

	January	February	March	April
Special Coverage	Design & Virtual Prototyping Software	Medical Design	Automotive Design	Wireless Communications Technology 2009 Product of the Year Winners
Technology Focus	Sensors	Test & Measurement	Data Acquisition	Sensors
New Products	Pacific Design & Mfg. Show Preview	Electronic Components	Test Instrumentation	Software
Tech Brief Sections	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation
Special Supplements/ Outserts	Medical Design Photonics Embedded Technology	Photonics Motion Control Defense	Medical Design Embedded Technology Imaging	Photonics Motion Control Defense
Bonus Distribution & Blogging	Photonics West San Francisco, CA Jan. 26-28 SolidWorks World Anaheim, CA Feb. 1-3	Pacific Design & Manufacturing Anaheim, CA Feb. 9-11		SPIE Defense, Security & Sensing Orlando, FL Apr. 6-8 Embedded Systems Conference San Jose, CA Apr. 26-29
Editorial Closing	Nov. 4, 2009	Dec. 4, 2009	Jan. 4	Feb. 3
Space/Material Closing	Dec. 1/Dec. 8, 2009	Jan. 4/Jan. 11	Feb. 1/Feb. 8 Ad Readership Study Issue	March 1/March 8

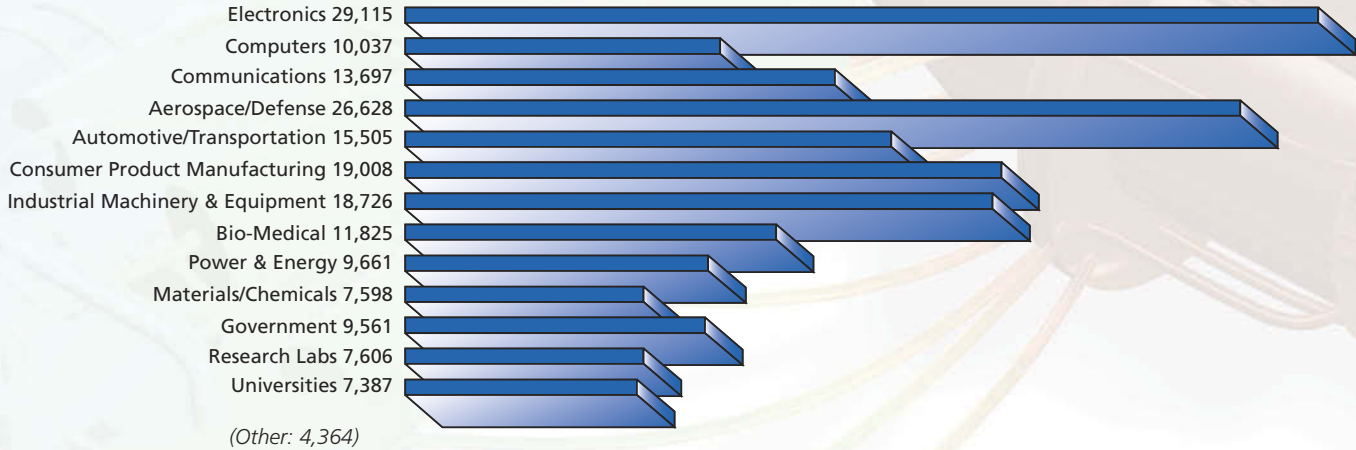
2010 Editorial Calendar

	May	June	July	August
Special Coverage	Power Technology	Nanotechnology NASA Inventions of the Year	Data Acquisition & Sensing	Test & Measurement
Technology Focus	Test & Measurement	Data Acquisition	Sensors	Mechanical Components
New Products	Sensors Expo Preview	Design & Analysis Software	Imaging/Cameras	Intl. Manufacturing Technology Show Preview
Tech Brief Sections	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation
Special Supplements/ Outserts	Medical Design Photonics Embedded Technology	Motion Control Imaging Defense	Medical Design Photonics Embedded Technology	Motion Control Defense
Bonus Distribution & Blogging	International Microwave Symposium Anaheim, CA May 25-27	Sensors Expo Rosemont, IL June 7-9 Atlantic Design & Manufacturing New York, NY June 8-10 Design Automation Conference Anaheim, CA June 13-18	Semicon West/Intersolar North America San Francisco, CA July 13-15	NIWeek Austin, TX Aug. 3-5 Autotestcon Orlando, FL Sept. 13-16
Editorial Closing	March 3	April 2	May 3	June 4
Space/Material Closing	April 1/April 8	May 3/May 10 Ad Readership Study Issue	June 1/June 8	July 1/July 8

	September	October	November	December
Special Coverage	Rapid Prototyping NASA Software of the Year	Green Design & Manufacturing	Analysis & Simulation Software	Multicore Computing
Technology Focus	Test & Measurement	Sensors	Data Acquisition	Electronic Components
New Products	Design & Manufacturing Midwest Preview	Materials & Coatings	Mechanical Components	Design & Analysis Software
Tech Brief Sections	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation	Semiconductors & ICs Electronics/Computers Green Design Software Manufacturing & Prototyping Materials Machinery/Automation
Special Supplements/ Outserts	Medical Design Photonics Embedded Technology Imaging	Photonics Motion Control Defense	Medical Design Photonics Embedded Technology	Motion Control Imaging Defense
Bonus Distribution & Blogging	IMTS Chicago, IL Sept. 13-18 Embedded Systems Conference Boston, MA Sept. 21-23 Design & Manufacturing Midwest Rosemont, IL Sept. 28-30	COMSOL Conference Boston, MA October Medical Design & Mfg. Minneapolis Minneapolis, MN Oct. 12-14		
Editorial Closing	July 2	Aug. 4	Sept. 3	Oct. 4
Space/Material Closing	Aug. 2/Aug. 9 Ad Readership Study Issue	Sept. 1/Sept. 8	Oct. 1/Oct. 8	Nov. 1/Nov. 8

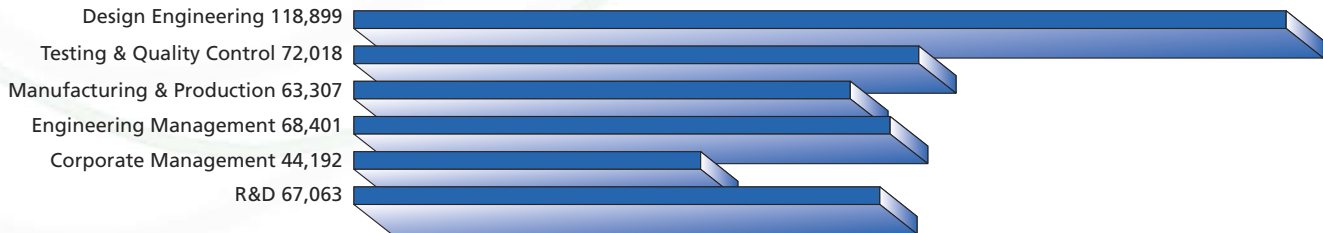
Audience Profile

NASA Tech Briefs subscribers work in major OEM industries...



Designing, testing & manufacturing new products...

Job functions:



Source: June 2009 BPA Worldwide circulation statement

Among the markets for which they design/develop products:



Source: Publisher's own data, May 2009