

appliance DESIGN

www.applianceDESIGN.com

Total audience profile
for the 6 month period
ending Dec. 2009

KEY MEDIA

- ✓ International Appliance Manufacturing (IAM)
- ✓ December Buyers Guide Issue
- ✓ appliance DESIGN TV (Videos)
- ✓ e-Newsletters
- ✓ Webinars

appliance DESIGN is devoted to providing solutions for design and engineering teams in the global, commercial and medical appliance/durable goods industry. A MUST read for those who are involved in the design of products used in HVAC, Major Appliances, Housewares/Portable Appliances, Commercial Appliance, Vending Machines/Kiosks, Medical, Test, Measurement/Laboratory Equipment, Business Appliances, Consumer Electronics, and Product Development/Industrial Design Firms.

PRINT/DIGITAL EDITION

Media	Audience ¹
July Issue	26,257
August Issue	26,434
September Issue	26,953
October Issue	27,155
November Issue	26,700
December Issue	26,100



LIVE EVENTS

Event Sponsorship	Impressions*
Webinar	77,724
Event	Bonus Distribution*
Northwest Design2	50
Embedded Systems- Boston	50
National Manufacturing Week	75
Atlantic Design2	50
Southern California Design2	50
Southern Design2	50
Southeast Design2	50

appliance DESIGN media connects you with executive-level decision-makers at trade shows and networking conferences across the country.



ONLINE MEDIA - www.applianceDESIGN.com

Month	Impressions ²	Unique Browsers ²
January	35,943	23,497
February	36,907	21,389
March	38,425	23,110
April	35,832	21,205
May	33,042	19,686
June	34,356	21,251

BPA audited, appliance DESIGN online media generates an average 35,751 impressions² each month.

Marketing Opportunities Include:

- Tile, Banner & Skyscraper Ads
- Rich Media Ads
- White Papers
- Article Sponsorships
- Podcasts
- appliance DESIGN TV (Videos)
- Design Mart



E-NEWSLETTERS & DIGITAL EDITION

Media	Impressions*
E-Newsletter	12,260
Custom E-Newsletter/Subscriber E-mail Blast	12,260
International Appliance Manufacturing (IAM) Digital Magazine	20,000
Digital Edition Delivery E-Mail Blast Notification	5,326

Banners, Buttons, Text, Video, White Paper and classified advertising is available. Average open rate 16.687% generating 798+ average unique clicks.*

1 Publisher's projection for Dec 2009 as of Aug 2009; June 2009 BPA Statement Average Qualified Circulation 26,164.
2 BPA Interactive Data, Average Page Impressions, 35,751 Average Unique Browsers, 21,690. Average Jan. - June 2009.
*Publisher's data.