

# EDITORIAL CALENDAR

# 2012

ADVERTISING GUIDE

10 Magazines,  
12 E-Newsletters...

Plenty of Opportunities to Advertise.



## January/February

**SPECIAL FEATURES:** Winter Literature Review  
**EDITORIAL FOCUS:** Automation & Electronics  
**PRODUCT RELEASE:** Cylinders, Slides, Clamps, and Vacuum Cups  
**TRADE SHOWS:**  
ProMat 2012, Chicago, IL, February 6-9

CLOSING 11-29-2011



## Systems Integrator Directory

**SPECIAL FEATURES:** Web Marketplace  
**EDITORIAL FOCUS:** Mining, Military, and Utilities  
**PRODUCT RELEASE:** Power Units, Bell Housings, Clamps, Couplings, Fittings, Hose, Manifolds, Quick Coupling & Tubing  
**TRADE SHOWS:**  
Wood Technology Clinic and Show 2012, Portland, OR, March 13-15

CLOSING 12-31-2011



## March/April

**SPECIAL FEATURES:** Spring Literature Review  
**EDITORIAL FOCUS:** Material Handling & Construction/ Mobile Market Q & A  
**PRODUCT RELEASE:** Accumulators, Heat Exchangers, Grippers, Dampers, & Shock Absorbers  
**TRADE SHOWS:**  
SAE 2012 World Congress, Detroit, Michigan, April 24-26

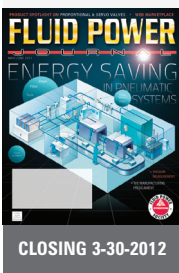
CLOSING 1-27-2012



## Off-Highway Suppliers Directory

**SPECIAL FEATURES:** Company Profiles  
**EDITORIAL FOCUS:** Agriculture, Construction, Utilities  
**PRODUCT RELEASE:** Mobile Control Valves, Quick Connects, Cylinders, Gear Pumps, and Joysticks  
**TRADE SHOWS:**  
OTC 2012, Houston, TX, April 30 – May 2  
ATX Automation East, Philadelphia, PA, June 9-11

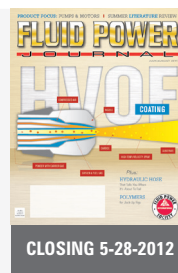
CLOSING 2-27-2012



## May/June

**SPECIAL FEATURES:** Web Marketplace  
**EDITORIAL FOCUS:** Power Units and Pneumatic Assemblies & Sensors  
**PRODUCT RELEASE:** Proportional & Servo Valves, Fluid Power Software  
**TRADE SHOWS:**  
Sensors Expo & Conference 2012, Rosemont, IL, June 6-7

CLOSING 3-30-2012



## July/August

**SPECIAL FEATURES:** Summer Literature Review  
**EDITORIAL FOCUS:** Marine and Offshore, Gear Pumps in Off-highway/Mobile Applications  
**PRODUCT RELEASE:** Pumps & Motors

CLOSING 5-28-2012



## Manufacturers Directory

**SPECIAL FEATURES:** Company Profiles  
**EDITORIAL FOCUS:** Automotive & Aerospace  
**PRODUCT RELEASE:** Vacuum & Medical Components  
**TRADE SHOWS:**  
International Manufacturing Technology Show 2012, Chicago, IL, September 10-15

CLOSING 6-29-2012



## September/October

**SPECIAL FEATURES:** Fall Literature Review  
**EDITORIAL FOCUS:** Wind Power and Green Initiatives  
**PRODUCT RELEASE:** Filtration, Fluids & Seals  
**TRADE SHOWS:**  
Pack Expo 2012, Chicago, IL, October 26-28

CLOSING 7-30-2012



## Tech Directory

**SPECIAL FEATURES:** Web Marketplace  
**EDITORIAL FOCUS:** Trends in Fluid Power Electronic Technology  
**PRODUCT RELEASE:** Gauges, Flow-meters, Instrumentation, and Electronic Controls  
**TRADE SHOWS:**  
ISA EXPO, Houston, TX, October 6-8

CLOSING 8-29-2012



## November/December

**SPECIAL FEATURES:** Web Marketplace  
**EDITORIAL FOCUS:** Entertainment & Simulation  
**PRODUCT RELEASE:** Repair and Re-conditioning of Fluid Power Components, Conventional Valves

CLOSING 9-28-2012