

Issue: October 2009

Ad Close Deadline: September 10, 2009



appliance DESIGN, a subsidiary of BNP Media, purchased the *International Appliance Manufacturing* magazine from Ashokan International in July 2007 for further international expansion and development in the appliance industry. The magazine is the industry's annual technical/white paper review for household appliance design and manufacturing including large domestic appliances (white goods), small kitchen appliances, and floor care around the world. Published in English, the review is comprised of technical/white papers for the industry from leading international companies and universities involved in developments for the appliance manufacturing process.

**1/4 page and larger
ads include a 3,000 word
white/technical paper.**

RATES:

Rates quoted at NET and include a technical/white paper up to 3,000 words. With the exception of premium positions, ads will be placed with technical/white papers. Placement of papers/ads are based on first come, first serve basis.

	Spread	Full Page	1/2 Horizontal	1/2 Vertical
	7" x 20"	7" x 10"	7" x 4-7/8"	3-1/4" x 10"
	2-3/16" x 10" or 4-1/2" x 4-7/8"	3-1/4" x 4-7/8"		
			4-Color	Black & White
	Spread	\$15,100	\$11,490	
	Full Page	\$8,785	\$7,100	
	1/2 Page	\$5,230	\$4,835	
	1/3 Page	\$4,400	\$3,000	
	1/4 Page	\$3,500	\$2,100	

www.applianceDESIGN.com/advertiseiam

2007 & 2008 PUBLISHED ADVERTISERS:

<i>Allegro Microsystems</i>	<i>Lydall Inc.</i>
<i>Amulet Technologies</i>	<i>Marquardt</i>
<i>Atmel Corp.</i>	<i>Meccanotecnica Umbra S.p.A.</i>
<i>A.O. Smith</i>	<i>Milliken</i>
<i>AP&T</i>	<i>Microchip</i>
<i>ATech elektronika</i>	<i>Multibase</i>
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<i>Cherry</i>	<i>Sandvik</i>
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<i>Degussa</i>	<i>ST Microelectronics</i>
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<i>Ferro Technik</i>	<i>TRIDONIC Atco</i>
<i>GE Plastics</i>	<i>Tyco Electronics – Circuit Protection</i>
<i>Kema Quality</i>	<i>World Products Inc.</i>
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INTERNATIONAL APPLIANCE MANUFACTURING CIRCULATION

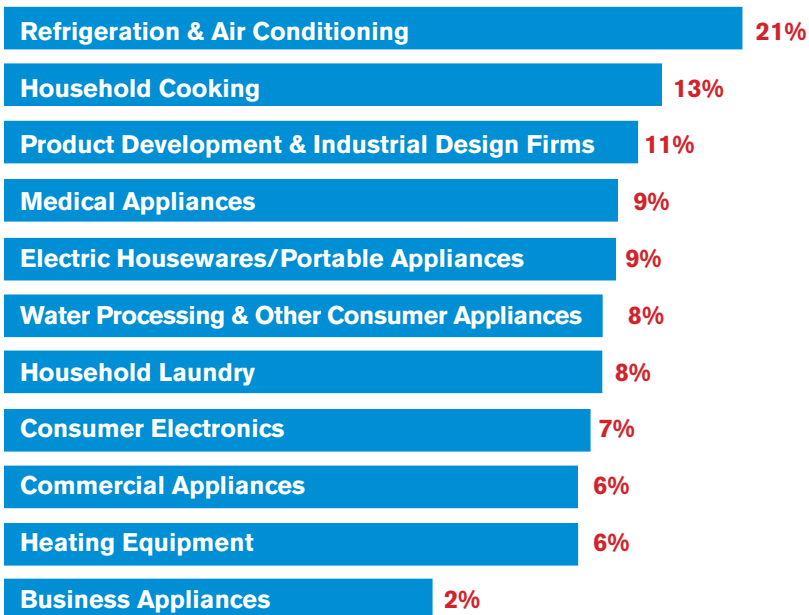
➤➤ **23,414 executives & design engineers** responsible for the administration, design, testing and manufacturing of household appliances at OEMs around the world. 5,019 print copies plus 18,395 appliance **DESIGN email subscribers**.*

➤➤ **Government departments**, standards bodies and consultants.

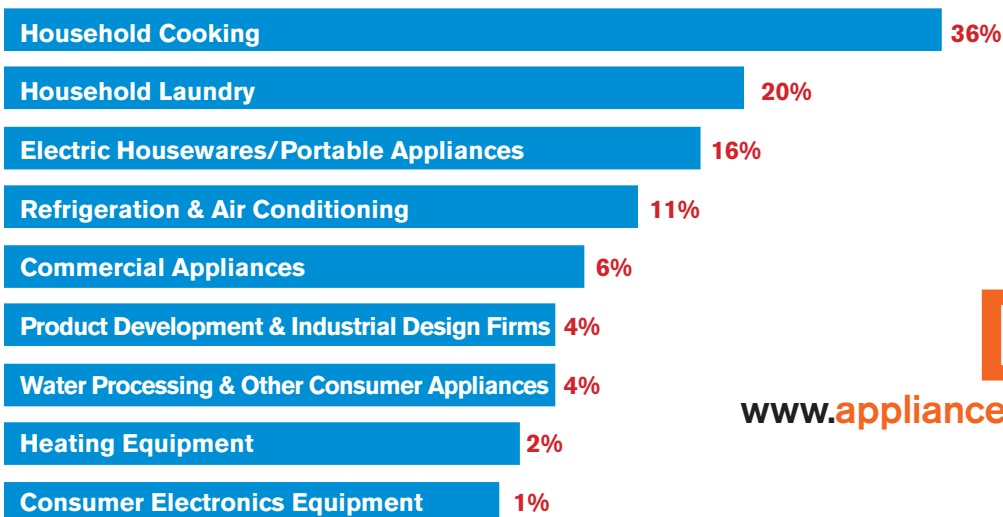
➤➤ **Digital edition** issue will be posted online for website visitors.

➤➤ **Reaches countries** in North & South America, Europe/Middle East, Asia, Australia/New Zealand.

CIRCULATION BY INDUSTRY (Print & Digital)*



CIRCULATION BY INDUSTRY (Print Only)*



CIRCULATION BY REGION (Print & Digital)*

US/Canada/Mexico - 69%
Europe - 13%
Asia - 12%
Other Countries - 6%

CIRCULATION BY REGION (Only Print)*

Europe - 41%
US/Canada/Mexico - 27%
Asia - 19%
Other Countries - 13%

Show/Meeting Bonus Distribution

- Association of Home Appliance Manufacturers Annual Meeting
- China Shunde International Expo for Household Appliances
- Home Appliances @ IFA
- K/BIS – Kitchen/Bath Industry Show
- Air Conditioning, Heating & Refrigeration Institute Annual Meeting

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*Publishers Own Data 7/08.

INTERNATIONAL APPLIANCE MANUFACTURING SAMPLE ADVERTISERS

Coordinated Circuit Protection for Electric Motors, Transformers and Control Units in Home and Professional Appliances

From Home Appliances to Industrial Machinery, Tyco Electronics' PPTC devices protect your appliances from electrical damage.

The electric motors, transformers and control units used in home and professional grade appliances are often subjected to mechanical overloads, overvoltage, shorts, load faults, surge overvoltages, humidity and other damaging factors. New polymeric positive temperature coefficient (PPTC) devices are designed for operation at low voltages of 120 VAC and 250 VAC, and can be applied to designs present today and for the future, as well as reduce assembly and replacement costs resulting from motor failure.



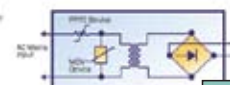
Replacing a failed unit from a home appliance can be a costly proposition. Power surge protection devices can help prevent this from happening. PPTC devices are designed to protect your appliances from electrical damage. They are designed to be used in a wide range of applications, from home appliances to industrial machinery. They are designed to be used in a wide range of applications, from home appliances to industrial machinery.

Tyco White Papers

Coordinated Circuit Protection for Consumer and Industrial Appliances

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Tyco Full Page Ad

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SAMPLE WHITE PAPER AND FULL PAGE AD

Customization Is Key To Optimum Performance

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Portage White Papers

Thermal Control Design Considerations

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Portage Half Page Ad

SAMPLE WHITE PAPER AND HALF PAGE AD

INTERNATIONAL APPLIANCE MANUFACTURING **TOP OEM'S**

International Appliance Manufacturing Magazine Guarantees Reach to **Design, Research & Development, Purchasing, Quality, Manufacturing/ Production Engineers & Management, Technical Directors, New Project Management & Directors, President/CEO/General Management and Laundry, Dishwasher, Cooking, Refrigeration titles** at these Top OEMs Worldwide.

A.S.P. Atag Special Products	Bunn-O-Matic	Fisher & Paykel Appliances	Kueppersbusch	Roblin
A/S Vestfrost	Caldera	Foron Hausgerate	LG Electronics	Rommelsbacher
AEG Hausgerate	Camco	FridgeMaster	Lackey	Roper
Aksan Ev Gerecleri	Candy Group	Fujitsu	LauraStar/Divelit	Rowenta
Alant	Candy Hoover	Futurum	Lavorwash	Royal Appliance
Alba	Cannon .	GE Appliances	LEC Refrigeration	Salton
Alpha Cookers	Castor Electrolux Zanussi Italia	Gaggenau	Leibherr	Salvajor
Altas Electrica	Cathy Refrigeration	Galanz Enterprises	Leifheit	Samsung Electronics
Amalgamated	Central	Glen Dimplex Home Appliances	Lux By Electrolux	Sanyo
Ancor	Cesiro	Goblin	Mabe	SAS Group
Amica Wronki	Changfeng Bao Industry	Godrej & Boyce	Martex Holland	Sharp
Antonio Meireles	Ciapem	Gorenje	Matsushita Electronics	Shop Vac
Antonio Merloni	Colombiana De Electronicos	Grindmaster	Melitta	Siemens
Applica	Core Technology & Innovation	Group Brandt	Meneghetti	Singer
Arcelik	Crolls Mexicana	Guangdong Kelon Electrical	Metropolitan Vacuum	Sirius
Arctic	Crosley	Haier	Meurice Merloni	SMEG Spa
Asko	Crosslee	Hamilton Beach / Proctor-Silex	Mid South Electrics	Sub-Zero Freezer
Astral	Cusinart	Hangzhou Household Appliance	Miele	Sunbeam
Atag Kitchen Group	Dacor	Heartland Appliances	Mitsubishi Electric	Tatung Co of America
Aviaagregat State Enterprise	Daewoo Electronics	Heartland Europe	Morphy Richards	Tecnogas
Azmayesh Ind Factories	Daikin Industries	Hefei Meiling	Moulinex	Tefal
Bajaj Electricals	De Longhi	Heller Elektro-Hausgerate	Multibras	Thor Appliance
Balay	Delonghi America	Heute	National Presto	Toshiba
Bartolini	Derby	Hisense Refrigerators	Neff	U-Line
Bauknecht	Domar	Hitachi	New World	Usine de Rosieres
Beam Industries	Domec Compania de Artefactos Electricos	Hoover	Nikon	Videocon Appliance
Beko	Donora Elettrodomestici	Housely	Nilfisk Advance	Viking Range
Bessel	Dynamic Cooking Systems	Hurst & Schroder	Norcool	Vita-Mix
BHS	Dyson Appliances	Husky Refrigeration	Nordica International	Vorwerk
Bissell	Earlex	Icasa	Northland	Vulcan-Hart
Black & Decker	Eio Aqua Vac	Ignis	NuTone	W I K Elektro-Hausgerate
Blomberg Werk	Elba	Ikerlan Energia	Ocean	W.C. Wood
Bomann	Elco Brandt SA. Cooking Div.	Imperial Werke	Olympic Group	Wanbao Group
Bonferraro	Electroaparataj	Indesit	Oreck	Waring
Brandt Italia	Electrodomesticos Solac	Invensys Net Work Systems	Panasonic	WCI International
Brastemp	Electrolux	IRobot	Pars Appliance	Wells Manufacturing
Braun	ElectroStar	Isolit - Bravo	Peerless Heater	West Bend Housewares
Breville	Elektra Bregenz	Jade Products	Philips	Westinghouse
Brewmatic	Elica	Jinling Electrical	Polar	Whirlpool
Briel Ind De Electrodomesticos	Elmira Stoves Works	Joud Ind Dom/ Appliances	Polti	Windmere
Britania Elettrodomesticos	Esco	K.I.C.Man	Press-o-Matic	Wolf Appliance
Broan-NuTone	Eumenia-Vertriebs	Karcher Alfred	Princess Appliances	Zanussi
Brown Stove Works	Euromac	Kelon	PT Sharp Electronics	Zelmer
BS Refrigerators	Faber International	Kelvinator	Qingdao Haier Refrigerator	
BSH Home Appliances	Fagor	Kirby	Rinnai	
BSP	Filtech Filtertechnik	Kitchen Aid	Rival	
BSW Household Appliances		Krups	Robert Bosch	

Source: Publishers Own Data 7/08.