

DIRECTORY OF TECHNICAL MAGAZINES AND DIRECTORIES

by Richard K. Miller

Directory of Technical Magazines and Directories

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PART I

DIRECTORY OF TECHNICAL MAGAZINES

INTRODUCTION

This publication is designed for both the practicing engineer and advertising executive. It presents the most complete listing and analysis of the major technical magazines.

Complete analysis is given for 149 major publications representing a combined circulation of over 5½ million and annual advertising well in excess of \$100 million.

For the Engineer

The Directory analyzes magazines published with a combined total of over 175,000 pages of technical information each year, describing the content of each. The typical engineer subscribes to an average of only eight magazines (1980 AEE survey). Yet 71% of the non-association magazines are available to qualified readers at no cost. Clearly the engineer can benefit from increased availability of current technical information.

Energy conservation and resources are important topics in many of the magazines. Over 88% of the publications indicated that they publish energy related articles.

The experienced engineer can also use the Directory to enhance his professional reputation as well as earn extra income by authoring articles for technical magazines and journals. Editorial contacts are listed for each publication. Sixty-four magazines which pay for articles are also indicated.

For the Advertising Executive

When the advertising manager begins a comparative examination of the technical media in order to direct his advertising, he will find the Directory the only complete resource available. The data for each publication includes the circulation, a description of the readership, size, frequency of publication, and full page advertising rate. The advertising contact is also listed along with the telephone number.

Every business can benefit from increased exposure to potential customers or clients. One of the most cost-effective techniques to obtain publicity in the printed media is to send news releases to each technical publication. All businesses are involved in activities which are newsworthy: new products, new research results, case studies, demonstration projects, new company capabilities, staff changes, etc. Some firms have a program to send out a news release every month on their most pertinent events of that month. As a result, the firm's name will become commonly recognized by the technical community and direct inquiries also often result. The Directory can be used to guide such a news release program; the name of the news release contact for each directory is listed along with the address.

DIRECTORY OF TECHNICAL MAGAZINES

1. **ADHESIVES AGE**

B.J. Kotsher, Publisher
6285 Barfield Road
Atlanta, Georgia 30328
(404) 256-9800

Circulation: 22,768
12 issues per year
70 pages average

Audience, subject matter: Raw material suppliers, adhesive and sealant manufacturers, end users of adhesives and sealants.

Free to qualified readers; others \$19 per year.

Editor: Lawrence Moores
Associate Editor: Randy Evans
Advertising Manager: Randy Evans
Advertising Manager: Walter E. Moore
News Release Contact: Lawrence Moore, Editor
Circulation Manager: Joan Robinson

Information on energy: Yes
Pay authors for articles: No
Book reviews: Yes Contact: Randy Evans
Mail list available: Yes Contact: Elmer Dalton
Full page ad cost: \$1380.

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2. AIA JOURNAL

Michael Hanley, Publisher
1735 New York Ave. NW
Washington, DC 20006
(202) 785-7277

Circulation: 34,000
12 issues per year
110 pages average

Audience, subject matter: Architecture, architects.

Free to members.

Official publication of: American Institute of Architects

Editor: Donald Canty
Assistant Editor: Nory Miller
Advertising Contact: Michael Wood
News Release Contact: Donald Canty
Circulation Manager: Gladys McIntosh

Information on energy: Yes
Pay authors for articles: Yes
Book reviews: Yes Contact: Mary Osman
Mail list available: Yes Contact: Kathie Davis
Full page ad cost: 4 color, \$3100; b&w, \$2200.

3. JOURNAL OF THE AIR POLLUTION CONTROL ASSOCIATION

W.G. Hamlin, Publisher
P.O. Box 2861
Pittsburgh, PA 15230
(412) 621-1090

Circulation: 10,200
12 issues per year
100 pages average

Audience, subject matter: Members of the Air Pollution Control Assn.
Air Quality Management.

Free to qualified readers; others \$45 per year.

Editor: Harold M. Englund
Assistant Editor: Williamina Beery
Advertising Contact: Daniel R. Stearn
News Release Contact: Daniel R. Stearn
Circulation Contact: Circulation clerk

Information on energy: Yes
Pay authors for articles: No
Book reviews: Yes Contact: Harold M. Englund
Mail list available: No Contact M.C. Benes
Full page ad cost: \$715 (one page, one time).

4. AGRICULTURAL ENGINEERING

American Society of Agricultural Engineers, Publisher
Box 410
St. Joseph, MI 49085
(616) 429-0300

Circulation: 13,500
12 issues per year
50 pages average

Audience, subject matter: Agricultural engineers and others interested in agricultural progress through mechanization.

\$16 per year.

Official publication of: American Society of Agricultural Engineers

Editor: Marianna Pratt
Assistant Editor: Sam Rosenberg
Advertising Contact: Harmon Mulbar
News Release Contact: Roger Castenson
Circulation Manager: Shirley Kibler

Information on energy: Yes
Pay authors for articles: Rarely
Book reviews: By staff members Contact: James A. Basselman
Mail list: Contact R.H. Hahn
Full page ad cost: \$633.

5. ALTERNATIVE SOURCES OF ENERGY

Publisher: Alternative Sources of Energy, Inc.
107 S. Central Avenue
Milaca, Minnesota 56353
(612) 983-6892

Circulation: 5,000+
6 issues per year
56 pages average

Audience, subject matter: ASE serves people with interest in solving energy-related problems. Editorial emphasis is on exploration and innovative use of renewable energy sources. Articles and columns cover a variety of energy topics.

Editor: Donald Marier
Assistant Editor: Larry Stoiaken
Advertising Contact: Abby Marier
News Release Contact: Larry Stoiaken
Circulation Manager: Nancy Eggert

Information on energy: Yes
Pay authors for articles: Yes
Book reviews: Yes Contact: Donald Marier

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Mail list available: Yes Contact: Abby Marier
Full page ad cost: \$436.

6. JOURNAL OF THE AMERICAN CERAMIC SOCIETY

Publisher: The American Ceramic Society, Inc..
65 Ceramic Drive
Columbus, OH 43214
(614) 268-8645

Circulation: 5,500
6 issues per year
106 pages average

Audience, subject matter: Ceramic engineers and scientists, educators. Original fundamental research in the ceramic field.

\$70 per year (includes subscriptions to *Ceramic Abstracts* and *Ceramic Bulletin*).

Editor: W.J. Smothers
Assistant Editor: Geraldine M. Smith
Circulation Manager: Gary W. Park

Information on energy: Yes
Pay authors for articles: No
Book reviews: No
Mail list available: No
No advertising.

7. AMERICAN CERAMIC SOCIETY BULLETIN

Publisher: The American Ceramic Society, Inc..
65 Ceramic Drive
Columbus, OH 43214
(614) 268-8645

Circulation: 10,300
12 issues per year
104 pages average

Audience, subject matter: Ceramic engineers and scientists, plant owners, educators; news of the Society and articles on fundamental research.

\$70 per year (includes subscriptions to *Ceramic Abstracts* and *Journal of the American Ceramic Society*).

Official publication of: The American Ceramic Society, Inc.

Editor: W.J. Smothers
Managing Editor: Donald C. Snyder
Advertising Contact: Luther E. Ohrstedt
News Release Contact: Donald C. Snyder
Circulation Manager: Gary W. Panek

Information on energy: Yes
Pay authors for articles: No
Book reviews: Yes Contact: Virginia Voedisch
Mail list available: Yes Contact: Gary W. Panek
Full page ad cost: \$1030 (one time, b&w).

8. AMERICAN GLASS REVIEW

Donald Doctorow, Publisher
1115 Clifton Avenue, P.O. Box 2147
Clifton, NJ 07015
(201) 799-1600 / (212) 947-9270

Circulation: 1800
12 issues per year
24 pages average

Audience, subject matter: Glass company executives, plant managers, purchasing agents, research & development personnel, sales executives and others directly concerned with the production, decoration, and distribution of glass containers, flat glass, specialty glassware, table glassware, industrial and laboratory ware, and fiber glass.

\$15 per year.

Editor: Donald Doctorow
Advertising Contact: Donald Doctorow

Information on energy: Yes
Mail list available: No
Full page ad cost: \$335 (1 time, b&w).

9. AMERICAN INDUSTRIAL HYGIENE ASSOCIATION JOURNAL

William E. McCormick, Managing Director
475 Wolf Ledges Parkway
Akron, OH 44311
(216) 762-7294

Circulation: 7,600
12 issues per year
170 pages average

Audience, subject matter: Industrial hygienists, occupational health safety.

\$34 per year (\$40, foreign).

Official publication of: American Industrial Hygiene Association

Editor: Robert S. Lee
Advertising Contact: Paula Jordan
News Release Contact: Robert S. Lee
Circulation Contact: Robert S. Lee

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Information on energy: Yes (health related)
Pay authors for articles: No
Book reviews: Yes Contact: Robert S. Lee
Mail list available: No
Full page ad cost: \$1380.

10. AMERICAN MACHINIST

Richard H. Larsen
1221 Avenue of the Americas
New York, NY 10020
(212) 997-2061

Circulation: 62,500
12 issues per year
240 pages average

Audience, subject matter: For manufacturing management and engineering people in the metalworking industries.

Free to qualified readers; \$25 for U.S. non-qualified.

Editor: Anderson Ashburn
Senior Editors: Robert L. Hatschek, George H. Schaffer; Associate Editors: John T. Winship, Susan Qualtrough, Joseph Jablonowski; Assistant Editors: Edward A. Huntress, John M. Martin
Advertising Contact: Advertising Production Department
(212) 997-4726.
News Release Contact: Anderson Ashburn
Circulation Manager: Wm. M. Stocker, Jr. (212) 997-3100

Information on energy: Yes
Pay authors for articles: Yes
Book reviews: Yes Contact: Joseph Jablonowski (212) 997-6447
Mail list available: Yes Contact: Wm. M. Stocker, Jr. (212) 997-3100
Full page ad cost: (b&w) 1X, \$2470; 3X, \$2410; 6X, \$2345; 12X rate, \$2255; 18X rate, \$2195, 24X rate, \$2150; 36X rate, \$2100; 48X rate, \$2080.

11. AIRCONDITIONING & REFRIGERATION BUSINESS

Joseph D. Hoffman, Publisher
614 Superior Avenue, West
Cleveland, OH 44113
(216) 696-0300

Circulation: 50,000
12 issues per year
100 pages average

Audience, subject matter: Airconditioning, heating, ventilating and refrigeration contractors, engineers, manufacturers.

Free to qualified readers.

Editor: Jeff Forker

Assistant Editors: Exec. Editor, James McCallum, Managing Editor, Robert Schwed

Advertising Contact: James McDermott

News Release Contact: Bob Schwed

Circulation Contact: Lynn Nosse

Information on energy: Yes

Pay authors for articles: Yes and no

Book reviews: Yes Contact: Donald Carter

Mail list: Contact: J.D. Hoffman

12. ALASKA CONSTRUCTION & OIL

Publisher: Vermon Publications, Inc.

109 W. Mercer

Seattle, WA 98119

(206) 285-2050

Circulation: 8500

12 issues per year

65 pages average

Audience, subject matter: ACO is for those interested in construction, oil, timber, mining in AK. Readers are corporate officers, owners & management.

Free to qualified readers; others \$18 per year.

Editor: Ms. Christine Laing

Assistant Editor: Ms. Georgine Klemmer

Advertising Contact: Mr. Larry S. Larson

News Release Contact: Ms. Christine Laing

Circulation Manager: Mrs. Fran Bradley

Information on energy: Yes

Pay authors for articles: No

Book reviews: No

Mail list available: Yes Contact: Larry S. Larson

Full page ad cost: b&w, \$685; 4/c, \$1135.

13. AMERICAN BAR ASSOCIATION JOURNAL

Publisher: American Bar Association

77 South Wacker Drive

Chicago, Illinois 60606

(312) 621-9200

Circulation: 260,000

12 issues per year

128 pages average

Audience, subject matter: Legal profession

\$3 per year to members of the American Bar Association; \$10 to others

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Official Publication of: American Bar Association

Editor: Richard B. Allen

Associate Editor: Rowland L. Young

Advertising Administrator: Gertrude Buikema

News Release Contact: Richard B. Allen, Editor

Circulation Contact: Circulation Department, American Bar Association

Information on energy: Yes

Pay authors for articles: No

Book reviews: Yes Contact: Carrie L. Hedges

Mail list available: Yes Contact: Emily Ryerson, A.B.A. Membership Department, 1155 East 60th St, Chicago, IL 60637

Full page ad cost: b&w, one time; \$4300

14. AMERICAN INDUSTRY

Publisher: Publications for Industry

21 Russell Woods Rd.

Great Neck, NY 11021

(516) 487-0990

Circulation: 25,000

12 issues per year

8 pages average

Audience, subject matter: Top plant managers

Free to qualified readers; others \$9 per year

Editor: J.S. Panes

Assistant Editor: P. Shaine

Advertising Contact: B. Grillo

News Release Contact: J.S. Paines

Information on energy: Yes

Pay authors for articles: No

Book reviews: Yes

Mail list available: Yes Contact: B. Grillo

Full page ad cost: \$945

15. APPLIANCE

Publisher: Dana Chase Publications, Inc..

York St. at Park Ave.

Elmhurst, IL 60126

(312) 834-5280

Circulation: 24,000

12 issues per year

124 pages average

Audience, subject matter: Producers of consumer, commercial and business appliances. Complete coverage of news, practical and tech-

nical information and trends affecting management, production, engineering and purchasing in the appliance industry.

Free to qualified readers.

Editor: James R. Stevens
Senior Editor: Gene Morgan
Associate Editor: Donald L. Owens
Assistant Editor: Allen Presher
Advertising Contact: Patricia L. Bares
News Release Contact: James R. Stevens
Circulation Contact: Leona Mickow

Information on energy: Yes
Pay authors for articles: Yes, for original papers in "Appliance Engineer" Section
Book reviews: No
Mail list available: Yes Contact: D. Meeker
Full page ad cost: \$1400 full page, b&w, one time

16. APPLIANCE MANUFACTURER

Publisher: Cahnners Publishing Company
5 South Wabash Avenue
Chicago, IL 60603
(312) 372-6880

Circulation: 26,500+
12 issues per year
100+ pages average

Audience, subject matter: Appliance industry decision makers in engineering, manufacturing, management, purchasing and marketing.

Free to qualified readers; others \$25 per year.

Editor: Arnold P. Consdorf
Staff Editor: C. Behrens, D. Chaney, J. Goltermann, C. Varland
Advertising Contact: Donald C. Knapp, Publisher, Chicago
News Release Contact: Arnold P. Consdorf, Editor-in-Chief, Chicago
Circulation Contact: Cahnners Publishing Company

Information on energy: Yes
Pay authors for articles: No
Book reviews: Sometimes Contact: Arnold P. Consdorf
Mail list available: Yes Contact: Gordon Levy, Chicago
Full page ad cost: \$1570, b&w, one time

17. ARCHITECTURAL METALS

Publisher: National Association of Architectural Metal Manufacturers
221 N. LaSalle, Suite 2026
Chicago, IL 60601
(312) 346-1600

Circulation: 15,000

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2 issues per year
16 pages average

Audience, subject matter: Architects, engineers, building code officials, specifiers; technical data related to architectural metals.

Free to qualified readers.

Official publication of: National Association of Architectural Metal Manufacturers.

Editor: Michael Williams
Advertising Contact: Ruth Zak
News Release Contact: Michael Williams
Circulation Contact: Ruth Zak

Information on energy: No
Pay authors for articles: No
Book reviews: No
Mail list available: No
Full page ad cost: \$519.

18. **ASBESTOS**

Publisher: Stover Publishing Co.
131 North York Road, P.O. Box 741
Willow Grove, PA 19090
(215) 659-0134

Circulation: 1400
12 issues per year
64 pages average

Audience, subject matter: International asbestos industry.

\$7 per year, U.S.; \$8 all other countries.

Editor: Mrs. D.D. Fagan
Advertising Contact: Mrs. D.M. Fagan
News Release Contact: Mrs. S.D. Fagan
Circulation Contact: R. D. Hamilton

Information on energy: Yes
Pay authors for articles: No
Book reviews: Yes Contact: Mrs. D.M. Fagan
Mail list available: No
Full page ad cost: \$173.

19. **ASHRAE JOURNAL**

Publisher: American Society of Heating, Refrigeration and
Air-Conditioning Engineers, Inc.
345 East 47th Street
New York, NY 10017
(212) 644-7943

Circulation: 40,000

12 issues per year
86 pages average

Audience, subject matter: Consulting Engineers, Mechanical Contractors, OEM's, Architects, etc. (HVAC&R) Research, Application

\$50 per year (including membership)

Official publication of: American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.

Editor: W. Edmond Gutman

Advertising Contact: Irene Eggeling (212) 644-7939

Circulation Contact: Janina Williams or Libby Wechsler (212) 644-7931

Information on energy: Yes

Pay authors for articles: No

Book reviews: Yes Contact Priscilla Trias (212) 644-7944

Mail list available: No

Full page ad cost: \$1270.

20. ASSEMBLY ENGINEERING

Publisher: Roland Laboissonniere
Hitchcock Building, Wheaton, IL 60187
(312) 655-1000

Circulation: 75,000
1 issues per year
100 pages average

Free to qualified readers; others \$30 per year.

Editor: Robert Kelly

Assistant Editor: Terry Thompson

Advertising Contact: Roland Laboissonniere

News Release Contact: Robert Kelly

Circulation Manager: Patricia Purdy

Information on energy: Yes

Pay authors for articles: Yes

Book reviews: Yes Contact: Robert Kelly

Mail list available: Yes Contact: Elen Cowles

Full page ad cost: \$2855

21. JOURNAL OF THE AUDIO ENGINEERING SOCIETY

Publisher: Audio Engineering Society, Inc.
60 East 42nd Street
New York, NY 10017
(212) 661-2355

Circulation: 10,000
10 issues per year.
104 pages average

Audience, subject matter: Audio engineering