

2025 MEDIA GUIDE

Since 1994, Wiring Harness News has been the pioneer voice for decision makers in engineering, procurement, and top management for manufacturers of critical wiring systems. In fact, it is the only publication devoted solely to wire and cable assembly production.



- Bi-Monthly Issues
- Ad Design Services Available

2025 SUBMISSION DEADLINES

ISSUE EDITORIAL / AD COMMITMENT DUE MATERIALS / FILES DUE

JAN	FRIDAY,	FRIDAY,
FEB	DECEMBER 27, 202	JANUARY 3, 2025
MAR APR	EWPTE Show Issue FRIDAY, MARCH 7, 2025	EWPTE Show Issue FRIDAY, MARCH 14, 2025
MAY	FRIDAY,	FRIDAY,
JUN	May 9, 2025	MAY 16, 2025
JUL	THURSDAY	FRIDAY,
AUG	JULY 3, 2025	JULY 11, 2025
SEP	FRIDAY,	FRIDAY,
OCT	SEPTEMBER 5, 202	SEPTEMBER 12, 2025
NOV	FRIDAY,	FRIDAY,
DEC	NOVEMBER 7, 2025	5 NOVEMBER 14, 2025

EDITORIAL CONTACT

Joe Tito Content Manager/Marketing Joe@wiringharnessnews.com Direct 407-739-9811 **ADVERTISING CONTACT**

Jim Brown Sales Manager Jim@wiringharnessnews.com Office 708-594-7764

HIN 2025 MEDIA GUIDE

RATES & TECHNICAL DATA

ADVERTISING RATES

	AD SIZE	1 ISSUE CONTRACT	FULL YEAR CONTRACT (6 ISSUES)
Α	Full Page	\$2,800	\$2,520
	Full Page w/Bleed	\$2,950	\$2,655
в	Junior	\$1,800	\$1,620
	Junior w/Bleed	\$1,890	\$1,701
С	3/4 Page	\$2,340	\$2,106
	3/4 Page w/Bleed	\$2,450	\$2,205
D	1/2 Page Vert.	\$1,550	\$1,395
	1/2 Page Vert. w/Bleed	\$1,630	\$1,467
E	1/2 Page Horz.	\$1,550	\$1,395
	1/2 Page Horz. w/Bleed	\$1,630	\$1,467
F	1/2 Page Junior	\$950	\$855
	1/2 Page Junior w/Bleed	\$1,000	\$900
G	1/4 Page (2 Column)	\$830	\$747
	1/4 Page (2 Column) w/Bleed	\$875	\$788
н	1/2 Page SPREAD		n Allan
	Horz. w/ Bleed	\$3,275	\$2,948
L	Full Page SPREAD	45 350	
	w/Bleed	\$5,750	\$5,175

AD SIZE REQUIREMENTS

FILE REQUIREMENTS

High Resolution PDFs at 300 DPI for both color and black and white ADs.

PDF X/1a Format Preferred. Please embed all fonts and graphics and submit all artwork in CMYK for Color ADs and K Only (Black Ink Only) for Black & White ADs.

Trim measurements are listed in inches. An additional 1/8" bleed (.125") allowance should be added to all four sides. Live matter should be kept a minimum of 1/4" (.25") from all trim edges.

Send completed Ad Contract (last page of this media kit) and final files to **Jim Brown** at **jim@wiringharnessnews.com**. If you have any questions, call (708) 594-7764.

Any pre-press production work such as enlargements, copy changes, etc. billed at current commercial rates.

Advertising design services available at additional cost. Copy and Illustrations subject to publisher approval.

CLASSIFIED ADVERTISING

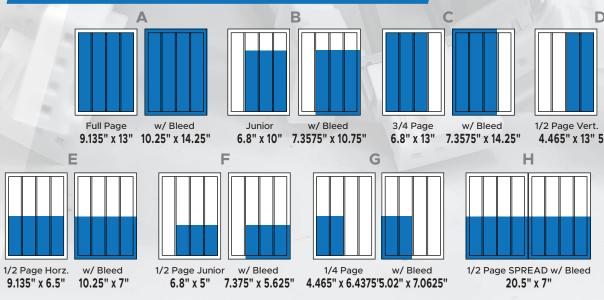
Call Jim at (708) 594-7764 for current rates and classifications.

WEBSITE ADVERTISING

Side Banner Ads 125 x 125 rotating gifs, Call to check for availability.

INSERTS & EMAIL MARKETING

For more details or to get a quote, contact Joe for details at (407) 739-9811 or Joe@wiringharnessnews.com. **Email Marketing reserved for Whn Print Advertisers.**



V2 Page Vert. w/ Bleed 4.465" x 13" 5.0225" x 14.25"

Full Page SPREAD w/ Bleed 20.5" x 14.25"

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WIRING HARNESS NEWS ADVERTISING CONTRACT

ADVERTISING COMPANY:				
CONTACT NAME:	TITLE:			
STREET ADDRESS:				
CITY:		STATE:	ZIP CODE:	COUNTRY:
PHONE:	EMAIL:			
SEND INVOICE TO: O AGENCY OR ADVERTISER	AGENCY NAME OR CORPORATE MARKETING	CONTACT:		
STREET ADDRESS:				
CITY:		STATE:	ZIP CODE:	COUNTRY:
PHONE:	EMAIL:			

WHN MAGAZINE AD						
ISSUE(S)	AD SIZE					
FULL YEAR	○ Full Page	🔿 1/2 Page Horz.				
JAN / FEB	○ Full Page w/ Bleed	🔿 1/2 Page Horz. w/ Bleed				
MAR / APR	⊖ Junior	🔿 1/2 Page Junior				
	O Junior w/ Bleed	1/2 Page Junior w/ Bleed				
) MAY / JUN	○ 3/4 Page	○ 1/4 Page				
JUL / AUG	○ 3/4 Page w/ Bleed	○ 1/4 Page w/ Bleed				
SEP / OCT	🔿 1/2 Page Vert.	🔿 1/2 Page SPREAD Horz. w/ Bleed				
) NOV / DEC	○ 1/2 Page Vert. w/ Bleed	○ Full Page SPREAD Horz. w/ Bleed				

WEBSITE AD

○ Side Banner 125px x 125px call for pricing

ARTWORK & BILLING

Mail to: Wiring Harness News P.O. Box 669 Schererville, IN 46375

Email to: Jim@wiringharnessnews.com

DATE:

Gross Cost per Issue

Online Advertising

Discount

Total Due

AUTHORIZED SIGNATURE:

Wiring Harness News, reserves the right to reject advertisements which in its sole judgement it considers, in whole or in part, inappropriate or unprofessional. Invoice terms are NET 30. Please note, a 3.5% surcharge will be added to any payments made by credit card. Accounts that are more then 60 days past due will be suspended from Wiring Harness News's publications.

PRINT