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Q: What 9 words best describe *Control Engineering* magazine?

A: "The Most Useful. The Most Read. A Terrific Deal!"

**INSIDE: The year's best deal on the
best magazine for control systems
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LETTER - FRONT

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* "The Most Useful." *
* "The Most Read." *
* "A Terrific Deal!" *
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Dear Colleague,

Who says these things about *Control Engineering* magazine? Is it one of our editors?
An enthusiastic columnist? The proud mother of our publisher?

It's you. And almost 100,000 of your colleagues in some 43,000 plants worldwide. Managers and engineers with responsibilities for control, design, process, and manufacturing in hundreds of different industries. Their plants produce everything from spaghetti to guided missiles, but these decision makers all have one thing in common...

Control Engineering is their hands-down choice for finding the solutions they need.

The numbers tell the story

Since 1980, independent readership studies have consistently found that *Control Engineering* is the best read, most preferred, and most useful publication for professionals with control and instrumentation responsibilities. And when it comes to finding critical purchasing information, *Control Engineering* is preferred 2 to 1 over its closest competitor!

It's not hard to see why. Every month *Control Engineering* brings you the very latest information on:

- Process Control and Instrumentation
- Human-Machine Interfaces
- Software for Control
- Control Components
- Motors and Motor Control
- Machine Control

*Plus, every month there's an exclusive, in-depth cover story on a new product introduction in the control field. Authoritative, tightly-written coverage of the new technologies shaping our industry. These landmark cover stories are yet another reason you'll find yourself saying "I saw it first in *Control Engineering*."*

It takes one to know one

How does *Control Engineering* consistently bring you the hard-hitting, objective and detailed information you need? It all boils down to the old schoolyard saying that "it takes one to know one." You see, our editors are both engineers *and* journalists, with hands-on experience and degrees in fields like Mechanical Engineering, Electrical Engineering, Control Engineering, and Physics. We've spent years on the plant floor, grappling with challenges just like yours...

When we tackle topics like client/server distributed control systems or sensor networks or PC-based controls, *we remember that our readers are also our colleagues*. And you're counting on us to deliver the very best, most concise, and most practical information on control engineering.

We won't let you down. *Control Engineering* has been your savvy and reliable control and instrumentation colleague for 40 years now. What more could we possibly do?

How 'bout some major savings?!!

For a limited time, you can receive *Control Engineering* every month and save an unprecedented 41%! Don't miss the latest developments in PLC or open systems — with your own subscription to *Control Engineering*, you'll be the one who knows all the best-of-class solutions. But hurry. This special offer expires [January 30, 1994] and won't be repeated again anytime soon. To reserve the next issue in your name, *call today*:

1-800-000-0000

You're a professional who depends on timely and high-quality information to keep you competitive and on top of the newest technologies. You need to know where to buy the best sensors and switches. You need an authoritative reference that's updated monthly... Simply put, you need *Control Engineering*.

So, stop borrowing back issues from your colleagues. Get your own subscription and be assured of a steady stream of the exact information you need, at the precise instant it becomes available. And don't be surprised when you find yourself saying "I saw it first in *Control Engineering*..."

Sincerely,

((Name))

((Title))

P.S. – *Control Engineering* is backed by a 100% satisfaction guarantee: if you're ever dissatisfied with *Control Engineering*, just let us know and you'll receive a prompt and full refund for all unused issues, no questions asked. So there's absolutely no way you can lose... except by missing the deadline. Act now — this special offer ends January 30, 1995.

LIFT LETTER

Dear Colleague,

Have you noticed that there are fewer and fewer free copies of *Control Engineering* around?

It's true — in order to maintain and expand our role as the industry's best source of technical solutions, we're spending more to bring you *Control Engineering*. To keep our costs in line and our quality top-notch, we're also limiting the number of complimentary subscriptions we grant...

Don't risk missing a single issue of *Control Engineering*! You've come to count on it for unbiased and insightful coverage of technology, companies, and products. Managers and engineers around the world rely on *Control Engineering* for tips on maintaining their competitive edge...

Since we're talking about a true bottom line issue here, let's just review the numbers:

- ***Control Engineering* — The #1 choice** of professionals in all branches of control and instrumentation. The most read. The most useful. The most interesting.
- **40 years** of delivering the information and solutions you need.
- **Save 41%! You can get *Control Engineering* at the best price of the year, guaranteed.** But don't count on us seeing this offer again any time soon — **respond by 1/30/95** to be sure of getting *Control Engineering* every month.
- This is a **100% no-risk offer** — if you're not completely satisfied, we'll promptly and cheerfully refund the price of all unused issues...

If these numbers make sense to you, *act today*. But if you want to mull it over a little longer... we wish you luck in borrowing that issue of *Control Engineering* containing the information you need...!

Sincerely,

((Name))

((Title))

MINI-BROCHURE (~8" x 8")

[FRONT]

[BACKGROUND PHOTO: Issues of Control Engineering spread out, overlapping]

[FOREGROUND PHOTOS: Various control component shots]

Control Engineering

The Global Voice of Control & Automation Professionals

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Human-Machine Interfaces	Motors and Motor Control
Software for Control	Machine Control

START YOUR NO-RISK SUBSCRIPTION TODAY!

[BACK]

The one that's read and used

Since 1980, independent studies have consistently found that *Control Engineering* is the best read, most preferred, and most useful publication for professionals with control and automation responsibilities. That's what's made *Control Engineering* the undisputed international voice of control and instrumentation.

Expert advice, every month

No other publication can match *Control Engineering's* comprehensive journalism. 1,100+ in-depth editorial pages every year. Exclusive new product coverage. Detailed buyer's guides and vendor directories... when you need a solution *now*, reach for *Control Engineering*.

Don't miss a single issue

Here are just a few of the vital topics you won't want to miss in upcoming issues of *Control Engineering*:

New Fieldbus Technologies

New Products and Trends

Open System Environments

PLC Programming Standards

Smart Sensor Technology

PC-based Control Systems

New Operator Interfaces

Sensor Networks

...any much, much more!

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