

EDITORIAL CALENDAR

MONTH	EDIT DEADLINE	MATERIALS DEADLINE	FEATURED TOPICS	MAIN COVERAGE			GUIDES & SERIES	SPECIAL/BONUS DISTRIBUTION*
JANUARY	15-Nov	10-Dec	REACH: Is Green Good?	Placement Components/Packaging Cleaning Screen Printing	Dispensing Test/Inspection Selective Soldering Lean Manufacturing	Equipment Advances Procurement	Solar Technologies	Pan Pac Symposium
FEBRUARY	15-Dec	10-Jan	Trading Places: A Look at Trade Groups	Soldering Materials Equipment Advances Test/Inspection	Wave Soldering Cleaning Screen Printing	Placement Hand Soldering	SMTA Series	Electronics West Southwest Design-2-Part Show
MARCH	14-Jan	10-Feb	The CIRCUITS ASSEMBLY Top 50 EMS Companies	Components/Packaging Cleaning Screen Printing Test/Inspection	Equipment Advances Wave Soldering Lean Manufacturing Reflow Soldering	University/Consortium Research		IPC Apex/Expo Product Preview Nepcon China Product Preview SMT/Hybrid/Packaging Product Preview VIRTUAL PCB Southeast Design-2-Part Show
APRIL	15-Feb	10-Mar	LEDs: Bright Ideas	Test/Inspection Procurement Equipment Advances Placement Screen Printing	Wave Soldering Reflow Soldering Cleaning Dispensing ESD	The 2011 Service Excellence and NPI Awards	Solar Technologies	IPC Apex/Expo Show Issue Nepcon China Product Preview SMT/Hybrid/Packaging Product Electronics New England Show Issue SMTA Atlanta Show Issue Mid-Atlantic Design-2-Part Show Greater Chicago Design-2-Part Show
MAY	15-Mar	10-Apr	Good Fits: All About Connectors	Components/Packaging Cleaning Procurement	Screen Printing Test/Inspection Equipment Advances	Wave Soldering Reflow Soldering Lean Manufacturing	SMTA Series	Northern California Design-2-Part Show
JUNE	15-Apr	10-May	Alternative Energies and EMS	Reflow Soldering Procurement Equipment Advances	Cleaning Screen Printing Wave Soldering	Test/Inspection Dispensing Placement		SEMICON West Product Preview
JULY	16-May	10-June	Mixed Up: Loading the Factory	Components/Packaging Cleaning Procurement Screen Printing	Test/Inspection Equipment Advances Cleaning Placement	Wave Soldering Reflow Soldering Lean Manufacturing	Solar Technologies	SEMICON West Show Issue
AUGUST	15-Jun	10-July	Pay for Performance: The Circuits Assembly Salary Survey	Reflow Soldering Placement Test/Inspection	Equipment Advances Wave Soldering Procurement	Cleaning Placement Screen Printing	SMTA Series	IPC Midwest Product Preview Nepcon South China Product Preview
SEPTEMBER	15-Jul	10-Aug	Speed Thrills: Supply Chain Practices	Components/Packaging Cleaning Procurement	Test/Inspection Screen Printing Wave Soldering	Reflow Soldering Lean Manufacturing Equipment Advances	Routing CAD	PCB West Show Issue SMTAI Product Preview IPC Midwest Show Issue Assembly Technology Expo Show Issue
OCTOBER	15-Aug	10-Sept	Packaged Goods: New Part Types	Screen Printing Procurement Equipment Advances Test/Inspection	Dispensing Placement Wave Soldering Reflow Soldering	Cleaning University/Consortium Research Components/Packaging	Solar Technologies	SMTAI Show Issue Mexitronica Show Issue Productronica Product Preview
NOVEMBER	15-Sep	10-Oct	Heavy Metal: Soldering Status	Cleaning PCB Procurement Screen Printing Test/Inspection	Equipment Advances Reflow Soldering Wave Soldering Lean Manufacturing	Placement ESD	SMTA Series	Productronica Show Issue
DECEMBER	16-Oct	10-Nov	EMS Company of the Year	Screen Printing Procurement Equipment Advances	Test/Inspection Reflow Soldering Wave Soldering	Cleaning Dispensing		HKPCA Show Issue

ATTENTION ADVERTISERS: We do profiles! Contact Mike Buetow (617-327-4702) about editor site visits.

*Subject to change.

CIRCUITS ASSEMBLY

Editorial Calendar & Audience Profile



FREE TO ALL SHOW ISSUE ADVERTISERS

A new product release included in our show preview email blast, sent to our opt-in subscribers. Release includes up to 250 words, a photo (optional), and booth number.

SHOWS WE SUPPORT

- Design-2-Part Shows
- Electronics Assembly Show/Assembly Technology Expo
- Electronics New England
- IPC Apex
- IPC Midwest
- Mexitronica
- Nepcon China (Shanghai)/EMT China
- Nepcon South China (Shenzhen)/EMT South China
- PCB West
- SemiCon West
- SMTA International
- SMTA Pan Pacific Symposium
- SMTA Atlanta
- SMT/Hybrid/Packaging
- VIRTUAL PCB

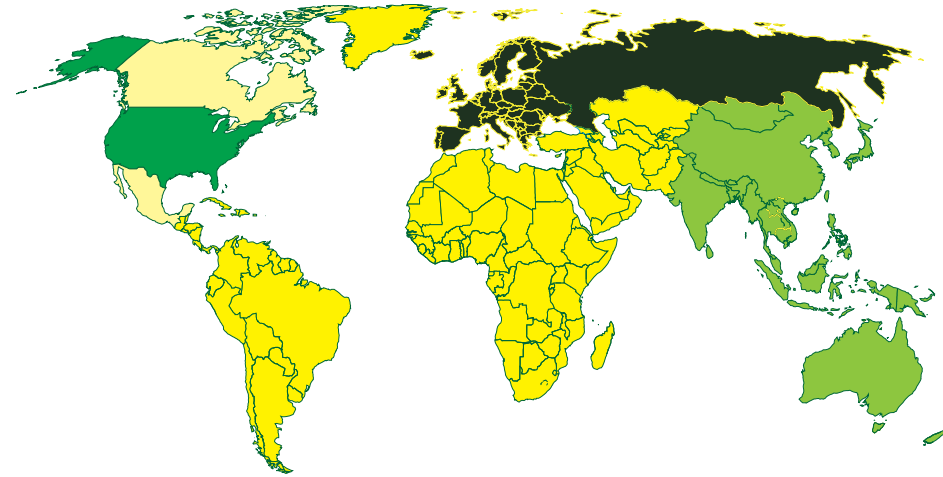
AUDIENCE PROFILE

CIRCUITS ASSEMBLY subscribers are the electronics assemblers that you want to reach with your market message. They are the corporate managers and executives; engineers and engineering managers. They are industry leaders. Movers and shakers. Decision-makers with the authority to recommend or buy your product and services.

Within the US, our **subscribers request CIRCUITS ASSEMBLY** in print, digital – or both – and it is our philosophy to deliver this information **in a format that they prefer**. We serve our qualified non-US subscribers with digital to ensure timely receipt and avoid deliverability issues.

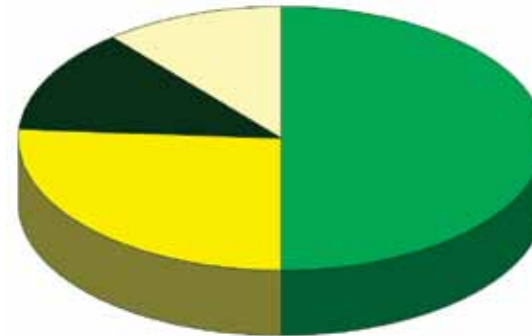
For more information:
Krista Fabian
kfabian@upmediagroup.com
p: 302-519-4064

WORLDWIDE SUBSCRIBER BASE



US:	17,000	■
Asia:	7,417	■
Europe:	4,286	■
Canada and Mexico:	2,456	■
Other International:	841	■

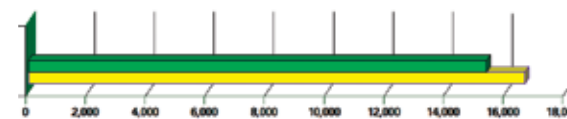
CIRCUITS ASSEMBLY REACHES KEY DECISION-MAKERS IN ELECTRONICS ASSEMBLY



Process/production/manufacturing/engineering	50%	■
Corporate/engineering management	26%	■
Engineering support/RD/Quality control, assurance, engineering, production, testing	13%	■
PWB process/design and other design	11%	■

Source: Publisher's own data, September 2010

TOTAL CIRCULATION: 32,000



OEM:	15,360	48%	■
EMS/contract manufacturer:	16,640	52%	■

CIRCUITS ASSEMBLY READERS BUY/SPECIFY/INFLUENCE PURCHASE OF:

Assembly equipment/components/materials/software/services	27,147	■
Assembly inspection/test equipment	22,263	■
PWB (bare board) inspection/test equipment	21,290	■
Antistatic/clean room equipment/materials	18,338	■

Source: Publisher's own data, Sept. 15, 2010