

EDITORIAL CALENDAR

20

OEM
2023 MEDIA KIT

Issue	Management	Technology	Sustainability Series	Bonus Distribution
<p>SPRING Publish Date: March</p> <p>Ad Close: 2/6 Materials Due: 2/10</p> <p>Annual Tech Trendsetters</p>	<p>A Look at Legislation. How the CHIPS and Science Act will impact OEMs</p> <p>Reader Interests:</p> <ul style="list-style-type: none"> • Chip shortage • Supply chain • Reshoring 	<p>Cables and Connectors, Making the Choice</p> <p>Reader Interests:</p> <ul style="list-style-type: none"> • Component media • Networks • Environmental classifications 	<p>Innovations in sustainable packaging</p> <p>OEM Profiles</p>	<p>Executive Leadership Conference April 16-18, San Antonio, TX</p>
<p>SUMMER Publish Date: June</p> <p>Ad Close: 5/5 Materials Due: 5/12</p>	<p>Preventing the next cyber breach</p> <p>Reader Interests:</p> <ul style="list-style-type: none"> • IT technology • Employee training 	<p>Collaborative engineering tools</p> <p>Reader Interests:</p> <ul style="list-style-type: none"> • Virtual teams • GitHub • Digital tools 	<p>A packaging roadmap for the circular economy and the role of virtual twin technology</p> <p>OEM Profiles</p>	<p>EXPO PACK Guadalajara June 13-15, Guadalajara, Mexico</p>
<p>FALL Publish Date: September</p> <p>Ad Close: 7/28 Materials Due: 8/02</p> <p>OEM Insider</p>	<p>The evolution of corporate culture</p> <p>Reader Interests:</p> <ul style="list-style-type: none"> • Diversity & Inclusion • Leadership • Hiring/retention practices • Salary 	<p>Controller Survey</p> <p>Reader Interests:</p> <ul style="list-style-type: none"> • PLCs, PACs, Industrial PCs • Motion, machine control 	<p>Energy-based service agreements</p> <p>OEM Profiles</p>	<p>PACK EXPO Las Vegas Sept 11-13, Las Vegas, NV</p> <p>PMMI Annual Meeting Oct 16-18, Stone Mountain, GA</p>
<p>WINTER Publish Date: December</p> <p>Ad Close: 11/1 Materials Due: 11/8</p> <p>Annual Product Reference Guide</p>	<p>Going global: A sales and marketing strategy</p> <p>Reader Interests:</p> <ul style="list-style-type: none"> • Sales/marketing training • Communication • CRM software • Social media 	<p>Manufacturing in the MetaVerse...Is this for real?</p> <p>Reader Interests:</p> <ul style="list-style-type: none"> • Simulation • Robots • Machine models • Digital transformation 	<p>Where OEMs are investing for their own sustainable future</p> <p>OEM Profiles</p>	