



# WHN

WIRING HARNESS NEWS

## 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.

SEPTEMBER/OCTOBER 2022 3

**INDUSTRIAL INFO-TAINMENT**

**INSIDE THIS ISSUE**

INDUSTRY PROFILE: HELTRONICS ..... 1

KOMAX RECEIVES CLEARANCE FOR COMBINATION WITH SCHLEUNIGER ..... 1

INTRICACIES OF HIGH-VOLTAGE CABLE PROCESSING ..... 5

PROCESSING ELECTRIC VEHICLE HEAVY CABLES ..... 23

ENSURING WIRE HARNESS CONNECTION RELIABILITY IN ELECTRIC VEHICLES ..... 31

UNDERSTANDING POWER-WHEELS FOR TV CABLE TERMINATIONS ..... 36

HEAVY DUTY TERMINALS FOR AUTOMOTIVE APPLICATIONS ..... 50

PROCESS STABILITY IN WELDING OF BATTERY CELLS WITH ULTRASONICS ..... 54

WHAT YOU NEED TO KNOW ABOUT CONTROL CABINET MARKING ..... 46

DRIVING INNOVATION IN AEROSPACE: ADAPTING HIGH-SPEED AUTOMOTIVE TECHNOLOGIES FOR AEROSPACE WIRE HARNESS TESTING ..... 47

INNOVATION ADVANCES - ULTRASONIC METAL WELDING OF LARGE EV BATTERY CABLES ..... 56

**EVERY ISSUE**

THE POWER WOMEN OF THE WIRE HARNESS INDUSTRY ..... 12

M & A 101 ..... 16

LEADERSHIP ..... 40

NEWS PLUGS ..... 53

WHMA - WIRED IN ..... 55

**PLACE YOUR AD HERE**

**STORMTRONICS**  
SEMI-AUTOMATIC WIRE TWISTING SYSTEMS

**MINI-TWISTER II**

- Automatic Programmable Controller
- Air Pressure Gauge & Regulator
- Variable Speed & Inverter
- Automatic Brake Counter
- Foot Switch Activated
- Repetitive Accrueing
- Rugged Construction
- Automatic Reversing
- Low Maintenance
- Simple Operation
- Custom Adapters

NOW... a low cost, highly reliable wire twisting system designed and built to meet your specific needs.

**THE MELLO COMPANY, INC.**  
P.O. Box 29301 • Dallas, TX 75229  
PH: 214-350-7377 FX: 214-350-0521  
www.themellocompany.com

WIRINGHARNESSNEWS.COM

Select Language

info@wiringharnessnews.com (708) 594-7764

**WHN** WIRING HARNESS NEWS  
CONNECTING THE INDUSTRY

READ THE NEWEST ISSUE  
SUBSCRIBE TO RECEIVE YOUR COPY BY MAIL

ISSUES ARTICLES INDUSTRY NEWS RESOURCES ABOUT US

THE NEXT ERA OF WIRE PROCESSING

Innovative Wire Processing  
Cutting Slipping Crimping

TELSONIC ultrasonics

SUPPLY CHAIN STRATEGIES TO PROTECT OUR SUPPLY CHAINS.

The consequences of Covid caught us off-guard. Suddenly we realized how vulnerable our supply chains are. Do we

Only Sonobond ultrasonic welders...

sonobond ultrasonics

THE HUMAN COMPONENT

LEARN MORE

EXPANDO

MIRA 740

GET THE WIRE HARNESS BEST PRACTICES EBOOK

komax PANDUIT

**WIRINGHARNESSNEWS.COM**

- Interactive Banner Ads
- Current & Past Issues FREE
- Ads Click to Website

**WHN MAGAZINE**

- Targets Wire & Cable Processors and OEMs
- Bi-Monthly Issues
- Ad Design Services Available

**PRINT & ONLINE**

**CONNECTING THE INDUSTRY**

# 2025 SUBMISSION DEADLINES

ISSUE	EDITORIAL / AD COMMITMENT DUE	MATERIALS / FILES DUE
<b>JAN</b> <b>FEB</b>	FRIDAY, <b>DECEMBER 27, 2024</b>	FRIDAY, <b>JANUARY 3, 2025</b>
<b>MAR</b> <b>APR</b>	<b>EWLTE Show Issue</b> FRIDAY, <b>MARCH 7, 2025</b>	<b>EWLTE Show Issue</b> FRIDAY, <b>MARCH 14, 2025</b>
<b>MAY</b> <b>JUN</b>	FRIDAY, <b>MAY 9, 2025</b>	FRIDAY, <b>MAY 16, 2025</b>
<b>JUL</b> <b>AUG</b>	THURSDAY <b>JULY 3, 2025</b>	FRIDAY, <b>JULY 11, 2025</b>
<b>SEP</b> <b>OCT</b>	FRIDAY, <b>SEPTEMBER 5, 2025</b>	FRIDAY, <b>SEPTEMBER 12, 2025</b>
<b>NOV</b> <b>DEC</b>	FRIDAY, <b>NOVEMBER 7, 2025</b>	FRIDAY, <b>NOVEMBER 14, 2025</b>

## 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

# RATES & TECHNICAL DATA

## ADVERTISING RATES

	AD SIZE	1 ISSUE CONTRACT	FULL YEAR CONTRACT (6 ISSUES)
A	Full Page	\$2,800	\$2,520
	Full Page w/Bleed	\$2,950	\$2,655
B	Junior	\$1,800	\$1,620
	Junior w/Bleed	\$1,890	\$1,701
C	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
H	1/2 Page SPREAD Horz. w/ Bleed	\$3,275	\$2,948
	Full Page SPREAD w/Bleed	\$5,750	\$5,175

## 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" (.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](mailto: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.

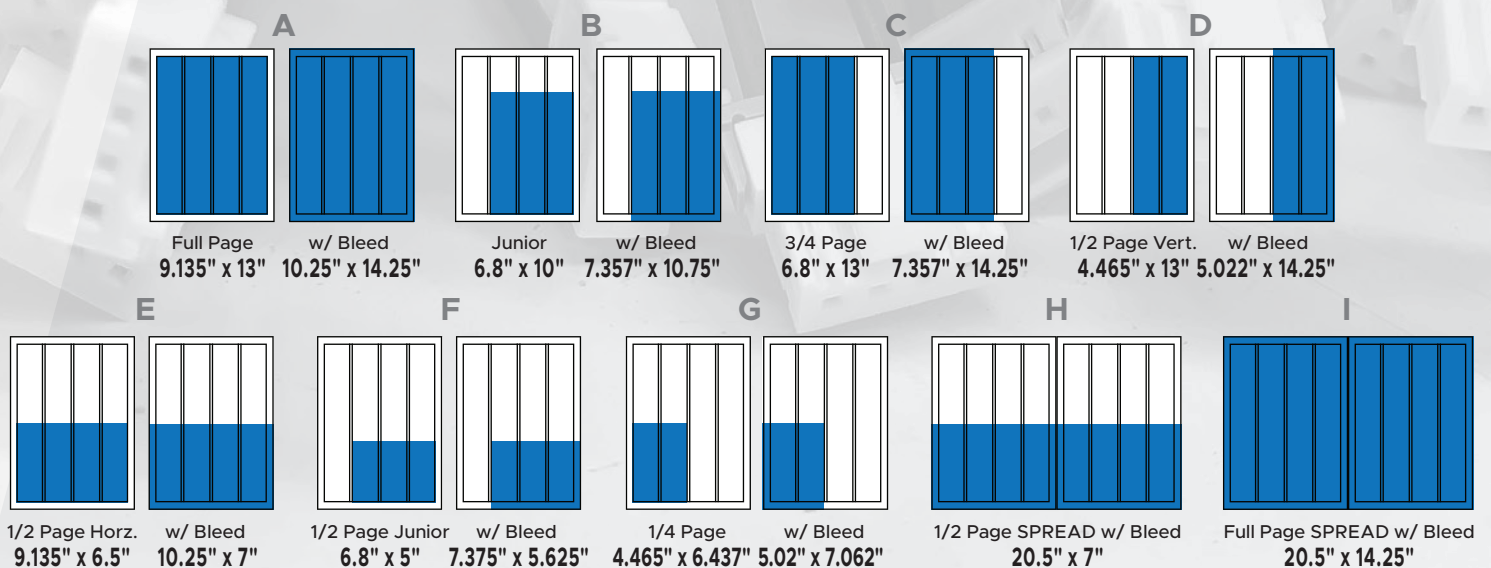
## WEBSITE ADVERTISING

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](mailto:Joe@wiringharnessnews.com). **Email Marketing reserved for Whn Print Advertisers.**

## AD SIZE REQUIREMENTS





ADVERTISING COMPANY:			
CONTACT NAME:		TITLE:	
STREET ADDRESS:			
CITY:		STATE:	ZIP CODE:
PHONE:		EMAIL:	
SEND INVOICE TO: <input type="radio"/> AGENCY OR <input type="radio"/> ADVERTISER		AGENCY NAME OR CORPORATE MARKETING CONTACT:	
STREET ADDRESS:			
CITY:		STATE:	ZIP CODE:
PHONE:		EMAIL:	

## WHN MAGAZINE AD

### ISSUE(S)

- FULL YEAR
- JAN / FEB
- MAR / APR
- MAY / JUN
- JUL / AUG
- SEP / OCT
- NOV / DEC

### AD SIZE

- Full Page
- Full Page w/ Bleed
- Junior
- Junior w/ Bleed
- 3/4 Page
- 3/4 Page w/ Bleed
- 1/2 Page Vert.
- 1/2 Page Vert. w/ Bleed
- 1/2 Page Horz.
- 1/2 Page Horz. w/ Bleed
- 1/2 Page Junior
- 1/2 Page Junior w/ Bleed
- 1/4 Page
- 1/4 Page w/ Bleed
- 1/2 Page SPREAD Horz. w/ Bleed
- Full Page SPREAD Horz. w/ Bleed

SPECIAL INSTRUCTIONS:
-----------------------

## WEBSITE AD

- Side Banner 125px x 125px call for pricing

## ARTWORK & BILLING

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

Email to: [Jim@wiringharnessnews.com](mailto:Jim@wiringharnessnews.com)

Gross Cost per Issue  
Discount  
Online Advertising

Total Due

--

AUTHORIZED SIGNATURE:	DATE:
-----------------------	-------

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.

