

Published since 1959—**for 58 years!**—TEST is

THE magazine for testing professionals, specifically devoted to physical and mechanical testing and environmental simulation.

TEST
Engineering & Management

Feb./March 2017 issue:
Published mid-February
Editorial deadline: January 17

Annual Buyers' Guide:
Widely used print and online resource for physical and mechanical testing/environmental simulation test equipment and services used across all industries, including automotive, consumer, space/aerospace. Listings free; annual updates.
+ Cost of field failures = future costs:
Focus on identifying and assessing the real **future** cost of testing that is not thorough enough to prevent field failures.
Regular testing articles and columns:
Thought-provoking analysis of *Automotive, Accelerated, Dynamics, Reliability, Hands-On & Practical Testing* areas.

TEST
Engineering & Management

April/May 2017 issue:
Published mid-April
Editorial deadline: March 15

Mentoring = key to fostering test excellence:
Focus on importance of passing along testing techniques and knowledge, acquired through hands-on experience—and as an antidote to staffing with “appliance operators.”
+ IEST ATM, Expo, & bonus distribution:
Advance highlights of ESTECH 2017’s ATM, testing-related sessions, and exhibitors—plus bonus distribution of this issue (and others) from TEST’s booth at the Expo!
Regular testing articles and columns:
Thought-provoking analysis of *Automotive, Accelerated, Dynamics, Reliability, Hands-On & Practical Testing* areas.

TEST
Engineering & Management

June/July 2017 issue:
Published mid-June
Editorial deadline: May 15

Combined-environment testing:
Focus on the complexity of the considerations that must be called into play when tests combine multiple environments. What particular things need to be considered about the test equipment, test equipment control, test measurements, test data acquisition and analysis? We’ll explore the current wisdom and test techniques on this subject through technical articles and commentaries.
Regular testing articles and columns:
Thought-provoking analysis of *Automotive, Accelerated, Dynamics, Reliability, Hands-On & Practical Testing* areas.

TEST
Engineering & Management

Aug./Sept. 2017 issue:
Published mid-August
Editorial deadline: July 17

Automotive testing:
Focus on changing testing needs and techniques needed for the automobiles of today and those coming down the pipeline, as the industry shifts increasingly to hybrids and all-electric vehicles, as lighter materials called for by fuel costs still need to meet safety standards. We’ll offer testing articles, columns, and commentaries written from a hands-on perspective as we focus on this topic.
Regular testing articles and columns:
Thought-provoking analysis of *Automotive, Accelerated, Dynamics, Reliability, Hands-On & Practical Testing* areas.

TEST
Engineering & Management

Oct./Nov. 2017 issue:
Published mid-October
Editorial deadline: September 15

How much test time is needed:
Focus on just how much time in the product development cycle needs to be devoted to testing in order to gain *maximum* benefit—and a product-specific level of reliability—from what the test department can provide, and in the process also seeing test lab personnel as partners rather than adversaries. We’ll explore this through technical articles by hands-on testing folks who’ve seen the effect of just enough, or too little, time.
Regular testing articles and columns:
Thought-provoking analysis of *Automotive, Accelerated, Dynamics, Reliability, Hands-On & Practical Testing* areas.

TEST
Engineering & Management

Dec./Jan. 2017-'18 issue:
Published mid-December
Editorial deadline: November 15

Accelerated testing:
Focus on the state-of-the-art in accelerated testing. How much can a simulated life span be accelerated and still have validity? Have we advanced knowledge in this area? Are the facts of product reliability life spans matching accelerated test results? We’ll call upon hands-on testing practitioners to discuss this topic through technical applications articles and commentaries.
Regular testing articles and columns:
Thought-provoking analysis of *Automotive, Accelerated, Dynamics, Reliability, Hands-On & Practical Testing* areas.

ARTICLES: We accept unsolicited manuscripts over technical bylines, 1,500 to 2,500 words, with line diagrams, “screen dumps,” and/or photo illustrations. Articles must deal with mechanical testing and/or environmental simulation or related topics. Article/author guidelines PDF available. We recommend you first call or e-mail the editor, Eve Mattingley-Hannigan, to determine suitability of your proposed article **BEFORE** you invest a lot of preparation time.

E-mail: eve@testmagazine.biz
Web: www.testmagazine.biz

COVER PHOTO: We use a full-color photo five times a year (all issues except Feb./March). Must be interesting visually, preferably dramatic, deal with mechanical testing and/or environmental simulation, be relevant to a specific issue’s focus.
Shoot your photo in a vertical format, please! Call or e-mail the editor in advance about photo subject and format details. Submit electronically. **Must** meet our criteria: **Call or e-mail FIRST!**
Phone: (510) 839-0909 • **FAX:** (510) 839-2950

REGULAR DEPARTMENT COVERAGE:

- New Products & Literature
- Coming Events
- TEST Reports (industry news)
- Letters to the Editor
- Books on Display

Mail:

3756 Grand Avenue, Suite 205, Oakland, CA 94610-1545

REGULAR SUBJECTS, COLUMNS, & AUTHORS:

- Practical Reliability Testing
- Accelerated Testing
- Vibration Testing
- Automotive Testing
- Testing Philosophies

Information on this calendar is subject to occasional revision