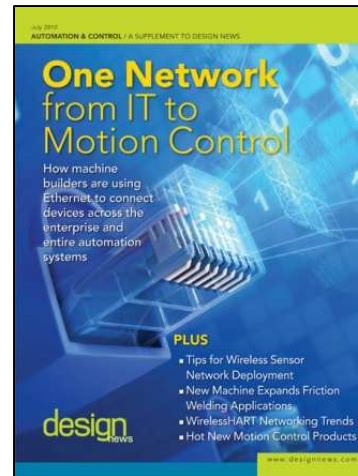


# 2011 Special Editorial Reports

## SPECIAL VERTICAL EDITORIAL SECTIONS

*Design News* vertical supplements cover new technology and engineering trends in the major markets within the industrial sector.

These special reports deliver a comprehensive vertical audience of design engineers, electrical engineers, plant engineers, purchasing agents, and manufacturing engineers.

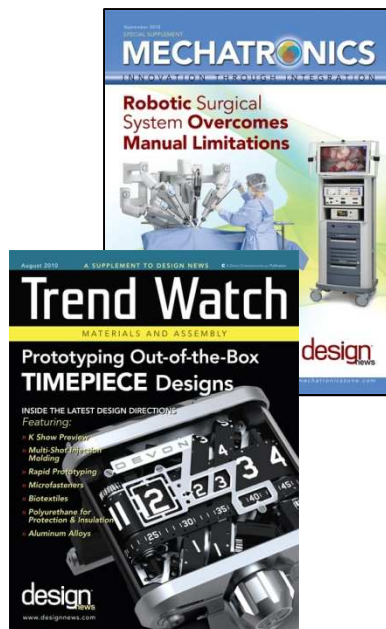


## Reach More of the Audience That Counts

Vertical supplements also reach buyers and specifiers from *EDN*, *Packaging Digest*, *TMW*, *Medical Product Manufacturing*, and *Medical & Diagnostic Industry*, giving your advertising message even greater reach.

## MECHATRONICS

Featuring editorial content both in print and online from a wide range of industry experts, this supplement delivers your marketing message alongside real-world case studies of the challenges facing engineers today. Includes circulation from *Control Engineering*, *EDN*, and *Test & Measurement World*.



## TREND WATCH

*Design News' Trend Watch 2011* is the go-to resource for design engineers looking for the latest applications and developments in Automation & Control, Electronics, Materials & Assembly, Sensors & Machine Vision, and Medical Technologies.

Market	Circulation	Issue Date	Ad Close	Full-page & Advertorial	2/3 Page	Half Island	Half Page	1/3 Page	1/4 Page
Medical	50,000 <sup>4</sup>	Feb	1/10/11	\$5,780	\$4,326	\$3,850	\$3,366	\$2,479	\$1,885
Mechatronics	100,000 <sup>5</sup>	Feb	1/10/11	\$7,065	\$6,063	\$5,343	4,892	\$3,150	\$2,180
<i>Trend Watch: Sensors / Machine Vision</i>	60,000	March	2/8/11	\$6,417	\$4,815	\$4,329	\$3,738	\$2,730	\$2,070
Automation & Control	100,000 <sup>1</sup>	April	3/8/11	\$7,065	\$6,063	\$5,343	\$4,892	\$3,150	\$2,180
<i>Trend Watch: Medical</i>	50,000 <sup>4</sup>	May	4/8/11	\$5,780	\$4,326	\$3,850	\$3,366	\$2,479	\$1,885
Mechatronics	100,000 <sup>5</sup>	June	5/9/11	\$7,065	\$6,063	\$5,343	\$4,892	\$3,150	\$2,180
Aerospace & Defense	50,000	June	5/9/11	\$6,120	\$4,581	\$4,077	\$3,553	\$2,605	\$1,985
Automation & Control	100,000 <sup>1</sup>	July	6/9/11	\$7,065	\$6,063	\$5,343	\$4,892	\$3,150	\$2,180
<i>Trend Watch: Materials &amp; Assembly</i>	100,000	Aug	7/8/11	\$7,065	\$6,063	\$5,343	\$4,892	\$3,150	\$2,180
Packaging	50,000 <sup>2</sup>	Sept	8/9/11	\$6,120	\$4,581	\$4,077	\$3,553	\$2,605	\$1,985
Mechatronics	100,000 <sup>5</sup>	Sept	8/9/11	\$7,065	\$6,063	\$5,343	\$4,892	\$3,150	\$2,180
<i>Trend Watch: Electronics</i>	100,000 <sup>3</sup>	Oct	9/9/11	\$7,065	\$6,063	\$5,343	\$4,892	\$3,150	\$2,180
<i>Trend Watch: Automation &amp; Controls</i>	100,000 <sup>1</sup>	Nov	10/9/11	\$7,065	\$6,063	\$5,343	\$4,892	\$3,150	\$2,180
Medical Technology	50,000 <sup>4</sup>	Dec	11/9/11	\$5,780	\$4,326	\$3,850	\$3,366	\$2,479	\$1,885
Mechatronics	100,000 <sup>5</sup>	Dec	11/9/11	\$7,065	\$6,063	\$5,343	\$4,892	\$3,150	\$2,180

**All rates gross. Circulation includes distribution to indicated publications:** *Control Engineering*,<sup>1</sup> *Packaging Digest*,<sup>2</sup> *EDN*,<sup>3</sup> *Medical Product Manufacturing* and *Medical & Diagnostic*.<sup>4</sup> All *Mechatronics*<sup>5</sup> issues include circulation from *Control Engineering*, *Test & Measurement World*, and *EDN* magazines. All issues reach digital edition circ of 29,888 plus bonus digital edition of 61,440.

## BONUS DISTRIBUTION

<b>March</b>	<i>Trend Watch:</i> Sensors/Machine Vision	Sensors Expo, Rosemont, IL June 6-8, 2011
<b>May</b>	<i>Trend Watch:</i> Medical	MDM East, New York, NY June 7-9, 2011
<b>June</b>	Mechatronics	Semicon West, San Francisco, CA July 12-14
<b>July</b>	Automation & Control	MDM Midwest, Rosemont, IL Sept 20-22
<b>Aug</b>	<i>Trend Watch:</i> Materials & Assembly	Assembly Tech Expo, Rosemont, IL Sept 20-22
<b>Sept</b>	Packaging	Pack Expo, Las Vegas, NV Sept 26-28
<b>Dec</b>	Medical	MDM West 2012 Anaheim, CA

## 2011 Special Editorial Reports

### ADVERTISING SIZE SPECIFICATIONS

Publication trim size: 7-7/8" x 10 1/2". Space available in standard A/A forms.

<b>Size</b>	<b>Non-bleed</b>	<b>Bleed</b>
Spread	15" x 10"	16" x 10-3/4"
Full-page	7" x 10"	8-1/8" x 10-3/4"
2/3-page	4-1/2" x 10"	5-1/8" x 10-3/4"
1/2-page island	4-1/2" x 7-1/2"	not available
1/2-page vertical	3-3/8" x 10"	4" x 10-3/4"
1/2-page horizontal	7" x 4-5/8"	not available
1/3-page square	4-1/2" x 4-5/8"	not available
1/3-page vertical	2-1/4" x 10"	2-7/8" x 10-3/4"
1/4-page	3-3/8" x 4-5/8"	not available

For more information or to reserve space, contact Mike Paul, Supplement Sales Manager, at (781) 869-7965 or [michael.paul@cancom.com](mailto:michael.paul@cancom.com).