

Chip Scale

REVIEW®

SUBSCRIBER PROFILE

Chip Scale Review's controlled circulation is 26,000 in the United States plus an expanding international circulation.

The circulation comprises integrated circuit assembly, packaging and test engineers and management at OEMs, semiconductor manufacturers and packaging foundries who are involved with advanced IC packaging. These readers depend on *Chip Scale Review* for news and trends in chip scale, flip chip and wafer-level packaging.

Now in its seventh year, *Chip Scale Review* is the only publication covering advanced IC packaging and interconnection with editorial and publishing offices in Silicon Valley. Eight issues are printed annually and cover the chip-scale/advanced packaging market with original, in-depth editorial material. Year after year, *Chip Scale Review* contains more original editorial matter than any competing publication. In 2002, optical packaging was added to the expanding editorial coverage of chip-scale electronics.

Job Function*

Assembly/Packaging Engineering	14.3%
Corporate or General Management	21.4%
Test Engineering	6.3%
Engineering Management	13.3%
IC Design Engineer	6.8%
Manufacturing Management	13.9%
PWB Board Design/Fabrication	2.1%
Purchasing	2.7%
Research and Development	5.6%
Sales and Marketing	10.6%
Consulting	1.8%
Other	1.2%

(Additional subscriber detail on reverse side.)

*Publisher's own data.

Geographic Regions (June 2002 BPA)

New England (ME, NH, VT, MA, RI, CT)	8.7%
Middle Atlantic (NY, NJ, PA)	8.7%
East North Central (OH, IN, IL, MI, WI)	10.5%
West North Central (MN, IA, MO, ND, SD, NE, KS)	5.9%
South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL)	7.3%
East South Central (KY, TN, AL, MS)	1.6%
West South Central (AR, LA, OK, TX)	6.4%
Mountain (MT, ID, WY, CO, NM, AZ, UT, NV)	8.8%
Pacific (AK, WA, OR, CA, HI)	41.8%
Foreign	.3%

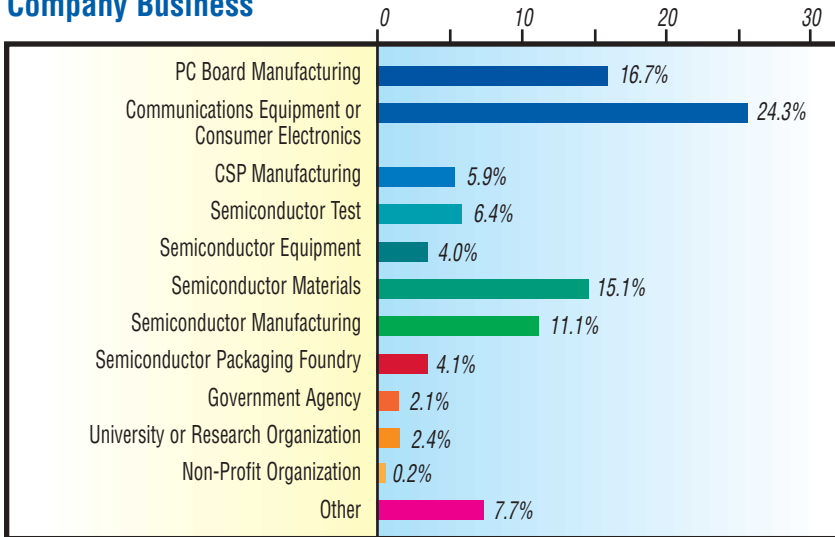
(Many copies reach international companies through their U.S. offices and all SEMICON international exhibitions.)

Chip Scale Review's web site archives all issues published and receives an average of 250,000 hits each month, with 20% coming from countries outside the United States.

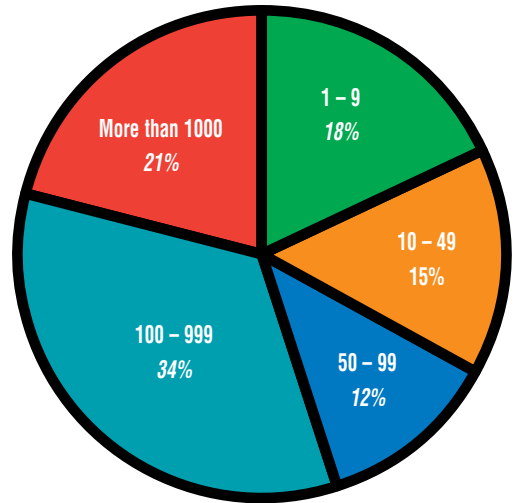
25,537 copies are mailed in the United States (June 2002 BPA), with 99% of the circulation directed to individuals who authorize, recommend, specify and/or purchase equipment, materials and services in North America. Additional copies are reserved for distribution at major U.S. and international trade shows and conferences. Mail is via second class in the United States and by airmail outside the United States. Send address changes to *Chip Scale Review*, Circulation Dept., P.O. Box 5176, Brentwood, TN 37024-5176.

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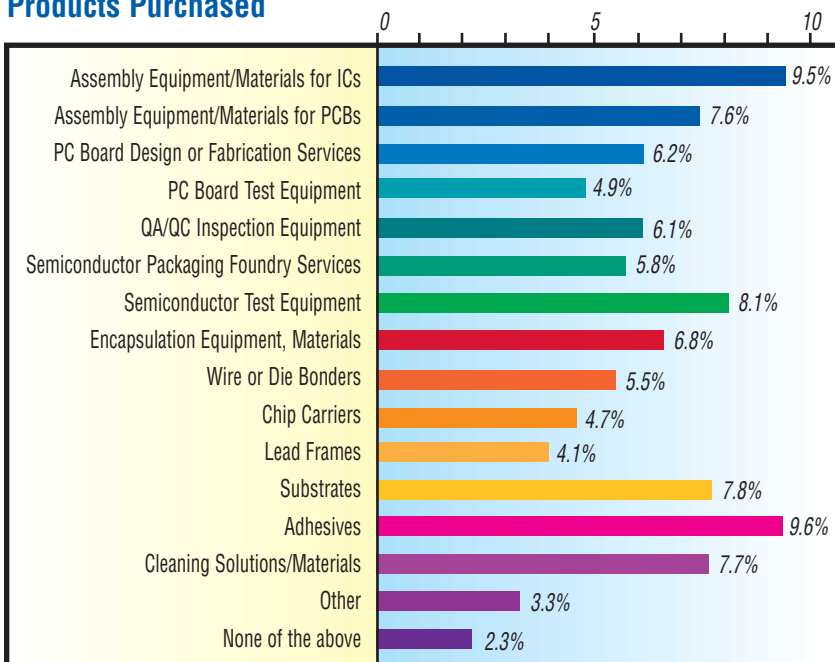
Company Business



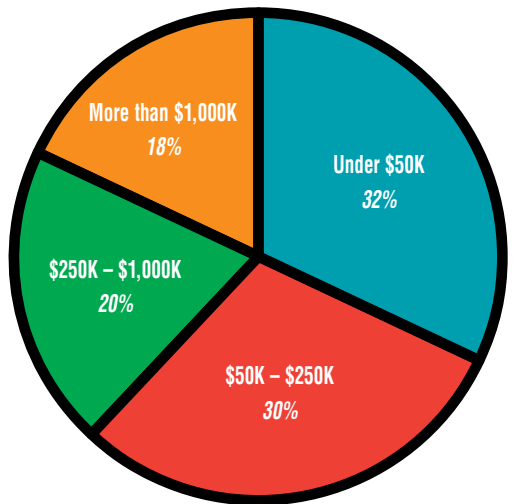
Employees



Products Purchased



Amount of Purchases Authorized, Purchased, Recommended or Specified in a Year



*Publisher's Own Data