

# ASI EDITORIAL

## 2009 Calendar

JANUARY	FEBRUARY	MARCH	APRIL
<p><b>Mixing and Dispersion Pigments and Additives</b></p> <p><i>Special Reports</i> Waterborne/Soy/Natural Adhesives and Sealants FEICA Conference Review</p> <p><i>End-User Coverage</i> Regulated Industries</p> <p><b>ONLINE EXCLUSIVES</b> PSTC Dahlquist Award-Winning Paper</p> <p>!</p>	<p><b>Testing and Lab Equipment</b> Rheology, particle sizing, shear, aging impact, durability, adhesion, peel testing PSAs/labels</p> <p><i>Special Reports</i> Trends in Formulation</p> <p><i>End-User Coverage</i> Formulating, Dispensing</p> <p><b>ONLINE EXCLUSIVES</b> Certification/Standards/Regulations</p> <p><b>BONUS DISTRIBUTION</b> Adhesion Society Pittcon</p> <p>@</p>	<p><b>Raw Materials, Chemicals, Polymers &amp; Additives Handbook — Including Green-Certified Adhesives</b></p> <p><i>Special Reports</i> Adhesives and Sealants 101: Resins Business of Adhesives and Sealants: Global Business</p> <p><b>ONLINE EXCLUSIVES</b> At The Show Reports: Spring ASC Convention</p> <p><b>BONUS DISTRIBUTION</b> Spring ASC Convention European Coatings</p>	<p><b>Packaging, Labeling, Distribution</b> Toll packaging</p> <p><i>Special Reports</i> PSAs, Tapes, Films, Hot Melts, Polymers</p> <p><i>End-User Coverage</i> Dispensing and Application Equipment</p> <p><b>ONLINE EXCLUSIVES</b> At The Show Reports: PSTC Week of Learning</p> <p><b>BONUS DISTRIBUTION</b> PSTC</p> <p>@ !</p>

### GLOBAL ADHESIVES AND SEALANTS DIRECTORY— AUGUST 15 Finished Adhesives and Sealants

JULY	AUGUST	SEPTEMBER	OCTOBER
<p><b>Packaging of Adhesives</b> Cartridges, pouches, syringes, nozzles custom packaging, bulk packs</p> <p><b>High-Tech Applications</b></p> <p><i>Special Reports</i> Testing and Lab Equipment</p> <p><i>End-User Coverage</i> Adhesives for Electrical/Electronic</p> <p><b>ONLINE EXCLUSIVES</b> Trends in Manufacturing</p> <p><b>BONUS DISTRIBUTION</b> SEMICON West</p> <p>!</p>	<p><b>Raw Materials / Formulation</b> Chemicals, Polymers, Additives, Resins, Toll Manufacturing</p> <p><i>Special Reports</i> Specifying equipment - linking formulation and equipment Business of Adhesives and Sealants: Regulation Adhesives and Sealants 101: Light-Curing and Formulation</p> <p><b>ONLINE EXCLUSIVES</b> Regulatory Concerns</p> <p>@</p>	<p><b>Assembly</b> Structural Adhesives Dispensing and Application, Testing</p> <p><i>Special Reports</i> Formulation — Tapes, Labels, Film, PSAs</p> <p><i>End-User Coverage</i> Assembly</p> <p><b>ONLINE EXCLUSIVES</b> Robotics, Automation and Dispense At The Show Reports: ATE expo</p> <p><b>BONUS DISTRIBUTION</b> ATEXpo/Quality/MD&amp;M/Green/Electronics, Nepcon/Assembly East</p>	<p><b>UV/EB Curing, Equipment, and Accessories</b> Light Curing</p> <p><i>Special Reports</i> Sustainability/Recyclability De-Adhesion Adhesives and Sealants 101: Testing/QA/QC</p> <p><b>ONLINE EXCLUSIVES</b> At The Show Reports Fall ASC Convention</p> <p><b>BONUS DISTRIBUTION</b> Fall ASC Convention Chem Show</p> <p>!</p>



# Letter from the Editor

## Dear Media Planner,

The past few years have brought difficult challenges to our adhesives and sealants industry, and to our world.

At *ASI* we're doing our best to keep useful, informative information in front of your customers and prospects. We tailor our editorial to meet the everyday needs of formulators, manufacturers and end users, striving to help them do business smarter, keep on top of trends, stay informed about technological advancements, and give them the news they need – when they need it.

For 2009, we challenged ourselves to develop a synergistic print and online editorial lineup that would not only help companies meet challenges, but also help them focus on opportunities for growth. Each issue of *ASI* includes a primary focus on a key industry topic, as well as Special Reports. End-user coverage is included in selected issues.

*ASI* serves as a key online and print industry resource aggregating important breaking and industry news. Coverage includes feature articles on the latest technologies, raw materials, processes and equipment; plus columns and special features dealing with industry trends, business and marketing practices.

Each print issue is paired with "Online Exclusives" – timely, first-rate editorial content that can only be found on our website, [www.adhesivesmag.com](http://www.adhesivesmag.com). There readers can also find up-to-the-minute breaking news reports, daily blog posts, the Product of the Day, and other useful updates. Bookmarks or RSS subscriptions keep readers coming back to stay informed and see what's new.

And speaking of new, *ASI* is taking "green" to a new level this year — by publishing two special Green issues (May and November), each printed on recycled stock. The issues will bring exclusive reports and extended coverage of this important industry-wide effort including Green, Recycling, Sustainability, and more. Our Green products releases and reviews section will be a premier reference tool, with information that readers will turn to again and again. The issues will also be distributed at two key Green events: the NAHB Green Building Conference and Greenbuild 2009, respectively.

We've also expanded our website to include online "At the Show Reports" – real-time reports and photos from key industry events, including the ASC Spring and Fall Conventions, ATEXpo, and the PSTC Week of Learning. Whether your customers and prospects attend the events in person, or are checking in on them from their offices, these reports keep them connected.

With guidance from our top-notch Editorial Advisory Board, the entire *ASI* staff is dedicated to bring practical and timely solutions to the challenges manufacturers, formulators and end-users face every day. As a key source of industry knowledge, *ASI* print and online offer a synergistic approach to help foster success in the global marketplace. We look forward to helping you prosper in 2009 and beyond.



*Teresa McPherson*

Teresa McPherson  
Editor

**MAY**


**Green Issue**  
**Green Chemistry and Formulation**  
 Waterborne/Soy/Natural Adhesives  
 Environmental testing, VOC  
 Green Materials Profiles

**Special Reports**  
 Processing, Mixing, Materials Handling

**End-User Coverage**  
 Green Adhesives/Sealants-Construction

**ONLINE EXCLUSIVES**  
 Advances in Adhesive Formulation

**BONUS DISTRIBUTION**  
 NAHB National Greenbuilding




**JUNE**

**Dispensing and Curing Equipment Directory**  
 Meter/Mix/Dispense, UV/EB Curing

**Special Reports**  
 Pigments, Dyes, Additives

**ONLINE EXCLUSIVES**  
 Global Business Issues



Free hotlinks, discounted red logos for advertisers

**NOVEMBER**

**Green Issue**  
 Green Product Profiles  
 Green Honor Roll  
**Year in Review/2010 Preview**  
 Industry Analysis and Forecasts


**Special Reports**  
 Formulation: Raw Materials, Polymers, Green Chemistry

**End-User Coverage**  
 Adhesives for Packaging

**ONLINE EXCLUSIVES**  
 Distribution and Logistics

**BONUS DISTRIBUTION**  
 GREENBUILD, CPP/PackExpo, DistriPack 2008. FEICA





**DECEMBER**

**Annual Buyers' Guide**  
 Additives  
 Chemical Specialties  
 Oils  
 Resins and Base Polymers  
 Pigments and Dyes  
 Solvents  
 Equipment  
 materials handling, mixing, packaging, meter/mix/dispense, application, curing, testing/QC  
 Services

**ONLINE EXCLUSIVES**  
 Green