

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

Wire & Cable Technology International: 2026 Editorial Plan
Send all editorial text and image files to Mike McNulty, Editor, at mcnulty@wiretech.com



January/February 2026
 WHMA 2026 Annual Global Leadership Summit Preview
 Top Products of 2025
 Extrusion Machinery & Tooling Roundup
 Rebuild & Upgrade Roundup
 Spotlight on Controls: Quality, Process & Tension
Editorial deadline: December 15
Ad closing: December 19
Production finished: January 2
Mail & Internet posting: January 9

March/April 2026
 wire 2026 Preview
 Steel Wire Emphasis
 Heat & Surface Treatment Roundup
 Bows Roundup
 Spotlight on Wire Drawing Machines & Dies
Editorial deadline: February 16
Ad closing: February 20
Production finished: February 27
Mail & Internet posting: March 6

May/June 2026
 Wire Expo 2026 Preview
 EWPT 2026 Preview
 Welding Roundup
 Spotlight on Braiders
Editorial deadline: April 6
Ad closing: April 10
Production finished: April 17
Mail & Internet posting: April 24

July/August 2026
 Annual Company Profiles
 Rolling Emphasis • Wipes Roundup
 Capstans, Dancers, Accumulators Roundup
 Spotlight on Polymers & Insulation
Editorial deadline: June 22
Ad closing: June 26
Production finished: July 2
Mail & Internet posting: July 10

September/October 2026
 IWCS 2026 Preview
 wire China 2026 Preview
 AWH Detroit 2026 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 2026
 wire India 2026 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

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



OVERVIEW
 September 8, 2023
 Volume 28, Issue 9

INSIDE THIS ISSUE

- Amphenol Corporation to Acquire Trexon
- Wire Alloy Production Facility in Virginia
- Wire Drawing Machines & Dies
- Wires & Cables
- Wire Harness & Cable Connector
- Wire Drawing Machines & Dies
- Wires & Cables
- Wire Harness & Cable Connector

WIRE & CABLE STOCK INDICES	OVERVIEW	WIRE	CABLE
OVERVIEW Index	10,875	+1.2	+0.8
OVERVIEW Europe	9,955	+1.4	+0.4
OVERVIEW Communications	5,025	+1.1	+2.2
OVERVIEW Steel	798	-4.3	+2.2

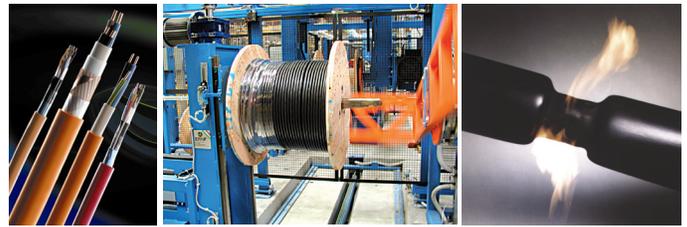


Wire & Cable Technology International
Wire Harness & Cable Connector

Editorial content and dates may change
www.wiretech.com

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

2026 ADVERTISING RATES



Your connection to the International Wire & Cable Industry

AD SIZE	1-2 Issues	3-5 Issues	6+ Issues
FULL PAGE	\$ 2975	\$ 2915	\$ 2710
2/3 PAGE	\$ 2510	\$ 2380	\$ 2130
1/2 PAGE ISLAND*	\$ 2285	\$ 2170	\$ 1945
1/2 PAGE	\$ 1895	\$ 1790	\$ 1695
1/3 PAGE	\$ 1550	\$ 1495	\$ 1340
1/4 PAGE	\$ 1225	\$ 1120	\$ 1075
1/6 PAGE	\$ 960	\$ 855	\$ 780

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

Covers

Rates include 4-Color Process. Non-Cancelable

FRONT COVER NOT SOLD

Inside Front Cover.....	\$4365
Inside Back Cover.....	\$4365
Back Cover.....	\$4640

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.

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 15Mbs limit.

**Wire & Cable
Technology**
International

www.wiretech.com

WCTI, FTI & WFTI ADVERTISEMENT SPECIFICATIONS

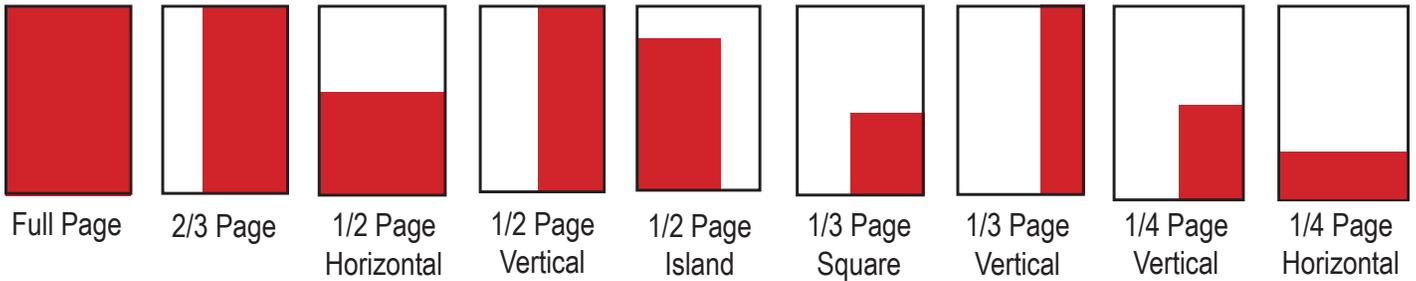
www.wiretech.com • www.fastenertech.com • www.wireformingtech.com



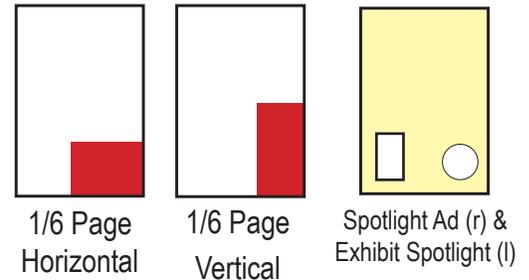
Wire Harness & Cable Connector



Fastener Focus



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



All our publications utilize computer-to-plate technology. Advertisement size specifications are the same for Wire & Cable Technology International (WCTI), Fastener Technology International (FTI) & Wire Forming Technology International (WFTI) magazines. Newsletter specs are shown in the box at the bottom of this page.

- ✓ Press ready PDF's are preferred, 300 dpi. Use process colors, CMYK format, instead of spot colors. High resolution JPG, TIF, PSD and EPS are also acceptable. Image files supplied in RGB format will be converted to CMYK.
- ✓ Files may be emailed or sent via a file sharing link (Dropbox or WeTransfer, for example).
- ✓ Magazine trim size is 7.875" x 10.75" (200 x 273 mm).
- ✓ Full page advertisements are usually setup for bleed; see full page details on the left.
- ✓ WCTI & FTI are perfect bound; WFTI is saddle stitched.

FULL PAGE ADVERTISEMENT DETAILS: BLEED & NO-BLEED:

Full Page advertisement with bleed:

Trim size: 7.875" wide x 10.75" tall (200 x 273 mm)
 Bleed: 1/8" (3 mm) past trim on all sides for a total bleed size of 8.125" wide x 11" tall (206 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 7.375" wide x 10.25" tall (187 x 260 mm)

NOTE: WCTI & FTI Annual Buyers' Guide trim is 5.5" x 8.5" (140 x 216 mm). Full page bleed ads: 1/8" (3 mm) past trim on all sides with live text and images 1/4" (6 mm) inside of trim.

Full Page advertisement without bleed:

7.375" wide x 10.25" tall (187 x 260 mm)

WCTI, FTI & WFTI MAGAZINE TRIM SIZE:
7.875" x 10.75" (200 x 273 mm)

DIGITAL WEBSITE ADVERTISEMENTS:
 Standard Banner: 300 wide x 250 tall
 Horizontal Banner: 728 wide x 90 tall
 (dimensions in pixels)

DIGITAL EMAIL BLASTS: SEND HTML FILE,
no wider than 600 pixels.

Newsletter Advertisements: WCTI's OVERVIEW & FTI's Fastener News Report

Standard Block: 2.1875" wide x 1.625" tall (56 x 41 mm, 210 x 156 pixels)
 Double Block Horizontal: 4.375" wide x 1.625" tall (111 x 41 mm, 420 x 156 pixels)
 Double Block Vertical: 2.1875" wide x 3.25" tall (56 x 83 mm, 210 x 312 pixels)
 File format: high resolution PDF, JPG, TIF, PSD or EPS file

Newsletter Trim size: 8.5" x 11" (216 x 279 mm) • <https://wiretech.com/overview> • <https://fastenertech.com/news-report>



Wire & Cable Technology international (WGTI) magazine produces a **Company Profiles** section once every year, and it appears in the July/August issue.

All full-page and half-page advertisers in the issue mentioned above will receive an equally-sized **Company Profile**, for no extra charge. The relevant specifications are shown below as well as some samples.

Please note that all half-page profiles will be produced in horizontal orientations.

Materials to Supply: Advertisers can send text and images files for WGTI to assemble a **Company Profile** for review or they can supply a finished high-resolution PDF of their **Company Profile** for placement on a 40% CMYK yellow background.

Please note that we allow design flexibility for the customer-supplied PDFs, but it is our intention that profiles look like profiles and not advertisements.

Company Profile Text and Image File Guidelines:

Full-Page Word Count: 250-1000 with the average being about 500

Full-Page Images: one to five plus a company logo

Half-Page Word Count: 150-600 with the average being about 250

Half-Page Images: one to four plus a company logo

Please note that we adjust the font size and letting depending on the number of words and images, and that as the number of images goes up, the number of words that can fit properly usually goes down.

Ready-to-Place Company Profile PDFs Sizes:

Full-Page: 7.375" wide x 10.25" tall (187 x 260 mm)

Half-Page: 7" wide x 4.875" tall (178 x 124 mm)

Deadline: All **Company Profiles** need to be produced, reviewed and approved by customers by June 1, 2012. Extensions can be provided when needed.

GEON Performance Solutions

Global Headquarters
2377 Devers Road, Suite 202
Westlake, Ohio 44155 USA
1-800-660-8800
www.geon.com

What We Do
GEON Performance Solutions is a global leader in the formation, development and manufacture of performance polymer solutions. GEON has a portfolio of highly adaptable vinyl and polyolefin polymer technologies, as well as a full service manufacturing business for a range of industries, including wire and cable.

What We Offer
GEON is a broad polymer solutions provider for the wire and cable industry. With the ability to meet diverse global regulatory and product specifications, we bring you a wide range of polymers, colors and services to find the best solution for your needs.

What We Do
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ROTEQ MACHINERY INC.

517 Braddock Ct. Concord
Ontario, Canada L4C 1K5
Tel: +1 505-460-8800
info@roteqmachinery.com
www.roteqmachinery.com

COMPANY PROFILE
Roteq Machinery Corporation is an American company with manufacturing facilities in Ontario, Canada and the United States. Roteq Machinery has been providing high quality, reliable, and durable machinery for over 30 years. Our products are used in a wide range of industries, including wire and cable manufacturing.

COMPANY SERVICE
Roteq Machinery Corporation provides a full range of services to our customers, including sales, installation, and maintenance. We have a team of experienced technicians who can help you with any of your machinery needs.

CONTACT US
Roteq Machinery Corporation
517 Braddock Ct. Concord
Ontario, Canada L4C 1K5
Tel: +1 505-460-8800
info@roteqmachinery.com
www.roteqmachinery.com

SIKORA AG

SIKORA International Corp.
10000 Woodloch Forest Dr.
Houston, TX 77055 USA
Tel: +1 281-461-2100
www.sikora.com

SIKORA Quality control process
SIKORA AG is a global leader in the production of high quality, reliable, and durable machinery for over 30 years. Our products are used in a wide range of industries, including wire and cable manufacturing.

SIKORA International Corp.
10000 Woodloch Forest Dr.
Houston, TX 77055 USA
Tel: +1 281-461-2100
www.sikora.com

Electric Cable Compounds, Inc.

10000 Woodloch Forest Dr.
Houston, TX 77055 USA
Tel: +1 281-461-2100
www.electricalcable.com

Electric Cable Compounds, Inc.
10000 Woodloch Forest Dr.
Houston, TX 77055 USA
Tel: +1 281-461-2100
www.electricalcable.com

HARWICK STANDARD

Company History
Products
Contact Harwick Standard
www.harwick.com

Company History
Harwick Standard has been manufacturing high quality, reliable, and durable machinery for over 30 years. Our products are used in a wide range of industries, including wire and cable manufacturing.

Products
Harwick Standard offers a wide range of products, including machinery, components, and services. We have a team of experienced technicians who can help you with any of your machinery needs.

Contact Harwick Standard
www.harwick.com

Autac USA, Inc.

10000 Woodloch Forest Dr.
Houston, TX 77055 USA
Tel: +1 281-461-2100
www.autac.com

Autac USA, Inc.
10000 Woodloch Forest Dr.
Houston, TX 77055 USA
Tel: +1 281-461-2100
www.autac.com

Emerson

41 Eagle Road
Danbury, CT 06810
Tel: +1 203-763-6500
www.emerson.com

Emerson
41 Eagle Road
Danbury, CT 06810
Tel: +1 203-763-6500
www.emerson.com

MFL GROUP

10000 Woodloch Forest Dr.
Houston, TX 77055 USA
Tel: +1 281-461-2100
www.mflgroup.com

MFL GROUP
10000 Woodloch Forest Dr.
Houston, TX 77055 USA
Tel: +1 281-461-2100
www.mflgroup.com

Buyers' Guide 2027 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
- **Complimentary copy** of 2027 Edition of the Buyers' Guide

DISPLAY AD RATES

Space Units	1X	3X	6X	9X	12X	Width & Depth
Full Page	\$ 2975	\$ 2915	\$ 2710	\$ 2555	\$ 24805	4.875 x 7.75
2/3 Page Vertical	\$ 2515	\$ 2380	\$ 2130	\$ 2035	\$ 1885	4.875 x 5.1875
1/2 Page Horizontal	\$ 1895	\$ 1810	\$ 1675	\$ 1590	\$ 1505	4.875 x 3.875
1/2 Page Vertical	\$ 1895	\$ 1810	\$ 1675	\$ 1590	\$ 1505	2.1875 x 7.5
1/3 Page Horizontal	\$ 1550	\$ 1495	\$ 1340	\$ 1195	\$ 1165	4.875 x 2.5625
1/4 Page Horizontal	\$ 1220	\$ 1110	\$ 1075	\$ 1015	\$ 955	4.875 x 1.9375
1/4 Page Vertical	\$ 1220	\$ 1110	\$ 1075	\$ 1015	\$ 955	2.1875 x 3.875

*Cover pricing contact the Publisher

COLOR RATES (ADDITIONAL)

Standard red, green, blue, yellow, per page or less.....	\$ 375
Matched colors per page or less.....	\$ 995
4-color process per page or less.....	\$1800

**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.

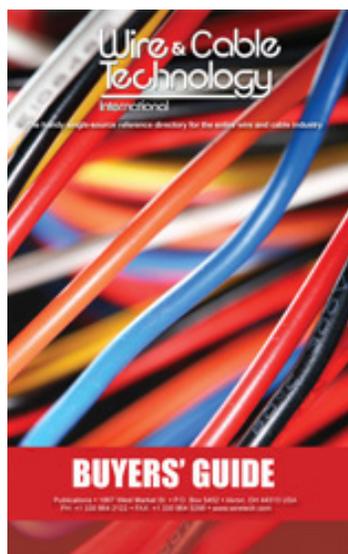
'PRODUCT LOCATOR'

Inch Ads

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. 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. Print ready PDF is 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					
Rate Per Inch	1-2	3-5	6-8	9-11	12+
Amount	\$380	\$380	\$335	\$325	\$315
Mechanical Specifications	2.1875 X 1, 2 or 3				

CLOSING DATE

November 1, 2026

CONTACTS

TEL: +1 330 864 2122
FAX: +1 330 864 5298

Alex Lippincott
Email: alex@wiretech.com

www.wiretech.com

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 2027 WCTI Buyers' Guide.

2.1875 x 3

USED/REBUILT WIRE & CABLE EQUIPMENT

TAKE-UPS, PAY-OFFS, EXTRUDERS, CABLERS, TAPERS, PREHEATERS

CALL US FIRST FOR ALL YOUR WIRE & CABLE EQUIPMENT NEEDS

Manufacturers Reps
Machinery Brokers
and Appraisers

Rebuilt 24" Ferris Cablepuller Capstan

member: AWEA

Lloyd & Bouvier

Tel (978) 385-5700
Fax (978) 385-9700
www.lloydbouvier.com
www.lloydbouvier.com

2.1875 x 2

BLOW AWAY THE COMPETITION WITH HUESTIS AIR WIPES

Air Wipes
Mini-Wipes

Efficient, Economical & Quiet Operation

HUESTIS INDUSTRIAL
68 Buttonwood Street, Bristol, RI 02809 U.S.A.
Phone 401-253-5500 800-972-9222
Fax 401-253-7350 www.huestis.com

2.1875 x 1

WIRE DRAWING, ANNEALING, SPOULING,
BUNCHING EQUIPMENT,
EXTRUSION SYSTEMS

SAMP

10502 Bowdoin Lane Blvd.
Williamsport, MD 21795

Ph: 301-223-8804 - Fax: 301-223-3602
Website: www.samp.com

Wire & Cable
Technology
International

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 manufacturing magazine.

All the numbers add up...six issues of *WCTI* will deliver the continuity, value and attention your valuable ad dollars deserve!



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

**Wire and Cable Technology International...
the publication that more of your customers
and prospects choose as their primary
source of information! The most recognized
publication serving the wire and cable
industry is also the most requested!**

SALES CONTACTS

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TEL: +39 031 261407
Diego Casiraghi: info@casiraghi.info

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Chuo-Ku Osaka-City, 541-0051 JAPAN
TEL: +81 6 6264 3900
FAX: +81 6 6264 3901
Ken Myohdai: info@sakurain.co.jp

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11F2-C, No. 540, Sec. 1, Wen Hsin Rd.
Taichung, 408 Taiwan R.O.C.
TEL: +886 4 23251784
FAX: +886 4 23252967
Robert Yu: global@acw.com.tw