

# **BRAND REPORT**

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2020



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	
		/

_	Total Q	ualified	Qualified	Non-Paid	Qualifi	ed Paid
Qualified Circulation	Copies	Percent	Copies	Percent	Copies	Percent
ndividual	10,005	100.0	10,005	100.0	-	-
ponsored Individually ddressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same ddressee	-	-	-	-	-	-
ingle Copy Sales	-	-	-	-	-	-

2020 Issue	Print	Digital	Unique Total Qualified*
ly/August	8,685	5,982	10,013
eptember/October	8,638	5,852	10,002
ovember/December	8,627	5,288	10,001

# 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.

	ago or the oth				Analysis by Prima	ary Job Function		
Business and Industry	Total Qualified	Percent of Total	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

			Unique Total	
Qualification Source	Print	Digital	Qualified*	Percent
. Direct Request:	3,887	4,043	5,179	51.8
Request from recipient's company:	227	164	233	2.3
II. Membership Benefit:	-	-	-	-
V. Communication (other than request):	-	-	-	-
/. **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
/I. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,627	5,288	10,001	100.0
PERCENT	86.2	52.8	100.0	

<sup>\*</sup>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.

#### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*	July – December 2020*
10,118	10,006	10,011	10,002	10,003	10,005
10,118	10,006	10,011	10,002	10,003	10,005
9,046	8,927	8,937	8,838	8,741	8,650
2,567	2,358	2,178	2,346	3,760	5,707
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
**NC	**NC	**NC	**NC	**NC	**NC
**NC	**NC	**NC	**NC	**NC	**NC
	January - June 2018  10,118  10,118  9,046 2,567  **NC	January – June 2018         July – December 2018           10,118         10,006           10,118         10,006           9,046         8,927           2,567         2,358           -         -           -         -           -         -           **NC         **NC	January – June 2018         July – December 2018         January – June 2019           10,118         10,006         10,011           10,118         10,006         10,011           9,046         8,927         8,937           2,567         2,358         2,178           -         -         -           -         -         -           -         -         -           **NC         **NC         **NC	January - June 2018         July - December 2019         January - June 2019         July - December 2019           10,118         10,006         10,011         10,002           10,118         10,006         10,011         10,002           9,046         8,927         8,937         8,838           2,567         2,358         2,178         2,346           -         -         -         -           -         -         -         -           -         -         -         -           **NC         **NC         **NC	January - June 2018         July - December 2019         July - December 2019         June 2019         June 2019         June 2019         June 2020*           10,118         10,006         10,011         10,002         10,003           10,118         10,006         10,011         10,002         10,003           9,046         8,927         8,937         8,838         8,741           2,567         2,358         2,178         2,346         3,760           -         -         -         -         -           -         -         -         -         -           -         -         -         -         -           **NC         **NC         **NC         **NC

<sup>\*</sup>NOTE: January – December 2020 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 2020

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	4	4	6		Kentucky	57	31	66	
New Hampshire	69	38	77		Tennessee	68	32	74	
Vermont	22	12	23		Alabama	57	32	63	
Massachusetts	222	146	258		Mississippi	15	4	17	
Rhode Island	37	22	43		EAST SO. CENTRAL	197	99	220	2.2
Connecticut	147	103	170		Arkansas	27	9	27	
NEW ENGLAND	501	325	577	5.8	Louisiana	17	5	18	
New York	205	100	223		Oklahoma	27	12	31	
New Jersey	158	85	177		Texas	301	171	371	
Pennsylvania	247	151	292		WEST SO. CENTRAL	372	197	447	4.5
MIDDLE ATLANTIC	610	336	692	6.9	Montana	5	3	5	
Ohio	315	187	368		Idaho	13	4	14	
Indiana	251	148	271		Wyoming	2	-	2	
Illinois	813	456	907		Colorado	39	16	43	
Michigan	332	156	362		New Mexico	16	7	19	
Wisconsin	1,199	538	1,267		Arizona	64	31	68	
EAST NO. CENTRAL	2,910	1,485	3,175	31.8	Utah	27	10	27	
Minnesota	250	128	277		Nevada	12	3	14	
lowa	121	59	135		MOUNTAIN	178	74	192	1.9
Missouri	98	43	103		Alaska	3	3	3	
North Dakota	14	9	17		Washington	75	34	84	
South Dakota	14	6	17		Oregon	51	25	55	
Nebraska	16	6	17		California	384	139	414	
Kansas	42	21	47		Hawaii	3	-	3	
WEST NO. CENTRAL	555	272	613	6.1	PACIFIC	516	201	559	5.6
Delaware	12	12	15		UNITED STATES	6,542	3,303	7,256	72.6
Maryland	42	14	42		U.S. Territories	8	5	11	
Washington, DC	-	-	-		Canada	233	160	278	
Virginia	73	28	80		Mexico	252	165	293	
West Virginia	9	7	10		Other International	1,592	1,655	2,163	
North Carolina	181	67	201		APO/FPO	-	-	-	
South Carolina	83	32	88						
Georgia	153	83	176		UNIQUE TOTAL	0.607	E 200	10.001	100.0
Florida	150	71	169		QUALIFIED CIRCULATION*	8,627	5,288	10,001	100.0
SOUTH ATLANTIC	703	314	781	7.8	0.11.002.11.014				

 $<sup>\</sup>hbox{$^*$Unique Total Qualified represents unique recipients, not the sum of Print and Digital.}$ 

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

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Co	untry	Print	Digital	Unique Total Qualified*	Percen
ASIA		G	Ç		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				17	19	24	
ndonesia	17	14	20		Sweden					
Japan	47	24	56		Switzerland		25	27	39	
Kazakhstan	1	1	1		Turkey		68	96	106	
Korea, Democratic					Ukraine		5	3	5	
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	
Viorigolia Vepal	1	2	2		Congo		2	-	2	
	30	25	32				16	23	28	
Pakistan					Egypt					
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	
Γurkmenistan	1	-	1		Nigeria		28	15	28	
Jzbekistan	1	1	1		South Africa		17	15	22	
Vietnam	15	16	17				2	2	22	
Subtotal	633	598	791	7.9	Sudan					
MIDDLE EAST					Tanzania		1	1	2	
Bahrain	1	1	1		Tunisia		18	25	25	
ran	61	58	72		Uganda		1	1	1	
raq	11	1	11		Zambia		4	2	4	
srael	4	6	8		Zimbabwe		1	-	1	
lordan	2	3	4			Subtotal	111	103	141	1.4
	2	3	3		NORTH AMERIC					
Kuwait					Canada	_	233	160	278	
Lebanon	2	2	2							
Oman	1	1	2		Mexico		252	165	293	
Qatar	3	2	4		United States		6,550	3,308	7,267	
Saudi Arabia	32	33	39			Subtotal	7,035	3,633	7,838	78.4
Syrian Arab Republic	1	3	3		<b>CENTRAL AMER</b>	ICA				
United Arab Emirates	24	24	33		Costa Rica		2	-	2	
Subtotal	144	137	182	1.8	El Salvador		1	1	1	
EUROPE					Guatemala		1	-	1	
Albania	-	1	1		Honduras		-	1	1	
Andorra	1	1	1				6	3	6	
Austria	9	14	17		Nicaragua					
Belarus	1	1	2		Panama		-	1	1	
Belgium	15	17	23			Subtotal	10	6	12	0.:
Bosnia and Herzegovina	13	1	1		SOUTH AMERIC	A				
Bulgaria	1	2	2		Argentina		16	21	23	
Croatia	2	3	3		Bolivia		1	-	1	
	2	2	4		Brazil		47	42	62	
Czech Republic					Chile		7	7	8	
Denmark	3	6	8				16		23	
Estonia	3	3	3		Colombia			17		
Finland	15	22	26		Ecuador		6	7	8	
France	33	31	46		Peru		5	7	7	
Germany	55	56	81		Uruguay		1	1	1	
Greece	2	11	11		Venezuela		2	6	7	
Hungary	4	5	5			Subtotal	101	108	140	1.
reland	2	4	5		ASIA PACIFIC	2223000				
taly	58	75	95				38	45	EG	
_ithuania	1	1	1		Australia				56	
Macedonia	1	1	1		Fiji		1	1	1	
Netherlands	24	33	44		New Zealand		12	7	12	
					_	Subtotal	51	53	69	0.
Norway	3	4	5							
Poland	25	29	35			UE TOTAL				
Portugal	16	22	23			UALIFIED	8,627	5,288	10,001	100.
Romania	9	10	12		CIRCL	JLATION*				
Russian Federation	14	21	27							

# 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.

January 28, 2021 Date signed

State Ohio County Summit

Received by BPA Worldwide January 28, 2021

BD Type

ID Number W025B0D0

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.