

ASSEMBLY 2012 EDITORIAL CALENDAR

ISSUE: AD CLOSE:	JANUARY 12/5/2011	FEBRUARY 1/6/2012	MARCH 2/6/2012	APRIL 3/5/2012	MAY 4/6/2012	JUNE 5/7/2012
PRIMARY FEATURE	Medical Device Assembly	Robotics	Machinery Industry Report	Automotive Assembly	Energy Industry Report	Appliance Assembly
Additional Features	<ul style="list-style-type: none"> Riveting Dispensing Sensors 	<ul style="list-style-type: none"> Conveyors Screwdriving Welding 	<ul style="list-style-type: none"> Automated Assembly Test and Inspection Motion Control 	<ul style="list-style-type: none"> Vision Systems Adhesives Fasteners 	<ul style="list-style-type: none"> Presses Material Handling Leak Testing 	<ul style="list-style-type: none"> Power Tools Plastics Assembly Workstations
Technology Columns	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Fastening On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Adhesives Shipulski on Design 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Medical Device Assembly Automated Assembly On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Welding Shipulski on Design 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Fastening On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Medical Device Assembly Adhesives Shipulski on Design
Assembly in Action	<ul style="list-style-type: none"> Welding Robots Motion Control 	<ul style="list-style-type: none"> Riveting Curing Systems Wire Processing 	<ul style="list-style-type: none"> Dispensing Plastics Assembly Sensors 	<ul style="list-style-type: none"> Workstations Conveyors Pneumatics 	<ul style="list-style-type: none"> Vision Systems Soldering Adhesives 	<ul style="list-style-type: none"> Fasteners Conveyors Auto ID
Assembly Products	<ul style="list-style-type: none"> Soldering Adhesives Assembly Machines 	<ul style="list-style-type: none"> Fasteners Modular Framing Leak Testing 	<ul style="list-style-type: none"> Adhesives Screwdriving Presses 	<ul style="list-style-type: none"> Robotics Riveting Power Tools 	<ul style="list-style-type: none"> Welding Conveyors Dispensing 	<ul style="list-style-type: none"> Process Monitoring Vision Systems Wire Processing
Special Issues and Events	Wire Processing Supplement	ASSEMBLY China Edition	HOW-TO GUIDE AD CLOSE: 1/27/2012	Wire Processing Supplement	ASSEMBLY China Edition May 2	ASSEMBLY & AUTOMATION TECHNOLOGY EXPO Show Directory
Marketing Opportunities & Extra Values	Buy 1 Ad, Get Another January Ad FREE	FREE Case History	2-pg spread in How-to Guide only \$3,000 net	Lead ADvantage FREE Case History	FREE Get to Know Us!	Advertise in BOTH the Buyers Guide and Company Profile
E-Newsletters	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Screwdriving 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Dispensing 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Metal & Plastic Welding 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Automated Assembly 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Adhesives 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Presses
Additional Marketing Tools	E-Inserts	Product Review Webinar: Medical	Medical Observation	E-Inserts	Product Review Webinar: Wire	Medical Observation
Bonus Distribution	Robotics, Vision and Motion Control Forums , Jan. 18-20, Orlando, FL ATX West Feb. 14-16 Anaheim, CA* WHMA Conference , Feb. 15-17, Buena Vista, FL	IPC APEX Feb. 28-Mar. 1 San Diego ATX Texas Mar. 14-15 Ft. Worth, TX* Quality Expo Mar. 14-15 Ft. Worth, TX		SAE World Congress April 24-26, Detroit ATX South , May 2-3, Charlotte, NC* The Vision Show May 8-10, Boston Wire Processing Show , May 9-10, Milwaukee	ATX East May 22-24 Philadelphia Automatica May 22-25 Munich, Germany	Assembly & Automation Technology Expo June 19-21 Chicago 

BUYERS GUIDE 5/17/2012	JULY 6/4/2012	AUGUST 7/6/2012	SEPTEMBER 8/6/2012	OCTOBER 9/6/2012	NOVEMBER 10/5/2012	DECEMBER 11/5/2012
ASSEMBLY Buyers Guide	Aerospace Assembly	Commercial Vehicle Industry Report	Robotics	Medical Device Assembly	Defense Contractor Industry Report	Energy Industry Report
<ul style="list-style-type: none"> Shows and Conferences Trade Associations and Professional Societies 	<ul style="list-style-type: none"> State of the Profession Dispensing Screwdriving 	<ul style="list-style-type: none"> Riveting Adhesives Part Marking & ID 	<ul style="list-style-type: none"> Automated Assembly Presses Motion Control 	<ul style="list-style-type: none"> Plant of the Year Welding Fasteners 	<ul style="list-style-type: none"> Plastics Assembly Vision Systems Torque Control 	<ul style="list-style-type: none"> Capital Spending Survey Robot End Effectors Test and Inspection
2012 Buyers Guide	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Automated Assembly On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Welding Shipulski on Design 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Medical Device Assembly Fastening On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Adhesives Shipulski on Design 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Automated Assembly On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Medical Device Assembly Welding Shipulski on Design
	<ul style="list-style-type: none"> Adhesives Leak Testing Motion Control 	<ul style="list-style-type: none"> Power Tools Robots Modular Framing 	<ul style="list-style-type: none"> Plastics Assembly Sensors Wire Processing 	<ul style="list-style-type: none"> Presses Motion Control Plastics Assembly 	<ul style="list-style-type: none"> Conveyors Dispensing Test Equipment 	<ul style="list-style-type: none"> Soldering Vision Systems Fasteners
	<ul style="list-style-type: none"> Sensors Fasteners Conveyors 	<ul style="list-style-type: none"> Workstations Plastics Assembly Dispensing 	<ul style="list-style-type: none"> Conveyors Vision Systems Soldering 	<ul style="list-style-type: none"> Welding Assembly Machines Curing Systems 	<ul style="list-style-type: none"> Brazing Robots Presses 	<ul style="list-style-type: none"> Wire Processing Adhesives Power Tools
	Wire Processing Supplement	ASSEMBLY China Edition		Wire Processing Supplement	ASSEMBLY China Edition	
<p>Read the June issue and get a FREE 1/2 page in the Buyers Guide</p>	Lead ADvantage	FREE Case History		Lead ADvantage	FREE Case History	FREE Looking Forward - 2013 Preview
<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Robotics 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Conveyors 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Conveyors 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Vision and Sensors 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Power Tools 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Workstations 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: In-line Testing
E-Inserts Product Review			Medical Observation	Product Review Webinar: Medical	E-Inserts	Medical Observation
		SAE Commercial Vehicle Exhibition Mid-September Rosemont, IL IMTS Sept. 10-15 Rosemont, IL*		MD&M Minneapolis Oct. 31-Nov. 1 Minneapolis ATX Montreal Nov. 14-15 Montreal FABTECH International Nov. 12-14, Las Vegas		