

Design & Engineering Solutions for the Global Appliance Industry

appliance DESIGN

MOST DESIGN ENGINEERS!

Reaching more than
25,000

Design Engineering Professionals
in the Global Appliance Market!*



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

appliance DESIGN

appliance **DESIGN** offers you the best value with the largest relevant reach, quality editorial, and beneficial advertisements, all backed by the resources of BNP Media.



LARGEST CIRCULATION TO DESIGN ENGINEERING PROFESSIONALS

Your ad reaches **25,331*** Design Engineering Professionals in the Global Appliance Market with **appliance DESIGN** – almost double the number you can reach with any other publication in the market!+

BPA AUDITED BUYING INFLUENCE

Only **appliance DESIGN** gives advertisers BPA audited buying influence specifically for the global appliance market.†

NEW MULTIMEDIA ADVERTISING OPPORTUNITIES

appliance DESIGN is always looking for ways to implement new programs that allow you to get prime brand coverage in multiple channels. Buyers who interact with brands over multiple media channels display more loyalty and spend 30% more than those who shop using a single media channel.** **Utilize the power of print combined with online** to build a universal presence for your company.

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.

25,331*

Design Engineers

Consider
advertisements
a valuable
source of information

80%**

*December 2006 BPA Circulation Statement †Publisher's Own Data, November 2006. **U.S. Postal Service, 2005. **Ad Score Advertising Readership Study, February 2006.

appliance **DESIGN** delivers your ad to Design Engineering and Management Professionals who influence the design, specification and purchase of products and services used in the Consumer, Commercial and Medical Appliance/Durable Good Markets.*

CIRCULATION

Top 50 Subscriber Companies² Concentrated Reach to Key Companies

Whirlpool	308
General Electric	174
Trane	163
Maytag	138
Electrolux	117
Carrier	106
Emerson	106
Honeywell	83
York	73
Copeland Corp.	66
Motorola	66
Tyco Electronics	63
Boston Scientific	59
Medtronic	58
Tecumseh	58
Lennox	56
Northrop Grumman	54
Lockheed Martin	50
Abbott Laboratories	49
Delphi	46
Parker Hannifin	46
Invensys	45
Siemens	45
AO Smith	41
Raytheon	41
Texas Instruments	39
Arcelik	37
IBM	36
Black & Decker	35
Hussmann	34
LG Electronics	32
Agilent Technologies	31
Mabe	31
Rheem	30
Rockwell	30
Hewlett Packard	29
Boeing	28
BAE Systems	25
Mestek	25
Midmark	25
Lancer	24
Arrow International	23
Beckman Coulter	23
Eastman Kodak	23
Hill Phoenix	23
Baxter Health Care	22
BSH Home Appliances	22
Hoshizaki	22
Johnson Controls	22
Panduit	22

Coverage of the Design & Management Team*

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	458
Purchasing/Procurement Engineering & Management	211
Production/Manufacturing Engineering, Quality Control and/or Quality Assurance, Materials Handling/Storage and Retrieval (inc. Management)	0

**"More than
Just White
Goods"**

Coverage of Consumer, Commercial, & Medical Appliance Markets*

Air Conditioning & Refrigeration Equipment	7,000
Heating Equipment	2,114
Household Cooking Equipment	675
Household Laundry Equipment	490
Water Processing Appliances & Other Consumer Appliances	1,729
Electric Housewares and Portable Appliances	1,369
Commercial Appliances & Vending Machines	1,759
Medical Equip., Laboratory Test & Measurement	4,066
Business Appliances	875
Appliance Motors & Controls	1,862
Consumer Electronics Equipment	2,073
Equipment for Production of Motors	23
Other Appliance-Related Manufacturers	91
Design & Engineering Firms, Development & Industrial Design Firms	3,874

The Competitive Advantage

If your company wants to reach the Design Engineer at Appliance Companies – appliance **DESIGN** delivers your ad message to more – plain and simple.

appliance **DESIGN**⁺
Design Engineers in the Global Appliance Industry **25,331**

Appliance Magazine^{*}
Product Engineering & Design in the Global Appliance Industry 15,456

*December 2006 BPA Circulation Statement, TQ = 28,000. Market covers all of the businesses/industries listed in Paragraph 3A of the December 2006 BPA Statement.

+December 2006 BPA Circulation

²Publisher's Own Data, 4/2006.

Audited Buying Influence You Can Trust

appliance **DESIGN** Subscribers Influence the Purchase of the Products and Services You Sell.*

- CAD/CAM/CAE/CIM Software - **27%**
- Certification/Testing Labs & Services, Test & Measurement Equip - **32%**
- Coatings, Paints, Finishing, Prefinished Metals - **27%**
- Connectors, Cords, Wire, Cable, Terminating Machines, Electrical Components, Motors, Fans, Blowers, Pumps, Motor Controllers, Heating Elements/Igniters - **55%**
- Controls, Sensors, Thermostats - **41%**
- Decorative Products - **21%**
- 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%**
- Assembly Equip. & Tools, Fasteners, Dispensing, Adhesives & Tapes, Welding, Soldering, Brazing, Equip and Supplies, Robots - **36%**
- Metals - **39%**
- Microcontrollers, IC's & Other Electronic Components - **27%**
- Plastics - **26%**
- Seals, Gaskets, Gasketing Equip. & Services - **29%**
- Solenoids, Valves, Actuators, Pneumatic/Hydraulic Components - **26%**

International Reach

A Unique Opportunity to Impact Design Engineers in the European Market – Face to Face!

For those advertisers who need a targeted marketing option to reach international OEM's, appliance **DESIGN** offers its exclusive European Road Show, a bi-annual event taking place in 2007. The European Road Show is a traveling tradeshow in a state-of-the-art vehicle, taking appliance industry suppliers directly to appliance manufacturers' doorsteps in Europe. Don't miss your chance to reach OEM's, such as Bosch & Siemens, Candy, Croslee, Electrolux, Miele, Merloni, Sharp, and Whirlpool, across the U.K., Germany and Italy.

Reach 1,815 International Subscribers.* With coverage of 93 countries, appliance **DESIGN** spreads your ad message to key contacts at **OEM's worldwide.**²



International Editorial²

Delivering editorial coverage around the world for the Global Consumer, Commercial and Medical Appliance/Durable Good Markets.

appliance **DESIGN** delivers the audience and editorial for **COMPLETE** international reach.

- | | | |
|---|--------------------------------|--|
| Australian National University, Australia | Dyna Systems, Germany | Hoganas, Sweden |
| Bayer Material Science, Germany | Dyson, U.K. | Hong Kong University, China |
| Cambridge Consultants, U.K. | Elliptec, Germany | Infolytica, Canada |
| Cambridge Flat Display, U.K. | Envisiontec, Germany | LPKF, Germany |
| Chipcon, Norway | FAWI, France | Ntera, Ireland |
| Chorus Motors, Gibraltar | FisherCast, Canada | Pelikon, U.K. |
| DSM, the Netherlands | Fujitsu Laboratories, Japan | Philips Semiconductor, the Netherlands |
| Denso Thermal Systems, Italy | Ferro Tehniek, the Netherlands | Quantum Research, U.K. |
| | H2i Technologies, France | Robur, SpA, Italy |
| | Hewlett-Packard Labs, U.K. | Sunon, Taiwan |

*December 2006 BPA Circulation Statement, TQ= 28,000 ²Publishers Own Data, Subscriber File 6/2006

appliance**DESIGN** Guarantees Reach to the Top Appliance OEMs Worldwide!

Addison	Cuisinart	Hoffman	Morris Bros Metals	Singer Sewing
AEG	Culligan	Honeywell	Motorola	Skil
A.J. Atunes	Dacor	Hoover	Moulinex	Skytron
Alcatel	Daewoo	Hoshizaki America	MTD Products	Smith + Nephew
Alco Foodservice	Danby Products	Huebsch	MTI Whirlpools	Snapper
Alliance Laundry Systems	Datascope	Hughes	MTS	Sony
Alto-Sham	Datex-Onmeda	Hunter Fan	Murata Electronic	Speed Queen
Alvey Washing Equipment	DCS - Dynamic	Hussmann	Murray	Stanley
Amana	Cooking Systems	IBM	Napoleon	Star Manufacturing
American Honda	Deere	Ice-Cap	National Presto	State Industries
American Standard	Dell	IMI Cornelius	NCR	Stihl
American Water Heater	Delonghi	Imperial	NEC	Stryker
Amtrol	Delta	Indesit	Nelcor Puritan Bennett	Sub Zero
Andis	Denver Instruments	Ingersoll-Rand	Nicolet Instruments	Suburban Mfg
AO Smith	Desert Aire	In-Sink Erator	Nordic	Sunbeam
Apple	Dewalt	International Comfort	Nordyne	Sunrise Medical
AquaSwim & Spa	Dexter	Products	Norelco	Tandy
Arcelik	Dictaphone	Invacare	Nortek	Taylor
Armstrong	Dimension One	Invensys	Northland Corporation	TEAC
Artic Industries	Dixie-Narco	lomega	NuAire	Tefal
ASKO	Drager	Jabra	Nutone	Texas Instruments
AT&T	Dresser	Jacuzzi	Omega	Thermador
Aubrey Mfg.	Dremel	Jade	Oreck	Thermo Spas
Automat	Ducane	Jenn-Air	Oregon Scientific	Thermoking/Hussmann
Automated	Duke Manufacturing	Jofemar	PAL	Thermo-Products
Merchandising Systems	Products	John Deere	Panasonic	Thomson (GE/RCA)
Automatic Products	Dupro Petson	Johnson & Johnson	Peerless Stove	Thor
Bakers Pride	Dyson	JVC	Peerless-Premier	Toastmaster
Bang & Olufsen	Eastman Kodak	Karcher	Pentair Pool Products	Toro
Bard Mfg.	Echo	Kawasaki	PepsiCo	Toshiba
Bauknecht	Electrolux	Kelvinator	Philco Italia	Trane
Belkin	Electrostar	Kenwood	Philips	Traulsen
Bell & Howell	Emerson	Kinetic Concepts	Pioneer	Tristar Europe
Bemis	Emerson Quiet Cool	Kirby	Pitco Frialator	TurboChef
Bertazzoni	Empire Comfort Systems	KitchenAid	Pitney Bowes	Tyler Refrigeration
Beverage	Epson	Klimaire	Plantronics	U-Line
Dispensing Solutions	Ericsson	Kodak/Eastman	PMI	Unilever
Beverage-Air	ET Oaks	Kohler	Porter Cable	Unisys
Bio-Tek	Eureka	Koppersbusch	Precor	United Technologies
Bissell	Evcon	Lanier Worldwide	Profilo	US Electronics
Black & Decker	Everpure	Lasko	PUR Water	US Stoves
Blaupunkt	Fagor	Lau Industries	Purification Products	Varmixer
Blodgett	Farberware	Lennox/Armstrong	Puritan Bennett	VAX
Bock Water Heaters	Fastcorp	Leybold	Rainbird	Viewsonic
Bosch	Fedders	LG Electronics	Rangaire	Viking Range
Bose	Federal Industries	Liebherr Hausgerat	Raypak	Vita-Mix
Bradford-White	Fisher & Paykel	Life Fitness	Redring Electric	Vollrath
Bradley, W.C.	Fluke	Litton	Regal	Vornado
Braun	Friedrich	Lochinvar	Remington	Vulcan-Hart
Brita Products	Frigidaire	Lofra	Research Products	Wahl Clipper
Broan	Frymaster	Luxaire	Respironics	Waring
Broil King	Fujitsu	Mabe	Reznor	WasteKing
BSH Home Appliances	GE	Magic Chef	Rheem/Ruud	Water Furnace Intl.
Bull	Genie	Makita	Ricoh	Waterpok
Bunn-O-Matic	Gibson	Manitowoc	RIM	Watertown Metal Products
Cal Spa	Gillette	Marvel	Rival	Wayne Dalton
Caldera	GN Netcom	Masco	Robert H. Peterson	Weber-Jarco
Caloric	Goodman/Janitrol	Master Spas	Robin	Weber-Stephen
Camco	Grindmaster	Masterbuilt Products	Roper	Welbilt
Candy	Groupe SEB/Krups	Matsushita	Rowenta	WelchAllyn
Canon	GTE	Maytag	Royal	West Bend
Capresso	GTECH	McQuay	Ryobi	Westinghouse
Carrier	Haier America	Medtronic	Salton	Wheaton Instruments
Casio	Hamilton Beach/Pr. Silex	MEI	Samsung	Whirlpool
Chamberlain	Harris/3M	Merloni	Sanyo	White-Rodgers
Char-Broil	Hartland	Metal Masters	Sanyo Fisher	Windmere
Clarion	Hatco	Metropolitan Air Tech Inc	Savamco Manufacturing/ FRD Systems	Wolf
Cleveland Range	Heartland	Midco	Scottsman	Xerox
Climate Master	Heat & Glo	Middleby	Seaga Manufacturing	York
Coca Cola Bottling	Heatcraft	Mid-South Industries	SerVend	Zenith
Coleman	Helen of Troy	Miele-Cie	Sharp	Zoll Medical Corporation
Compaq	Henny Penny	Mile High	Shop-Vac	
Conair	Hewlett-Packard	Milwaukee Electric	Siemens	
Crane Merchandising	Hill Phoenix	Minolta	Siemens-Electogerate	
Crane National Vendors	Hitachi	Mitsubishi	Simplicity	
Creda	Hobart	Monessen Hearth Systems		

Trade Magazine Received**

appliance DESIGN	94%
Design News	66%
Machine Design	62%
Appliance	46%

Recommended Value

97% of readers would recommend appliance DESIGN to other design engineering professionals in the industry.

Pass Along Readership*

An average of 1.6 additional people read each copy of appliance DESIGN.

Time Spent Reading*

appliance DESIGN subscribers spend an average of 33 minutes reading our magazine.

User Friendly Visual Organization

Category
HEATING ELEMENTS

Eye Catching Title of Article
Clearly Hot

Sub-Title
Glass radiator combines heating technology and elegant design.

Article Content:
HEATING ELEMENTS
Clearly Hot
Glass radiator combines heating technology and elegant design.
Glass is becoming an increasingly popular material in the design community, as its sleek transparency imparts a modern, open-design aesthetic to a product. And when glass is infused with a latent generational capability, the combination further increases the design utility of the material by providing the means of heating appliances with almost instant clarity of glass. Not surprisingly, the concept emerged in Europe, where built-in design and space-saving radiators have long been a staple of modern interior design.
The glass radiator featured above was designed by Klaus Jochen, GmbH, Austria, Germany, which is a subsidiary of Heat Control Electronics, GmbH, also in Austria. The result is a product line called SGO (Strom Glas Ofen), or "Electric Glass Radiator."
The glass radiator can be used as heat source throughout the year, as it can act as a visual focal point when highlighted by other design elements, as the image above, when generated vertically, as in a bathroom wall with the towel bar, the only visible wire on the panel is

by richard babbyak
© 2006 appliance DESIGN July 2006

ASSOCIATION REPORT: GAMA

One of Our Oldest Tools Is Still One of Our Best

How a legislator on a part-time basis enables us to advocate what a non-profit company does... and how government regulations have a direct impact on our business!

It would be hard to imagine a little group of design engineers in a small town in the Midwest, but that's exactly what GAMA is. The group was founded in 1954 and has since grown into one of the most successful and influential organizations in the design industry. GAMA's success is a testament to the power of a strong, unified voice. The group has been instrumental in advocating for design engineers and their interests, and has helped to shape the industry's future. GAMA's success is a testament to the power of a strong, unified voice. The group has been instrumental in advocating for design engineers and their interests, and has helped to shape the industry's future.

Association Report

Learn what research, legislation, and developments associations within the industry are currently working on. Some associations include ARI, CEA, AHAM, and GAMA.

appliance DESIGN

2005 APEX AWARDS FOR PUBLICATION EXCELLENCE

Winner of the 2005 APEX Awards For Publication Excellence

**Redesign Satisfaction Study, 3/05. *Ad Score Advertising Readership Study, 2/06. **Switches, Brand Awareness, & Usage Study, 5/06.

Annual Excellence In Design Issue

An **appliance DESIGN** Exclusive!

June 2007 Issue • Display Advertising Deadline: May 7, 2007



This annual Excellence In Design awards program, heading into its 20th year, honors the best & brightest design innovations in the appliance industry - making this a much anticipated and must-read issue! Your ad has more opportunity to be noticed by the buyers and specifiers

who receive **appliance DESIGN**, as they eagerly turn the pages to see which appliances won.



Display advertisers receive a **FREE Design Mart Ad** for added exposure.

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 2007 awards and earn the recognition they deserve. Nominations are due February 9, 2007. For more information visit: www.appliancedesign.com/EID

Product Development & Industrial Design Firms

Purchase a special Industrial Design Resource 1/9-page Design Mart Ad for only \$500 Net – a \$265 savings! This section will appear in the EID section of the issue. A great way to let OEM's know about your company in this section that salutes design!

All June display advertisers receive this valuable ad for FREE!

Year-Long Exposure + Integrated Print, Digital, Online = Sales Success

2008 Buyers Guide

Your #1 Resource for Impacting Design Engineering Professionals in the Global Appliance Industry.

appliance DESIGN

Launches a **NEW Online Buyers Guide** - best value and best exposure

1. NEW KEYWORD SEARCH

New easy keyword search through BNP Media LINX (powered by Google) allows potential customers to find your listing from any page on www.appliancedesign.com, and from other BNP Media publications, giving more buyers access to your listing than ever before.

2. PREFERENTIAL RESULTS

Purchase a **NEW Premium Package** listing and appear at the top of the results with a star next to your name every time your product categories are accessed - prime visibility!

3. NEW COMPANY DETAIL PAGES

Get a dedicated page to present your information in an easy-to-read format. Purchase a **Premium Package** and post **Spec Sheets, Product Photos**, and a **Logo** in your online listing. Also includes **Live Web & Email Links**, and a special subject line in all emails so you know where your leads came from.

ASK ABOUT OUR NEW DIRECTORY BANNER & TILE OPTIONS!

December 2007 Issue

Display Advertising Deadline: November 5, 2007

- ▶ Reach **25,331 Design Engineering Professionals*** plus Other Key Professionals in the Industry
- ▶ **NEW Online Buyers Guide** (see side bar for details)
- ▶ **NEW Service Locator and Association Locator**
- ▶ Integrated reach with **online and digital edition**
- ▶ **Guaranteed Buying Influence**
- ▶ **Exposure All Year Long** – Buyers keep and use the **appliance DESIGN** Buyers Guide to find suppliers all year long
- ▶ Multiple **FREE Bonuses** for Display Advertisers
 - Boldface Listing
 - 4-Color Logo in Supplier Listing Section and online
 - Live Web Link
 - Email subject pre-populated – “Request for info from **appliance DESIGN** Buyers Guide Listing”
 - Improved online search positioning


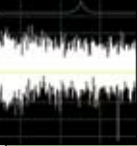







A display ad plus our new online features makes your company **STAND OUT** in this essential supplier reference. *Be sure to include the December Buyers Guide in your ad program for 2007.*

For more information about adding enhancements to your listing contact: **Jennifer Nagel** Phone: 248-244-1729; Email: nagelj@bnpmedia.com

www.appliancedesign.com/buyersguide

Issue	Product/Technology Coverage	Bonus Distribution	Advertiser Benefits
<p>JANUARY ad close 12/5/06</p> 	<ul style="list-style-type: none"> ▶ Electronics microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers. ▶ Plastics resins, custom compounds, composites, molded parts, molding services, molding simulation software. ▶ Motors fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software. ▶ Shielding & EMI/RFI shields, EMI/RFI filters and suppression components, testing services, consulting services. ▶ AHR Preview ▶ Association Report: ARI 	<ul style="list-style-type: none"> ■ AHR - Jan. 29-31, Dallas, TX 	<p>Corporate Profile - Buy One, Get One FREE</p> 
<p>FEBRUARY ad close 1/5/07</p> 	<ul style="list-style-type: none"> ▶ Joining fasteners, adhesives, tapes, clinching, orbital riveting, ultrasonic welding, laser welding, heat staking. ▶ Controls & Sensors electronic controls, touch controls, electromechanical controls, timers, thermostats, thermal cutoffs, accelerometers, temperature sensors, pressure sensors, humidity sensors, optical sensors, magnetic sensors. ▶ Cooking Technologies new cooking appliances, electric heating elements, gas burner designs, microwave heating, halogen light wave heating, cooktop materials, thermal insulation, thermal modeling software. ▶ Connectors & Cords electrical connectors, terminals, spades, pins, receptacles, cordage, wire, cable, harnesses, strain reliefs, wraps & ties, electrical insulation. ▶ Association Report: CEA 	<ul style="list-style-type: none"> ■ Motor & Drive Systems - Feb. 7-8, Dallas, TX ■ MD&M - Feb. 12-15, Anaheim, CA 	<p>FREE Advertising Readership Study</p>
<p>MARCH ad close 2/5/07</p> 	<ul style="list-style-type: none"> ▶ 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. ▶ Metals steel, pre-coated steel, stainless steel, aluminum, copper tube, stampings, die castings, powdered metal parts, magnesium injection molding. ▶ Power power supplies, conversion components, surge suppression, circuit interrupters, power quality issues, fuses, circuit breakers, rechargeable batteries, battery charging circuits, fuel cells. ▶ Insulation foam insulation and blowing agents, vacuum panels, thermal insulation materials, heat sinks and heat dissipation, electrical insulation materials and components. ▶ Association Report: AHAM 	<ul style="list-style-type: none"> ■ SPE TopCon - March 28-29, Raleigh, NC 	<p>FREE MailIt</p>
<p>APRIL ad close 3/5/07</p> 	<ul style="list-style-type: none"> ▶ Motors fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software. ▶ Decoration glass, graphic overlays, trim, knobs, handles, labels, nameplates, laser marking, embossing, bar codes, decorating technologies. ▶ Cooling Technologies refrigeration, air conditioning, heat pumps, compressors, heat exchangers, insulation & blowing agents, refrigerants, thermoelectric components, software for modeling flow and heat transfer. ▶ Fluid Handling pumps, hose, tubing, fittings, valves, leak testing equipment, flow modeling software. ▶ AHR Highlights ▶ Association Report: GAMA 	<ul style="list-style-type: none"> ■ AHAM Annual Meeting - April 15-16, Washington, D.C. 	<p>Customized Direct Mail List - 500 Subscribers</p>
<p>MAY ad close 4/5/07</p> 	<ul style="list-style-type: none"> ▶ Displays & Indicators liquid crystal displays, vacuum fluorescent displays, microdisplays, touch control displays, LEDs, light-emitting polymers, electroluminescent materials, backlighting technologies, light pipes, indicator lamps. ▶ Quality & Standards product testing and certification services, consulting services, standards & regulations, testing equipment, simulation software. ▶ IAQ/Water Purification filters and filtration materials, electrostatic devices, UV light devices, desiccants, monitors ▶ Elastomers gaskets, seals, sealants, form-in-place gasketing, overmolding, soft-touch surfaces, foam & cushioning materials. ▶ Association Report: ARI 	<ul style="list-style-type: none"> ■ GAMA Annual Meeting - May 5, St. Petersburg, FL ■ KBIS - May 8-10, Las Vegas, NV ■ SMMA Spring Conf. - May 9-11, San Diego, CA ■ Assembly Northeast - May 16-17, Boston, MA 	<p>Free White Paper/Case Study posted online</p>
<p>JUNE ad close 5/7/07</p> 	<ul style="list-style-type: none"> ▶ 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. ▶ Fans & Blowers air moving packages, fans & impellers, blower wheels, blower housings, flow simulation software. ▶ Electronics microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers. ▶ Association Report: CEA 	<ul style="list-style-type: none"> ■ Sensors Expo - June 11-13, Rosemont, IL 	<p>FREE Design Mart</p> 

Issue	Product/Technology Coverage	Bonus Distribution	Advertiser Benefits
<p>JULY ad close 6/5/07</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>▶ Association Report: AHAM</p>		<p>FREE Advertising Readership Study</p>
<p>AUGUST ad close 7/5/07</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>▶ Association Report: GAMA</p>		<p>FREE MailIt</p>
<p>SEPTEMBER ad close 8/6/07</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>▶ Association Report: ARI</p>	<p>■ Portable Power - TBA</p> <p>■ Assembly Technology Expo, Quality Expo & National Manufacturing Week - Sept. 25-27, Rosemont, IL</p> <p>■ Powder Coating Show - Sept. 17-20, Indianapolis, IN</p>	<p>Buy One, Get One FREE</p> 
<p>OCTOBER ad close 9/5/07</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>▶ Association Report: CEA</p>	<p>■ NAFEM - Oct. 11-14, Atlanta, GA</p> <p>■ SMMA Fall Conf. - Oct. 31-Nov. 2, Chicago, IL</p>	<p>Customized Direct Mail List - 500 Subscribers</p>
<p>NOVEMBER ad close 10/5/07</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>▶ Association Report: AHAM</p>	<p>■ ARI - Nov. 10-13, Key Largo, FL</p>	<p>Free White Paper/Case Study posted online</p>
<p>DECEMBER ad close 11/5/07</p>	<p>▶ Annual Buyers Guide</p> <ul style="list-style-type: none"> • Product Locator • Supplier Locator • Service Locator • Association Listings <p>▶ Association Report: GAMA</p>		<p>FREE Logo, Boldface Listing & Web Link</p>

VALUE ADDED & BONUSES ('THE FREEBIES')

The Best Value

At **appliance DESIGN**, our goal is your success. Throughout the year we give you access to value-added benefits and, for program advertisers, additional customizable bonuses to help you expand your circle of influence and develop a complete branding program.

Value-Added Benefits in 2007

Don't Miss
These
Issues!

Buy One, Get One Free – Up to a \$7,500 Value

January Issue - Supplier Spotlight

All 1/2-page or larger advertisers receive a Free Supplier Spotlight advertorial page of equal size in January. Twice the space, twice the branding, and twice the impact – all for the same low price! Plus, the January issue is distributed at AHR Expo.

Free Market Research – A \$5,000 Value

February & July Issues - Ad Readership Studies

Place a 1/2-page or larger ad in February and/or July issues and participate in our readership study! Receive valuable information on how your ad compares against the competition.

Free Mailer to 500 Design Engineer Subscribers - \$2,500 Value

March and August issues - MailIt Program

All 1/2-page or larger advertisers in the March and/or August issues will be included in our MailIt. MailIts are a great way to get your literature into the hands of 500 design engineering decision makers – FREE – and to advance the sales process.

Customized Direct Mail List - A \$500 Value

April & October Issue

All full-page advertisers in April and/or October Issues receive a customized direct mail list of 500 subscribers for a one-time use. Makes for a great follow-up to your print campaign.

Free White Paper or Case Study Posting – A \$1200 value

May & November Issues

Have your white paper or case study posted online in our resource section when you place a 1/2-page or larger ad in the May and/or November issues. A great way to give design engineers more information about your company and services and set yourself apart from the competition.

FREE Design Mart Ads - A \$765 Value

June Issue

All display advertisers in June receive a FREE 1/9-page 4-color ad in this special resource section placed right after valuable editorial – EID.

Buy One, Get One Free – Up to a \$7,500 Value

September Issue – Double Exposure

All 1/2-page or larger advertisers receive a FREE advertorial or second ad page of equal size in September. Double the exposure for no additional cost!

Free Logo, Boldface Listings and Hotlink – A \$675 Value

December Issue - 2008 Annual Buyers Guide

The **appliance DESIGN** Buyers Guide is the reference tool buyers and specifiers in the global appliance industry will use all year long. All advertisers receive a Free Logo in the Supplier Section, Free Boldface Listings with 35-word Company Description and a Free Web and Email Hotlink in the Online Buyers Guide along with improved online search position.

Total Potential Value – \$34,840!

Customizable Ad Program

All Advertisers Who Run a Contracted Program Qualify to Receive Additional Bonuses to Expand Their Reach and Impact!

SPECIAL OPPORTUNITIES AND MARKETING SERVICES

Backed by the resources of BNP Media, **appliance DESIGN** offers a host of additional services to complement your ad program.

Subscriber List Rental

Get your information directly into the hands of owners, managers and engineers – rent **appliance DESIGN's** postal or email list. You can customize the list to target a specific industry, geographic region and more. Makes for a great follow-up to your print program.

For postal information please contact:

Rob Liska

Phone. 800.223.2194 X726

Email. robert.liska@edithroman.com.

For email information please contact:

Shawn Kingston

Phone. 800.409.4443 x828

Email. shawn.kingston@epostdirect.com.

Clear Seas Research

Clear Seas RESEARCH

Searching for ways to better position your company in the market? Seeking new ideas on how to improve product acceptance? Venturing into new markets and not sure which path to take? Get the vital market data you need with **Clear Seas Research**-charting your company's future with effective research solutions.

For information please contact:

Kelley Trost

Phone. 248.786.1616

Email. trostk@clearseasresearch.com.

Also Available:

- ▶ Regional Splits and Subscriber Sorts
- ▶ Merchandising Mailings
- ▶ Ad Reprints
- ▶ Custom Publishing

Editorial Reprints

Use articles from **appliance DESIGN** to complement your sales, promotion or educational programs. If your company has been featured in a recent article, don't miss the opportunity to put a reprint

to work for your company. Reprints are available starting in quantities of 500 and can be ordered in either 4-color or black and white.

Get your custom no-obligation quote today by contacting:

Jill DeVries

Phone. 248.244.1726

Email. devriesj@bnpmedia.com



Contact your sales rep for more information about any of these options.

ADDITIONAL ADVERTISING OPTIONS

Appliance Design E-Newsletter

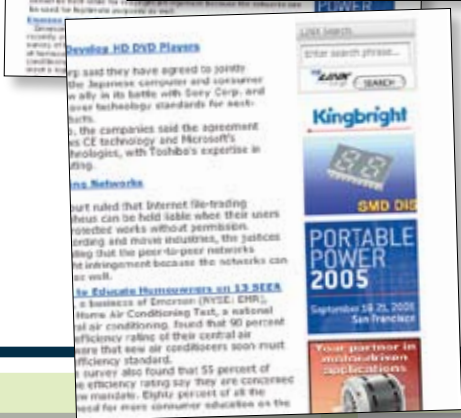


appliance **DESIGN** sends its E-newsletter to our 13,000 email subscribers* filled with tidbits about upcoming editorial features and noteworthy news items. Place your banner or tile ad in our e-newsletter for prominent visibility!



Banner Ad (468 x 60 pixels)
Positioned just above the feature stories.

Rate: \$575/month



Tile Ad (125 x 125 pixels)
These square ads run down the right side of the email.

Rates:
Tile Position 1: \$375
Tile Position 2: \$350
Tile Position 3: \$325

Contact your sales rep today!

Design Mart Ads



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	\$765
	2 Units	\$619 each
	3 Units	\$515 each
	4 Units	\$400 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.

ONLINE ADVERTISING OPPORTUNITIES

Boost Your Online Advertising

NEW
for 2007

Introducing Portfolio!

appliance DESIGN has dramatically expanded its web based advertising offerings. Take advantage of the latest online advertising trends and get more online ad clicks. Visit portfolio.bnpmmedia.com for complete information, live and interactive samples and ad specifications or call your sales rep for more information.

NEW RSS News Feed

RSS, Really Simple Syndication, allows appliance DESIGN to make the most recent headlines and content available online to anyone who signs up for the service. Viewers can receive breaking news content as soon as we publish it. Save time while consuming more information. Look for the RSS logo on our site. Exclusive sponsorships available for \$500 Net per month.

NEW White Paper/Case Study

Have your white paper or case study posted online in our resource section. A great way to give design engineers more information about your company and services.

Rich Media & Streaming Video

Capture the audiences' attention by bringing your products or sales message to life with a wide range of special effects including animation, sound, video, and interactivity.

BNP Media LINX - Search Engine Marketing

Select key words that match your company's products and every time a visitor searches that key word your ad appears next to relevant editorial content. With just a click of the mouse, buyers are sent directly to your site.

Digital Edition

Projected annual online audience of over **260,000***

Build your brand and ROI electronically with appliance DESIGN's Digital Edition. Published every month, our Digital Edition is an exact replica of the print issue, but with added digital interactivity including live links and tracking — page views, time spent viewing your ad, click-thrus and more. Every advertiser in the print issue is included in the digital issue for FREE. Add a dynamic effect to your digital ad with rich media for an additional charge.

EXCLUSIVE MONTHLY SPONSORSHIPS AVAILABLE

- **limited and going fast so reserve yours today!**

- Receive a full-page ad adjacent to the front cover of the issue — immediate & exclusive brand exposure
- Your logo appears at the top of every page of the digital edition — for continuous visibility
- All links in sponsorship page and from logo are live to drive traffic to your website
- Electronic tracking — so you can find out how many people viewed your sponsorship page and clicked on your link

Price Per Issue: \$5000 net

www.applianceDESIGN.com

Banners, Buttons, & Skyscraper Ads

Banners appear on a rotating basis at the top and bottom of all site pages. Buttons and Skyscrapers remain stagnant throughout the site. With one click, potential buyers can access your website.

Specifications:

Banner Size: 468 x 60 pixels

Skyscraper Size: 160 x 600 pixels

Button Size: 125 x 125 pixels

File Size: Under 20 K

Resolution: 72 dpi

File Type: GIF, JPEG or SWF

Colors: 256 colors or less

Button/Banner Rates:

Display advertisers: \$500/month

Non-advertisers: \$750/month

Skyscraper Rates:

Display Advertisers: \$1,250/month

Non-Advertisers: \$1,950/month



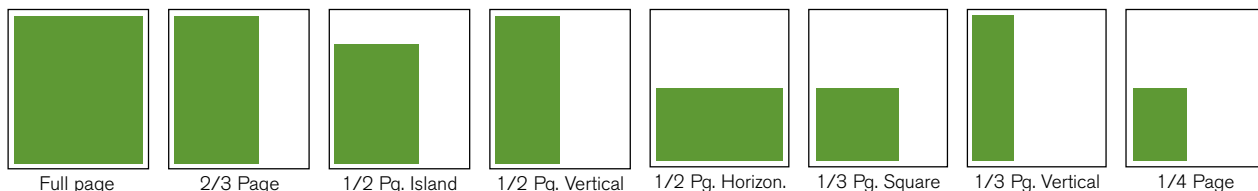
2007 ADVERTISING RATES

Display Advertising - Black & White Rates

Ad Size	Width x Depth	1x	4x	7x	12x
Full Page	7" x 10"	\$5,355	\$3,996	\$3,806	\$3,408
2/3 Page	4½" x 10"	4,305	3,208	3,056	2,655
1/2 Pg. Island	4½" x 7½"	4,090	2,966	2,825	2,440
1/2 Pg. Vertical	3¾" x 10"	3,847	2,684	2,556	2,296
1/2 Pg. Horizontal	7" x 4¾"	3,847	2,684	2,556	2,296
1/3 Pg. Square	4½" x 4¾"	2,987	2,179	2,075	1,830
1/3 Pg. Vertical	2¾" x 10"	2,987	2,179	2,075	1,830
1/4 Page	3¾" x 4¾"	2,099	1,534	1,461	1,309

EFFECTIVE JANUARY 2007 • ISSUED SEPTEMBER 2006

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



See Page 9 For Customizable Program Bonuses and Monthly Value-Adds that Can Be Added to Your 2007 Ad Program.

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Color Rates	Page	Spread
2 color	\$575	\$825
Matched	725	1,000
Metallic	925	1,125
3 or 4 color	1,400	2,185

Cover Position Premiums
 Inside Front Cover: space rate plus 35%
 Back Cover: space rate plus 35%
 Inside Back Cover: space 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: 7¾" x 10¾"
 ¾" head and foot trim.
 Keep live matter ¾" from trim.
 Contact sales rep for rates.

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

bnp media **Combination Rates**
 Attractive combined frequency rates are available with other BNP Media titles.

appliance DESIGN

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
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 8 $\frac{1}{8}$ " x 11 $\frac{1}{8}$ "

Full-page trim size 7 $\frac{7}{8}$ " x 10 $\frac{7}{8}$ "

Spread size, full bleed 16" x 11 $\frac{1}{8}$ "

Spread trim size 15 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "

Keep all live matter $\frac{3}{8}$ " from trim.

Digital Ad Requirements

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

Preferred File Formats: InDesign, Photoshop, Quark 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 **CD-ROM disks or email**. There is also a ftp option - please contact the production manager for more details. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

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 7 $\frac{7}{8}$ " x 10 $\frac{7}{8}$ ". Bleed ads should extend beyond trim crop marks by $\frac{1}{8}$ " on each side. Vital matter must be kept at least $\frac{3}{8}$ " away from trim edges. Fractional ads should match sizes published in media kit.

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.

Terms & Conditions

Payment Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1 $\frac{1}{2}$ % per month service charge thereafter (1/2% 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 short-rated 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.



CONTACT INFORMATION

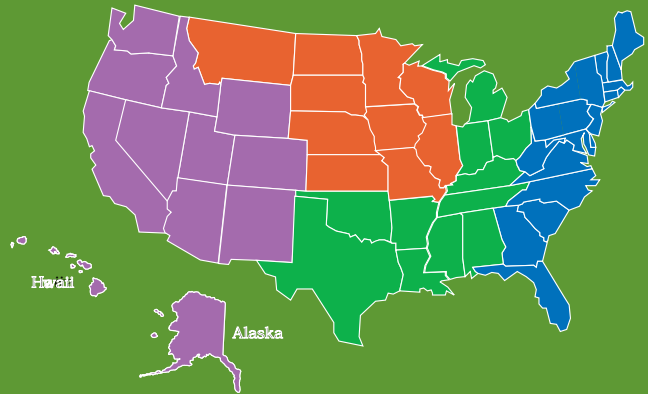
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alefa@bnpmedia.com

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Fax: 248.244.2040
nagelj@bnpmedia.com



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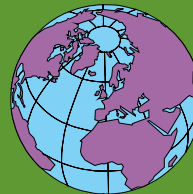
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