

MONTH (Editorial Closing)	SPECIAL	TOPICS	
<b>JAN</b> (Nov 13)	<b>34rd Annual Product of the Year Awards</b>	Each January Electronic Products Magazine announces its Product of the Year awards for products, introduced during the preceding year, that offer any or all of the following qualities:	<ul style="list-style-type: none"> <li>• A significant advancement in a technology or its application</li> <li>• Innovative design</li> <li>• A substantial achievement in price/performance</li> </ul>
<b>FEB</b> (Dec 11)	<b>Wireless/Portable Special</b>	<ul style="list-style-type: none"> <li>• RF/Wireless &amp; Power Management ICs</li> <li>• Packaging/Shielding</li> <li>• Discrete Semiconductors</li> <li>• Liquid-Crystal Displays</li> </ul>	<ul style="list-style-type: none"> <li>• Batteries &amp; Power Supplies</li> <li>• Digital ICs &amp; Processors</li> <li>• Passive Components</li> <li>• Oscillators</li> <li>• Wireless Test &amp; Measurement</li> </ul>
<b>MAR</b> (Jan 8)	<b>Power Special</b>	<ul style="list-style-type: none"> <li>• Power Supplies &amp; Converter Modules</li> <li>• Power Management ICs</li> <li>• MOSFETs &amp; Other Power Discrete Semis</li> </ul>	<ul style="list-style-type: none"> <li>• Resistors, Capacitors &amp; Magnetics</li> <li>• Benchtop &amp; ATE Power Supplies</li> </ul>
<b>APR</b> (Feb 12)	<b>Embedded Systems Special</b>	<ul style="list-style-type: none"> <li>• Real-Time Operating Systems</li> <li>• Microcontrollers/Microprocessors</li> <li>• FPGAs, CPLDs, ASICs, SoCs</li> </ul>	<ul style="list-style-type: none"> <li>• Single-Board Computers</li> <li>• Software and Hardware</li> </ul>
<b>MAY</b> (Mar 12)	<b>Lighting/Optoelectronics Special</b>	<ul style="list-style-type: none"> <li>• LEDs</li> <li>• LED Driver ICs</li> <li>• Electronic Ballasts</li> </ul>	<ul style="list-style-type: none"> <li>• Backlights &amp; Displays</li> <li>• Light Sensors</li> </ul>
<b>JUN</b> (Apr 9)	<b>Robotics Special</b>	<ul style="list-style-type: none"> <li>• Sensors and Transducers</li> <li>• Motors and Controllers</li> <li>• Embedded Software and Real-Time OSs</li> </ul>	<ul style="list-style-type: none"> <li>• Power Sources</li> <li>• Mechatronic Design Tools</li> <li>• Wireless ICs and Antennas</li> <li>• Ruggedized Connectors and Cables</li> </ul>
<b>JUL</b> (May 14)	<b>Test &amp; Measurement Special</b>	<ul style="list-style-type: none"> <li>• Benchtop Equipment</li> <li>• Handheld Instruments</li> <li>• Instrumentation Boards &amp; Modules</li> </ul>	<ul style="list-style-type: none"> <li>• Instrumentation &amp; Process Control</li> <li>• Benchtop Power Supplies</li> <li>• Test Software</li> </ul>
<b>AUG</b> ISSUE (Jun 11)	<b>Medical/Healthcare Special</b>	<ul style="list-style-type: none"> <li>• Diagnostic &amp; Imaging Systems</li> <li>• Portable Medical Instruments</li> <li>• Biomedical Signal Processing</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Healthcare Products</li> </ul>
<b>AUG</b> SUPP (Jun 4)	<b>Power Supplement</b>	<ul style="list-style-type: none"> <li>• Dc/Dc, Ac/Dc &amp; Inverter Supplies</li> <li>• Batteries, Fuel Cells, UPSs &amp; Chargers</li> <li>• Power Management/Conversion ICs</li> </ul>	<ul style="list-style-type: none"> <li>• Benchtop Power Supplies</li> <li>• Resistors &amp; Capacitors</li> <li>• Transformers &amp; Inductors</li> </ul>
<b>SEP</b> (Jul 9)	<b>Analog &amp; Digital ICs Special</b>	<ul style="list-style-type: none"> <li>• Linear &amp; Mixed-Signal ICs</li> <li>• Digital ICs</li> </ul>	<ul style="list-style-type: none"> <li>• IC Sockets</li> <li>• Heat Sinks</li> </ul>
<b>OCT</b> (Aug 13)	<b>Passive Components Special</b>	<ul style="list-style-type: none"> <li>• Resistors &amp; Capacitors</li> <li>• Inductors, Transformers &amp; Ferrites</li> </ul>	<ul style="list-style-type: none"> <li>• Circuit Protection (Fuses, MOVs, PPTCs &amp; Circuit Breakers)</li> </ul>
<b>NOV</b> (Sep 10)	<b>Sensors &amp; Transducers Special</b>	<ul style="list-style-type: none"> <li>• Sensors &amp; Transducers</li> <li>• Imaging Devices, Optical Detectors, Vision Systems &amp; Cameras</li> <li>• Data Acquisition Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Signal Conditioning, Instrumentation Amplifiers &amp; A/D Converters</li> <li>• Sensor Networks &amp; Control Systems</li> <li>• Robotics &amp; Mechatronics</li> </ul>
<b>DEC</b> (Oct 8)	<b>Multimedia/Entertainment Electronics Special</b>	<ul style="list-style-type: none"> <li>• Analog/Mixed-Signal ICs and Digital ICs</li> <li>• Sensors &amp; Transducers</li> <li>• Passive and Electromechanical Components</li> </ul>	<ul style="list-style-type: none"> <li>• Optoelectronic Components &amp; Displays</li> <li>• Development Tools</li> <li>• Power Sources</li> <li>• Boards &amp; Computer Peripherals</li> </ul>

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For editorial contacts go to [www.HearstAdvantage.com](http://www.HearstAdvantage.com)

IN EVERY ISSUE:		TOPICS	
<p><b>VIEWPOINT</b> – Where our editors reach out to readers with interesting and insightful essays.</p>	<ul style="list-style-type: none"> <li>• Industry issues</li> <li>• Humorous observations</li> <li>• Topics of interest confronting engineers</li> </ul>		
<p><b>PRODUCT OF THE YEAR THE STORY BEHIND THE STORY</b> Focuses on our Product of the Year winners. Each article goes beyond the specs and explains how that product came to be. The winners are published in the January issue, and a Story Behind the Story article runs in each subsequent edition.</p>	<ul style="list-style-type: none"> <li>• Interviews with the development team</li> <li>• Design hurdles</li> <li>• Inspiration behind the innovative design</li> </ul>		
<p><b>ENERGY-SAVING/ALTERNATIVE ENERGY INITIATIVE</b> Solution-oriented articles from industry experts, providing insight into energy-saving/alternative energy methodologies for diverse applications.</p>	<ul style="list-style-type: none"> <li>• New technologies</li> <li>• How to increase efficiencies</li> <li>• Innovative ways to decrease energy use and more!</li> </ul>	<ul style="list-style-type: none"> <li>• Exploration of alternative energy</li> </ul>	
<p><b>WHAT'S INSIDE</b> - Gives engineers an “under the hood” look at popular devices and their designs.</p>	<ul style="list-style-type: none"> <li>• Full details of the product's components</li> <li>• Links to product datasheets</li> <li>• Specs and more.</li> </ul>		
<p><b>APPLICATION FORUMS</b> - The Industry Forum section brings together professionals from companies to discuss issues facing the electronics industry as they relate to a featured application area.</p>	<ul style="list-style-type: none"> <li>• Consumer Electronics</li> <li>• Saving Energy</li> <li>• Medical</li> <li>• Industrial/Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Military/Aerospace</li> <li>• Automotive Transportation</li> <li>• Lighting/Illumination</li> </ul>	
<p><b>APPLICATION PRODUCT ROUNDUP</b></p>	This widely read feature provides comprehensive coverage of recently released devices applicable to the featured application.		
<p><b>PRODUCT UPDATE</b> - A collection of recently released devices in a particular product category that enables the engineer to follow-up with the manufacturer directly.</p>	<ul style="list-style-type: none"> <li>• Specifications</li> <li>• Pricing</li> <li>• Contact information</li> </ul>		
<p><b>NEW PRODUCTS</b></p>	A comprehensive collection of the latest devices in every product category. Each month various sections have editors' columns to give readers insight into that category.		
<p><b>PRODUCT HIGHLIGHTS</b></p>	The best products in each category chosen by our editors for their special merits. This popular feature with readers features everything from the latest high-output LEDs to the smallest power devices.		
<p><b>PRODUCT APPLICATION FOCUS</b></p>	Provides a deeper perspective for readers on a featured application area, including in-depth information on the devices that serve the application.		
<p><b>FEATURE ARTICLES</b> - Articles contributed by suppliers that provide engineers with information to help them select devices that best solve an application issue.</p>	<p><i>Special Sections:</i></p> <ul style="list-style-type: none"> <li>• Wireless/Portable</li> <li>• Power</li> <li>• Embedded Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Lighting/Optoelectronics</li> <li>• RF/Microwave</li> <li>• Test &amp; Measurement</li> <li>• Analog &amp; Digital ICs</li> </ul>	<ul style="list-style-type: none"> <li>• Passive Components</li> <li>• Networking/Wireless</li> <li>• Multimedia/Entertainment</li> </ul>
<p><b>OUTLOOK</b> - Forward-looking editorial on the technologies behind the next generation of devices.</p>	<ul style="list-style-type: none"> <li>• Technology conferences</li> <li>• Trade show news</li> </ul>		
<p><b>BEST OF EMBEDDEDDEVELOPER.COM</b> -The best of Embedded Developer brings embedded engineers tools and products to help research their design options.</p>	<ul style="list-style-type: none"> <li>• Products of the month</li> <li>• Review of site content and tools</li> </ul>		
ONLINE:			
<p><b>EEbeat.com</b> Reports From the Frontlines of Electronic Engineering.</p>	<ul style="list-style-type: none"> <li>• Industry and technology news</li> <li>• Editorial opinion</li> </ul>	<ul style="list-style-type: none"> <li>• Off topic and more!</li> </ul>	
<p><b>RDD (REFERENCE DESIGN DIRECTORY)</b> The industry's first Reference Design Directory includes almost 1,600 reference designs and evaluation platforms searchable by application, including lighting, wireless, audio, video, power, and more.</p>	<ul style="list-style-type: none"> <li>• 160 manufacturers</li> <li>• 14 application categories</li> <li>• Supplier search available</li> <li>• Links to download specs</li> </ul>		
ADDITIONAL SUPPLEMENTS:			
<p><b>PROJECT MECHATRONICS</b> Where electronics and mechanics combine to create smart design! This partnership between <i>Design World</i> and <i>Electronic Products</i> explores the blending of mechanical and electrical apparatus with computers and control software.</p>	<ul style="list-style-type: none"> <li>• Robotics</li> <li>• Integrating 3D mechanical design and analysis with physical testing</li> <li>• The evolution of motion languages and more!</li> <li>• Biannually (February and October)</li> </ul>		