

# design news

Reaching the 21st Century Design Engineer



*Leonardo da Vinci,*

artist, inventor, Renaissance man ...

*Today's engineer,*

designing more products, for  
more markets, with more skills.

## CIRCULATION



Design News' feature articles give engineers the information they need to make complex decisions fast.

### INTERNATIONAL EDITIONS

**Design News Japan**  
Circulation: 20,000

**Design News China**  
Circulation: 20,000

**Design News Poland**  
Circulation: 5,000

SOURCE: Publisher's own data

Ask your Design News' representative for more details.

### DID YOU KNOW?

Design News' subscribers specify an average of almost five product categories.

In addition to their primary design function, Design News' subscribers perform an average of two or more other design functions such as R&D, Testing and Evaluation or Project/Engineering Management.

Our subscribers design products for multiple markets. When asked which industries they design for, the average Design News' subscriber responded that they design for two or more industries.

\*Supplementary data of multiple job functions performed by qualified circulation for issue of May 2008

This is an analysis of multiple job functions performed (see questionnaire used to elicit these data which is contained within this report). Since each respondent may have checked more than one job function, the totals for each of the categories exceeds the total qualified circulation. These data are presented for statistical and marketing purposes only.

Number of Respondents to Question = 170,119 or 100%. Recipients Who Perform the Following Design Engineering Functions

### Buy/Specify — Individual category detail\*

	Subscribers		Subscribers
Analog ICs	56,053	Fluid Power & Fluid Handling Devices	58,303
Power Supplies or Power Management	74,231	Power Transmission Components & Bearings	62,260
DSP or Digital Signal Controllers	49,249	Sensors or Vision Systems	66,099
Microcontrollers	57,066	Controllers, Drives or Motors	68,147
Interconnect/Passive/Electro-Mechanical	69,424	Actuators & other Motion Control, ( & slides & bearings)	38,732
Other Electrical/Electronic Components	87,254	Industrial Ethernet or other Network Communication Devices	26,387
<b>Deduped Subtotal Electrical/Electronic</b>	<b>123,824</b>	Robotics	21,436
Fastening, Joining & Assembly	76,753	Other Motion Control/Automation	6,558
Ferrous and Nonferrous Metals	67,664	<b>Deduped Subtotal Motion Control/Automation</b>	<b>109,130</b>
Plastics, Elastomers and Non-metals	66,107	CAD Software	66,058
<b>Deduped Subtotal Materials</b>	<b>102,577</b>	PLM or PDM Software	28,013
Laboratory or Production Test Equipment	57,969	CAE Analysis Software	32,814
Contract Manufacturing/Systems Integrators	40,144	Test or Measurement Software	63,182
<b>Deduped Subtotal Engineering Services</b>	<b>89,332</b>	Computer Hardware or Peripherals	63,790
		<b>Deduped Subtotal Design Tools</b>	<b>114,306</b>

\*Publisher's Own Data June 2008.

### Design Functions Performed\*\*

	Total
Project/Engineering Management/Team Leader/Engineering Supervisor	112,339
Product or System Design Engineering	120,533
Design of Equipment for In-Plant Use	77,979
Research & Development	100,907
Testing and Evaluation, Reliability Assurance, Quality Control & Standards	120,380
Other Design Engineering/Systems Integration/Consulting	23,479

\*\* This is an analysis of primary and secondary job functions performed – Publisher's Own Data June 2008

## DESIGN NEWS — Reaching Key Specifiers in America's Hottest Markets

### PRIMARY SUBSCRIBERS WHO SPECIFY PRODUCTS IN KEY MARKETS

Industries for which subscribers perform design engineering or related functions	Total Qualified	Total Qualified Units	Electrical or Electronic Components <sup>1</sup>	Fluid Power & Fluid Handling Devices	Power Transmission Components & Bearings	Motion Control/Automation <sup>2</sup>	Fastening, Joining & Assembly Components	Ferrous & Non-ferrous Metals	Plastics, Elastomers & Non-metals	Ferrous and Non-ferrous Metals and/or Plastics, Elastomers & Non-metals	Engineering Software or Computer Hardware/Peripherals <sup>3</sup>	Laboratory or Production Test Equipment	Engineering Services <sup>4</sup>
Automotive/Trucks/Off-Highway, Transportation, Construction/ Agricultural Equipment Manufacturing	64,410	36,765	47,516	27,383	29,102	44,231	32,831	30,401	28,088	37,963	44,547	22,824	27,952
Aircraft/Aerospace/Defense Manufacturing	47,598	24,196	36,640	17,192	18,254	31,919	23,465	21,648	20,357	26,524	33,959	19,335	19,535
Industrial Controls/Automation/Instrumentation & Machine Tool Mfg.	61,020	37,897	53,796	26,717	28,074	48,001	29,840	26,004	24,434	32,899	46,325	24,626	27,014
Machine Builders: Includes Packaging Equipment or Machinery, Process Manufacturing Equipment, Food/Beverage Equipment or Machinery, Pharmaceutical/Chemical Equipment or Machinery, Semiconductor Equipment, Material Handling Equipment or Machinery, Other Industrial Equipment or Machinery Manufacturing	83,535	47,039	65,538	38,575	40,299	61,831	42,763	38,573	36,411	48,988	59,878	31,492	37,136
Computer Systems & Peripherals, Electrical or Electronic Components & Subassemblies or Communications' Systems and Equipment Manufacturing, Including Office Machines	89,447	48,455	78,142	30,256	32,945	61,330	38,423	32,848	32,438	43,044	68,012	34,433	36,917
Consumer Electronics/Appliance Manufacturing	36,887	23,812	32,385	14,750	15,873	26,158	18,283	16,125	16,407	21,476	28,814	15,491	18,776
Medical/Health Care/Scientific Equipment Manufacturing	34,119	21,753	26,348	13,951	14,202	24,674	17,997	15,972	17,379	20,983	25,242	15,871	17,202
Fabricated Metal Product Manufacturing	38,997	26,497	29,365	19,724	21,683	28,990	25,767	24,444	20,796	28,516	28,399	14,991	20,714
Process Industries: Food/Beverage/Tobacco, Chemical, Pharmaceutical, Plastic & Rubber Products, Wood or Paper including Printing and Related Activities, Primary Metal or Nonmetallic Mineral Products' Manufacturing	57,823	36,276	44,065	27,355	27,888	42,269	31,239	29,025	30,286	38,746	42,368	23,517	30,124
Contract Design/Systems Integration/Testing Labs	31,831	22,733	28,361	14,575	15,337	24,934	16,938	14,587	14,016	18,566	26,568	15,749	18,673
<b>Total</b>			<b>123,824</b>	<b>58,302</b>	<b>62,261</b>	<b>109,130</b>	<b>76,752</b>	<b>67,662</b>	<b>66,105</b>	<b>86,409</b>	<b>114,306</b>	<b>57,969</b>	<b>61,060</b>

SOURCE: Design News, June 2008 BPA statement

Note 1: Respondents indicating one or more of the following categories: Analog ICs, Power Supplies, DSP and/or Digital Signal Processors, Microcontrollers, Interconnect/Passive/Electro-Mechanical Devices or Electrical/Electronic Components. Note 2: Respondents indicating one or more of the following categories: Sensors or Vision Systems, Controllers, Drives or Motors, or Motion Control/Automation.

## MARKET RESEARCH

### The Marketing Mix — An Integrated Approach

Make the most of your marketing budget by targeting your message using the full range of mediums Design News has to offer.

If your program only utilizes one form of media, you are missing out on a large portion of our qualified subscribers — sales prospects for your organization. Let Design News devise an integrated marketing program that fits your sales goals and marketing objectives.

Magazine/eNewsletter Combined Total Reach: **244,843**

DesignNews.com Average Month Page Views: **503,171**

Magazine Total Circulation: **170,083**

eNewsletter Total Circulation: **116,913**

Average Unique Monthly Visitors: **178,909**

Publishers Own Data June 2008

Note 3: Respondents indicating one or more of the following categories: CAD Software, PLM or PDM Software, CAE Analysis Software, Test and Measurement Software, Computer Hardware or Peripherals. Note 4: Respondents indicating one or more of the following Engineering Services categories: Injection Molding, Rapid Prototyping or Contract Manufacturing

## Lead Generation

A world leader in aluminum solutions, Hydro Aluminum has a wealth of technical data and tutorial information. After evaluating a variety of lead generation options from *Design News*, their team decided to repurpose a portion of that information as a series of advertorials and downloadable Resource Center postings. Over the course of a year, those resources generated more than 3,000 sales leads from motivated specifiers from around the world.

*"We feel the program was quite successful and hope to build on that success."*

— Lynn Brown,  
Hydro Aluminum N.A.

## Advertorial Series

Today, entirely new generations of energy-efficient, high-brightness LEDs are everywhere. When Cary Escow, director of Avnet's Lightspeed division, launched a monthly column addressing this technology in 2006, it quickly became one of the most popular sections with *Design News*' subscribers. Along the way, that series helped Avnet launch a dedicated microsite on lighting and provided it a steady stream of traffic each month.

*"I always enjoy reading with great interest your series on LEDs."*

— D.M. Visteon

## Focus Group

Solvay Advanced Polymers, a high-performance plastics' manufacturer and Phillips Plastics, an injection molder, joined forces to explore an engineer's decision-making process when moving from metal to plastic in certain applications. *Design News* assembled two groups of materials' specifiers in the Cleveland area for a discussion ranging from material selection, part design, prototyping and production issues. Those sessions, moderated by a *Design News*' editor, were very informative and will help guide marketing plans for both companies in the upcoming year.

*"It was great to hear directly from this mix of engineers. The sessions answered many of our questions, and gave us other areas to explore in the future. Design News provided the right forum to begin this discussion."*

— Marla Witbrod,  
Solvay Advanced Polymers

## Today's Engineer, Designing More Products, For More Markets, With More Skills

*Leonardo da Vinci* symbolizes the modern engineer in many ways. He was much more than an artist. DaVinci was a superlative genius, who called himself an engineer and performed great engineering feats. He is often described as the archetype of the Renaissance man ... a scholar, musician, inventor. A man driven by an insatiable curiosity who would, in essence, foresee many of the products we now use everyday.

*Engineers of today* perform great engineering feats and are constantly in search of ideas and inspiration. Their innovations become the products of the future. They build trains, planes and automobiles and well, just about every other product on the planet. That includes medical devices, industrial equipment, consumer products and so much more.



### The *Design News*' Reader, Your Target Audience

Our subscribers are a diverse group of engineers — their core engineering concentrations range from mechanical and electrical/electronic to manufacturing and electromechanical engineering. Expanding their roles into new technical areas, today's engineers are also handling a greater number of projects, taking on more phases of the design activity cycle and expanding their roles as project managers and team leaders.

### Selecting the Right Technology Solution from the Right Vendor

Given the ever increasing level of product sophistication, it's not uncommon to find mechanical assemblies, electronics, motion control, software, sensors, materials, rapid prototyping and control systems all incorporated into a single design today. As a key part of their design efforts, our subscribers are responsible for researching, evaluating, testing, selecting and implementing new engineering tools and technologies. They also have clout in ordering samples and prototype quantities and deciding which companies get on the approved vendor list.

## Put Our Relationship with Engineering Community to Work for Your Organization.

*"I just want to take a minute to salute you for your efforts to promote the use of engineering to solve the world's most pressing problems. Be assured I will read the 'At Stake' columns with great interest. I'm also interested in learning more about your conference planned for 2009. I want to learn what I can do, using my engineering gifts, to make the world a better place."*

— C. H., Red Lion Controls



## Inspirational and Practical Resources for Engineers

To tie major engineering events, projects and technologies to everyday life, *Design News*' editors start by asking questions:

- What roles did engineering, materials and adhesives play in the collapse of the Big Dig tunnel in Boston and the Minneapolis I-35W bridge?
- How do myriad new technologies in the forthcoming Boeing 787 jetliner advance aeronautics and aviation?
- What are the engineering challenges that confront renewable sources of energy, electric propulsion and battery technologies for automobiles?
- How important is green engineering and safety to the everyday engineer?
- How can mechatronics make engineers and their companies more productive and competitive?
- What tools do engineers use and how are projects managed?



### Key Editorial Coverage Areas Connect with Engineering Community

Answers to these pivotal engineering questions represent mainstay coverage in our key coverage areas. On the practical side, we cover the engineering tools of the trade — ideas, technologies and products. That content comes in the form of product stories, technology trends and advice. This combination of coverage yields directly applied practical information and the inspirational that fires the engineering imagination. While an engineer may not be working on the Boeing 787, they are fiercely curious as to how it and just about everything else works.

### Multimedia Formats Deliver More Content with More Depth

While our subscribers love our print magazine, there is no doubt online is the more efficient and versatile delivery platform. The Internet allows us to publish stories of any length at any minute of the day and the content also includes videos, webcasts, photo galleries and podcasts. It has also dramatically compressed the time between information gathering and publishing. Hence, we take a decidedly newsy and up-to-the minute approach to our coverage.

As editors, we take enormous pride in the journalism we practice and the honor of serving engineers everyday. We hope you find that reflected in the subjects we choose to cover and the subsequent treatment.

## Showcase Your Marketing Message in an Editorial Environment That Delivers Results.

*"Thank you for selecting Flex-Line as a Golden Mousetrap (Best Products) Finalist. As a long time reader of your publication, and a lifelong designer, it is an honor to know that Veysors™ is a finalist. We always strive to 'Re-think the obvious!'"*

— Rhett Rinne, Flex-Line Automation

## Webcasting and Traffic Driving

To address growing interest in RFID technology within the engineering community, Skyetek turned to *Design News* to promote a webcast they produced. Because the event's launch coincided with an industry tradeshow, Gareth Walter wanted to maximize his exposure to generate as much registration/sales leads as possible. *Design News*, in partnership with *EDN*, created an e-mail distribution of 100,000 subscribers in his target demographic. The event deployments ultimately generated 1,500 clicks to the event page, with a third of those people registering for the event.

*"Design News addressed our request quickly and made the process easy for us. The program achieved its objectives and overall, we were pleased with the results."*

— Gareth Walter,  
Skyetek

## Integrated Marketing

Tinnerman, a fastening and assembly company well established in the automotive industry, approached *Design News* about launching an integrated campaign to build awareness for their capabilities in other industries. Plotted over a seven month period, their program included display ads, advertorials, custom newsletters and other lead generation options. Just two months into the program, visitors to the Tinnerman website jumped from 30 per day to 300, with approximately 20 new prospects added to their database each week.

*"Pretty Impressive! This program is definitely working well for us and we hope to continue it into next year."*

— Mike Rouech,  
Phire Branding (agency for Tinnerman)

## Thought Leadership

In 2007, we developed a comprehensive multimedia resource for those who wanted to learn more about a growing trend in engineering, Mechatronics. A joint effort by *Design News*, *Control Engineering*, *EDN* and *Test & Measurement World*, the program grew to include a monthly magazine column, dedicated microsite, webcasts, supplements, eNewsletters and in-person seminar events. Expanding further in 2009, we will continue to enhance this program to target the community of engineering professionals and students. Throughout, sponsors have benefited from the position thought leader, as well as traffic driving and lead generation opportunities with a highly motivated audience.

*"Mechatronics is the Innovative approach to designing systems! I enjoyed the Expo, very thought provoking."*

— T.S., Product Development,  
Ford Motor Co.

Issue Date	Ad Close	SPECIAL FOCUS			TREND WATCH			SPECIAL EDITORIAL SECTION	VERTICAL SUPPLEMENTS	SPECIAL OPPORTUNITIES
		TECHNOLOGY	INDUSTRY/TRENDS	FLASH	MOTION CONTROL	MATERIALS	ELECTRONICS			
<b>January</b> Leaps in Technology	12/01/08	<ul style="list-style-type: none"> <li>• Electronics</li> <li>• Fastening/Joining/Assembly</li> <li>• Motion Control/Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Electronics</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Analog</li> </ul>	<ul style="list-style-type: none"> <li>• Motors</li> </ul>	<ul style="list-style-type: none"> <li>• Plastics</li> </ul>	<ul style="list-style-type: none"> <li>• DSPs</li> </ul>			
<b>February</b>	01/15/09	<ul style="list-style-type: none"> <li>• Electronics</li> <li>• Materials</li> <li>• Motion Control/Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Automotive</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Networking</li> </ul>	<ul style="list-style-type: none"> <li>• Controllers</li> </ul>	<ul style="list-style-type: none"> <li>• Metals</li> </ul>	<ul style="list-style-type: none"> <li>• Sensors</li> </ul>	<ul style="list-style-type: none"> <li>• Packaging Close: 01/08/09</li> <li>• Analog/Power Management Close: 01/08/09</li> <li>• Fluid Power/Power Transmission Close: 01/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• Mechatronics Close: 01/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• MDM West 2009/Pacific Design &amp; Manufacturing: Feb. 10-12</li> </ul>
<b>March</b> Renewable Energy	02/13/09	<ul style="list-style-type: none"> <li>• Electronics</li> <li>• Motion Control (Fluid Power)</li> <li>• Materials</li> </ul>	<ul style="list-style-type: none"> <li>• Packaging Equipment</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Digital</li> </ul>	<ul style="list-style-type: none"> <li>• Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Adhesives</li> </ul>	<ul style="list-style-type: none"> <li>• Analog</li> </ul>	<ul style="list-style-type: none"> <li>• Automotive/Automotive Electronics Close: 02/09/09</li> </ul>		<ul style="list-style-type: none"> <li>• Embedded Systems Conference: March 30-April 3</li> <li>• Literature Plus: Ad Close 02/09/09</li> </ul>
<b>April</b> Green Issue	03/13/09	<ul style="list-style-type: none"> <li>• Motion Control/Automation</li> <li>• Electronics</li> <li>• NPE Plastics Feature</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Electronics</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Power Management</li> </ul>	<ul style="list-style-type: none"> <li>• Fluid Power</li> </ul>	<ul style="list-style-type: none"> <li>• Ceramics</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded Computing</li> </ul>	<ul style="list-style-type: none"> <li>• Analog/Power Mgmt Close: 03/09/09</li> <li>• Fluid Power/Power Transmission Close: 03/09/09</li> </ul>	<ul style="list-style-type: none"> <li>• Motion Control/Automation Close: 03/09/09</li> </ul>	<ul style="list-style-type: none"> <li>• SAE World Congress: April 20-23</li> </ul>
<b>May</b> Sports Issue	04/15/09	<ul style="list-style-type: none"> <li>• Materials</li> <li>• Motion Control (Fluid Power)</li> <li>• Design Tools (CAD/CAM)</li> </ul>	<ul style="list-style-type: none"> <li>• Racing</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Sensors</li> </ul>	<ul style="list-style-type: none"> <li>• Amplifiers &amp; Drives</li> </ul>	<ul style="list-style-type: none"> <li>• Plastics</li> </ul>	<ul style="list-style-type: none"> <li>• LEDs</li> </ul>	<ul style="list-style-type: none"> <li>• Medical Close: 04/08/09</li> <li>• Analog/Power Management Close: 04/08/09</li> <li>• Sensors/Machine Vision Close: 04/08/09</li> </ul>		<ul style="list-style-type: none"> <li>• Green Engineering Conference</li> <li>• Sensors Expo: June 8-10</li> <li>• Mechatronics Expo</li> </ul>
<b>June</b>	05/15/09	<ul style="list-style-type: none"> <li>• Electronics</li> <li>• Motion Control/Automation</li> <li>• NPE Plastics Feature</li> </ul>	<ul style="list-style-type: none"> <li>• Automotive</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Hardware/Interconnect</li> </ul>	<ul style="list-style-type: none"> <li>• Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Fastening/Joining/Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Power Management</li> </ul>	<ul style="list-style-type: none"> <li>• Aerospace/Defense Close: 05/08/09</li> <li>• Fluid Power/Power Transmission Close: 05/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• Mechatronics Close: 05/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• Literature Plus: Ad Close 05/11/09</li> <li>• NPE 2009: June 22-26</li> </ul>
<b>July</b>	06/15/09	<ul style="list-style-type: none"> <li>• Direct Digital Manufacturing</li> <li>• Fastening/Joining/Assembly</li> <li>• Design News' Salary Survey</li> </ul>	<ul style="list-style-type: none"> <li>• Off-Highway/Agriculture</li> <li>• Mechatronics</li> <li>• Career &amp; Salary Report</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded Computing</li> </ul>	<ul style="list-style-type: none"> <li>• Mechanical Components</li> </ul>	<ul style="list-style-type: none"> <li>• Rapid Prototyping</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded Operating Systems</li> </ul>		<ul style="list-style-type: none"> <li>• Motion Control/Automation Close: 06/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• Research: Advertising Feedback Study</li> <li>• Semicon West: July 14-16</li> </ul>
<b>August</b>	07/15/09	<ul style="list-style-type: none"> <li>• Electronics</li> <li>• Computer Hardware</li> <li>• Motion Control/Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Packaging Equipment</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Digital</li> </ul>	<ul style="list-style-type: none"> <li>• Motors</li> </ul>	<ul style="list-style-type: none"> <li>• Metal Injection Molding</li> </ul>	<ul style="list-style-type: none"> <li>• DSPs</li> </ul>	<ul style="list-style-type: none"> <li>• Analog/Power Management Close: 07/08/09</li> <li>• Sensors/Machine Vision Close: 07/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• Trend Watch: Materials, Fastening, Joining &amp; Assembly Close: 07/08/09</li> <li>Distribution: Assembly Tech Expo</li> </ul>	
<b>September</b> Engineer of the Year/Golden Mousetrap Awards	08/14/09	<ul style="list-style-type: none"> <li>• Engineer of the Year</li> <li>• Annual Awards Issue (Covering Electronics, Materials, Fluid Power, Motion Control/Automation, Materials, Fastening/Joining/Assembly and Design Tools)</li> </ul>	<ul style="list-style-type: none"> <li>• Aerospace</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Sensors</li> </ul>	<ul style="list-style-type: none"> <li>• Controllers</li> </ul>	<ul style="list-style-type: none"> <li>• Polymers</li> </ul>	<ul style="list-style-type: none"> <li>• Sensors</li> </ul>	<ul style="list-style-type: none"> <li>• Packaging Close: 08/07/09</li> <li>• Analog/Power Mgmt Close: 08/07/09</li> <li>• Fluid Power/Power Transmission Close: 08/07/09</li> </ul>	<ul style="list-style-type: none"> <li>• Mechatronics Close: 08/07/09</li> </ul>	<ul style="list-style-type: none"> <li>• National Manufacturing Week: Sept. 22-24</li> <li>• Assembly Tech Expo: Sept. 22-24</li> <li>• Literature Plus: Ad Close 09/08/09</li> <li>• Pack Expo: Oct. 5-9</li> </ul>
<b>October</b> Renewable Energy	09/15/09	<ul style="list-style-type: none"> <li>• Motion Control/Automation</li> <li>• Materials</li> <li>• Electronics</li> </ul>	<ul style="list-style-type: none"> <li>• Medical</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Analog</li> </ul>	<ul style="list-style-type: none"> <li>• Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Green Plastics</li> </ul>	<ul style="list-style-type: none"> <li>• Analog</li> </ul>	<ul style="list-style-type: none"> <li>• Fluid Power/Power Transmission Close: 09/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• Trend Watch: Electronics Close: 09/08/09</li> </ul>	
<b>November</b> Green Issue	10/15/09	<ul style="list-style-type: none"> <li>• Motion Control/Automation</li> <li>• Materials</li> <li>• Design Tools (CAD/CAM)</li> </ul>	<ul style="list-style-type: none"> <li>• Packaging Equipment</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Networking</li> </ul>	<ul style="list-style-type: none"> <li>• Fluid Power</li> </ul>	<ul style="list-style-type: none"> <li>• Fastening/Joining/Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded Computing</li> </ul>	<ul style="list-style-type: none"> <li>• Analog/Power Mgmt Close: 10/08/09</li> <li>• Fluid Power/Power Transmission Close: 10/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• Trend Watch: Motion Control/Automation Close: 10/08/09</li> </ul>	<ul style="list-style-type: none"> <li>• Mechatronics Expo</li> </ul>
<b>December</b>	11/13/09	<ul style="list-style-type: none"> <li>• Electronics</li> <li>• Motion Control (Fluid Power)</li> <li>• Fastening/Joining/Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Electronics</li> <li>• Mechatronics</li> </ul>	<ul style="list-style-type: none"> <li>• Power Management</li> </ul>	<ul style="list-style-type: none"> <li>• Mechanical Components</li> </ul>	<ul style="list-style-type: none"> <li>• Metals</li> </ul>	<ul style="list-style-type: none"> <li>• Sensors</li> </ul>	<ul style="list-style-type: none"> <li>• Medical Close: 11/09/09</li> </ul>	<ul style="list-style-type: none"> <li>• Mechatronics Close: 11/09/09</li> </ul>	<ul style="list-style-type: none"> <li>• Literature Plus: Ad Close 11/09/09</li> <li>• Research: Advertising Feedback Study</li> </ul>

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