

# 2010

## Editorial Calendar



Issue Date	Technology Coverage	Industry Focus	Product Spotlight	Engineer's Choice	Issue Date	Technology Coverage	Industry Focus	Product Spotlight	Engineer's Choice
<b>JANUARY 14</b> Ad Close: Dec 17 <i>Bonus Distribution: Pacific Design Show/MD&amp;M, 2/9-11, Anaheim, Calif.</i>	Electrical/Electronic Tech Guide Rapid Prototyping Fluid Power	Medical	Pumps & Compressors	Battlefield Innovations	<b>JULY 8</b> Ad Close: June 10 <i>Bonus Distribution: Semicon West, 7/13-15, San Francisco, Calif.</i>	Test & Instrumentation Tech Guide Rapid Prototyping Fluid Power	Semiconductors	Machine Vision	OEM Services: Precision Metal Forming
<b>FEBRUARY 4</b> Ad Close: Jan 7	Motion Control Special Issue Mechanical Sensing	Automation	Linear Motion Components	OEM Services: Subassembly & Test	<b>AUGUST 12</b> Ad Close: July 15	Energy Special Issue Materials CAD/CAM	Transportation	Power Storage & Management	HOT TECHNOLOGY
<b>FEBRUARY 18</b> Ad Close: Jan 21	Materials Tech Guide Fastening & Joining Connectivity	Aerospace & Defense	Sensors & Transducers	Recreation Equipment	<b>AUGUST 26</b> Ad Close: July 29 <i>Bonus Distribution: International Manufacturing Technology Show (IMTS), 9/13-18, Chicago, Ill.</i>	Advanced Manufacturing Tech Guide Connectivity Motion	Machine Tool	Gearing & Gearmotors	OEM Services: Molding & Extruding
<b>MARCH 4</b> Ad Close: Feb 4	Mechanical Design Tech Guide Test & Instrumentation Flow Control	Packaging	Enclosures	OEM Services: Contract Manufacturing	<b>SEPTEMBER 9</b> Ad Close: August 12 <i>Bonus Distribution: Midwest Design Show/MD&amp;M, 9/22-24, Rosemont, Ill.</i>	Sensing & Control Tech Guide Materials Fastening & Joining	Medical	Fluid Connectors & Seals	Health & Fitness
<b>MARCH 18</b> Ad Close: Feb 18	Fluid Power Tech Guide Sensing & Control CAD/CAM	Off-Highway	Plastics & Elastomers	Future Technology	<b>SEPTEMBER 23</b> Ad Close: August 26	Fluid Power Tech Guide Test & Instrumentation CAD/CAM	Off-Highway	Sensors & Switches	OEM Services: Design Optimization
<b>APRIL 8</b> Ad Close: March 11	Motion Tech Guide Mechanical Materials	Transportation	Relays & Switches	OEM Services: Micro Molding	<b>OCTOBER 7</b> Ad Close: September 9	Mechanical Tech Guide Mechanical Materials	Packaging	Cylinders & Valves	HOW TO
<b>APRIL 22</b> Ad Close: March 25	Fastening & Joining Tech Guide Pneumatics Rapid Prototyping	Alternative Energy	Bearings & Guides	Salary Survey	<b>OCTOBER 21</b> Ad Close: September 23 <i>Bonus Distribution: Pack Expo, 10/31-11/3, Chicago, Ill.</i>	Pneumatics Tech Guide Mechanical Temperature Control	Food & Beverage	Electric Motors	OEM Services: Compliance Testing
<b>MAY 6</b> Ad Close: April 8	CAD/CAM Tech Guide Flow Control Test & Instrumentation	Lab Automation	Hose & Connectors	OEM Services: Contract Manufacturing	<b>NOVEMBER 4</b> Ad Close: October 7	Electrical/Electronic Tech Guide Fastening & Joining Materials	Aerospace & Defense Components	Linear Motion Update	Continuing Education
<b>MAY 20</b> Ad Close: April 22 <i>Bonus Distribution: Atlantic Design Show/MD&amp;M, 6/8-10, New York</i>	Motors & Drives Tech Guide Fastening & Joining Hydraulics	Medical	Safety Sensors & Networks	Indy 500	<b>NOVEMBER 18</b> Ad Close: October 21	CAD/CAM Tech Guide Connectivity Fluid Power	Transportation	Lubes & Seals	OEM Services: Prototyping
<b>JUNE 10</b> Ad Close: May 13	Electrical/Electronic Tech Guide Temperature Control Mechanical	Aerospace & Defense	Gears & Mechanical Drives	OEM Services: Stamping & Cutting	<b>DECEMBER 9</b> Ad Close: November 11	Motion Special Issue Sensing & Control Mechanical	Medical	Bearings & Guides	Medical Marvels
<b>JUNE 24</b> Ad Close: May 27	Motion Control Special Issue Fluid Power Sensing	Automation	Cable & Cable Carriers	First Robotics Competition	<b>DECEMBER 23</b> Ad Close: November 24	OEM Engineer's Project Handbook	Basics of Engineering/Materials Selector/Product Locator/Literature Links		

AIM READERSHIP STUDIES: January 14, April 22, July 8, November 4