



2010 EDITORIAL CALENDAR

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The R&D Editorial Mission

R&D Magazine exists to broaden our readers' knowledge of the R&D industry and improve the quality of their work. *R&D* is written by scientists, for scientists, providing in-depth analysis of established and newly minted technologies and products across a wide spectrum of research and development. Delivered through print, Web community, daily e-newsletters, and awards programs that honor the people and products it covers, *R&D* is a primary resource for readers who want to track global trends, gain product insight, and identify important concepts for innovation and growth.



ISSUE	JANUARY/ FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/ AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER	2011 R&D Industry Guide
CLOSING DATE	January 8	March 12	May 7	July 9	August 13	September 10	November 12	November 22
SPECIAL TOPICS	<ul style="list-style-type: none"> Analytical Instrumentation Government and Industry R&D Projections 	Energy and Environment	Lab of the Year	Secrets of R&D Success	48th Annual R&D 100 Awards	Emerging Technologies	<ul style="list-style-type: none"> Global R&D Report 2010 Innovators and Scientist of the Year 	
TECHNOLOGIES								<p>The <i>Industry Guide</i> is your chance to put your products and services in front of your best customers and prospects for an entire year:</p> <ul style="list-style-type: none"> Reach more than 72,000 R&D professionals Penetrate 58,000+ labs nationwide Influence a pass-along audience of 165,600
Analytical Instrumentation	New Innovations at Pittcon 2010	Spectroscopy	Microscopes	Particle Characterization		Imaging	SEMs/AFMs	
Test and Measurement	Electronic Test Systems	Data Acquisition/Management	Wireless Systems	Oscilloscopes		Sensors	Meters	
The Lab Environment	Lab Design	Lighting	Lab of the Year	Liquid Handling		Benches and Workstations	Monitoring and Control Systems	
Materials	Plastics	Gases	Ceramics	Metals		Composites	Chemistries	
Software	Modeling and Simulation	Physics	Facility Design	Finite Element Analysis		Image Analysis	Hardworking and Networking	
Services	Material Testing	Contract R&D	Analytical Testing	Environmental Testing		Materials Characterization	Electronics Testing	
BUSINESS & POLICY	Tax Benefits of R&D	Protecting Intellectual Property	Outsourcing	Academic Research		Venture Funding	Regulatory Outlook	
DEPARTMENTS	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 		<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	
VALUE-ADDED	<ul style="list-style-type: none"> Online Application Note Lead Generator 	Advantage AdIntell Study	Corporate Profiles	<ul style="list-style-type: none"> Buying Intelligence Research Study Lead Generator 		Lead Generator	Advantage AdIntell Study	
EVENTS	<ul style="list-style-type: none"> Spring 2010 Laboratory Design Conference, April 19-21, 2010, Raleigh, NC 48th Annual R&D 100 Awards, Date and Location – TBD 							