

Current Subscriber Base: 35,000+

[View Previous Issues](#)

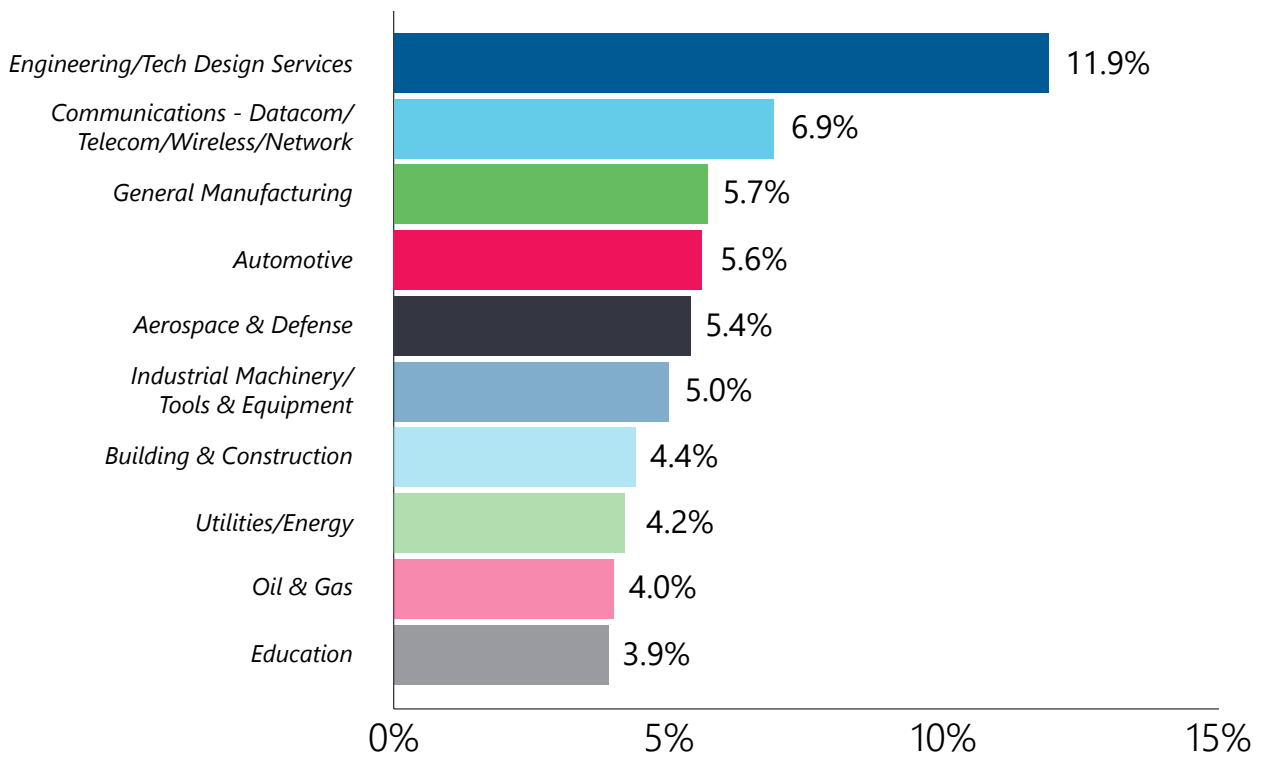
In the Wire & Cable Technology newsletter, readers are immersed in the world of electrical and communication cabling systems. The newsletter covers the latest advancements in wire and cable materials, manufacturing processes, and transmission technologies, emphasizing their applications across telecommunications, energy distribution, and automotive industries. Additionally, it delves into emerging trends like high-speed data transmission, fiber-optic cable innovations, and sustainable cable design, keeping readers at the forefront of wire and cable technology engineering.

Markets/Industries Served:

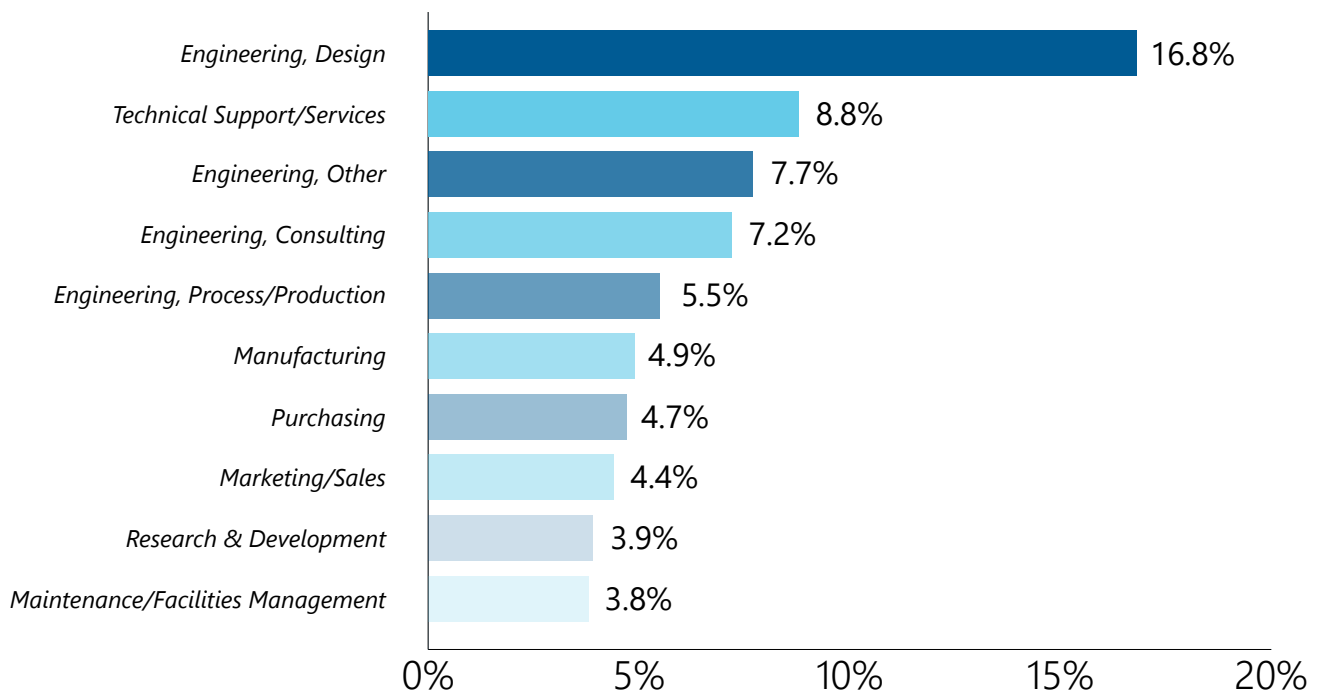
- Aerospace & Defense.
- Automotive
- Building & Construction
- Consumer Electronics
- HVAC
- Industrial Machinery
- IT & Telecommunications
- Power Transmission & Distribution
- Oil & Gas

Subscribers Include:

Top Industries



Top Job Functions



GlobalSpec Newsletters: Reach a Highly Engaged Audience

Our focused publications make it easy for you to support specific marketing initiatives and build awareness among a highly engaged audience of decision makers who use newsletters as a key resource when comparing and evaluating suppliers.



57% of engineers listed vendor news, such as product and service updates, as their favorite aspect of newsletters.*



89% of engineers subscribe to newsletters, with 55% subscribing to 3 or more.*



74% of Manufacturing Marketers used email newsletters to distribute content in the last 12 months.**

Learn More:

[See Frequency and Distribution Dates](#)

[View Sample Ad Levels](#)

* 2023 Smart Marketing for Engineers

** Manufacturing Content Marketing