

2008 INDUSTRIAL EQUIPMENT NEWS

Editorial Calendar & Planning Guide

MARKETS SERVED	MFG/PRODUCTION	DESIGN/OEM	MAINTENANCE/REPAIR	SAFETY	MATERIAL HANDLING	AUTOMATION	ASSEMBLY	MARKETING SERVICES
JANUARY Ad Close: 12/3 Edit Close: 11/5								Online Company Profile: Jan/Feb/Mar
Motors & Controls	●	●	●		●	●		Automation Category Advertisers
Rugged PCs	●		●					
CAD/CAM Center	●	●				●		
Reader's Choice Best Brands	●	●	●	●	●	●	●	
FEBRUARY Ad Close: 1/1 Edit Close: 12/5								Harvey Research
Fastening & Joining	●	●	●				●	Ad Study
Quality & Inspection	●	●	●	●		●	●	
Safety Supplies & Equipment	●	●	●	●		●		
MARCH Ad Close: 2/1 Edit Close: 1/4								Did You Buy? e-Survey
Advanced Manufacturing (AM Expo)	●	●	●			●		Pump Advertisers
Lighting & HVAC/R			●	●				HVAC/R Advertisers
CAD/CAM Center	●	●	●	●	●	●		Compressor Advertisers
APRIL Ad Close: 3/3 Edit Close: 2/5								Online Company Profile: Apr/May/Jun
Material Handling (NA 2008)	●			●	●	●		Material Handling Category Advertisers
Precision Motors & Controls	●	●				●		
Parts & Materials Management			●		●	●	●	
MAY Ad Close: 4/1 Edit Close: 3/5								Harvey Research
Industrial Computing	●					●		Ad Study
Hydraulics & Pneumatics	●	●	●	●		●	●	
CAD/CAM Center	●	●				●		
JUNE Ad Close: 5/1 Edit Close: 4/4								Did You Buy? e-Survey
Sensors & Transducers (Sensors Expo)	●	●				●		Sensor Advertisers
Facility Security			●	●		●		Transducer Advertisers
Programmable Controls	●	●	●		●	●		PLC Advertisers
JULY Ad Close: 6/3 Edit Close: 5/5								Online Company Profile: Jul/Aug/Sep
Mechanical Power Transmission	●	●	●	●	●	●		Safety Category Advertisers
Industrial Networking	●		●			●		
CAD/CAM Center	●	●				●		
AUGUST Ad Close: 7/1 Edit Close: 6/5								Harvey Research
Handheld Test & Measurement	●		●	●				Ad Study
Piping, Valves, Fittings & Tubing		●	●	●			●	
Robotics & Vision	●	●			●	●	●	
SEPTEMBER Ad Close: 8/3 Edit Close: 7/4								Did You Buy? e-Survey
Machine Tools & Metalworking (IMTS)	●				●	●		RFID Equipment Advertisers
National Manufacturing Week								Vehicle Advertisers
<i>Assembly (NMW)</i>	●					●	●	Machine Tool Advertisers
<i>Design Engineering (NMW)</i>		●					●	
<i>Automation (NMW)</i>	●		●	●	●	●	●	
<i>Plant Engineering & Maintenance (NMW)</i>	●		●	●			●	
Innovation Award Nominees	●	●	●	●	●	●	●	
OCTOBER Ad Close: 9/1 Edit Close: 8/7								Online Company Profile: Oct/Nov/Dec
Instrumentation & Control	●		●	●		●		Assembly Category Advertisers
Bar Coding & RFID	●	●	●	●	●	●	●	
Condition/Vibration Monitoring	●		●	●				
NOVEMBER Ad Close: 10/1 Edit Close: 9/5								Harvey Research
Packaging Equipment (Pack Expo)	●				●	●		Ad Study
Leak & Pressure Testing			●	●			●	
CAD/CAM Center	●	●				●		
DECEMBER Ad Close: 11/3 Edit Close: 10/6								Did You Buy? e-Survey
Hydraulics & Pneumatics	●	●	●	●		●	●	Tubing & Fitting Advertisers
Electrical Safety & Security		●	●	●				Hydraulic Lift Advertisers
Innovation Award Winners	●	●	●	●	●	●	●	Wiring Device Advertisers