

ABC PRELIMINARY MARKETING RESEARCH - TRADE SHOWS

NAME	DATES AND LOCATION	WEB SITE	COST TO EXHIBIT (10ft. x 10ft.)	TOTAL # OF ATTENDEES	COST PER ATTENDEE	# TARGETED DECISION MAKERS	COST PER DECISIONMAKER	OTHER NOTES
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GENERAL -- TESTING AND REGISTRATION

TOTAL DESIGN SOLUTIONS	Northeast April 10-11 Hartford, CT Midwest Oct 8-10 Cleveland, OH West Nov. 5-7 Santa Clara, CA	proshows.com	\$1,700	N/A	N/A	N/A	N/A	Serves the OEM industry. Test and Inspection is a featured product. Sponsors include Machine Design. Attendees are from the automotive, aerospace/defense/military, electronics, and telecomm industries.
ESTECH 2002	May 18-21, 2003 Phoenix, AZ	iest.org	\$2,200	N/A	N/A	N/A	N/A	Conference focuses on contamination control and design, test and evaluation/product reliability.
NATIONAL MANUFACTURING WEEK	March 18-21 Chicago, IL	manufacturingweek.com	\$3,050	45,741	\$0.06	N/A	N/A	Four distinct areas: Industrial Enterprise IT, Design Engineering, Industrial Automation, and Plant Engineering MRO & Management. Media coverage by 210 outlets including Compliance Magazine, Control Engineering, Design News, EE Times, Mchine Design, Product Design and Dev and Quality.

VERTICAL MARKETS -- TESTING

AEROSPACE AND DEFENSE

AEROSPACE EXPO CONFERENCE AND EXHIBITION	October 1-3, 2002 Los Angeles, CA	awgnet.com	\$1,900	N/A	N/A	N/A	N/A	Includes the OEM/Supplier conference, designed for aerospace companies involved in the supply chain. Garwood and Wyle exhibiting.
AIAA GLOBAL AIR AND SPACE INTERNATIONAL BUSINESS FORUM AND EXHIBITION	April 23-24, 2002 Arlington, VA	aiaa.org	\$400 to attend	N/A	N/A	N/A	N/A	Organized by the American Institute of Aeronautics and Astronautics (AIAA), in cooperation with the Aerospace Industries Association (AIA), and the Aviation Week Group.
SAE WORLD AVIATION CONGRESS AND EXHIBITION	November 5-7, 2002 Phoenix, AZ	sae.org.wac	\$1,000 per tabletop display	N/A	N/A	N/A	N/A	Organized by the Society of Automotive Engineers (SAE). Includes industry leaders involved in aircraft design, development, operation and research.
SAE AEROSPACE MANUFACTURING TECHNOLOGY CONFERENCE AND EXHIBITION	June 3-5, 2002 Hartford, CT	sae.org.amtc	\$1,500	N/A	N/A	N/A	N/A	Organized by the Society of Automotive Engineers (SAE). Attendees include designers, engineers, and management in the aerospace manufacturing industry.

TRANSPORTATION

SAE 2002 WORLD CONGRESS	March 4-7, 2002 Detroit, MI	sae.org	\$2,300	40,000	\$0.06	N/A	N/A	Attendees include engineers, executives, designers and management professionals in the automotive industry. Five technical programs including Safety, Emissions/Environmental Control, Electronics/Intelligent Vehicles, Materials and Powertrain.
FUEL CELL TRANSPORTATION TECHNOLOGY SUMMIT II	April 8, 2002 Dearborn, MI	sae.org	\$495 to Register	N/A	N/A	N/A	N/A	Following the summit, SAE's Fuel Cell Standards Committees will meet at SAE Fuel Cell TOPTeC, Designing Practical Vehicle Solutions (April 9-10). Additional Fees apply.

SOFTWARE

SOFTWARE DEVELOPMENT CONGRESS AND EXPO 2002 WEST	Conf: April 22-26, '02 Expo: April 23-25, '02 San Jose, CA	sdxpo.com	\$4,000	5,000-6,000	N/A	N/A	N/A	Sponsors include IBM and Microsoft. 89% of attendees determine technology standards. 50% Define software development practices. 33% Manage/approve software development budget. 71% have purchasing authority for service-related products. SD 2002 East scheduled for Fall 2002, Boston, MA
COMDEX	Nov 18-22, 2002 Las Vegas, NV	key3media.com/ comdex/fall2002	N/A	200,000	N/A	N/A	N/A	PH&A does not recommend. The targeted decision makers attending is too small.
SOFTWARE TEST AUTOMATION CONFERENCE	March 25-28, 2002 San Jose, CA	sqe.com/ testautomation	N/A	N/A	N/A	N/A	N/A	Produced by Software Quality Engineering (SQE). Only conference devoted exclusively to software test automation.
STAR EAST 2002	May 13-17, 2002 Orlando, FL	sqe.com/stareast	N/A	N/A	N/A	N/A	N/A	Produced by Software Quality Engineering (SQE). STAREAST is in its tenth year.

ELECTRONICS

SEMICON WEST 2002	July 17-19, 2002 San Jose, CA	semi.org	N/A	N/A	N/A	N/A	N/A	This year's focus is Final Manufacturing, including symposiums on test, assembly and packaging.
EOS/ESD SYMPOSIUM	Sep 9-13, 2002 Portland, OR	ce-mag.com	N/A	N/A	N/A	N/A	N/A	The EOS/ESD Symposium is a technical forum on electrical overstress and ESD. Products on display include testing and analysis. Cosponsored by the IEEE.
NEPCON WEST	Conf: Dec 4-6, 2002 Exhibition: Dec 3-6 San Jose, CA	nepconwest.com	N/A	N/A	N/A	N/A	N/A	Co-locates with FIBEROPTIC Automation Expo. NEPCON West is the nation's longest running electronics manufacturing show and conference.
INTERNATIONAL TEST CONFERENCE	Oct 8-10, 2002 Baltimore, MD	itctestweek.org	N/A	N/A	N/A	N/A	N/A	Sponsored by the IEEE. Conference is dedicated to the electronic test of devices, boards and systems, covering the complete cycle from design verification, test, diagnosis, failure analysis.
TECHNET INTERNATIONAL 2002	June 11-12 Washington D.C.	technet2002.org	N/A	\$30,000	N/A	N/A	N/A	A technical event devoted to communications, electronics, intelligence and information systems.

TELECOMMUNICATIONS

SCTE CABLETEC 2002 EXPO	June 4-7, 2002 San Antonio, TX	http://expo.scte.org	N/A	11,000+	N/A	N/A	N/A	An event of the Society of Cable Telecommunications Engineers (SCTE).
WESTERN CABLE SHOW	December 3-6, 2002 Anaheim, CA	cct-assn.org	N/A	N/A	N/A	N/A	N/A	The 2002 show is focused on Broadband.
CABLE 2002	May 5-8, 2002 New Orleans, LA	cable2002.com	\$4,500	N/A	N/A	N/A	N/A	An event of the National Cable and Telecommunications Association (NCTA)
OFC 2002	March 23-28, 2003 Atlanta, GA	ofconference.org	N/A	40000	N/A	N/A	N/A	Sponsored by the Optical Society of America, IEEE and the IEEE Laers and Electro-Optics Society.
FIBEROPTIC AUTOMATION EXPO	December 4-6, 2002 San Jose, CA	faexpo.com	N/A	N/A	N/A	N/A	N/A	Co-located with NEPCON West. Serves fiber optic component manufacturers.
TECHNET INTERNATIONAL 2002	June 11-12 Washington D.C.	technet2002.org	N/A	\$30,000	N/A	N/A	N/A	A technical event devoted to communications, electronics, intelligence and information systems.
SUPERCOMM	June 2-6 Atlanta, GA	supercomm2002.com	N/A	52,822 in 2001	N/A	N/A	N/A	Serves communications and IT industry. 800+ exhibitors.

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GENERAL -- REGISTRATION

Quality Expo International	April 15-17, 2003 Rosemont, IL	http://quality.reedexpo.com	N/A	8,021	N/A	N/A	N/A	Products on display include registration and certification services.
56th Annual Quality Congress	May 20-22 Denver, CO	aqc.asq.org	N/A	3,000	N/A	N/A	N/A	Sponsored by the American Society for Quality.
International Conference on ISO 9000	Feb 25-27, 2002 Las Vegas, NV	iso9000directory.com/conference	\$945 to register	N/A	N/A	N/A	N/A	Includes workshops on ISO 9000:2000 transition, Automotive and ISO/TS 16949, Aerospace and AS9100, Government Applications, Health Care and Medical Devices, Telecom and TL 9000, Environmental and ISO 14000 and the Registrar Accreditation Board.
Eastec	May 21-23, 2002 West Springfield, MA	sme.org	\$2,100	N/A	N/A	N/A	N/A	Sponsored by the Society of Manufacturing Engineers (SME). SME also sponsors Westec, March 24-27, 2003 and Southtec, March 5-7, 2002.
MassPlastics	March 27-28, 2002 Fitchburg, MA	massplastics.com	\$1,500 in Main Hall, \$1,350 in Aux Hall	6,000	N/A	N/A	N/A	Co-located with the EastPack, Atlantic Design and Manufacturing and Medical Design and Manufacturing East shows.
Plastec East 2002	June 4-6 New York, NY	http://www.deviceink.com/expo/plaste02/index.html	N/A	N/A	N/A	N/A	N/A	Serves the plastic processing industry.
Instrumentation Systems and Automation Conference and Exhibition (ISA 2002)	Oct 21-24 Chicago, IL	isa.org/isa2002	\$2,950	20,000+	N/A	N/A	N/A	ISA standards encompass the process and factory automation, chemical, petroleum-refining, utility and industrial power, pulp and paper and communications industries.
Quality Expo Detroit	June 12-13 Novi, MI	http://quality.reedexpo.com	N/A	94,938	N/A	N/A	N/A	Products on display include registration and certification services. Sponsored by Quality magazine. Several presentations on ISO 9001:2000 and ISO 14000.

VERTICAL MARKETS -- REGISTRATION

AEROSPACE (AS 9100)

Conference on Quality in the Space and Defense Industries 2002 (CQSDI)	March 4-5, 2002 Cape Canaveral, FL	asdnet.org/cqsdi	\$895 for a six foot table	N/A	N/A	N/A	N/A	Features presentations by leaders from industry, the Department of Defense, NASA headquarters and the NASA space centers. Sponsors include the Aviation/Space & Defense Division of the ASQ.
Conference on Quality in Commercial Aviation (CQCA)	Sep 22-25 Dallas, TX	asdnet.org/cqca	\$895 for a six foot table	N/A	N/A	N/A	N/A	Sponsors include the Aviation/Space & Defense Division of the ASQ. Supporters include the FAA and International Aerospace Quality Group (IAQG).

AUTOMOTIVE (TS 16949 AND TE SUPPLEMENT)

SAE 2002 WORLD CONGRESS	March 4-7, 2002 Detroit, MI	sae.org	\$2,300	N/A	N/A	N/A	N/A	Attendees include engineers, executives, designers and management professionals in the automotive industry. Five technical programs including Safety, Emissions/Environmental Control, Electronics/Intelligent Vehicles, Materials and Powertrain.
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SOFTWARE (ISO 9000 AND TRIRIS)

TELECOMMUNICATIONS (TL 9000)

ENVIRONMENTAL (ISO 14001)

Plant and Facilities Expo	Oct 9-11 Atlanta, GA	aeecenter.org/pfe	N/A	N/A	N/A	N/A	N/A	Presented by the Facilities Managers Institute (FMI), a division of the Association of Energy Engineers (AEE), and by the Environmental Engineers and Managers Institute of AEE (EEMI).
Quality Expo Detroit	June 12-13 Novi, MI	http://quality.reedexpo.com	N/A	94,938	N/A	N/A	N/A	Products on display include registration and certification services. Sponsored by Quality magazine. Several presentations on ISO 9001:2000 and ISO 14000.

LAB SERVICES (ISO 17025/ GUIDE 25)

PRELIMINARY ABC MARKETING RESEARCH - PROSPECT LISTS

NAME OF THE LIST	DESCRIPTION	SELECTS INCLUDED	UNIVERSE
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GENERAL -- TESTING AND REGISTRATION

EDN	Engineers and Engineering managers in the electronics and computer markets that manufacture, design or develop electronic products, equipment and systems.	Job Function, Buying Authority, Employee Size, Business Type	136,025
ELECTRONIC DESIGN	Project design managers and project design engineers in the electronics OEM.	Industry, Job Function, Employee Size	165,000
EVALUATION ENGINEERING	Quality control, reliability, test, quality assurance and other evaluation engineers in the electronics industries.	Industry, Job Responsibility, Primary Job Function, Products Specified	70,212
TEST & MEASUREMENT WRLD	Engineers and engineering managers with buying authority for test, management, inspection and quality control equipment, software or services.	Business Type, Job Function, Employee Size, Frequency Range, Buying Authority	65,010
PRODUCT DESIGN & DEVLPMT	Design Engineers and Managers in the OEM (primarily SIC's 34-39).	Job Function, SIC, Employee Size, Buying Authority	170,064
MACHINE DESIGN	Design Engineers and Managers in the OEM.	Job Function, Industry, Material Specification, Area of Involvement, Employee Size	180,000
DESIGN NEWS	OEM engineers who design fabricated metal products, industrial machinery and equipment, electronic and transportation equipment, instruments and related products.	SIC, Buying Authority, Job Function, Design/Specify for Industries, Employee Size	180,183

VERTICAL MARKETS -- TESTING

AEROSPACE AND DEFENSE			
AVIATION WEEK	Corporate executives, engineers, project managers, purchasing agents and military officers in business and industry, government, general aviation and education.	Job Function, Industry	57,000
AEROSPACE ENGINEERING	Serves the international aerospace design and manufacturing field: procedures of airplanes, helicopters, spacecraft, missiles, power plants, propulsion systems and avionics.	Job Title, Industry	23,982
MILITARY & AEROSPACE ELECTRONICS	Engineers and technical managers who make decisions in specifying, purchasing or evaluating electronic components, systems, services or software.	Job Function, Business/Industry, Primary Project/Systems Involvement, Purchase Influence, Number of Employees	43,041
TRANSPORTATION			
AUTOMOTIVE ENGINEERING	Product design and development engineers in the automotive	Job Title, Job Function, Industry	91,000
AUTOMOTIVE DESIGN AND PRODUCTION	Automotive manufacturing professionals.	Industry, Job Function	55,151
SOFTWARE			
SOFTWARE DEVELOPMENT	Software developers and technical managers.	Primary Business Activity, Job Function, Development Responsibility	96,183
STQE MAGAZINE (FORMERLY SOFTWARE TESTING AND QUALITY MANAGEMENT)	Software development managers, test engineers and QA professionals.	Job Function, Industry Segments Served, Technologies Covered	7,744
ELECTRONICS			
EE TIMES	Companies engaged in computers, systems & peripherals, CAE/CAD/CAM systems, communications systems, controls, test, medical equipment, avionics, government and military electronics, automotive, consumer electronics and appliances, components and other manufacturers incorporating electronic equipment into their end product.	Job Responsibility, Job Function, OS/Languages Used, Type of Design, On-Line Utilities, Have/Plan to Install, Number of Employees, Primary End Product, Products/Services Specify/Rec/Approve	154,450
ELECTRONIC DESIGN	Project design managers and project design engineers in the electronics OEM.	Industry, Job Function, Purchasing Influence, Employment Size	142,861
EVALUATION ENGINEERING	Quality control, reliability, test, quality assurance and other evaluation engineers in the electronics industries.	Industry, Job Responsibility, Primary Job Function, Products Specified	70,212
TELECOMMUNICATIONS			
WIRELESS DESIGN AND DEVELOPMENT	Designers and decision makers in the commercial OEM wireless market.	Job Function, Type of Business, Employee Size	45,063
WIRELESS SYSTEMS DESIGN	Engineers and engineering managers in wireless and portable technology.	Job Function, Industry, Purchasing Authority	48,000

PRELIMINARY ABC MARKETING RESEARCH - PROSPECT LISTS

NAME OF THE LIST	DESCRIPTION	SELECTS INCLUDED	UNIVERSE
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GENERAL -- REGISTRATION

DECISIONMAKER RESEARCH / LAB MARKETPLACE	Professionals of Research and Laboratory Specializations: Biotechnology, Medical Equipment, Pharmaceuticals, Research and Development and Test and Measurement.	Employee Size, Business Type, Job Function, Buying Authority, Area of Work, Equipment used in lab, SIC	529,368
QUALITY DIGEST	Professionals in manufacturing, government and service industries whose responsibilities are for quality assurance and control: mid and senior level management (not quality control) departments.	Job Function, SIC, Buying Authority	127,950
QUALITY	Executives, manufacturing managers, engineers and technologists in the quality assurance, test, inspection, measurement and evaluation market.	Job Function, SIC, Buying Authority	80,000
QUALITY IN MANUFACTURING	Quality control managers, vice presidents and managers of manufacturing, industrial engineers, factory foremen and manufacturing professionals concerned with the quality of manufactured goods.	Job Title, SIC, Employee Size	70,000
COMPLIANCE ENGINEERING	Professionals responsible for workplace safety, occupational health, hygiene, fire protection, security, training, ergonomics and facilities management.	Job Function, Product Specified, SIC, Plant/Employee Size	74,969

VERTICAL MARKETS -- REGISTRATION

AEROSPACE (AS 9100)			
AEROSPACE ENGINEERING	Serves the international aerospace design and manufacturing field: procedures of airplanes, helicopters, spacecraft, missiles, power plants, propulsion systems and avionics.	Job Title, Industry	23,982
AUTOMOTIVE (TS 16949 AND TE SUPPLEMENT)			
AUTOMOTIVE ENGINEERING	Product design and development engineers in the automotive	Job Title, Job Function, Industry	91,000
AUTOMOTIVE DESIGN AND PRODUCTION	Automotive manufacturing professionals.	Industry, Job Function	55,151
SOFTWARE (ISO 9000 AND TickIT)			
TELECOMMUNICATIONS (TL 9000)			
ENVIRONMENTAL (ISO 14001)			
OCCUPATIONAL HEALTH & SAFETY	Serves individual concerned with environmental compliance	Job Function, Buying Influence, Company Size	110,127
INDUSTRIAL MAINTENANCE AND PLANT OPERATION	Serves individual concerned with environmental compliance	SIC, Buying Authority, Employee Size, Job Function, Title	132,069
COMPLIANCE MAGAZINE	Serves individual concerned with environmental compliance	Job Function, Product Specified, SIC, Company Size	74,969
LAB SERVICES (ISO 17025/ GUIDE 25)			

ABC PRELIMINARY MARKETING RESEARCH - TRADE PUBLICATIONS

NAME	WEB SITE	CIRCULATION			TARGETED CIRCULATION										OTHER NOTES
		TOTAL CIRC	RATE FOR 1 x 1 PG	COST PER IND - TOT CIRC	TOTAL TGT CIRC	% TOTAL TGT CIRC IS OF TOTAL CIRC	RATE FOR 1 x 1 PG	COST PER IND - TOT CIRC	RATE FOR 1 x 1/2 PG	COST PER IND - TOT CIRC	RATE FOR 1 x 1/3 PG	COST PER IND - TOT CIRC	RATE FOR 1 x 1/4 PG	COST PER IND - TOT CIRC	

GENERAL

COMPLIANCE ENGINEERING	www.ce-mag.com	35,048	\$6,235	\$0.18	22,864	65%	\$6,235	\$0.27	\$4,960	\$0.22	\$3,925	\$0.17	\$3,780	\$0.17	Subscribers to a magazine that serves manufacturers of information technology equipment, telecommunications devices, medical devices, instrumentation, components/subassemblies, test equipment, as well as consulting firms and others allied to the field.
DESIGN NEWS	www.designnews.com	180,081	\$14,795	\$0.08	70,935	39%	\$14,795	\$0.21	\$9,300	\$0.13	\$7,365	\$0.10	\$6,115	\$0.09	OEM (Original Equipment Manufacturing) engineers who design fabricated metal products, industrial machinery & equipment, electronic & transportation equipment, instruments and related products.
TEST & MEASUREMENT WORLD	www.tmworl.com	65,015	\$8,935	\$0.14	12,439	19%	\$8,935	0.72	\$6,405	0.51	\$5,085	\$0.41	\$4,215	\$0.34	Engineers and engineering managers with buying authority for test, management, inspection and quality control equipment, software or services in this multi-billion dollar worldwide industry
SOUND & VIBRATION	www.sandvmag.com	13,915	\$4,240	\$0.30	N/A	N/A	\$4,240	N/A	\$2,960	N/A	\$2,480	N/A	\$2,160	N/A	Sound and Vibration is a practical engineering magazine circulated to individually qualified personnel who are concerned with noise and vibration control, automotive NVH, dynamic measurements, modal analysis, machinery reliability, acoustical engineering and dynamic testing. Qualified individuals perform: design engineering, testing and evaluation, management, research and development, consulting and engineering services, equipment reliability/PM/PdM, occupational safety and health and other functions related to the fields served.
RESEARCH & DEVELOPMENT	www.rdmag.com	100,035	\$12,490	\$0.12	19,923	20%	\$12,490	\$0.63	\$8,835	\$0.44	\$6,410	\$0.32	\$5,370	\$0.27	Serves the applied research and development industry.
MACHINE DESIGN	www.penton.com/md	183,608	\$13,740	\$0.07	110,438	60%	\$13,740	\$0.12	\$8,980	\$0.08	\$7,100	\$0.06	\$5,930	\$0.05	Design engineers and managers primarily in the original equipment manufacturing market.
CONTROL ENGINEERING	www.controleng.com	88,088	\$12,635	\$0.14	25,330	29%	\$12,635	\$0.50	\$8,280	\$0.33	\$6,215	\$0.25	\$5,295	\$0.21	Serves those in the control engineering function, i.e. the design and use of control and instrumentation systems, components and equipment.
PRODUCT DESIGN AND DEVELOPMENT	www.pddnet.com	170,074	\$13,225	\$0.07	52,046	31%	\$13,225	\$0.25	\$8,660	\$0.16	\$6,770	\$0.13	\$5,670	\$0.10	Serves the design engineering function in the Original Equipment Market.
TEST ENGINEERING & MGMNT	www.mattingley-publ.com	8,423	\$4,150	\$0.49	5,545	65%	\$4,150	\$0.75	\$2,885	\$0.52	\$2,460	\$0.44	\$2,245	\$0.40	Serves those who perform and/or directly supervise physical/mechanical testing and environmental simulation for the purpose of proving design prototypes, and for those who manufacture testing equipment

VERTICAL MARKETS -- TESTING

AEROSPACE AND DEFENSE															
AVIATION WEEK	www.aviationnow.com/awst	104,636	\$6,970	\$0.06	N/A	N/A	\$6,970	N/A	\$3,750	N/A	\$2,800	N/A	\$2,170	N/A	Subscribers to Aviation Week & Space Technology: corporate executives, engineers, project managers, purchasing agents and military officers in business and industry, government, general aviation and education.
AEROSPACE ENGINEERING	www.aero-online.org	26,750	\$7,300	\$0.27	445	1.70%	\$7,300	\$16.40	\$5,200	\$11.70	\$4,350	\$9.80	\$3,800	\$8.50	Recipients of a publication serving the international aerospace design and manufacturing field: procedures of airplanes, helicopters, spacecraft, missiles, their power plants, propulsion systems, avionics, etc.
MILITARY AND AEROSPACE ELECTRONICS	www.milaero.com	37,000	\$12,150	\$0.33	13,310	36%	\$12,150	\$0.92	\$9,565	\$0.72	N/A	N/A	\$5,430	\$0.41	Subscribers to Military & Aerospace Electronics: engineers and technical managers who make decisions in specifying, purchasing or evaluating electronic components, systems, services or software.
TRANSPORTATION															
AUTOMOTIVE ENGINEERING	aei-online.org	124,082	\$11,700	\$0.09	1,581	1.27%	\$11,700	\$7.40	\$8,090	\$5.11	\$6,490	\$4.10	\$5,570	\$3.52	Recipients of a publication for product design and development engineers in the automotive and accessory market.
AUTOMOTIVE DESIGN AND PRODUCTION	www.gardnerweb.com	55,080	\$7,075	\$0.13	19,438	35%	\$7,075	\$0.36	\$4,785	\$0.25	\$3,750	\$0.19	\$3,325	\$0.17	Serves automotive OEMs and supplier companies.
SOFTWARE															
SOFTWARE DEVELOPMENT	www.sdmagazine.com	100,000	\$13,269	\$0.13	55,949	56%	\$13,269	\$0.24	\$8,759	\$0.16	\$7,068	\$0.13	\$5,377	\$0.10	Subscribers to a magazine of the latest tools and techniques used by corporate software developers and technical managers.
STOE MAGAZINE	www.stqemagazine.com	20,000	\$5,495	\$0.27	N/A	N/A	\$5,495	N/A	\$3,095	N/A	\$2,395	N/A	\$1,895	N/A	Subscribers and expires to a magazine that focuses on nuts-and-bolts information and practices that software professionals can apply to software projects.
ELECTRONICS															
EE TIMES	www.eet.com	160,012	\$21,700	\$0.14	73,539	46%	\$21,700	\$0.30	\$14,570	\$0.20	N/A	N/A	\$9,305	\$0.13	Subscribers to a magazine that serves organizations engaged in computers, systems & peripherals; CAE/CAD/CAM systems; communications systems; controls, test, medical equipment; avionics, government & military electronics; automotive, consumer electronics & appliances; components and other manufacturers incorporating electronic equipment in their end product.
ELECTRONIC DESIGN	www.elecdesign.com	172,692	\$16,220	\$0.09	34,531	20%	\$16,220	\$0.47	\$11,000	\$0.32	\$8,270	\$0.24	\$5,780	\$0.17	Recipients of Electronic Design magazine: project design managers and project design engineers in the electronics OEM.
EVALUATION ENGINEERING	www.evaluationengineering.com	70,213	\$7,845	\$0.11	30,532	43%	\$7,845	\$0.26	\$5,615	\$0.18	\$4,460	\$0.15	\$3,805	\$0.12	Quality control, reliability, test, quality assurance and other evaluation engineers, components, standards in electronics industries.

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TELECOMMUNICATIONS

IEEE COMMUNICATIONS	www.comsoc.org	57,611	\$7,195	\$0.12	N/A	N/A	\$7,195	N/A	\$5,130	N/A	\$4,350	N/A	\$4,065	N/A	Serves the fields of telecommunications and data communications and is written for technical professionals designing and deploying leading edge services in the public telecommunications network.
WIRELESS DESIGN AND DEVELOPMENT	www.wirelessdesignmag.com	45,023	\$10,620	\$0.24	39,401	88%	\$10,620	\$0.27	\$7,910	\$0.20	\$7,340	\$0.19	\$3,810	\$0.10	Key designers/decision makers in the commercial OEM wireless market who have audited purchasing authority covering the most important emerging wireless segments: telecom systems, cellular/mobile equipment, automotive and consumer electronics, medical equipment, etc.
WIRELESS SYSTEMS DESIGN	www.wsdmag.com	47,333	\$7,801	\$0.16	6,643	14%	\$7,801	\$1.17	\$5,968	\$0.90	\$4,371	\$0.66	\$3,480	\$0.52	Engineers and engineering managers in wireless and portable technology who have purchasing authority for products related to the design of all types of wireless systems: cellular/cordless phones, computer systems, data networks, satellite communications, etc.

GENERAL

Quality Progress	www.asq.org	120,637	\$7,380	\$0.60	N/A	N/A	\$7,380	N/A	\$4,865	N/A	\$3,880	N/A	\$3,370	N/A	Subscribers are top managers, CEO's presidents and business owners, MIS professionals, engineers and technicians who are involved in the development and application of quality principles within the manufacturing, medical, communications and engineering industries.
Quality in Manufacturing	www.qualityinmfg.com	66,050	\$7,330	\$0.11	N/A	N/A	\$7,330	N/A	\$4,880	N/A	\$3,840	N/A	\$3,225	N/A	Recipients of a magazine serving quality-control managers, vice-presidents and managers of manufacturing, industrial engineers, factory foremen, and other manufacturing people who are concerned with the quality of manufactured hardgoods; also managers and specialists in design engineering, purchasing, production engineering and general management.
Quality	www.bnp.com	79,320	\$9,435	\$0.12	16,176	20%	\$9,435	\$0.58	\$6,040	\$0.37	\$4,715	\$0.29	\$4,015	\$0.25	Executives, manufacturing managers, engineers and technologists in the growing quality assurance and time (test, inspection, measurement and evaluation) market with the ultimate responsibility for quality and reliability in all types of consumer and industrial products and services.
Quality Digest	www.qualitydigest.com	72,196	\$6,020	\$0.08	N/A	N/A	\$6,020	N/A	\$4,460	N/A	\$3,185	N/A	\$2,855	N/A	Subscribers to a magazine for professionals in manufacturing, government and service industries whose responsibilities are for quality assurance and control: mid and senior level managers in management (not quality control) departments.

VERTICAL MARKETS - REGISTRATION

AEROSPACE (AS 9100)

AVIATION WEEK	www.aviationnow.com/awst	104,636	\$6,970	\$0.06	N/A	N/A	\$6,970	N/A	\$3,750	N/A	\$2,800	N/A	\$2,170	N/A	Subscribers to Aviation Week & Space Technology: corporate executives, engineers, project managers, purchasing agents and military officers in business and industry, government, general aviation and education.
AEROSPACE ENGINEERING	www.aero-online.org	26,750	\$7,300	\$0.27	445	1.70%	\$7,300	\$16.40	\$5,200	\$11.70	\$4,350	\$9.80	\$3,800	\$8.50	Recipients of a publication serving the international aerospace design and manufacturing field: procedures of airplanes, helicopters, spacecraft, missiles, their power plants, propulsion systems, avionics, etc.

AUTOMOTIVE (TS 16949 AND TE SUPPLEMENT)

AUTOMOTIVE ENGINEERING	aei-online.org	124,082	\$11,700	\$0.09	1,581	1.27%	\$11,700	\$7.40	\$8,090	\$5.11	\$6,490	\$4.10	\$5,570	\$3.52	Recipients of a publication for product design and development engineers in the automotive and accessory market.
AUTOMOTIVE DESIGN AND PRODUCTION	www.gardnerweb.com	55,080	\$7,075	\$0.13	19,438	35%	\$7,075	\$0.36	\$4,785	\$0.25	\$3,750	\$0.19	\$3,325	\$0.17	Serves automotive OEMs and supplier companies.

SOFTWARE (ISO 9000 AND TickIT)

TELECOMMUNICATIONS (TL 9000)

ENVIRONMENTAL (ISO 14001)

OCCUPATIONAL HEALTH & SAFETY	www.ohsonline.com	81,306	\$9,645	\$0.11	43,889	54%	\$9,645	\$0.22	\$6,675	\$0.15	\$5,135	\$0.12	\$4,520	\$0.10	Serves individuals concerned with environmental compliance.
INDUSTRIAL MAINTENANCE AND PLANT OPERATION	www.impomag.com	132,030	\$11,760	\$0.08	15,428	12%	\$11,760	\$0.76	\$7,075	\$0.46	\$5,510	\$0.36	\$4,375	\$0.28	Serves individuals concerned with environmental compliance. PH&A DOES NOT RECOMMEND.
COMPLIANCE MAGAZINE	www.compliancemag.com	60,034	\$10,721	\$0.18	16,934	28%	\$10,721	\$0.63	\$5,123	\$0.30	\$4,055	\$0.24	\$3,550	\$0.21	Recipients of a magazine of how-to solutions for companies as they cope with OSHA and EPA regulations: professionals with responsibility for workplace safety, occupational health, industrial hygiene, fire protection, security, training, ergonomics and facilities management.

LAB SERVICES (ISO 17025/ GUIDE 25)

ABC PRELIMINARY MARKETING RESEARCH - TRADE ASSOCIATIONS

NAME	NUMBER OF MEMBERS	WEB SITE	COST OF MEMBERSHIP	MEMBER PROFILE	OTHER NOTES
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GENERAL -- TESTING

USB Implementers Forum	1,200	usb.org	Individual: N/A Corporate: \$2,500	PC OEM's, peripheral vendors, software vendors, operating system vendors, and other independent technology vendors.	Founded by the group of companies that developed the Universal Serial Bus specification. Non-profit corporation formed to provide a support organization and forum for the advancement and adoption of Universal Serial Bus technology.
National Voluntary Laboratory Accreditation Program (NVLAP)	N/A	ts.nist.gov/its	N/A	Testing and calibration labs	Provides third-party accreditation to testing and calibration laboratories.
American Society for Nondestructive Testing	10,000+, 400 corporate	asnt.org	Individual: \$70	Individuals involved in non-destructive testing	The mission of the society is to create a safer world by promoting the profession and technologies of nondestructive testing.
American Society of Mechanical Engineers International (ASME)	125,000	asme.org	Individual: \$111 Corporate: \$395	Mechanical Engineers	Those who provide services can become affiliate members. 37 Technical Divisions.
American Council of Independent Laboratories (ACIL)	1,000	acil.org	Based on company income	Professional service firms engaged in testing, product certification, consulting and R&D	Four practice-based Sections: Civil Engineering, Conformity Assessment, Environmental and Microbiology and Analytical Chemistry. ACIL Assist provides members with complimentary exposure to potential clients.
American Society for Testing and Materials (ASTM)	3,000+	astm.org	Individual: \$75 Corporate: \$400	Concerned with standards for materials, products, systems and services.	ASTM International is one of the largest voluntary standards development organizations in the world.
American Association for Laboratory Accreditation	500	a2la.org	Individual: \$50 Corporate: \$200	Seek to improve the quality of labs and the test data they produce.	Members receive A2LA News.

VERTICAL MARKETS -- TESTING

AEROSPACE AND DEFENSE					
NASA-CTC-NE	N/A	ctc.org	N/A	Tech-based, smaller businesses in the Northeast	A non-profit company whose mission is to enhance the competitiveness of technology-based businesses, and connect them with NASA.
Americas Aerospace Quality Group (AAQG)	N/A	sae.org	Individual: \$100	Individuals from major aerospace companies who design, develop, manufacture and support original equipment.	The AAQG is a committee of the SAE. Seeks to improve the processes used by the supply chain to deliver high quality products.
American Institute of Aeronautics and Astronautics (AIAA)	31,000	aiaa.org	Individual: \$85	Aerospace engineers and scientists	The world's largest professional society devoted to the progress of engineering and science in aviation, space and defense.
Society of Automotive Engineers (SAE)	80,000	sae.org	Individual: \$100	Design, manufacture, test, market and maintain self-propelled land, sea, air and space vehicles, components and systems.	Concerned with advancing the engineering of mobility systems. SAE's technical committees write more new aerospace and automotive engineering standards than any other standards-writing organization.
American Society of Mechanical Engineers (ASME)	125,000	asme.org	Individual: \$111	Mechanical Engineers	Those who provide services can become affiliate members. Aerospace Technical Division.
American Society for Quality (ASQ)	120,000+	asq.org	Individual:\$82 Corporate:\$450	Have initiated most quality methods used worldwide.	Leading quality improvement organization in the United States for more than 50 years. Aviation, Space and Defense Division.
Aerospace Industries Association of America	72 members, 129 assoc members	aia-aerospace.org	Corporate: Based on sales	Major manufacturers of commercial, military and business aircraft, spacecraft, missiles and related components.	Associate members include the top suppliers to the aerospace industry.
Institute of Environmental Sciences and Technology	2,000+	iest.org	Individual: \$100 Corporate: Sponsorship Opportunities	Design, test and evaluate commercial and military equipment and address product reliability issues.	A not-for-profit association founded in 1953. IEST is an ANSI-accredited developer of American National standards.

TRANSPORTATION					
American Society for Quality (ASQ)	120,000+	asq.org	Individual:\$82 Corporate:\$450	Have initiated most quality methods used worldwide.	Leading quality improvement organization in the United States for more than 50 years. Automotive Division.
American Society of Mechanical Engineers (ASME)	125,000	asme.org	Individual: \$111	Mechanical Engineers	Those who provide services can become affiliate members. Fuels and Combustion Technologies and Rail Transportation Technical Divisions.
Society of Automotive Engineers (SAE)	80,000	sae.org	Individual: \$100	Design, manufacture, test, market and maintain self-propelled land, sea, air and space vehicles, components and systems.	Concerned with advancing the engineering of mobility systems. SAE's technical committees write more new aerospace and automotive engineering standards than any other standards-writing organization.

SOFTWARE					
Information Technology Association of America (ITAA)	500+	itaa.org	Corporate: Depends on Gross Revenue	Companies that create and market products and information services associated with computers, communications and data.	Affiliates provide services to the IT industry
Software and Information Industry Association (SIIA)	1,200	sii.net	Corporate: Depends on Gross Revenue	Software companies and related organizations	Affiliates provide services to the IT industry.
American Society for Quality (ASQ)	120,000+	asq.org	Individual:\$82 Corporate:\$450	Have initiated most quality methods used worldwide.	Leading quality improvement organization in the United States for more than 50 years. Software Division.
Telecommunications Industry Association (TIA)	1,100+	tiaonline.org	Corporate:Affiliate membership depends on revenue.	Companies that manufacture and develop communications or IT products, including software.	TIA is accredited by the American National Standards Institute (ANSI) to develop standards for the Fiber Optics, User Premises Equipment, Network Equipment, Wireless Communications and Satellite Communications sectors.

ELECTRONICS					
Information Technology Association of America (ITAA)	500+	itaa.org	Corporate: Depends on Gross Revenue	Companies that create and market products and information services associated with computers, communications and data.	Affiliates provide services to the IT industry.
IPC (Formerly the Institute of Interconnecting and Packaging Electronic Circuits)	N/A	ipc.org	Individual:N/A Corporate: \$1,000	OEM's, board manufacturers, electronics manufacturing services companies and suppliers.	Affiliates provide services to the IT industry.
(Institute of Electrical and Electronics Engineers (IEEE)	377,000+	ieee.org	Individual:\$66	Electrical and Electronics Engineers	IPC Technical Programs include a focus on industry test methods and standards.
American Society of Mechanical Engineers (ASME)	125,000	asme.org	Individual: \$111	Mechanical Engineers	37 Societies.
American Society for Quality (ASQ)	120,000+	asq.org	Individual:\$82 Corporate:\$450	Have initiated most quality methods used worldwide.	Those who provide services can become affiliate members. Computers and Information Engineering and Electronic and Photonic Packaging Technical Divisions.
Semiconductor Equipment and Materials International (SEMI)	2,400	semi.org	Corporate:N/A	Companies that supply equipment, materials, sub-assemblies, components or industry-specific support products and services to the semiconductor and related industries.	Leading quality improvement organization in the United States for more than 50 years. Electronics and Communications Division.

ABC PRELIMINARY MARKETING RESEARCH - TRADE ASSOCIATIONS

NAME	NUMBER OF MEMBERS	WEB SITE	COST OF MEMBERSHIP	MEMBER PROFILE	OTHER NOTES
TELECOMMUNICATIONS					
Information Technology Association of America (ITAA)	500+	itaa.org	Corporate: Depends on Gross Revenue	Companies that create and market products and information services associated with computers, communications and data.	Affiliates provide services to the IT industry.
Telecommunications Industry Association (TIA)	1,100+	tiaonline.org	Corporate: Affiliate membership depends on revenue.	Companies that manufacture and develop communications or IT products, including software.	TIA is accredited by the American National Standards Institute (ANSI) to develop standards for the Fiber Optics, User Premises Equipment, Network Equipment, Wireless Communications and Satellite Communications sectors.
American Society for Quality (ASQ)	120,000+	asq.org	Individual:\$82 Corporate:\$450	Have initiated most quality methods used worldwide.	Leading quality improvement organization in the United States for more than 50 years. Electronics and Communications Division
Society of Cable Telecommunications Engineers (SCTE)	16,000+	scte.org	Individual: \$48 Corporate: \$350	Telecommunications engineers, technical professionals, installers and managers.	A non-profit organization serving the telecommunications industry. The onle cable telecommunications organization accredited by ANSI to develop technical standards.

GENERAL

American Society for Quality (ASQ)	120000+	asq.org	Individual:\$82 Corporate:\$450	Have initiated most quality methods used worldwide.	Leading quality improvement organization in the United States for more than 50 years. 22 Divisions and 2 Interest Groups.
Registrar Accreditation Board (RAB)	N/A	rabnet.com	N/A	N/A	RAB is partnered with the American National Standards Institute (ANSI), known as NAP. Covers the accreditation of QMS and EMS registrars. RAB oversees the competency of registrars through a system of evaluation and accreditation.
National Conference of Standards Laboratories (NCSL International)	1,500	ncsl.org	Individual:\$400 Corporate:\$325	Individuals engaged in international measurement science.	Annual Workshop & Symposium addresses topics including implementing national and international standards and achieving laboratory accreditation. 22 special interest committees
Independent Association of Accredited Registrars (IAAR)	40	iaar.org	Individual: N/A Corporate:N/A	Accredited management system registrars	The purpose of the IAAR is to encourage and facilitate consistent management system registration by promoting the use of accredited registrars.
The Instrumentation, Systems and Automation Society (ISA)	39,000	isa.org	Individual:\$72 Corporate:N/A	Instrumentation Manufacturers	ISA is a standards writing organization developing consensus standards for factory automation, power plants, computer technology, telemetry and communications.
American Productivity and Quality Center (APOC)	500	apqc.org	Corporate:N/A	Companies, government orgs and educational institutions	A nonprofit organization working with people and organizations to improve productivity and quality.
American National Standards Institute (ANSI)	1,000	ansi.org	Individual:N/A Corporate:depends on annual revenue	Companies, organizations, gov't agencies, institutional and international	A private, non-profit organization that administers and coordinates the U.S. voluntary standardization and conformity assessment system.
Rhode Island Manufacturing Extension Services (RIMES)		rimes.org	Individual: N/A Corporate:N/A	Smaller manufacturing firms.	RIMES provides information, education, decision support and implementation assistance to smaller manufacturing firms in adopting new, more advanced manufacturing technologies, techniques and best business practices, including ISO & QS advisory.

VERTICAL MARKETS -- REGISTRATION

AEROSPACE (AS 9100)					
NASA-CTC-NE	N/A	ctc.org	N/A	Tech-based, smaller businesses in the Northeast	A non-profit company whose mission is to enhance the competitiveness of technology-based businesses, and connect them with NASA.
Americas Aerospace Quality Group (AAQG)	N/A	sae.org	Individual: \$100	Individuals from major aerospace companies who design, develop, manufacture and support original equipment.	The AAQG is a committee of the SAE. Seeks to improve the processes used by the supply chain to deliver high quality products.
American Institute of Aeronautics and Astronautics (AIAA)	31,000	aiaa.org	Individual: \$85	Aerospace engineers and scientists	The world's largest professional society devoted to the progress of engineering and science in aviation, space and defense.
Society of Automotive Engineers (SAE)	80,000	sae.org	Individual: \$100	Design, manufacture, test, market and maintain self-propelled land, sea, air and space vehives, components and systems.	Concerned with advancing the engineering of mobility systems. SAE's technical committees write more new aerospace and automotive engineering standards than any other standards-writing organization.
American Society of Mechanical Engineers (ASME)	125,000	asme.org	Individual: \$111	Mechanical Engineers	Those who provide services can become affiliate members. Aerospace Technical Division.
American Society for Quality (ASQ)	120,000+	asq.org	Individual:\$82 Corporate:\$450	Have initiated most quality methods used worldwide.	Leading quality improvement organization in the United States for more than 50 years. Aviation, Space and Defense Division.
Aerospace Industries Association of America	72 members, 129 assoc members	aiaa-aerospace.org	Corporate: Based on sales	Major manufacturers of commercial, military and business aircraft, spacecraft, missiles and related components.	Associate members include the top suppliers to the aerospace industry.
Institute of Environmental Sciences and Technology	2,000+	iest.org	Individual: \$100 Corporate: Sponsorship Opportunities	Design, test and evaluate commercial and military equipment and address product reliability issues.	A not-for-profit association founded in 1953. IEST is an ANSI-accredited developer of American National standards.

AUTOMOTIVE (TS 16949 AND TE SUPPLEMENT)					
American Society for Quality (ASQ)	120,000+	asq.org	Individual:\$82 Corporate:\$450	Have initiated most quality methods used worldwide.	Leading quality improvement organization in the United States for more than 50 years. Automotive Division.
American Society of Mechanical Engineers (ASME)	125,000	asme.org	Individual: \$111	Mechanical Engineers	Those who provide services can become affiliate members. Fuels and Combustion Technologies and Rail Transportation Technical Divisions.
Society of Automotive Engineers (SAE)	80,000	sae.org	Individual: \$100	Design, manufacture, test, market and maintain self-propelled land, sea, air and space vehives, components and systems.	Concerned with advancing the engineering of mobility systems. SAE's technical committees write more new aerospace and automotive engineering standards than any other standards-writing organization

SOFTWARE (ISO 9000 AND TickIT)					
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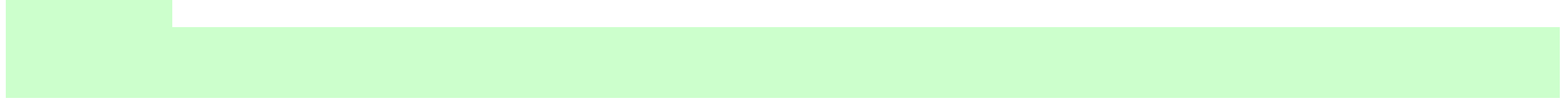
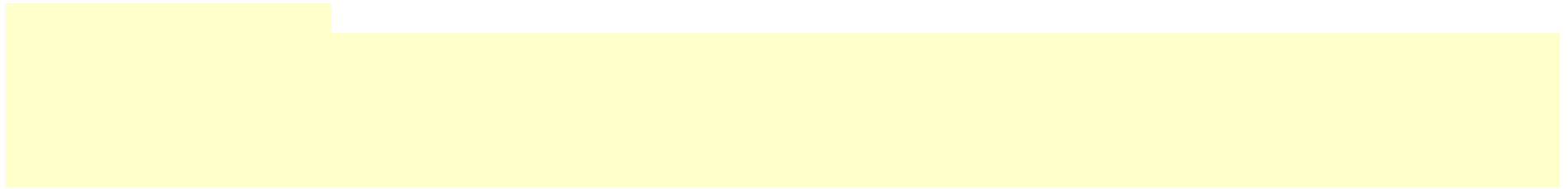
TELECOMMUNICATIONS (TL 9000)					
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ENVIRONMENTAL (ISO 14001)					
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Institute of Environmental Sciences and Technology	2,000+	iest.org	Individual: \$100 Corporate: Sponsorship Opportunities	Design, test and evaluate commercial and military equipment and address product reliability issues.	A not-for-profit association founded in 1953. IEST is an ANSI-accredited developer of American National standards.
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LAB SERVICES (ISO 17025/ GUIDE 25)					
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PUBLICATION NAME	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
COMPLIANCE ENGINEERING								
DESIGN NEWS	Product Mart. Special: Motion Control Issue				Product Mart. Feature: Aerospace Technology.	Cover: Automotive	Product Mart. Cover: Appliances/Consumer Electronics. Feature: Motion Control, Electrical/Electronics	
TEST & MEASUREMENT WORLD	Device Test, Failure Analysis Inspection, RF Microwave Communications Test, EMC. Distributed at Nepcon East, Supercomm	Datacom Telecom Test, Semicon West show issue.	Annual Buyers Guide. ATE, Software Test Services, Test Accessories, Environmental Test Equipment, RF/Microwave Test, Telecom/Datacom Test, Fiber-Optics Test, PC-Based Instruments, Cards, Software, Data Acquisition, EMI/RFI Test Services	Fiber-Optics Test, EMC	Board Test, Communications Test, EOS/ESD Symposium issue.	Fiber-Optics Test, Software	Device Test, Failure Analysis, RF Microwave Communications Test, EMC, Nepcon West Show Issue	Board Test
SOUND & VIBRATION	Machinery Reliability	Noise and Vibration Control	Materials Reference (Buyer's Guide)	Structural Analysis. Dynamic Environmental Test and Service Simulation Systems	Machinery Reliability	Dynamic Testing Reference Issue. Dynamic Environmental Test and Service Simulation Systems	Dynamic Environmental Test and Service Simulation Systems	Noise and Vibration Control
RESEARCH & DEVELOPMENT		Industry Guide	Distributed at Semicon West					Test and Measurement Special Report
MACHINE DESIGN		Test and Measurement Supplement, Design Mart. Industry Focus: Off Highway		Design Mart. Motion Control supplement.	Industry Focus: Aerospace/Defense issue and Telecommunications issue	Design Mart	Motion Control supplement. Industry Focus: Automotive	Design Mart. Product Locator.
CONTROL ENGINEERING			Buyer's Guide					
PRODUCT DESIGN AND DEVELOPMENT		Automotive Design	Electrical and Electronic Components	Consumer Electronics, Electrical and Electronic Components	Motion Control,	Electrical and Electronic Components, Aerospace Technology	Transportation Engineering, OEM Directory	Test and Measurement, Electrical and Electronic Components
TEST ENGINEERING & MGMNT								



ABC PRELIMINARY EDITORIAL CALENDAR - MAY 2002 TO DECEMBER 2002

PUBLICATION NAME	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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ELECTRONICS								
EE TIMES		Supercomm 2002 issue. Fiber Optics focus issue.	Semicon West issue.	Wireless Communications		International Test Conference issue.	Advanced Software Development. Comdex Fall Issue.	
ELECTRONIC DESIGN		Communications	Test and Measurement	Communications		Test and Measurement		Software
EVALUATION ENGINEERING	EMC Test Labs, NEBS.	NEBS, Nepcon East issue	HALT/HASS, EMC Buyer's Guide, Semicon West issue	Vibration, EOS/ESD Symposium Guide	Environmental Test Buyers Guide	Environmental Test Labs, International Test Conference issue	EMC Test Labs, NEBS	Communications Test Buyers Guide, Environmental Test Applications, Nepcon West issue

TELECOMMUNICATIONS								
IEEE COMMUNICATIONS	Media kit en route	Media kit en route	Media kit en route	Media kit en route	Media kit en route	Media kit en route	Media kit en route	Media kit en route
WIRELESS DESIGN AND DEVELOPMENT				Software	Wireless Components			Test Equipment
WIRELESS SYSTEMS DESIGN					Test and Measurement			

GENERAL - REGISTRATION

QUALITY PROGRESS	Media Kit en route	Media Kit en route	Media Kit en route	Media Kit en route	Media Kit en route	Media Kit en route	Media Kit en route	Media Kit en route
QUALITY IN MANUFACTURING (Insert in Tooling and Production - every other month)	Eastec show issue	Quality Expo issue	Focus on Quality			Focus on Quality	Buyers Guide	
QUALITY	Quality Software, 56th Annual Quality Congress issue.	Quality consulting and training services, Quality in the Automotive Industry, Quality Expo Detroit issue, Quality Expo		Quality Software	Certification/Registration, Quality Contract Services	Consulting and Training Services	Quality Equipment and Software Buyer's Guide	
QUALITY DIGEST	AS9100, ISO 9000 Consultants, Annual Quality Congress issue	ISO 9001:2000, Quality Expo Detroit issue	ISO 9000 Survey	ISO 14001, Registrar Spectrum	Small Company Quality, Quality Consultants	ISO/TS 16949 Case Study, ISO 9000	Registrar Spectrum	AS9100

VERTICAL MARKETS - REGISTRATION

AEROSPACE (AS 9100)								
AVIATION WEEK				Annual Safety Issue	Aerospace Expo and Conference show issue.			Space Issue
AEROSPACE ENGINEERING			Safety		Manufacturing, Supplier Engineering Capabilities Issue.	SAE World Aviation Conference Issue		Global standardization.

AUTOMOTIVE (TS 16949 AND TE SUPPLEMENT)								
AUTOMOTIVE ENGINEERING			Supplier Engineering Capabilities Issue. Worldwide Automotive Supplier Directory					New Manufacturing Processes
AUTOMOTIVE DESIGN AND PRODUCTION	Powertrain	Electronics	Body	Interiors	Powertrain	Chassis	Body	Electronics

SOFTWARE (ISO 9000 AND TickIT)

TELECOMMUNICATIONS (TL 9000)

ENVIRONMENTAL (ISO 14001)

OCCUPATIONAL HEALTH & SAFETY			Annual Buyer's Guide				Environmental Compliance	
INDUSTRIAL MAINTENANCE AND PLANT OPERATION		Safety and Environmental Control		How to Budget for Quality			Safety and Environmental Control	
COMPLIANCE MAGAZINE			Buyer's Guide					

LAB SERVICES (ISO 17025/ GUIDE 25)

POTENTIAL CUSTOMERS - ABC COMPANY			
STATE	TOTAL IN STATE	% OF REGION	% OF U.S.
REGION 1			
MAINE	2,565	9.7%	0.5%
MASSACHUSETTS	16,154	60.9%	3.3%
NEW HAMPSHIRE	4,350	16.4%	0.9%
RHODE ISLAND	2,304	8.7%	0.5%
VERMONT	1,141	4.3%	0.2%
TOTAL	26,514	100.0%	5.4%
REGION 2			
CONNECTICUT	11,523	29.4%	2.4%
NEW YORK	27,763	70.6%	5.7%
TOTAL	39,286	100.0%	8.1%
REGION 3			
NEW JERSEY	18,912	43.4%	3.9%
PENNSYLVANIA	24,619	56.6%	5.1%
TOTAL	43,531	100.0%	9.0%
REGION 4			
DELAWARE	1,165	4.1%	0.2%
MARYLAND	10,902	38.7%	2.2%
WASHINGTON DC	709	2.5%	0.1%
VIRGINIA	9,163	32.5%	1.9%
WEST VIRGINIA	1,299	4.6%	0.3%
KENTUCKY	4,964	17.6%	1.0%
TOTAL	28,202	100.0%	5.7%
REGION 5			
ALABAMA	4,946	11.7%	1.0%
GEORGIA	9,147	21.7%	1.9%
MISSISSIPPI	2,549	6.3%	0.5%
NORTH CAROLINA	13,251	31.5%	2.7%
SOUTH CAROLINA	4,922	11.4%	1.0%
TENNESSEE	7,285	17.4%	1.5%
TOTAL	42,100	100.0%	8.6%
REGION 6			
FLORIDA	13,797	100.0%	2.8%
TOTAL	13,797	100.0%	2.8%
REGION 7			
INDIANA	19,516	31.3%	4.0%
MICHIGAN	21,864	35.0%	4.5%
OHIO	21,058	33.7%	4.3%
TOTAL	62,438	100.0%	12.8%
REGION 8			
KANSAS	6,947	13.3%	1.4%
MISSOURI	9,820	18.8%	2.0%
OKLAHOMA	4,019	7.7%	0.8%
ARKANSAS	2,651	5.1%	0.5%
LOUISIANA	2,757	5.3%	0.6%
TEXAS	25,944	49.8%	5.3%
TOTAL	52,138	100.0%	10.6%
REGION 9			
ILLINOIS	28,105	36.3%	5.8%
WISCONSIN	14,070	18.2%	2.9%
SOUTH DAKOTA	993	1.3%	0.2%
NEBRASKA	2,607	3.4%	0.5%
MINNESOTA	15,112	19.5%	3.1%
MONTANA	9,820	12.6%	2.0%
IOWA	5,693	7.4%	1.2%
NORTH DAKOTA	688	0.9%	0.1%
WYOMING	300	0.4%	0.1%
TOTAL	77,388	100.0%	15.9%
REGION 10			
NORTH OF SAN LUIS OBISPO, CA	22,512	58.7%	4.6%
WASHINGTON	8,221	21.6%	1.7%
OREGON	5,609	14.6%	1.2%
ALASKA	208	0.5%	0.0%
IDAHO	1,775	4.6%	0.4%
TOTAL	38,325	100.0%	7.9%
REGION 11			
S.L.O. SOUTH TO ORANGE CO., CA	22,512	77.1%	4.6%
COLORADO	1,584	5.4%	0.3%
NEVADA	1,279	4.4%	0.3%
UTAH	3,830	13.1%	0.8%
TOTAL	29,205	100.0%	6.0%
REGION 12			
SOUTH OF ORANGE COUNTY, CA	22,512	68.3%	4.6%
NEW MEXICO	2,056	6.2%	0.4%
ARIZONA	8,047	24.4%	1.7%
HAWAII	364	1.1%	0.1%
TOTAL	32,979	31.7%	6.8%
ALL USA	485,903	N/A	100.0%