



appliance DESIGN

Formerly **AM** Appliance Manufacturer



Editorial Submission Guidelines

Where to send your submissions:

*For News items, People on the Move announcements,
Meeting notices and all new product releases:*

Mary Lowe, Associate Editor

Appliance Design Magazine
2401 W. Big Beaver Rd., Suite 700
Troy, MI 48084
Phone: 248-244-6492
Email: lowem@bnpmedia.com

*For case histories, technical information
and feature article queries:*

Richard Babyak, Editor

Appliance Design Magazine
2401 W. Big Beaver Rd., Suite 700
Troy, MI 48084
Phone: 440-886-1210
Email: babyakr@bnpmedia.com

www.applianceDESIGN.com

How to get your editorial information published in **appliance DESIGN**

What is **appliance DESIGN**?

Appliance Design is a monthly magazine devoted to providing solutions for design and engineering teams in the global, commercial, and medical appliance/durable goods industry. *Appliance Design* writes for design engineers in HVAC; Majors; Water Processing; Housewares; Commercial Appliances; Vending; Medical/Lab; Test & Measurement; Lawn & Garden; Electronics; Computers; Communications; and Business Equipment.

Which **appliance DESIGN** departments accept material and what are the guidelines for submissions?

Information must be submitted at least 60 days prior to the publication date to be considered for a particular print issue. Be specific. Make sure you answer who, what, when, where, why and how. Include a contact name, phone number, email and mailing address for further information.

When sending press releases, please send only one copy to the appropriate editor, and please use only one means for sending: email (preferred), fax or regular mail. Follow these general rules for departments:

NEWS WATCH: Spotlights industry achievements, changes in policy and technology, and industry news. Send a press release and black and white or color photo. Not all news items will be placed with a photo. This page also lists Web site related news of companies and associates.

PRODUCT RELEASES: Updates on new product developments. Send a press release and an image.

PEOPLE ON THE MOVE: For personnel changes at manufacturers and suppliers for the appliance industry. Please submit a brief notice of the change and a color photo of the individual.

MEETINGS: Industry calendar of events. Send a press release with name and date of event, brief summary of content, and contact information. Also posted on www.appliancedesign.com in our Calendar section.

LETTERS: Your letters are always welcome. Please send them to our editor at babyakr@bnpmedia.com or by fax to 248-502-2067.

Note: Only press releases detailing information relevant to the product segments covered by Appliance Design will be considered for publication. Due to space limitations, Appliance Design is unable to publish all press releases received. Press releases published in the print version of Appliance Design may also appear online at www.appliancedesign.com.

Should I submit text and images via email for the News Watch, Products, People On The Move and the Meetings sections?

Yes. Electronic submission is preferred for all departments. Electronic art files should be in .tif, .eps, or .jpg format, with a resolution of 300 dpi or better. PDFs must be 1200 dpi or higher.

Does **appliance DESIGN** accept feature articles?

Yes. Case histories, technical information, and queries regarding potential article submissions based on topics shown on *Appliance Design's* Editorial Calendar should be sent three months prior to issue publication date to our editor, Richard Babyak at babyakr@bnpmedia.com. When sending feature material for a specific Editorial Calendar topic and issue, please indicate which topic and issue is being targeted.

Once article queries are approved, authors will be directed on proposed content, length and deadlines. Articles typically fall between 1000 and 1,500 words and should be accompanied by supporting graphics, including any necessary tables or charts. High-resolution color shots should be available upon request, or sent with the article. Unsolicited features run in the magazine as space permits to complement the promoted topic.

Is there a charge for placing editorial information in **appliance DESIGN**?

No. All editorial material published in *Appliance Design* is selected on the basis of reader interest and service and then edited accordingly.

Will I receive a copy of the issue containing my published material?

Not automatically. If you would like to subscribe to *Appliance Design*, please call 847-763-9534 or visit our Web site at www.appliancedesign.com. *Appliance Design* is free to qualified subscribers.

Single copies or back issues are \$10.00 each. Please contact Ann Kalb, phone: 248-244-6499, email: kalba@bnpmedia.com. For editorial reprints of your material, please contact Jill DeVries, phone: 248-244-1726, fax: 248-244-3934, email: devriesj@bnpmedia.com.

Advertising is not a prerequisite for getting editorial material published in *Appliance Design*. However, with circulation to 25,000 design engineering subscribers,* the largest in the industry, *Appliance Design* effectively offers advertisers the best strategy and value for delivering the right message to the right people. For more information on advertising, contact Fern Sheinman at 858-259-4585 or at sheinmanf@bnpmedia.com.

*December 2004 BPA Circulation Statement