

# CIRCUITS ASSEMBLY

## Editorial Calendar & Audience Profile



## EDITORIAL CALENDAR

MONTH	EDIT DEADLINE	MATERIALS DEADLINE	FEATURED TOPICS	MAIN COVERAGE			SPECIAL/BONUS DISTRIBUTION*
JANUARY	15-Nov	14-Dec	Slivers of Silver: Low-Ag Solders	Placement Cleaning Screen Printing	Dispensing Test/Inspection Selective Soldering	Lean Manufacturing Equipment Advances Procurement	Pan Pac Symposium IPC Apex/Expo Product Preview
FEBRUARY	15-Dec	12-Jan	High-Density Packaging	Soldering Materials Equipment Advances Test/Inspection	Wave Soldering Cleaning Screen Printing	Hand Soldering Components/Packaging	IPC Apex/Expo Show Issue Electronics West
MARCH	16-Jan	10-Feb	The CIRCUITS ASSEMBLY Top 50 EMS Companies	Procurement Cleaning Screen Printing	Test/Inspection Equipment Advances Wave Soldering	Lean Manufacturing <b>2012 Service Excellence and NPI Awards</b>	Design-2-Part Show - Santa Clara Design-2-Part Show - Atlanta
APRIL	15-Feb	12-Mar	Sun Powered: Where SMT Meets Solar	Test/Inspection Procurement Equipment Advances Placement	Screen Printing Wave Soldering Reflow Soldering Cleaning	Dispensing ESD Components/ Packaging	Nepcon China Show Issue SMT/Hybrid/Packaging Show Issue Electronics New England Show Issue SMTA Atlanta Show Issue Design-2-Part Show - Chicago <b>Service Excellence and NPI Awards Issue</b>
MAY	15-Mar	13-Apr	Lead-Free Final Finishes	Reflow Soldering Procurement Equipment Advances Cleaning	Screen Printing Wave Soldering Test/Inspection Dispensing	Placement Components/Packaging	
JUNE	16-Apr	11-May	Tight Fit: New Connector Technologies	Reflow Soldering Procurement Equipment Advances	Cleaning Screen Printing Wave Soldering	Test/Inspection Dispensing Placement	
JULY	15-May	12-Jun	Component Placement	Cleaning Procurement Screen Printing Test/Inspection	Equipment Advances Cleaning Placement Wave Soldering	Reflow Soldering Lean Manufacturing	SEMICON West Show Issue
AUGUST	15-Jun	13-Jul	Pay for Performance: The CIRCUITS ASSEMBLY Salary Survey	Reflow Soldering Placement Test/Inspection Equipment Advances	Wave Soldering Procurement Cleaning Placement	Screen Printing Components/Packaging	<b>PCB West Show Preview</b>
SEPTEMBER	16-Jul	13-Aug	Improving the Supply Chain	Cleaning Procurement Test/Inspection	Screen Printing Selective Soldering Reflow Soldering	Lean Manufacturing Equipment Advances	<b>PCB West Show Issue</b> IPC Midwest Show Issue Assembly Technology Expo Show Issue Nepcon South China Show Issue
OCTOBER	15-Aug	13-Sep	Assembly on Flex	Screen Printing Procurement Equipment Advances Test/Inspection	Dispensing Placement Reflow Soldering Cleaning	University/Consortium Research Components/Packaging	SMTAI Show Issue Design-2-Part Show - Southern California
NOVEMBER	14-Sep	10-Oct	Cleaning Up: No More Residues	PCB Procurement Screen Printing Test/Inspection	Equipment Advances Reflow Soldering Wave Soldering	Lean Manufacturing Placement ESD	Design-2-Part - Boston
DECEMBER	15-Oct	13-Nov	EMS Company of the Year	Screen Printing Procurement Equipment Advances	Test/Inspection Reflow Soldering Wave Soldering	Cleaning Dispensing Components/Packaging	HKPCA Show Issue

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

\*Subject to change.