

# 2021 EDITORIAL CALENDAR & SPECIFICATIONS



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# INTERNATIONAL CALENDAR

11 issues/year – 74k total monthly circulation

## 2021 International Edition Editorial Calendar

| Month            | Issue # | Articles Due | Close Date | Show Date     |         | Show                                     | Where                            | Special Issue   | Features  |
|------------------|---------|--------------|------------|---------------|---------|--|----------------------------------|---|---|
|                  |         |              |            | Month         | Date    |  |                                  |   |   |
| December/January | 21.1    | 11-Dec       | 29-Dec     | January       | 20 - 22 | Nepcon Japan                             | Tokyo Big Sight, Japan           | Industry Milestones   | Process Management Software, Rework Equipment, Advanced Substrates, 3D Circuits, Sensors, Die Placement   |
| February         | 21.2    | 8-Jan        | 15-Jan     | February      | 1 - 4   | Pan Pacific Microelectronics Symposium   | Honolulu Hawaii                  | PreShow IPC APEX  | Chip Scale Packaging, Dispensing, Burework and Repair, ATE, Manufacturing Software, Robotics, Vision Systems                                    |
|                  |         |              |            | February      | 3 - 5   | Semicon Korea                            | Soeul South Korea                |   |   |
|                  |         |              |            | February      | 9 - 11  | Medical Design & Manufacturing           | Anaheim, CA, USA                 |   |   |
| March            | 21.3    | 12-Feb       | 19-Feb     | March         | 9 - 11  | IPC APEX Expo                            | Virtual                          | Show Issue IPC APEX   | Stencil Printing, Selective Soldering, Factory Automation, Low-Volume/ High-Mix Equipment   |
|                  |         |              |            | March         | 17 - 19 | Productronica/Semicon China              | Shanghai China                   |   |   |
|                  |         |              |            | March         | 20 - 22 | IMAPS High Temperature Electronics HiTec | Albuquerque, New Mexico          |   |   |
| April            | 21.4    | 12-Mar       | 19-Mar     | April         | 21 - 23 | Nepcon China                             | Shanghai China                   |   | Rework and Repair, Thermal Interface Materials, Low-Volume/ High-Mix Equipment, ATE, Factory Automation   |
| May              | 21.5    | 9-Apr        | 16-Apr     | May           | 11 - 13 | High Reliability Forum                   | Baltimore MD, USA                |   |   |
|                  |         |              |            | May           | 13 - 14 | IDTechEX Show Europe                     | Berlin, Germany                  |   |   |
| June/July        | 21.6/7  | 14-May       | 21-May     | June          | 16      | LTS Low Temperature Soldering Conference | Virtual - Global SMT & Packaging |   | Cleaning, MEMS, Bond Testing, VOC-Free Fluxes, BGA, Factory Robotics, Pick and Place, Vision Systems, Bump Inspection, Flip Chip, Wafer Bumping |
|                  |         |              |            | June          | 23 - 26 | Nepcon Thailand                          | Bangkok Thailand                 |   |   |
| August           | 21.8    | 10-Jul       | 17-Jul     | August        | 23 - 27 | Semicon SEA Hybrid Event                 | Singapore                        |   | Low-Volume/High-Mix Equipment, Printing, Die Bonders, Robotics  |
| September        | 21.9    | 13-Aug       | 20-Aug     | September     |         | PreShow SMTA International               | Minneapolis, MN, USA             | PreShow SMTA Show Issue   | Cleaning, Factory Robotics, 3D Printers, Die Placement, Reflow  |
| October          | 21.10   | 17-Sep       | 24-Sep     | October       | TBD     | IMAPS German Autumn Conference 2021      | Munich, Germany                  | PreShow Productronica Show Issue<br>SMTA Guardalajera Show Issue<br>SMTA Show Issue | Conformal Coatings, 3D Inspection, Printing, Wave Soldering   |
|                  |         |              |            | October       | 13 - 14 | SMTA Guardalajera                        | Guardalajera Mexico              |   |   |
|                  |         |              |            | October       | 20 - 22 | Nepcon Asia (South China)                | Shenzhen China                   |   |   |
|                  |         |              |            | November      | 1 - 4   | SMTA International                       | Minneapolis, MN, USA             |   |   |
| November         | 21.11   | 15-Oct       | 22-Oct     | November      | 16 - 19 | Productronica                            | Munich, Germany                  | Show Issue Productronica  | Rework and Repair, ATE, Thermal Interface Materials, Manufacturing Software   |
|                  |         |              |            | November      | 16 - 19 | Semicon Europa                           | Munich, Germany                  | Show Issue Semicon West   |   |
|                  |         |              |            | December      | 7 - 9   | Semicon West                             | San Francisco, CA, USA           |   |   |
| December         | 21.12   | 24-Nov       | 3-Dec      | December      | TBD     | Semicon Taiwan                           | Taipei Taiwan                    | Post Show SMTA International<br>Awards Issue<br>PreShow IPC APEX EXPO               | Counterfeit Components, WEEE & RoHS, Reflow, Depaneling, Routing, Handling Systems, Wire Bonding  |
|                  |         |              |            | December      | 15 - 17 | Semicon Japan                            | Tokyo, Japan                     |   |   |
|                  |         |              |            | December      | 16 - 18 | Productronica India                      | Bangalore India                  |   |   |
|                  |         |              |            | January, 2022 | 25 - 27 | PreShow IPC APEX Expo                    | San Diego, CA, USA               |   |   |



# CHINA CALENDAR

4 issues/year – 10k total per issue circulation

Circulation includes print and digital subscribers, including readers on iOS and Android apps.

## 2021 China Edition Editorial Calendar

| Month   | Issue # | Articles Due | Close Date | Show Date |         | Show  | Where          | Special Issue  | Features  |
|---------|---------|--------------|------------|-----------|---------|---|----------------|--|---|
|         |         |              |            | Month     | Date    |   |                |  |   |
| March   | 21.1C   | 17-Feb       | 24-Feb     | March     | 17 - 19 | Productronica China/Semicon China             | Shanghai China | Show Issue Productronica China/Semicon China             | Rework and Repair, ATE, Thermal Interface Materials, Manufacturing Software                             |
| April   | 21.2C   | 23-Mar       | 30-Mar     | April     | 22 - 24 | Nepcon China                                  | Shanghai China | Show Issue Nepcon China                                  | Process Management Software, Rework Equipment, Advanced Substrates, 3D Circuits, Sensors, Die Placement |
| October | 21.3/4  | 24-Sep       | 1-Oct      | October   | 20-22   | Nepcon Asia (South China)                     | Shenzhen China | Show Issue International Electronics Circuits Exhibition | Low-Volume/High-Mix Equipment, Printing, Die Bonders, Robotics  |
|         |         |              |            | November  | 3 - 5   | LEAP Expo (Productronica South China)         | South China    |  |   |
|         |         |              |            | December  | TBD     | Semicon Taiwan                                | Taipei Taiwan  |  |   |
|         |         |              |            | December  | 2 - 4   | International Electronics Circuits Exhibition | Shenzhen China |  |   |



### INTERNATIONAL

12 issues  
74k monthly



### CHINA

4 issues  
10k quarterly



### SOUTHEAST ASIA

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# MAGAZINE SPECIFICATIONS

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| <p><b>1/2 page vertical</b><br/>           87 mm x 248 mm<br/>           (3 3/8" x 9 3/4")</p>   | <p><b>1/2 page horizontal</b><br/>           178 mm x 124 mm<br/>           (7" x 4 7/8")</p>  | <p><b>1/2 page island</b><br/>           114 mm x 187 mm<br/>           (4 1/2" x 7 3/8")</p>                                | <p><b>1/3 page vertical</b><br/>           57 mm x 248 mm<br/>           (2 1/4" x 9 3/4")</p>  | <p><b>1/3 page horizontal</b><br/>           178 mm x 82 mm<br/>           (7" x 3 1/8")</p> <p><b>1/4 page</b><br/>           87 mm x 124 mm<br/>           (3 3/8" x 4 7/8")</p> |

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These are subject to change at the discretion of the editor!

## 2021 Sponsored Debate Calendar

| Month     | Season # | Panel Date |   | Debate Title  | Program Signup and Description  |
|-----------|----------|------------|---|---|---|
|           |          | Month      | Date  |   |   |
| January   | 1        | January    | 12  | Line management tools for optimizing production flow and yield  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | January    | 19  | Step stencils and alternatives for large, odd-form components   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | January    | 26  | Thermal Profiling - optimizing the reflow process   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| February  |          | February   | 2   | Rework - best practice hand soldering, desoldering and BGA reballing                                    | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | February   | 9   | Optimizing modern pick and place system for high-mix manufacturing                                      | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | February   | 16  | Dispensing and jetting materials in electronics assembly  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | February   | 23  | Optimizing box build to reduce footprint, scrap and improve quality                                     | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| March     |          | March      | 16  | Void Formation in Solder Joints – Causes & Cure   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | March      | 23  | Supply chain challenges in a post-Covid world   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | March      | 30  | Integrating legacy equipment into a Smart Factory   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| April     | 2        | April      | 13  | Thermal Interface Materials (TIMs) - Driving the heat out of the process                                | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| April     |          | 20         | Eliminating Paste-related Defects in the Printing Process | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |   |
| May       |          | May        | 18  | Conformal coatings - applications and best practice   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | May        | 25  | Robotic soldering - when does it make sense?  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| June      |          | June       | 1   | Soldering for Harsh Environments  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | June       | 8   | Cleaning and surface preparation – what you need to know  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | June       | 22  | Failure Analysis for BGAs and bottom-terminated components  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | June       | 29  | Component counting systems - a critical building block in factory automation                            | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| July      |          | July       | 6   | Automating the automatic inspection process   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | July       | 13  | Making x-Ray part of the manufacturing process  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| September | 3        | September  | 1   | Wave soldering do's and don'ts  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | September  | 14  | The challenges of manufacturing and testing 5G boards and chipsets                                      | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | September  | 21  | Preventing warpage in PCBs and semiconductor packages   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| October   |          | October    | 5   | Advanced print and paste deposition techniques  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | October    | 12  | Cleanliness of PC assemblies and SIR testing techniques   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | October    | 19  | Automating the materials flow within the factory  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | October    | 26  | The fundamentals of solder paste technology   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| November  |          | November   | 9   | Effective test strategies for assembled boards  | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | November   | 30  | Potting, encapsulating and underfilling   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
| December  |          | December   | 7   | Low temperature solders   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |
|           |          | December   | 14  | Selective soldering do's and don'ts   | <a href="https://globalsmt.net/webinars-and-programs/">https://globalsmt.net/webinars-and-programs/</a> |

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In 2020 we will be adding a number of new features including World News, Social Media News and a job site, where you could very well find your next career opportunity!

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**ELECTRONICS MANUFACTURING TECHNOLOGY NEWS**

**INSPECTIS launches HD-028-L, X-Y floating board with position lock**

The new HD-028-L from INSPECTIS AB is an innovative X-Y Floating Board with a position locking mechanism. The HD-028-L provides smooth lateral movement [...]

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**Molex introduces Coeur CST high-current interconnect system**

Unique float design supports easy, damage-free pin-to-socket axial mating. Molex offers the innovative Coeur CST High-Current Interconnect System featuring a unique new float [...]

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**Anda's Entry-Level SP-1 plasma cleaning machine is available for a range of applications**

Anda Technologies USA, Inc., a leading provider of fluid application and custom design manufacturing equipment, features a line of precision high-performance fluid dispensing [...]

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**Practical Components adds ForeSite Umpire 2 Test Board to its line**

Practical Components has added the ForeSite Umpire 2 Test Board to its extensive line of Dummy Components and Process Evaluation PCB Boards and [...]

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**DELO developed a new adhesive that achieves up to three times the strength of its predecessor products at high temperatures. DELO MONDPOX [...]**

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**IP68 sealed polycarbonate and ABS enclosures for industrial applications**

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Tel: +44 (0) 207 559 1467  
Fax: +44 (0) 207 559 1468  
E-mail: news@globalsmt.net  
Website: www.globalsmt.net  
Magazine Subscription Enquiries

**Editor-in-Chief**  
Trevor Galbraith  
Tel: +1 (239) 245 9264 ext. 101  
US Cell: +1 (239) 287 5401  
UK Mobile: +44 (0)7584 072926  
Fax: +1 (239) 245-9268  
Skype: Treva-1  
editor@globalsmt.net  
Editorial Support

**International Director of Sales**  
Americas  
Sandy Daneau  
Tel: +1 (239) 234-1600  
skype: sdaneau1  
sdaneau@globalsmt.net  
Advertising Enquiry (Americas)

**European Sales and Customer Support**  
Joanne Galbraith  
Tel: +44 (0) 207 559 1467  
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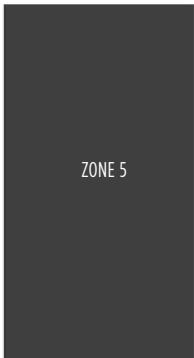
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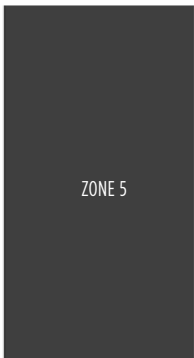
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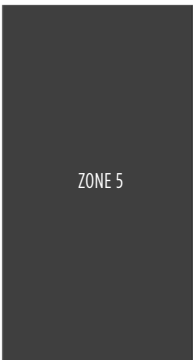
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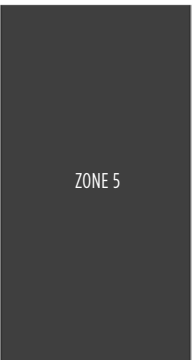
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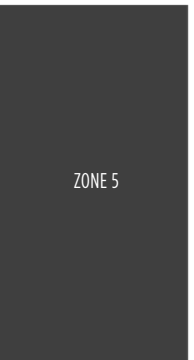
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Sandy Daneau  
 Tel: +1 (238) 234-1600  
 skype: sdaneau.1  
 sdaneau@globalsmt.net

### European Sales and Customer Support

Joanne Galbraith  
 Tel: +44 (0) 207 559 1467

### Southeast Asia - India, Singapore, Korea & Malaysia

Anupreet Singh Jaggi  
**M 7 Creations**  
 Tel: +91 8130068308  
 skype: anupreetjaggi  
 ajaggi@globalsmt.net

### China, Taiwan, Japan & Hong Kong

Paul Chen

### Editor-In-Chief

Trevor Galbraith  
 Tel: +1 (239) 245 9264 ext. 101  
 US Cell: +1 (239) 287 5401  
 UK Mobile: +44 (0)7584 072926  
 Fax: +1 (239)-245-9268  
 Skype: Treva-1  
 editor@globalsmt.net

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## Trafalgar Publications Ltd. Global SMT & Packaging

1st Floor , 239 Kensington High  
Street, London, W8 6SN., UK  
Tel: +44 (0) 207 559 1467  
Fax: +44 (0) 207 559 1468  
E-mail: [news@globalsmt.net](mailto:news@globalsmt.net)  
Website: [www.globalsmt.net](http://www.globalsmt.net)

## Magazine Subscription Enquiries

### United States

Trafalgar Publications Ltd. Global  
SMT & Packaging  
2338 Immokalee Rd, Ste 294  
Naples FL 34410, USA  
Tel: +1 (239) 245-9264  
Fax: +1 (239)-245-9268

### Asia

M 7 Creations  
308-309, 3rd Floor  
Vasundhara Enclave  
New Delhi 110096 INDIA  
Office: +91 8130068308  
Skype: anupreetjaggi

### Editor-in-Chief

Trevor Galbraith  
Tel: +1 (239) 245 9264 ext. 101  
US Cell: +1 (239) 287 5401  
UK Tel: +44 (0)7748 000543  
Fax: +1 (239)-245-9268  
Skype: Treva-1  
[editor@globalsmt.net](mailto:editor@globalsmt.net)

### Editorial Support

### D.A.C.H Editor

Stefan Meissner  
Tel: +49 (0)177-2852331  
[smeissner@globalsmt.de](mailto:smeissner@globalsmt.de)

### Southeast Asia Editor

Jagdish Kumar  
[asiaeditor@globalsmt.net](mailto:asiaeditor@globalsmt.net)

### China Editor

Lu Shuzhen  
[lshuzhen@trafalgarmedia.com](mailto:lshuzhen@trafalgarmedia.com)

### SUBMIT Ad Materials

[www.dropbox.com](http://www.dropbox.com)

### Billing

Tel: +1 (239) 245-9264 x106  
[accounts@trafalgarmedia.com](mailto:accounts@trafalgarmedia.com)

### Accounting/Billing Enquiry

### IT Support

Tel: +1 (239) 245-9264 x 105  
[support@globalsmt.net](mailto:support@globalsmt.net)

### Database/CRM Updates

### International Director of Sales Americas, Europe, Southeast Asia

Sandy Daneau  
Tel: +1 (239) 234-1600  
Skype: [sdaneau.1](https://www.skype.com/user/sdaneau.1)  
[sdaneau@globalsmt.net](mailto:sdaneau@globalsmt.net)

### Advertising Enquiry (Americas)

### Southeast Asia

### India, Singapore, Korea & Malaysia

Anupreet Singh Jaggi  
M 7 Creations  
Tel: +91 8130068308  
Skype: [anupreetjaggi](https://www.skype.com/user/anupreetjaggi)  
[ajaggi@globalsmt.net](mailto:ajaggi@globalsmt.net)

### China, Taiwan, Japan & Hong Kong

Paul Chen  
Tel: +86 18049954262  
[pauljc7777@hotmail.com](mailto:pauljc7777@hotmail.com)

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