

Don Lancaster's

RESOURCE BIN

number sixty two

A new way to explore trade journals.

Our usual reminder here that the *Resource Bin* is now a two-way column. You can get tech help, consultant referrals and off-the-wall networking on nearly any electronic, *tinaja* questing, personal publishing, money machine, or computer topic by calling me at (520) 428-4073 weekdays 8-5 Mountain Standard Time.

I'm now in the process of setting up my new *Guru's Lair* web site you will find at (where else?) www.tinaja.com

This is the place you go for instant tech answers. Among the many files in our library, you will find complete reprint sets for all of the *Resource Bin* and other columns.

You will get the best results if you have both *Netscape Gold* and *Acrobat Reader 3.0*. You download these from www.netscape.com or www.adobe.com

Trade Journals

The key secret to profiting from any tech subject is through the aggressive use of *trade journals*. These are highly specialized and advertiser paid for "industry insider" mags stuffed full of reviews, ads, and app notes for useful products. Many also offer seminars, trade shows, free samples, contacts, data books, videos, development kits, and annual directories.

Plus various online searching and referral services.

Typically, you will aggressively use the free bingo card in the mag to pick up a wide variety of information from a mind-boggling range of sources.

Trade journals are *never* found on newsstands and only rarely in public libraries. They *never* advertise outside of their target field. These are often free for intended readers.

You usually *qualify* by telling them exactly what they want to hear on the qualification card. Their qualification is required mostly to get a favorable postage rate. All that really matters is that you have some interest in their

advertiser's ongoing products.

One way to pick up a sample copy is by use of my *SCAR* method. Simply call, email, or write their advertising department and ask for a *Sample Copy and Ad Rates*. And otherwise is known as requesting their *media kit*. You will usually get at least one copy.

Plus, of course, a free salesman.

Naturally, when you write, you use your PostScript laser printed business letterhead. Details on starting up and operating your own successful tech venture appear in my *Incredible Secret Money Machine II*. And available per my nearby *Synergetics* ad.

It never ceases to amaze me how often I'll get called by some industry outsider who has "invented" a "new" product, yet never heard of the key trade journals in their target field.

More often than not, reading a few decades-old trade journals will show them why their great "new" idea was fatally flawed. Or why there are full page ads already selling it.

More on this can be found in my *Case Against Patents* package. And in [WHEN2PAT.PDF](#) on www.tinaja.com

NEXT MONTH: Don shows us a painless method to scam student papers.

The better electronic trade journals are *E.E. Times*, *EDN*, and *Electronic Design*. Plus *Electronic Products* or the *Electronic Component News*.

Your finest two mechanical design titles are *Machine Design* and *Design News*. Aided by *New Equipment Digest*. We saw a lot more on these in my file [RESBN08.PDF](#) on www.tinaja.com

Getting Trade Journal Literate

Your best method to find out about trade journals used to be the *Ulrich's Periodicals Dictionary*. As found on the

reference shelf of your nearby library. Along with its quarterly updates. And their *International Standard Periodicals* competitor. Detailed are some 85,000 trade journals, many of them free.

Ulrich's remains the best for those more obscure mags from smaller and lesser known pub houses.

A third reference publication called *Standard Rates & Data* also gives you hints of who is publishing what. This one mostly gives you the advertising rates for various magazines.

A fourth method to find the really strange low end publications of every shade and interest is Seth Friedman's *FactSheet Five*. They definitely do have something here to offend everyone.

Other ways to hit on trade journals are to visit larger technical libraries. Especially their *public serials lists*. Plus *always* keeping your eyes open any time you are in the waiting room or reference area of most any company or industrial site.

Your final route can be automatic and free. Once you subscribe to most any trade journal in a field, the others will climb all over each other trying to get you to subscribe to theirs.

My "new" Method

Sadly, Ulrich's is not available free on the net. At least not yet. As far as I know, you still have to go to *Dialog* or another pricey fee based service to gain access. The printed versions are not able to give you powerful "any word" searching. Besides their being months to years out of date.

There's now a "new", obvious, and completely net friendly way to pick up most trade journals. It seems that typical trade journal publishers print dozens or even hundreds of different titles. Economics of scale and such. So, you just hit on the higher profile publishers web sites to find most of the magazines in a big hurry.

The advantages of this method are

that you will find most mags quickly and conveniently. New mags also are fast to appear. Even having their own fully searchable web sites. Often, you can instantly get a sample copy.

Your downside is that all the really superb trade journals are often those obscure labor-of-love pubs who still care about their readers. Thus, you're almost certain to miss these goodies if you only target the giants.

Let's take a random tour of some of the major trade journal publishers to see just what they have to offer...

Miller Freeman

For sheer number of titles in print, these folks are hard to beat. Check out their web site at w3t.mfi.com. The best we've got room for is a sampler.

Their electronic and computer titles do include *Computer Security Journal*, *Game Developer*, *Digital Video*, *DSP World*, *Keyboard*, *Mathematica Journal*, *Music and Computers*, *Printed Circuit Design*, *Pro Sound News*, *Studio Sound*, *Videography*, *Web Techniques*, and *Web Design & Development*

The full Miller Freeman list is utterly unbelievable. Such as: *Alt.Office*, *Surf Business*, *Cabinet Maker*, *Architectural Lighting*, *Bass Player*, *Bicycle Retailer*, *Contract Design*, *Embroidery Monogram Business*, *Health and Fitness Business*, *Impressions* (a superb T-shirt printing mag), *Leather Times*, *Pig Farming*, *Pulp and Paper*, *Tunnels and Tunnelling*, and *Wood Technology*

So, if you are ever going to go and embroider bicycle riding musical pigs underground, you'll be all set.

Cahners

Cahners publishes some really cheezy mags. Such as *Dairy Foods* and *Cheese Market News*.

Outside of these, they do produce an amazing variety of higher quality trade journals covering an even more astounding breadth of topics.

Design News is one fine mechanical engineering title. The electronic titles include *EDN*, *Electronic News*, *Wireless Design and Development*, and *Test and Measurement World*

A sampling of their other offerings: *Cabinet Maker*, *Scan Tech News*, *Library Journal*, *Security*, that *Fiberoptic Product News*, the *Library Journal*, *Graphic Arts Monthly*, *Powder and Bulk Solids*, and *Upholstery Design*.

IDG

IDG claims that they are the largest publisher of international technical

magazines. I like their *InfoWorld* best. But Cringely sure has gone downhill lately. Some other titles here: *Publish*, *ComputerWorld*, *Webmaster*, *The Web*, plus their newsstand *PC World* and *MacWorld*.

CMP

If you were only to subscribe to one electronic magazine, go for *E.E. Times*. *CMP* publishes lots of trade journals and newsstand magazines. A few of the former include *Electronic Buyer's News*, *OEM*, *Computer Reseller*, and *Communications Week*.

And their newsstand offerings now include *Windows Magazine*, *Home PC*, and *Net Guide*.

Penton

Penton publishes everything from *Air Transport World* to *Welding Design & Fabrication*. Their *Machine Design* is the best mechanical design magazine. And their *New Equipment Digest* is real heavy on free product samples.

A few electronic titles are *Electronic Design* (great *Bob Pease* column), *E.E. Product News*, *Microwaves and RF*, and *Wireless System Design*.

Chilton

Most of you know *Chilton* for their auto repair books and manuals. But they also have some four dozen trade journals they publish.

Electronic offerings are *Electronic Component News*, *Wireless Week*, and their highly useful *Electronic Industry Telephone Book*.

EITD is the second most significant resource for our tech helpline, after my *Names & Numbers* directory.

Other Chilton pubs you may find of interest are *Video Business*, *Automotive Industries*, the *Multichannel News*, and *Video Software*.

PennWell

My favorite PennWell publication is *Fire Engineering*. But they sure have a wide range of industrial titles.

For instance, if you are doing light and optics, check out *Lightwave*, *Laser Focus World*, or *Industrial Laser Review*.

To see their information technology stuff, look at *Digital Magic*, *Electronic Publishing*, *Computer Graphics World*, *Color Publishing*, *Computer Artist*, and *Back Office*.

I don't know what that last one is about, but I just sent for a copy.

Several other interesting PennWell titles are *Computer Design*, *Solid State Technology*, and *Power Engineering*.

new from DON LANCASTER

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Don's best early stuff at a bargain price. Includes the CMOS Cookbook, The TTL Cookbook, Active Filter Cookbook, PostScript video, Case Against Patents, Incredible Secret Money Machine II, and Hardware Hacker II reprints. **\$119.50**

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The reprints from all Don's Midnight Engineering columns. Includes a broad range of real world, proven coverage on small scale technical startup ventures. Stuff you can use right now. **\$24.50**

RESOURCE BIN I

A complete collection of all Don's Nuts & Volts columns to date, including a new index and his master names and numbers list. **\$24.50**

FREE SAMPLES

Check Don's Guru's Lair at <http://www.tinaja.com> for interactive catalogs and online samples of Don's unique products. Searchable reprints and reference resources, too. Tech help, hot links to cool sites, consultants. email: don@tinaja.com

FREE US VOICE HELPLINE VISA/MC

SYNERGETICS
Box 809-NV
Thatcher, AZ 85552
(520) 428-4073

Write in 146 on Reader Service Card.

TRADE JOURNAL PUBLISHING RESOURCES

Advanstar Communications
7500 Old Oak Blvd
Cleveland OH 44130
(216) 243-8100

Design News
8773 S Ridgline Blvd
Highlands Ranch CO 80126
(303) 470-4000

Factsheet Five
R Seth Friedman
PO Box 170099
San Francisco CA 94117

ISA Services
67 Alexander Drive
Res Tri Pk NC 27709
(919) 549-8288

PennWell
10 Tara Blvd 5th Fl
Nashua NH 03062
(603) 891-0123

Asian Sources/Wordright
1020 Church St
Evanston IL 60201
(708) 475-1900

Dialog Info Services
3460 Hillview Ave
Palo Alto CA 94304
(415) 858-2700

Hearst Business Pub
959 Eighth Avenue
New York NY 10019
(212) 649-2000

ISC Publications
30 Controls Drive
Shelton CT 06484
(203) 926-9300

Penton Publishing
1100 Superior Ave
Cleveland OH 44144
(216) 696-7000

Cahners Publications
275 Washington Street
Newton MA 02158
(617) 964-3030

EDN Magazine
275 Washington St
Newton MA 02158
(617) 964-3030

Helmerts Publishing
174 Concord Street
Peterborough NH 03458
(603) 924-9631

Machine Design
1100 Superior Ave
Cleveland OH 44144
(216) 696-7000

Standard Rate & Data
3004 Glenview Rd
Wilmett IL 60091
(800) 323-4588

Cardinal Business Media
1300 Virginia Drive #400
Fort Washington PA 19034
(215) 643-8000

EE Times
600 Community Dr
Manhasset NY 11030
(516) 562-5000

Horizon House
685 Canton St
Norwood MA 02062
(617) 769-9750

Measurement & Data
2994 W Liberty Ave
Pittsburgh PA 15216
(412) 343-9666

Story Communications
899 Presidential #110
Richardson TX 75081
(972) 238-1133

Chilton
1 Chilton Way
Radnor PA 19089
(215) 964-4345

Electronic Comp News
1 Chilton Way
Radnor PA 19089
(215) 964-4345

IDG
155 Bovet Rd #800
San Mateo CA 94402
(800) 227-8365

Miller-Freeman
600 Harrison Street
San Francisco CA 94107
(415) 905-2200

Synergetics
Box 809
Thatcher AZ 85552
(520) 428-4073

CMP
600 Community Dr
Manhasset NY 11030
(516) 562-5000

Electronic Design
611 Rt #46 W
Hasbrouck Hts NJ 07604
(201) 393-6060

IMAS
5827 Columbia Pk #310
Falls Church VA 22041
(703) 998-7600

New Equipment Digest
1100 Superior Ave
Cleveland OH 44114
(216) 696-7000

Ulrich's Dictionary
121 Chanlon Rd
New Providence NJ 07974
(908) 771-7714

CurtCo Freedom
29160 Heathercliff #200
Malibu CA 90265
(310) 589-3100

Electronic Products
645 Stewart Ave
Garden City NY 11530
(516) 227-1300

Int'l Std Periodicals
150 Fifth Ave #202
New York NY 10011
(212) 741-0231

North American
401 N Broad St
Philadelphia PA 19108
(215) 238-5300

Ziff-Davis
One Park Ave 11th Fl
New York NY 10016
(212) 503-3500

Hearst Business Publishing

Hearst is probably your single most important electronics publisher. The parent company also does bunches of newsstand magazines such as *Popular Mechanics*. And insider mags for floor coverings, electronics, and autos.

Their *Electronic Products* is a good second tier trade journal. They also publish their *IC Master*. Which is *the* crucial directory to integrated circuits worldwide. And their *EEM Master*, a directory of everything else electronic.

Plus regional supplier versions.

Story Communications

A Texas outfit which specializes in weekly all-ads technical shoppers. For surplus, distress, aftermarket, and repair. Titles here include *Print-Mart*, *Compu-Mart*, *Compu-Mgr* and a pair of telephone systems titles called *The Mart* and *Tele-Mgr*.

Asian Sources

These folks distribute a number of far east publications in the US. All of them being mostly wall-to-wall ads for zillions of offshore suppliers.

Titles you might be most interested in are *Electronics* (whole systems such as VCR's TV's, and radios), *Electronic*

Components (bits and pieces), *Telecom*, *Computer Products*, *Security*, and their brand new *Video and Multimedia*.

Unrelated titles include the ineptly misnamed *Hardwares* on the hardware store stuff, *Fashion Accessories*, *Gifts & Home Products*, *Timepieces*, and *Fabrics & Manufacturing*.

Asian Sources also provide product locator services and directories.

Sadly, their typical subscriptions do average \$70 each. Er, double that for prompt delivery. I know of no way to get a freebie sub. But typical issues will have a coupon good for one free sample of any other title in the series. So, if you can find *anybody* that has a sub, chances are you could use their coupons to sample titles of interest.

But don't tell them who told you.

Helmerts Publishing

This is a small labor-of-love setup from Carl Helmerts, a former editor of *Byte* magazine. His four rather well done publications include *ID Systems*, *Sensors*, *Desktop Engineering*, and *SETI Quest* on alien eavesdropping.

Ziff Davis

At one time, Ziff had bunches of trade journals. They have sold many of these and now largely concentrate

on mass marketed newsstand mags. *PC Magazine* and *Computer Gaming* are typical. Remaining trade titles include *MacWeek* and *Inter@ctive Week*.

And a few others.

Some Also Rans

North American Publishing is big on media, broadcasting, retailing, direct marketing, printing, publishing, and packaging. Titles of interest here may include *Magazine & Bookseller*, *Target Marketing*, *Printing Impressions*, and *In-Plant Graphics*.

Measurements & Data now have four pubs. These do include *Measurement & Control* and the *Measurement & Control News* magazines. The former includes additional tutorial material, while the latter is free. They also publish *Medical Electronic Products* and their *Medical Equipment Designer*.

IMAS is your home for *Radio World*, *TV Technology*, *Tuned In*, the *Pro Audio Review*, and *Computer Video*.

CurtCo Freedom publishes an *Audio Video Shopper*, *Mobile Computing Home Theater*, *Entertainment at Home*, *Mobile Sound*, and *Flightalk*.

ISC publishes chem lab stuff. Such as the *American Laboratory*, *American Biotechnology Laboratory*, the *American Clinical Laboratory*, and their *American*

Environmental Laboratory.

Cardinal prints *ENT, HP Professional, Internetworking, Digital Age, Electronic Publishing, Imaging World, Electronic Musician, MIX, and Unisphere*. They also operate the direct mail and online *MIX Bookshelf*. Which is the definitive source for audio and video titles.

Horizon House is your location for *Microwave Journal, Telecommunications*, plus a military electronics magazine. Besides being a printer of specialty filter and communications books.

Advanstar has a broad base of trade journal magazines. Several you might find of interest here are *Automatic ID News, GPS World, PC Graphics, Video Store, CADalyst, Response TV, Voice+*, and *Medical Device Technology*.

This Month's Contest

I can't believe how many of these major big time publishers have buried their address and telephone numbers some thirteen screens deep into their web site. The first things that any web

site visitor wants to know are "Where are you?" and "How can I reach you?"

I did not even mention "place your name, address, and phone number on your home page" in our previous web secrets columns, because I felt that nobody, but nobody, could possibly be that stupid.

I was wrong.

At any rate, I've placed annotated links to scads of useful trade journals and many of these publishers on my www.tinaja.com web site. Also see my file [RESBN62.PDF](#).

For our three contests this month, just tell me about any unusual trade journal or trade journal publisher that I do not already know about. Or else tell me where I could pick up free and convenient searchable *Ulrichs* access on or off the net. Or tell me about a big time stupid mistake that any big time webmaster made.

There will be a largish pile of my new *Incredible Secret Money Machine II* books going to the dozen or so better

entries, plus an all-expense-paid (FOB Thatcher, AZ) *tinaja quest* for two that will go to the very best of all.

Send all your *written* entries to me here at *Synergetics*, rather than to *Nuts & Volts* editorial. ♦

Microcomputer pioneer and guru Don Lancaster is the author of 33 books and countless tech articles. Don maintains his no-charge US tech helpline found at (520) 428-4073, besides offering all of his own books, reprints, and consulting services. Don also has two free catalogs full of his resource secrets waiting for you. Your best calling times are 8-5 on weekdays, Mountain Standard Time.

US callers only, please.

Don is in the process of setting up his Guru's Lair at <http://www.tinaja.com>

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