

Editorial Director

Gary Breed  
gary@highfrequencyelectronics.com  
Tel: 608-437-9800  
Fax: 608-437-9801

Publisher

Scott Spencer  
scott@highfrequencyelectronics.com  
Tel: 603-472-8261  
Fax: 603-471-0716

Associate Publisher

Tim Burkhard  
tim@highfrequencyelectronics.com  
Tel: 707-544-9977  
Fax: 707-544-9375

Associate Editor

Katie Landmark  
katie@highfrequencyelectronics.com  
Tel: 608-437-9800  
Fax: 608-437-9801

Business Office

High Frequency Electronics  
PO Box 10621  
Bedford, NH 03110

Editorial and Production Office

High Frequency Electronics  
104 S. Grove Street  
Mount Horeb, WI 53572

Also Published Online at

www.highfrequencyelectronics.com

Subscription Services

Sue Ackerman  
Tel: 651-292-0629  
Fax: 651-292-1517  
circulation@highfrequencyelectronics.com

Send subscription inquiries and address changes to the above contact person. You may send them by mail to the Business Office address above.



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## Remember the Advertisers Who Pay For Your Subscription

**Gary Breed**  
Editorial Director



"You're the guys with the shopping center!" said the customer during a recent sales call by Mike Caputo of Microwave Components, Inc. That fellow either has a good memory or those past ads made a lasting impression. Probably both.

Publisher Scott Spencer and his wife Debby (who is the artist) recently presented the original shopping center ad artwork to Microwave Components. In the photo above, Debby is flanked by Frank Scalzo (left), President and Mike Caputo (right), Vice President of Sales and Marketing. Frank is holding the July 2002 issue of *High Frequency Electronics*, showing their first ad.

Magazines in other industries mainly provide news, often highly commercialized. We present news as well, but the core of *High Frequency Electronics* (and our respected competitors) is useful, substantive technical information.

I was pleased to get magazines like this when I was a working engineer. Getting textbook-level technical content free was great, and I got to see all the latest developments in components, instruments and all the other things engineers need. Now I have the privilege (and responsibility) to locate, sort, and deliver the same kind of valuable information to my colleagues. It's work I thoroughly enjoy!

A trade magazine like *High Frequency Electronics* that serves a particular industry is just like a broadcast radio or television station—you get to enjoy the programs for free, but you need to hear and/or see advertisements from companies who have paid to reach people like you. Since my first career was in radio and TV, I've been able to see each type of media at work, and it's a formula that has made sense for many years.

In my publishing career, I've seen how trade magazines work in other industries. I cannot emphasize enough how lucky I am to be working in the electronics industry, especially in the high frequency world of RF, microwave and optical; analog and digital. Compared to most other industries—like real estate, finance, plastics or even waste disposal—magazines serving this particular

Occasionally, I hear a complaint that there are too many ads, or that a particular article is too commercial, but those are rare. The overwhelming majority of you appear to appreciate the value of a subscription that is free to you, underwritten by the dozens of ads you see in our pages.

And, as I knew years ago when I was simply a magazine subscriber, there is substantial value in the advertising itself—we all need to know who is making the kinds of products we need to execute a high performance, reliable product design. Those advertisers understand your needs as well, which is why the ads typically contain key specifications in addition to basic descriptions (plus a little cheerleading and encouragement to contact them, of course).

So I encourage you to read the ads, take note of the companies

that support your free subscription, and remember them the next you need a component to make your next design function properly, or upgrade your test bench, or add to your portfolio of design tools, or locate professional services, etc.

#### **More Kudos to Advertisers**

The special role of trade magazines in this part of the electronics industry is most apparent when applications engineers, software developers, or test equipment designers contribute articles. Yes, some of those articles are simply descriptions of a new product's features, but most include solid technical background information that is independent of a specific product. This information might be a summary of specifications for a wireless standard, a review of key performance parameters and their measurement, or a story explaining

how the product's designers examined tradeoffs in functionality, performance and cost—just like all engineers must do as they work through a design problem.

Often, engineers at our advertiser's companies contribute technical articles that have no commercial aspect at all. This a continuation of the tradition in our industry of outstanding technical support from suppliers to their customers. Just remember how many classic references were written as application notes supporting commercial products! Some of the contributed articles we've published appear to have reached this status, as well.

So that is this month's message: the time-honored tradition of advertiser-supported free publications is alive and well—and all of our readers receive the benefits.