



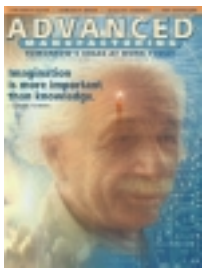
What is advanced manufacturing?

Advanced manufacturing technologies (AMTs) involve new manufacturing techniques and machines combined with the application of information technology, micro-electronics and new organizational practices within the manufacturing sector. (Source: Industry Canada)



Who are Canada's advanced manufacturers?

Pockets of excellence in manufacturing can be found in all industries, but the industries in Canada that have the highest adoption rates of advanced manufacturing technologies are the aerospace, automotive, telecommunications, fabricated metal products, industrial machinery and equipment, food and beverage, electric and electrical and primary metal industries.



What distinguishes Advanced Manufacturing readers?

By choosing to subscribe to *Advanced Manufacturing* magazine, our readers have clearly expressed their interest in learning how to change and how to improve their operations. Our subscription efforts repeat the simple message: Are you ready for change? This means our readers are already primed to learn about the new technologies our advertisers have to offer.



What goods and services do Advanced Manufacturing readers buy?

Although they are keenly interested in reading about emerging new technologies to help them run better factories, they are also the people responsible for running, and optimizing existing plants. In our reader surveys, the items our readers most often say they intend to buy are the following: aluminum extrusion, automated assembly equipment, cables and connectors; conveyor systems; fume, dust & smoke extraction, Enterprise Resource Planning (ERP) software; limit switches and proximity sensors; linear motion equipment; machine guarding systems; motion control; pneumatic cylinders; pneumatic hand tools; pneumatic valves; programmable logic controllers (PLCs); power supplies; proximity sensors, robotics; 3D mechanical design software, safety light curtains, warning tower lights.

(Source: Advanced Manufacturing readers' Intention to Buy Leads 2002).



In a major survey, readers also say they plan to implement the following technologies: advanced planning and scheduling software; bar coding; Enterprise Resource Planning (ERP) software. CMMS software systems; manufacturing execution software; product data management software; warehouse management systems. (Source: IndustryWeek Census of Manufacturers)

(See reverse for more Frequently Asked Questions.)

Are my company's products considered an advanced manufacturing technology?

Even if your product is already widely adopted in manufacturing, it's likely still considered an advanced manufacturing technology. Most industrial automation and plant floor software systems are characterized as AMTs. Industry Canada's checklist of AMTs includes:

- computer-aided design/engineering software (CAD/CAE);
- programmable logic controllers (PLCs);
- flexible manufacturing cells or systems;
- robotics;
- use of inspection data in manufacturing control;
- MRP or Enterprise Resource Planning (ERP) software;
- automated parts identification (ie. bar coding);
- modeling or simulation techniques;
- high-speed machining;
- supervisory control and data acquisition (SCADA);
- automated sensor-based inspection/testing systems;
- automated vision systems;
- lasers used in material processing;
- distributed control systems, and;
- rapid prototyping systems.

Why are *Advanced Manufacturing's* covers and design layouts different from other industrial trade magazines I see?

Before launching *Advanced Manufacturing*, our market research indicated that our target readers occupied executive, and senior-level positions in manufacturing. These readers are used to reading high impact business publications, and to win them over demanded a clean, well-designed and easy-to-navigate business-to-business magazine that provided the comprehensive and insightful coverage they required.



Contact Information

Editorial

Todd Phillips
*Editor /Associate
Publisher*
tphillips@clbmedia.ca
(905) 634-2100, ex. 31

Alison Dunn
Associate Editor
adunn@clbmedia.ca
(905) 634-2100, ex. 24

Sales

Heather Riley
Sales Representative
hriley@clbmedia.ca
(905) 634-2100, ex. 42

Joanna Malivoire
Sales Representative
jmalivoire@clbmedia.ca
(905) 815-8674

Klaus Pirker
*Senior Publisher,
Industrial Group*
kpirker@clbmedia.ca
(905) 634-2100, ex. 25