

NEW
International
Appliance Manufacturing
Magazine
see page 5 for details

appliance

DESIGN

| Design & Engineering Solutions for the Global Appliance Industry |

2008

INTEGRATED MEDIA PLANNING GUIDE

Print, Digital, Online, Custom

- Medical
- Housewares
- Majors
- Power Tools
- Commercial Appliances
- Floor Care
- Lawn & Garden
- Business Appliances
- HVAC
- Electronics
- Fitness Equipment
- Test & Measurement
- Water Processing
- Vending

Reach
more than
25,000
Design
Engineering
Professionals
in the Global,
Commercial, Medical,
Appliance/Durable
Goods Markets!*

*June 2007 BPA Circulation Statement

ADVERTISING

EDITORIAL

CIRCULATION

NEW INTEGRATED MEDIA PACKAGES

40%

The use of integrated media will increase your call to action by **40%****.



appliance DESIGN is here to help you maximize the return on your marketing investment. This **2008 Integrated Media Planning Guide** details a variety of integrated media marketing tools designed to help you deliver a strong message directly to design engineering* professionals. Our integrated media packages, with a mixture of print, online, and digital reaching over 420,000 combined¹, will be aligned with your marketing objectives. We work with you to construct an integrated media program that fits your marketing and budget needs.

The Design Engineering Publication for the Global, Commercial, and Medical, Appliance/Durable Goods Industry.

25,331*

Design Engineers

CIRCULATION TO DESIGN ENGINEERING PROFESSIONALS

Your ad reaches **25,331 Design Engineering Professionals*** in the Global, Commercial, Medical, Appliance/Durable Goods Market.

NEW DIGITAL EDITION BPA AUDIT

Our monthly digital edition is now BPA audited starting with our June 2007 statement. We are dedicated to bringing you quality circulation. Exclusive monthly sponsorships are available giving you an extra full-page ad plus your logo at the top of every page. Archived online providing you with continuous visibility.



BPA AUDITED BUYING INFLUENCE

Only **appliance DESIGN** gives advertisers BPA audited buying influence specifically for the Global, Commercial, Medical, Appliance/Durable Goods Market.[†]

RESOURCES OF BNP MEDIA

Backed by **BNP Media**, with over 80 years of publishing experience, **appliance DESIGN** gives you access to additional resources to support and expand your marketing program. Items such as first-class market research, list rentals, custom publishing, combination rates and more.

88%*

Consider advertisements a valuable source of information

*June 2007 BPA Circulation Statement. **Forrester Research Study, B2B Digital Marketing Shift, 2005. ¹28,000 print and digital from June 2007 BPA Circulation Statement, 392,733 annual website visits from June 2007 Net Tracker data (BPA does not audit AD online data). [†]AdScore Advertising Readership Study, 2/07.

MARKET COVERAGE*

appliance DESIGN offers coverage of Global, Commercial, Medical, Appliance/Durable Goods.

Business and Industry

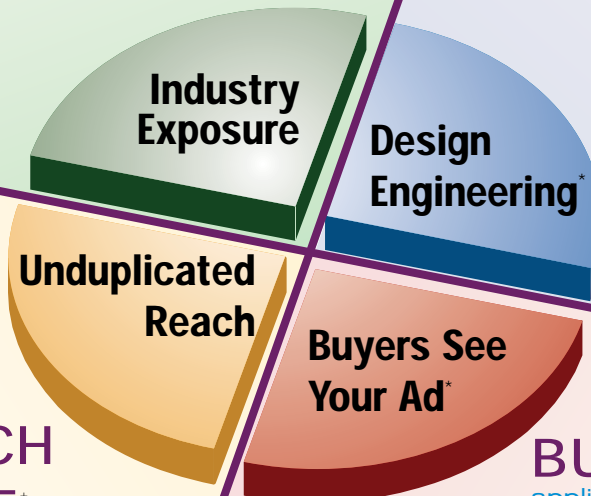
Business and Industry	Total Subscribers
Air Conditioning & Refrigeration Equipment	7,000
Heating Equipment	2,080
Household Cooking Equipment	645
Household Laundry Equipment	489
Water Processing Appliances & Other Consumer Appliances	1,803
Electric Housewares and Portable Appliances	1,424
Commercial Appliances & Vending Machines	1,803
Medical Equipment, Laboratory Test & Measurement	4,036
Business Appliances	949
Appliance Motors & Controls	1,847
Consumer Electronics Equipment	2,153
Equipment for Production of Motors	22
Other Appliance-Related Manufacturers	106
Design & Engineering Firms & Ind. Design Firms	3,643

SUBSCRIBER JOB FUNCTIONS*

Over 90% of appliance DESIGN subscribers hold design engineering titles.

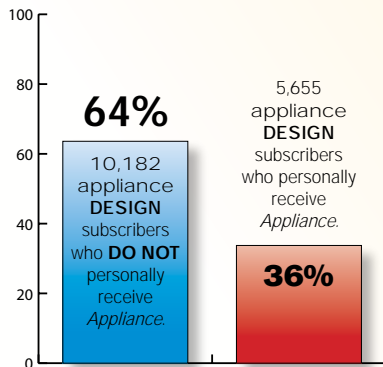
Design Engineering . . . 25,331

Corporate/Administrative and/or Financial Management (Owner, President, V.P., Chief)	2,000
Marketing/Sales/Advertising/Services Management and Others Allied to the Field	460
Purchasing/ Procurement Engineering & Management	209



SUBSCRIBERS YOU CAN'T REACH WITH APPLIANCE*

Your ad message in appliance DESIGN is received by more design engineering professionals who DO NOT receive *Appliance!*



*June 2007 BPA Circulation Statement, TQ = 28,000. * Based on Publisher's Own Data July 2007 of 15,837 subscribers who responded to the duplication question on the subscription form.

BUYING INFLUENCE*

appliance DESIGN subscribers influence the purchase of the products and services you sell.

- Connectors, Cords, Wire, Cable, Terminating Machines, Electrical Components, Motors, Fans, Blowers, Pumps, Motor Controllers, Heating Elements/Igniters - **55%**
- Displays, Indicators, Lamps, LEDs, Electro-Mechanical/Mechanical Components, Switches, Relays, Thermal Cutoffs, Circuit Breakers, Fuses - **51%**
- Fabricated Metal Parts, Plastic Molding/Forming Equip & Services - **41%**
- Controls, Sensors, Thermostats - **41%**
- Metals - **39%**
- Assembly Equip. & Tools, Fasteners, Dispensing, Adhesives & Tapes, Welding, Soldering, Brazing, Equip and Supplies, Robots - **35%**
- Certification/Testing Labs & Services, Test & Measurement Equip - **31%**
- Seals, Gaskets, Gasketing Equip. & Services - **29%**
- Microcontrollers, IC's & Other Electronic Components - **27%**
- Coatings, Paints, Finishing, Prefinished Metals - **27%**
- CAD/CAM/CAE/CIM Software - **27%**
- Solenoids, Valves, Actuators, Pneumatic/Hydraulic Components - **26%**
- Plastics - **26%**
- Decorative Products - **21%**

appliance DESIGN Guarantees Reach to Design Engineers at these Top OEMs Worldwide!

3M	CLEVELAND RANGE	GILLETTE	MARVEL INDUSTRIES	ROYAL APPLIANCE
AO SMITH	CLIMATE MASTER	GL VENDING	MASTER BILT PRODUCTS	RUUD LIGHTING
ABBOTT LABORATORIES	CLUB CAR	GLAXO SMITH KLINE	MATTEL FISHER-PRICE	S C JOHNSON
ADDISON PRODUCTS	COCA-COLA	GRACO	MAYTAG	SAMSUNG
ADVANCED ENERGY	COILCRAFT	HAMILTON SUNDSTRAND	MCCALL REFRIGERATION	SANYO
AGILENT TECHNOLOGIES	COIN ACCEPTORS	HART & COOLEY	MCOUAY INTERNATIONAL	SCHICK TECHNOLOGIES
ALARIS MEDICAL SYSTEMS	COLEMAN ENGINEERING	HASBRO	MEDTRONIC	SCHNEIDER ELECTRIC
ALCATEL	COLGATE PALMOLIVE	HATCO	MICROSOFT	SCORE CLOCKS
ALLIANCE LAUNDRY SYSTEMS	CONAIR	HAYWARD POOL PRODUCTS	MID SOUTH PRODUCTS	SEAGATE TECHNOLOGY
ALTO SHAAM	COOKTEK	HEARTH N HOME TECH	MID TEK	SELECT COMFORT
AMANA APPLIANCES	COOPER ATKINS	HEATCRAFT	MIDCO INTERNATIONAL	SHARP
AMERICAN DRYER	COPELAND	HEATRON	MIDDLEBY	SIEMENS
AMERICAN WATER HEATER	COPRECI	HELEN OF TROY	MIDMARK	SIRIUS SATELLITE RADIO
ARCELIK	CORNING	HENNY PENNY	MIDWAY INDUSTRIES	SMARTE CARTE
ARISTA	COULTER	HEWLETT PACKARD	MIELE	SMITH & NEPHEW
ARMSTRONG AIR CONDITIONING	CRANE MERCHANDISING SYSTEMS	HILL PHOENIX	MILWAUKEE ELECTRIC TOOL	SNAP ON TOOLS
AUTOMATED MERCHANDISING SYSTEMS	CUTLER HAMMER	HITACHI	MITSUBISHI	SOLECTRON
BAE SYSTEMS	DAEWOO ELECTRONICS	HOBART	MOBILITY ELECTRONICS	SONY ELECTRONICS
BALDOR ELECTRIC	DAIKIN-ALEN AIRCONDITIONING	HOME DIAGNOSTICS	MODINE MANUFACTURING	ST JUDE MEDICAL
BALLY TECHNOLOGIES	DANA	HONEYWELL	MOEN	SUB ZERO FREEZER
BASF	DANFOSS	HOSHIZAKI AMERICA	MOTOROLA	SUN MICROSYSTEMS
BAUSCH & LOMB	DELONGHI	HUNTER DOUGLAS	NEC ELECTRONICS	SUNDANCE SPAS
BAXTER HEALTHCARE	DELPHI	HUSSMAN	NELLCOR PURITAN BENNETT	SUNRISE MEDICAL
BAYER	DENTSPLY INTERNATIONAL	IBM	NESTLE	TANDY ELECTRONICS R&D
BECTON DICKINSON	DIEBOLD	IN SINK ERATOR	NORDIC AIR	TAYLOR COMPANY
BELTONE	DIMENSION ONE SPAS	INDESIT	NORTHROP GRUMANN	TECUMSEH
BERG REFRIGERATION	DIXIE NARCO	INGERSOLL RAND	NOVATEC	TEKNOR APEX
BEVERAGE-AIR	DRAEGER MEDICAL	INVACARE	NUAIRE	TERADYNE
BISSELL	DRESSER RAND	ITT INDUSTRIES	OVERHEAD DOOR	TEXAS INSTRUMENTS
BLACK & DECKER	DUKE MANUFACTURING	ITW COOKING EQUIPMENT	PALL	THE GENIE COMPANY
BLODGETT SUPPLY	DURACELL	JOHN DEERE	PANASONIC	THERMO KING
BOSCH	DYSON	JOHNSON & JOHNSON	PARKER HANNIFIN	TORO
BOSE	EAGLE GROUP	JOHNSON CONTROLS	PENTAIR	TOSHIBA
BOSTON SCIENTIFIC	EASTMAN KODAK	KAWASAKI MOTORS	PEPSI COLA	TRANE
BP SOLAR	ELAN HOME SYSTEMS	KIMBERLY CLARK	PFIZER	TYCO
BRAUN	ELECTRO INDUSTRIES	KIRBY	PHILIPS	TYLER REFRIGERATION
BRIM LAUNDRY MACHINERY	ELECTROLUX	KOHLER	PITNEY BOWES	UNITED REFRIGERATION
BRISTOL COMPRESSORS	EMERSON	KYOCERA	PLANTRONICS	UTC CARRIER
BROILER MAKERS	EMPIRE COMFORT SYSTEMS INTERNATIONAL	LANCER	PLEXUS	VARIAN
BRUNSWICK	ENVIROMASTER	LE CACHE WINE CABINETS	PRAXAIR	VIKING RANGE
BUNN-O-MATIC	ERICSSON	LEISURE CRAFT	PRESTO PRODUCTS	VULCAN HART
CALDERA	FEDDERS	LENNOX INDUSTRIES	PROCTER & GAMBLE	WAHL CLIPPER
CALGON	EUREKA	LEVITON MANUFACTURING	PUR-AIR	WARING PRODUCTS
CAMPRO MFG	FEDERAL INDUSTRIES	LEXMARK INTERNATIONAL	QUALCOMM	WATERPIK
CARRIER	FISHER & PAYKEL	LEYBOLD VACUUM USA	QUEST DIAGNOSTICS	WELCH ALLYN
CATERPILLAR	FISHER-PRICE	LG ELECTRONICS	QUEST FITNESS PRODUCTS	WESTINGHOUSE
CENTORR VACUUM	FRIGIDAIRE	LIEBERT	RAYOVAC	WHIRLPOOL
CHADDOCK REFRIGERATION	FRYMASTER	LIFE FITNESS	RAYTHEON	WOLF APPLIANCE
CHAR BROIL	FUJITSU	LOCHINVAR	RENEW AIR	XEROX
CLARION	GE	LUCENT	RESPIRONICS	YORK INTERNATIONAL
		LUTRON ELECTRONICS	RHEEM	ZEBRA TECHNOLOGIES
		MABE	ROBERT BOSCH	ZENITH ELECTRONICS
		MANITOWOC	ROBERTSHAW CONTROLS	
		BEVERAGE EQUIP		

Source: Publisher's Own Data, 2007

EDITORIAL QUALITY

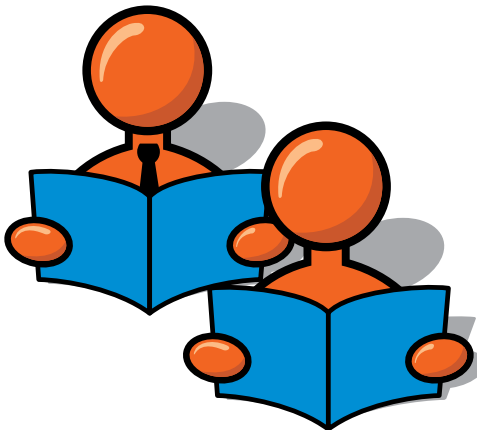
The readership of **appliance DESIGN** consists primarily of design engineers working throughout the Global, Commercial, Medical, Appliance/Durable Goods industry. The magazine serves a variety of segments within that industry, including makers of home appliances, commercial appliances, heating and

cooling equipment, consumer electronics, business machines, power tools, medical equipment, and more.

The mission of the magazine is to provide these design engineers with ideas and information that will help them design better and more innovative products, both today and in the future. To that end,

the magazine's articles seek to provide information on new technologies, new materials, new components, research & development, industrial design, and solutions to design challenges.

If you would like to submit an article for consideration, please send it to Richard Babyak at babyakr@bnpmedia.com.



TIME SPENT READING⁺

appliance DESIGN subscribers spend an average of **32 minutes** reading a typical issue of our magazine.



PASS ALONG READERSHIP⁺

An average of **1.4 additional people** read each copy of **appliance DESIGN**.

MAGAZINE OF CHOICE FOR ADVERTISING⁺

Readers who receive both **appliance DESIGN** and *Appliance* would suggest company's primarily run ads in **appliance DESIGN**.

CATEGORY

QUALITY & STANDARDS

EYE CATCHING TITLE OF ARTICLE

INTEGRATING BIOMETRICS

SUB-TITLE

Standards for embedded systems moving forward.





Award Winning Staff

appliance DESIGN is backed by a solid staffing team who continue to excel in their field.



⁺AdScore Advertising Readership Study, 2/07.

Issue	Product/Technology Coverage	Advertiser Benefits
JANUARY ad close 12/5/07 material close 12/6/07	<p>▶ ELECTRONICS microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers.</p> <p>▶ PLASTICS resins, custom compounds, composites, molded parts, molding services, molding simulation software.</p> <p>▶ AHR PREVIEW</p>	<p>▶ MOTORS fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software.</p> <p>▶ SHIELDING & EMI/RFI shields, EMI/RFI filters and suppression components, testing services, consulting services.</p> <p>BONUS DISTRIBUTION • AHR • ATX/MD&M West</p> <p>FREE 1/2-page Corporate Profile in January</p>
FEBRUARY ad close 1/7/08 material close 1/9/08	<p>▶ JOINING fasteners, adhesives, tapes, clinching, orbital riveting, ultrasonic welding, laser welding, heat staking.</p> <p>▶ CONTROLS & SENSORS electronic controls, touch controls, electromechanical controls, timers, thermostats, thermal cutoffs, accelerometers, temperature sensors, pressure sensors, humidity sensors, optical sensors, magnetic sensors.</p>	<p>▶ COOKING TECHNOLOGIES new cooking appliances, electric heating elements, gas burner designs, microwave heating, halogen light wave heating, cooktop materials, thermal insulation, thermal modeling software.</p> <p>▶ CONNECTORS & CORDS electrical connectors, terminals, spades, pins, receptacles, cordage, wire, cable, harnesses, strain reliefs, wraps & ties, electrical insulation.</p> <p>BONUS DISTRIBUTION • Motor & Drive Systems • Domotecnica • NAFEM • SPE TopCon • APEC</p> <p>FREE Advertising Readership Study</p>
MARCH ad close 2/5/08 material close 2/7/08	<p>▶ SWITCHES & RELAYS rockers, pushbuttons, toggles, sliders, rotary switches, DIP switches, trigger switches, potentiometers, encoders, membrane switches, circuit breakers, thermal cutoffs, fuses, electromechanical relays, solid-state relays.</p> <p>▶ METALS steel, pre-coated steel, stainless steel, aluminum, copper tube, stampings, die castings, powdered metal parts, magnesium injection molding.</p>	<p>▶ POWER power supplies, conversion components, surge suppression, circuit interrupters, power quality issues, fuses, circuit breakers, rechargeable batteries, battery charging circuits, fuel cells.</p> <p>▶ INSULATION foam insulation and blowing agents, vacuum panels, thermal insulation materials, heat sinks and heat dissipation, electrical insulation materials and components.</p> <p>BONUS DISTRIBUTION • APEX</p> <p>FREE MailLit</p>
APRIL ad close 3/5/08 material close 3/7/08	<p>▶ MOTORS fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software.</p> <p>▶ DECORATION glass, graphic overlays, trim, knobs, handles, labels, nameplates, laser marking, embossing, bar codes, decorating technologies.</p>	<p>▶ COOLING TECHNOLOGIES refrigeration, air conditioning, heat pumps, compressors, heat exchangers, insulation & blowing agents, refrigerants, thermoelectric components, software for modeling flow and heat transfer.</p> <p>▶ FLUID HANDLING pumps, hose, tubing, fittings, valves, leak testing equipment, flow modeling software.</p> <p>▶ AHR HIGHLIGHTS</p> <p>BONUS DISTRIBUTION • AHAM Annual Meeting • KBIS • Embedded Systems</p> <p>FREE Customized Direct Mail List - 500 Subscribers</p>
MAY ad close 4/7/08 material close 4/9/08	<p>▶ DISPLAYS & INDICATORS liquid crystal displays, vacuum fluorescent displays, microdisplays, touch control displays, LE Ds, light-emitting polymers, electroluminescent materials, backlighting technologies, light pipes, indicator lamps.</p> <p>▶ QUALITY & STANDARDS product testing and certification services, consulting services, standards & regulations, testing equipment, simulation software.</p>	<p>▶ IAQ/WATER PURIFICATION filters and filtration materials, electrostatic devices, UV light devices, desiccants, monitors</p> <p>▶ ELASTOMERS gaskets, seals, sealants, form-in-place gasketing, overmolding, soft-touch surfaces, foam & cushioning materials.</p> <p>BONUS DISTRIBUTION • GAMA Annual Meeting • SMMA Spring Conf.</p> <p>FREE White Paper/Case Study posted online</p>
JUNE ad close 5/5/08 material close 5/7/08 	<p>▶ EXCELLENCE IN DESIGN review of winning entries in 7 different product categories, industrial design firms involved with projects, comments on styling, interfaces, housings, and other design elements.</p> <p>▶ FANS & BLOWERS air moving packages, fans & impellers, blower wheels, blower housings, flow simulation software.</p> <p>▶ ELECTRONICS microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers.</p>	<p>BONUS DISTRIBUTION • Sensors Expo • ATX/MD&M East • Quality Expo</p> <p>FREE Design Mart*</p>

Issue	Product/Technology Coverage	Advertiser Benefits
<p>JULY ad close 6/5/08</p> <p>material close 6/7/08</p>	<p>▶ HEATING ELEMENTS open coil, sheathed, resistance wire, foil, graphite, PTC, fiber, thick film, thermal insulation, thermal modeling software, induction heating elements.</p> <p>▶ CONTROLS & SENSORS electronic controls, touch controls, electromechanical controls, timers, thermostats, thermal cutoffs, accelerometers, temperature sensors, pressure sensors, humidity sensors, optical sensors, magnetic sensors.</p>	<p>▶ MOTORS fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software.</p> <p>▶ GAS TECHNOLOGY burners, manifolds, regulators, valves, combustion controls, flame sensors, direct-spark igniters, hot-surface igniters, thermocouples.</p> <p>FREE Advertising Readership Study</p>
<p>AUGUST ad close 7/7/08</p> <p>material close 7/9/08</p>	<p>▶ PLASTICS resins, custom compounds, composites, molded parts, molding services, molding simulation software.</p> <p>▶ SWITCHES & RELAYS rockers, pushbuttons, toggles, sliders, rotary switches, DIP switches, trigger switches, potentiometers, encoders, membrane switches, circuit breakers, thermal cutoffs, fuses, electromechanical relays, solid-state relays.</p>	<p>▶ NOISE & VIBRATION CONTROL damping materials, isolators, sound analysis equipment, labs & consulting services, sound simulation software.</p> <p>▶ JOINING fasteners, adhesives, tapes, clinching, orbital riveting, ultrasonic welding, laser welding, heat staking.</p> <p>FREE MailLit</p>
<p>SEPTEMBER ad close 8/5/08</p> <p>material close 8/7/08</p>	<p>▶ SOFTWARE CAD, CAE, CFD, FEA, PLM, 2D modeling, 3D modeling, dynamic modeling, collaborative product development, industrial design software.</p> <p>▶ INDUSTRIAL DESIGN industrial design services, ergonomics & human factors, product development process, market trend analysis.</p>	<p>▶ DECORATION glass, graphic overlays, trim, knobs, handles, labels, nameplates, laser marking, embossing, bar codes, decorating technologies.</p> <p>▶ CONNECTORS & CORDS electrical connectors, terminals, spades, pins, receptacles, cordage, wire, cable, harnesses, strain reliefs, wraps & ties, electrical insulation.</p> <p>FREE Same Size Ad in September</p> <div data-bbox="1278 1006 1580 1203" style="border: 2px solid orange; padding: 5px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • ATE expo • National Manufacturing Week • Portable Power • Powder Coating • Quality Expo </div>
<p>OCTOBER ad close 9/5/08</p> <p>material close 9/8/08</p>	<p>▶ MOTORS fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software.</p> <p>▶ ELECTRONICS microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers.</p>	<p>▶ PROTOTYPING rapid prototyping equipment, prototyping services, 3D printing, rapid tooling, virtual prototyping software.</p> <p>▶ COATINGS & FINISHES liquid paints, powder coatings, special effect coatings, anti-corrosion coatings, films & laminations, vapor deposition, plated parts & plating services.</p> <p>FREE Customized Direct Mail List - 500 Subscribers</p> <div data-bbox="1278 1365 1580 1443" style="border: 2px solid orange; padding: 5px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • SMMA Fall Conf. </div>
<p>NOVEMBER ad close 10/6/08</p> <p>material close 10/8/08</p>	<p>▶ GAS TECHNOLOGY burners, manifolds, regulators, valves, combustion controls, flame sensors, direct-spark igniters, hot-surface igniters, thermocouples.</p> <p>▶ DISPLAYS & INDICATORS liquid crystal displays, vacuum fluorescent displays, microdisplays, touch control displays, LEDs, light-emitting polymers, electroluminescent materials, backlighting technologies, light pipes, indicator lamps.</p>	<p>▶ METALS & METAL PARTS steel, pre-coated steel, stainless steel, aluminum, copper tube, stampings, die castings, powdered metal parts, magnesium injection molding.</p> <p>▶ QUALITY & STANDARDS product testing and certification services, consulting services, standards & regulations, testing equipment, simulation software.</p> <p>FREE White Paper/Case Study posted online</p> <div data-bbox="1278 1699 1580 1777" style="border: 2px solid orange; padding: 5px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • ARI </div>
<p>DECEMBER ad close 11/5/08</p> <p>material close 11/7/08</p>	<p style="text-align: center;">ANNUAL BUYERS GUIDE</p> <ul style="list-style-type: none"> • Product Locator • Supplier Locator • Service Locator • Association Locator <div data-bbox="803 1891 971 2107" style="float: left; text-align: center;">  <p>appliance DESIGN 2008 BUYERS GUIDE & RESOURCE DIRECTORY</p> </div> <div data-bbox="1050 1908 1424 2070" style="float: right; border: 2px solid red; border-radius: 15px; padding: 10px;"> <p>FREE Logo, Boldface Listing, Email & Web Link, Company Description, Mfr Rep Listing, Email form, and One 1-inch Mini Ad/Product Photo*</p> </div>	

INTEGRATE YOUR MEDIA

COMPONENT	Print	Leads Plus Subscriber Names	Bonus Issue offer	Digital Edition	Video (under 2 min.)	Microsites	Enewsletter	Web
DESCRIPTION	The foundation of any successful integrated media program.	Receive specified quantity of subscriber leads that are customized by you - industry, buying influence, geographic location, etc.	Every issue display advertisers for that specific issue, qualify for special bonuses, which include corporate profiles, readership studies, mailits, and more.	Now BPA audited, exclusive monthly sponsorships are available giving you an extra full-page ad plus your logo at the top of every page. Archived online providing you with continuous visibility.	Short video clips displayed within our website demonstrating a new product or service, providing educational information, and more.	Your very own customized page dedicated to the products and services you offer. Include content, ads, hyperlinks, and more.	Over 11,000 e-subscribers receive up-to-the minute information on market conditions, technology developments and industry practices.	With over 11,000 visits and 11,000 e-subscribers, appliance DESIGN is a great way to drive traffic to your website.
PLATINUM	12x	✓	✓	✓	✓	✓	✓	✓
GOLD	7-11x	✓	✓	✓		✓	✓	✓
SILVER	4-6x	✓	✓				✓	✓
BRONZE	3x	✓	✓					✓

“I personally think the e-newsletter is terrific. Gets to the heart of things.” - *Herbert Rude Associates*

“Great job on the digital version of the magazine. I found it very efficient to use. It's great having the ability to click on the links to check out vendors and email people immediately.” - *Project Engineer, Blodgett Oven Company*

*Publisher's Own Data, 6/07. ¹Net Tracker, 6/07. ²ABM-Harris. ³Profile of the Digital Magazine Reader, Texterity.

“I’m pleased to receive my first copy of the Digital Edition. I read it with a lot of interest and am amazed at how easy and friendly it is to search the info.” - VP Appliance Controls, Computime

Ads	Article Sponsorships	E-Cards	White Papers	Design Mart	Buyers Guide	Reprints	Additional Options
<p>For 390,000+ annually, the appliance DESIGN website is a tool to get traffic to your</p>	<p>Was there an article published matching your objectives? Place your ad within that article so every time it is viewed within 12 months, your ad will be viewed.</p>	<p>Your graphic E-Card and hyperlink will take subscribers to your website or let them communicate directly to you. Posted online and distributed to newsletter subscribers.</p>	<p>Library of information organized by topic, crawled by our Google-powered search engine allowing searchers to find relevant information about particular products. Post your white paper in this resource section.</p>	<p>Attention product development and industrial design firms. Use this inexpensive special section to highlight a product, piece of literature, or service.</p>	<p>Print, online and digital makes it more convenient for buyers to find you and for your marketing message to stand out. Receive the most exposure with a Premium Listing and Product Banner.</p>	<p>Use articles to complement your sales, promotion, or educational programs. Customizable to suit your company's needs.</p>	<p>Virtual Trade Shows, Webinars, Custom E-mags, and more.</p>
✓	✓	✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓	✓	
✓	✓		✓	✓	✓	✓	
✓	✓			✓	✓	✓	



INTEGRATION IS THE WAY TO GO:

- **89% of executives agree** a brand is more top-of-mind if they see it in more than one medium.²
- **B2B websites are important sources for up-to-date information** – 3 out of 4 people say they provide access to the latest information, while two-thirds say B2B websites help them become aware of new products.²
- **Digital edition readers take action** regarding a product or service 90% of the time, with over 65% visiting the advertiser's website.³

MUST ADVERTISE ISSUES

Annual Excellence In Design Issue



An **appliance DESIGN Exclusive!**

June 2008 Issue

Display Advertising Deadline: May 5, 2008

Get your ad noticed by buyers and specifiers who receive **appliance DESIGN**, as they eagerly turn the pages to see which appliances won the annual **Excellence In Design** awards. This award honors the best & brightest design innovations in the appliance industry - making this a much anticipated and must-read issue!



Encourage your clients to submit a nomination!

Has one of your clients designed a particularly innovative new product? Encourage them to submit a nomination for the 2008 awards and earn the recognition they deserve. Nominations are due February 8, 2008. For more information visit: www.appliancedesign.com/EID.

Product Development & Industrial Design Firms

Let OEMs know about your company in the **EID Design Mart** section that salutes design! This month only you can purchase this **Industrial Design Resource** for only \$500 Net – a \$305 savings!

All June display advertisers receive this valuable ad for FREE!

2009 Buyers Guide

December 2008 Issue

Display Advertising Deadline: November 5, 2008

Take advantage of print, digital, and online integrated exposure!



Print & Digital Edition

Searchable by:

- ▶ Supplier Locator
- ▶ Product Locator
- ▶ Service Locator
- ▶ Association Locator



Online

www.applianceDESIGN.com/buyersguide

- ▶ Automatically tied to the search box on **appliance DESIGN** and all BNP Media websites.
- ▶ Premium packages offer preferred placement in search results.
- ▶ Company detail page dedicated to present your information in an easy to read format.

- ▶ Reach **25,331** Design Engineers plus other key professionals in the Global Appliance Industry*
- ▶ Proven Buying Influence – **appliance DESIGN** audits buying influence so you know you are reaching buyers/specifiers in the industry*
- ▶ Year-Long Shelf Life – Buyers keep and use the **appliance DESIGN** Buyers Guide for reference to find suppliers all year long
- ▶ Buyers can find you with more ways than one – in print, in the digital edition, and online
- ▶ Multiple **FREE Bonuses** for December 2008 Display advertisers

Our available listing enhancement packages make this a must buy to integrate your media campaign. Contact **Jennifer Nagel** at 248-244-1729 or nagelj@bnpmedia.com to select the integrated program that fits your marketing and budget needs.

www.applianceDESIGN.com/buyersguide



SPECIAL OPPORTUNITIES AND MARKETING SERVICES



Custom Media - Single Source Solutions

BNP Custom Media integrated its custom services with **appliance DESIGN** to create products and resources that lead the industries we serve. Delivering editorial content from you to your target audience, internally and externally, via print, electronic mediums, or live events.

There are endless vehicles available for you to interact with your audience some of which include custom magazines, newsletters, eBooks, white paper/case studies, web portals/microsites/online resource centers, advertorials, and online content. Contact **Fern Sheinman** at 858-259-4585 or sheinmanf@bnpmedia.com.



Clear Seas Research

Dedicated to providing results-oriented market research and insightful analyses to our clients with a focus on understanding their business and offering exceptional customer service. For more information go to www.clearseasresearch.com.

DESIGN MART



Use an inexpensive **Design Mart Ad** to highlight a particular product, piece of literature or service. Design engineering professionals are always looking for more information to help them specify products and services and the Design Mart ads are a convenient resource section they can look to every month for supplier information. These 1/9-page ads are 2-1/4 x 2-7/8 and include your company name, 4-color photo, 50 words of copy, and contact information. **Available in every issue. In June and September receive special enhanced placement behind key editorial.**

Rates:

- 1 Unit \$805
- 2 Units \$650 each
- 3 Units \$540 each
- 4 Units \$420 each

Specifications: You provide an electronic photo of your product (jpeg, .tiff or 300 dpi .pdf preferred) along with 50 words of copy and contact information (electronic .txt preferred).

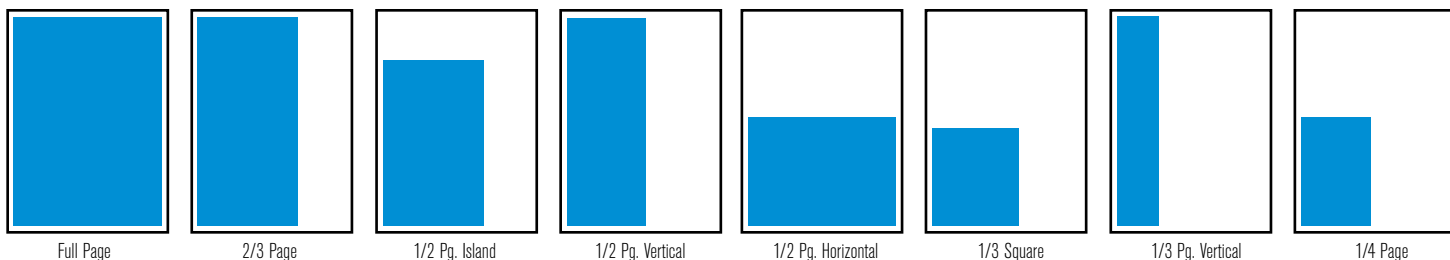
Contact Jennifer Nagel for more information about placing your Design Mart ad today at 248.244.1729 or nagelj@bnpmedia.com.

DISPLAY ADVERTISING

Ad Size	Width x Depth	1x	4x	7x	12x
Full Page	7" x 10"	\$5,625	\$4,195	\$3,995	\$3,580
2/3 Page	4.5" x 10"	\$4,520	\$3,370	\$3,210	\$2,790
1/2 Pg. Island	4.5" x 7.5"	\$4,295	\$3,115	\$2,970	\$2,565
1/2 Pg. Vertical	3.25" x 10"	\$4,040	\$2,820	\$2,685	\$2,410
1/2 Pg. Horizontal	7" x 4.875"	\$4,040	\$2,820	\$2,685	\$2,410
1/3 Pg. Square	4.5" x 4.875"	\$3,140	\$2,290	\$2,180	\$1,920
1/3 Pg. Vertical	2.1875" x 10"	\$3,140	\$2,290	\$2,180	\$1,920
1/4 Page	3.25" x 4.875"	\$2,205	\$1,610	\$1,535	\$1,375

EFFECTIVE JANUARY 2008 • ISSUED SEPTEMBER 2007

Frequency determined by number of insertions used within 12 months from date of first insertion.



Ask your sales rep about integrating your print campaign with online and more!

Color Rates	Page	Spread
2 color	\$605	\$870
matched	\$760	\$1,050
metallic	\$970	\$1,180
3/4 color	\$1,470	\$2,295

Cover Position Premiums

Inside Front Cover:Special rate plus 35%
 Back Cover:Special rate plus 35%
 Inside Back Cover:Special rate plus 25%
 Covers must be contracted for either 6x or 12x insertion.

Insert Options

Rates based on mechanically accepted, preprinted inserts. Inserts can be broken down by categories on BPA statement or qualification card. Quantities under 15,000 must provide 15% waste allowance. Quantities over 15,000 must provide 10% waste allowance.

Mechanical Requirements

Trim Size: 7.625" x 10.625"
 .1875" head and foot trim.
 Keep live matter .375" from trim.
 Contact sales rep for rates.

Ask about other high impact advertising options such as custom publishing, gatefold, polybag, etc.



Combination Rates

Attractive combined frequency rates are available with other BNP Media titles.



Shipping Instructions:

Please address all correspondence, space orders, insertion instructions & material to:
 appliance **DESIGN**
 Amy Alef, Production Manager
 2401 West Big Beaver Road, Suite 700, Troy, MI 48084
 Phone: 248.244.6409; Fax: 248.786.1348
 Email: alefa@bnpmedia.com

Printing Specifications

Printing: Heat-set, web-fed offset
Paper: 40-lb. coated;
Cover: 80-lb. coated
Binding: Perfect Bound
Screen: 150-line black-and-white.

Bleed Specifications:

Full-page bleed size 8¹/₈" x 11¹/₈"
 Full-page trim size 7⁷/₈" x 10⁷/₈"
 Spread size, full bleed 16" x 11¹/₈"
 Spread trim size 15³/₄" x 10⁷/₈"
 Keep all live matter ³/₈" from trim.

Publication & Closing Dates

Published Monthly: Issued during the first week of publication month. Advertising space orders must arrive by the 5th of the month preceding date of issue. When normal closing dates fall on weekends or holidays, issues close the following workday. No cancellations or changes in order will be accepted after closing dates.

Digital Ad Requirements

Platforms: MAC format preferred. (IBM-compatible accepted, fonts will be replaced by MAC versions).

Preferred File Formats: InDesign, Photoshop and Illustrator files accepted. **PDFs are accepted;** please call the production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: [appliance DESIGN](#) recommends **submitting your files via FTP or email.** All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

FTP Login Information:

Go to www.upload.bnpmedia.com and choose appliance **DESIGN** from the drop down menu and follow on screen directions.

Proofs Required: A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. **Color cannot be guaranteed unless an acceptable proof is provided.** Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size 7⁷/₈" x 10⁷/₈". Bleed ads should extend beyond trim crop marks by ¹/₈" on each side. Vital matter must be kept at least ³/₈" away from trim edges. Fractional ads should match sizes published in media kit.

appliance
DESIGN

Terms & Conditions

Payment Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1¹/₂% per month service charge thereafter (1¹/₂% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Short Rates & Rebates: Advertisers will be shortrated if, within a 12-month period from date of first insertion, they

do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that which they have been billed.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color and position. Bills are issued same day as publication. Commission not allowed on other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges and non-display advertising.

Copy & Contract: Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed and all claims arising therefrom against publisher.



INTERNATIONAL

Fern Sheinman

Publisher, International

Phone: 858.259.4585

Fax: 248.502.1059

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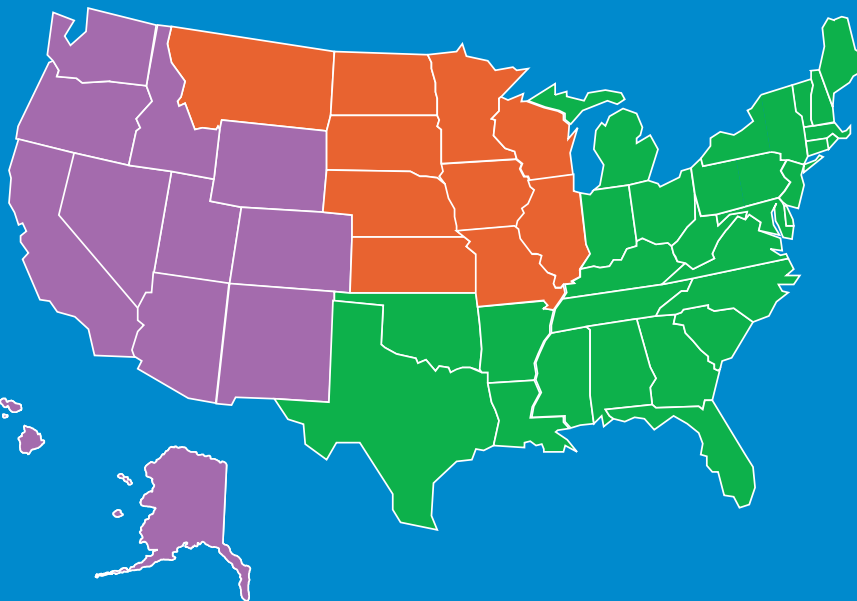
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Design Mart/Classified Sales/Buyers Guide

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