field including aluminum, steel, copper and other metal wire manufacturers, Insulated Electrical and Communications Wire & Cable, and Steel Cable, Wire Rope manufacturers. Also served are wire & cable processors and users; industry suppliers; 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
10,005 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)	10,005	-	10,005
(See Paragraph 3b for Format Type and Source)			

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	600
Allocated for Trade Shows and Conventions	-
All Other	782
TOTAL	1,389

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,005	100.0	10,005	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,005	100.0	10,005	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
July/August	8,685	5,982	10,013
September/October	8,638	5,852	10,002
November/December	8,627	5,288	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 2020

This issue is 0.1% or 7 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)	74	0.8	27	22	13	6	6	-
B. Copper & Copper Alloys (including bare wire, rod/bar)	246	2.5	93	74	32	9	37	1
C. Steel & Steel Alloys (including bare wire, rod/bar)	237	2.4	95	67	36	9	28	2
D. Other metal (including bare wire, rod/bar)	113	1.1	50	31	15	1	15	1
E. Insulated Electrical Wire & Cable	913	9.1	221	337	213	31	104	7
F. Insulated Communications Wire & Cable: Copper or Fiber Optic	412	4.1	58	158	119	10	64	3
G. Steel Cable, Wire Rope	133	1.3	58	46	15	3	11	-
Sub-Total	2,128	21.3	602	735	443	69	265	14
II. INDUSTRY SUPPLIERS								
A. Processing Machinery, Wire/Cable Manufacturing, Materials, Accessories & Services	1,587	15.9	440	333	251	39	513	11
III. WIRE AND CABLE PROCESSORS AND USERS								
A. Wire Harnesses, Cable Assemblies, Contract Manufactures, OEM & End Users	5,086	50.9	1,420	2,649	479	233	273	32
IV. INDEPENDENT DISTRIBUTORS/REPRESENTATIVES								
	795	7.9	212	190	48	50	289	6
V. CONSULTANTS								
	254	2.5	67	71	70	4	30	12
VI. GOVERNMENT								
	59	0.6	5	39	9	2	3	1
OTHERS ALLIED TO THE FIELD								
	92	0.9	17	24	12	4	28	7
TOTAL QUALIFIED CIRCULATION	10,001	100.0	2,763	4,041	1,312	401	1,401	83
PERCENT	100.0		27.7	40.4	13.1	4.0	14.0	0.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	3,887	4,043	5,179	51.8
II. Request from recipient's company:	227	164	233	2.3
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:	4,513	1,081	4,589	45.9
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,627	5,288	10,001	100.0
PERCENT	86.2	52.8	100.0	

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

**See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					Serbia	3	6	6	
Bangladesh	5	3	5		Slovakia	-	2	2	
China	45	52	75		Slovenia	2	1	3	
Hong Kong - SAR	7	15	17		Spain	21	19	26	
India	231	224	278		Sweden	17	18	24	
Indonesia	17	14	20		Switzerland	25	27	39	
Japan	47	24	56		Turkey	68	96	106	
Kazakhstan	1	1	1		Ukraine	5	3	5	
Korea, Democratic People's Republic Of	1	-	1		United Kingdom	101	102	135	
Korea, Republic Of	46	52	62		Subtotal	542	650	828	8.3
Kyrgyzstan	1	-	1		AFRICA				
Malaysia	53	49	66		Algeria	5	4	7	
Mongolia	1	-	1		Botswana	2	2	2	
Nepal	1	2	2		Congo	2	-	2	
Pakistan	30	25	32		Egypt	16	23	28	
Philippines	23	21	27		Ethiopia	-	1	1	
Singapore	32	32	42		Ghana	3	1	3	
Sri Lanka	7	5	8		Kenya	6	7	7	
Taiwan	22	21	29		Madagascar	1	-	1	
Thailand	46	41	49		Morocco	4	4	5	
Turkmenistan	1	-	1		Nigeria	28	15	28	
Uzbekistan	1	1	1		South Africa	17	15	22	
Vietnam	15	16	17		Sudan	2	2	2	
Subtotal	633	598	791	7.9	Tanzania	1	1	2	
MIDDLE EAST					Tunisia	18	25	25	
Bahrain	1	1	1		Uganda	1	1	1	
Iran	61	58	72		Zambia	4	2	4	
Iraq	11	1	11		Zimbabwe	1	-	1	
Israel	4	6	8		Subtotal	111	103	141	1.4
Jordan	2	3	4		NORTH AMERICA				
Kuwait	2	3	3		Canada	233	160	278	
Lebanon	2	2	2		Mexico	252	165	293	
Oman	1	1	2		United States	6,550	3,308	7,267	
Qatar	3	2	4		Subtotal	7,035	3,633	7,838	78.4
Saudi Arabia	32	33	39		CENTRAL AMERICA				
Syrian Arab Republic	1	3	3		Costa Rica	2	-	2	
United Arab Emirates	24	24	33		El Salvador	1	1	1	
Subtotal	144	137	182	1.8	Guatemala	1	-	1	
EUROPE					Honduras	-	1	1	
Albania	-	1	1		Nicaragua	6	3	6	
Andorra	1	1	1		Panama	-	1	1	
Austria	9	14	17		Subtotal	10	6	12	0.1
Belarus	1	1	2		SOUTH AMERICA				
Belgium	15	17	23		Argentina	16	21	23	
Bosnia and Herzegovina	1	1	1		Bolivia	1	-	1	
Bulgaria	1	2	2		Brazil	47	42	62	
Croatia	2	3	3		Chile	7	7	8	
Czech Republic	2	2	4		Colombia	16	17	23	
Denmark	3	6	8		Ecuador	6	7	8	
Estonia	3	3	3		Peru	5	7	7	
Finland	15	22	26		Uruguay	1	1	1	
France	33	31	46		Venezuela	2	6	7	
Germany	55	56	81		Subtotal	101	108	140	1.4
Greece	2	11	11		ASIA PACIFIC				
Hungary	4	5	5		Australia	38	45	56	
Ireland	2	4	5		Fiji	1	1	1	
Italy	58	75	95		New Zealand	12	7	12	
Lithuania	1	1	1		Subtotal	51	53	69	0.7
Macedonia	1	1	1		UNIQUE TOTAL QUALIFIED CIRCULATION*				
Netherlands	24	33	44			8,627	5,288	10,001	100.0
Norway	3	4	5						
Poland	25	29	35						
Portugal	16	22	23						
Romania	9	10	12						
Russian Federation	14	21	27						

*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.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 292 copies or 2.9%.

Other sources include 5 sources of circulation for quantities of 319 copies or 3.2% to 1,373 copies or 13.8%, 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 28, 2021

State Ohio

County Summit

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Type BD

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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.