



What **necdigest**® readers want is a trusted information source that filters, analyzes and provides them with the critical technical information they need. Tailoring its editorial content to cover more issues concerning the electronics industry, **necdigest** has **expanded into a six-time-per-year schedule**, giving you more industry-dedicated content. The new timetable gives you more opportunities to reach our exclusive audience.

Chart 1: Readers Taking Action After Reading an *necdigest* Article

Timely *necdigest* content sparks action from our readers.

Recommended purchase of a product60%
Approved/specified purchase of a product48%
Purchased a product40%

Chart 2: Time Spent Reading Each Issue of *necdigest*

Attention-grabbing information keeps our readers turning pages.

> 61 minutes13%
46-60 minutes17%
31-45 minutes12%
21-30 minutes27%
11-20 minutes19%
10 minutes or less10%

I use the Arc Flash and PPE article on all my inspections (I work for OSHA) to show the dangers of working with live electrical equipment. I guarantee the article has saved lives.

Brian Alexander,
OSHA, Dept. of Labor
and Industry,
St. Paul, MN

Marketplace of Ideas About the *National Electrical Code*®

Interpreting complex issues affecting the *NEC*® and providing the most relevant information to the powerful decision-makers in the industry.

Because **necdigest** is written by the stewards of the *National Electrical Code*, our readers have higher expectations for us than for other magazines. This position of authority makes **necdigest** more than a trade magazine. It is the **leading marketplace for your products and ideas in the \$100 billion electrical industry!**

- 83% of readers save or photocopy some or all of their **necdigest** issues for future reference
- 74% take action after reading an article in **necdigest**

Data Source: May 2003 readership study, Bowen Marketing Consultants. Contact your regional sales representative for the full report.



Editorial Devoted to the **NEC**[®]

February/March 2005

Ad Closing: December 27, 2004

Theme: Safety and Security

Issue Features

- Fire Alarm System Testing & Maintenance – Part 2
- NFPA 730 and 731 – Security Systems
- Personal Protective Equipment (PPE) – It's NOT A Suit of Armor
- OSHA's General Electrical Standard & NFPA 70/70E – How Do They Compare?
- How Does the **NEC** Update Process Work?

April/May 2005

Ad Closing: February 25, 2005

Theme: Commercial/Industrial Systems

Issue Features

- Article 409 – Industrial Control Panels
- Proper Use of Electrical Cables on Industrial Machinery (NFPA 79)
- Underground Electrical Enclosures & Handholes
- High-Impedance Grounding Systems

Show Distribution – NFPA WSCE, Lightfair International

June/July 2005

Ad Closing: April 25, 2005

Theme: Low- & Medium-Voltage Systems

Issue Features

- Article 645 – Electrical Wiring for Computer Rooms and Data Centers
- Article 519 – Permanent Amusement Facilities
- Safety Hazards at Home and at Work
- AFCI Technology – Branch Feeder AFCIs vs. Combination AFCIs
- Article 830 – Network-Powered Broadband Communications Systems

August/September 2005

Ad Closing: June 27, 2005

Theme: Lighting

Issue Features

- LED Technology – The Future of Light?
- The OSHA/NECA/IBEW Safety Alliance – How's It Going?
- The Electrical Safety Foundation Int'l (ESFI) – Who Are They? What Do They Do?
- Major Technical Milestones In the NEC

Show Distribution – NECA

October/November 2005

Ad Closing: August 25, 2005

Theme: Power

Issue Features

- NFPA 110 – Emergency Generators & Transfer Switches for Industrial Applications
- Article 620 – Elevator Controls
- Articles 500 – 516: Hazardous (Classified) Locations

December 2005/January 2006

Ad Closing: October 25, 2005

Theme: Testing and Maintenance

Issue Features

- Using Test Equipment on Live Electrical Equipment
- How to Use Infrared Test Equipment
- Electrical Maintenance at Ski Resorts
- Recycling Electrical Equipment – What Are the Legal Requirements?

Show Distribution – Electric West 2006

The Coming to Grips with Article 430 (Winter 2003) did a great job of explaining the complicated rules in Article 430. Most electricians are confused as to why motor circuits allow a larger OCPD for a given conductor than we normally see. The article did a great job of explaining this issue.

*Tom Baker,
Puget Sound
Electrical Training,
Bremerton, WA*



Media Buyer's Checklist

In every issue, **necdigest**® provides unmatched insight from the stewards of the *National Electrical Code*® on the hottest topics that affect your products and services. Use this checklist to determine if these regular sections will benefit your marketing objectives. Our editors are always open to discussion about relevant topics that pertain to the code and the industry.

- Ask the Experts**
The **necdigest** editorial team of electrical engineers addresses reader questions about the **NEC**.
- Electrical Safety**
Electrical safety expert Ken Mastrullo covers a variety of topics, from how to set up an electrical safety program to the latest proposals affecting NFPA 70E.
- Code Issues**
Internationally known author and instructor James Stallcup, Sr. draws on his years of experience to explain complicated parts of the **NEC**.
- Tool Crib**
Our experts scour the market to find manufacturers' newest, most interesting tools and testing equipment to help readers improve productivity.
- Product Spotlight**
Easy-to-read summaries of the latest products and services designed to help readers quickly find what they need to do their jobs efficiently and correctly.
- Resources**
This is a single source for books, videos, catalogs, web sites, training courses, educational products, and other items to help our readers perform at a higher level.

I liked the Winter 2003 issue. Good articles and great photos. People need to see what wiring and equipment failures look like so they can better understand that this is not something we just talk about, it really happens.

*Dennis K. Neitzel,
CPE, Director,
AVO Engineering,
Safety, & Training*



Mark Earley, PE



John M. Caloggero



Kenneth G. Mastrullo, CPE



Lee Richardson



Richard (Dick) Roux



Jeffery S. Sargent



Joseph V. Sheehan, PE



Donald Shields

The Stewards of the National Electrical Code®

Meet the Team of Experts Who Edit the NEC®

The senior executive editor of *necdigest*®, **Mark Earley, PE**, is also the NFPA's chief electrical engineer. He is the co-author of NFPA's reference book, *Electrical Installations in Hazardous Locations*. Before joining NFPA, Earley worked as an electrical engineer at Factory Mutual Research Corp. in Norwood, Mass. He also served on several of the NFPA's electrical committees and *NEC*® Code-Making Panels. Earley is a member of IAEI, IEEE, SFPE, the UL Electrical Council, U.S. National Committee on the International Electrotechnical Commission, and the Canadian Electrical Code Committee.

Principal Electrical Specialist **John M. Caloggero**, is the staff liaison to *NEC*® code-making panels, NFPA 780 (Lightning Protection Code) and NFPA 70B (Electrical Equipment Maintenance). He was the editor of the 1984, 1987, 1990, 1993, 1996, 1999 and 2002 *NEC*® Handbooks and a contributing editor to the 18th and 19th edition of the *NFPA Fire Protection Handbook*, *Electrical Systems and Appliances*, and *Lightning Protection*.

Kenneth G. Mastrullo, CPE, is a senior electrical specialist in the NFPA Electrical Engineering Department. He serves as a staff liaison to two NFPA committees, NFPA 70B (Recommended Practices for Electrical Equipment Maintenance) and NFPA 70E (Electrical Safety Requirements for Employee Workplaces). Mastrullo joined NFPA in 1999 after more than 28 years in the construction and facilities fields as an electrician, estimator, project manager, project engineer, and senior facilities engineer. Mastrullo is a licensed master electrician in Massachusetts, a Certified Plant Engineer (CPE), and an OSHA-Certified Outreach Trainer.

Lee Richardson holds a bachelor's of science degree in electrical engineering from the Lowell Technological Institute, now part of the University of Massachusetts. He has been with the NFPA's Electrical Engineering Department since 1995 and has been the staff liaison for the **National Fire Alarm Code**® for nearly four years. Although his primary focus has been the **National Fire Alarm Code**®, Richardson also works with *NEC*® Article 760 (Fire Alarm Systems).

NFPA Senior Electrical Specialist **Richard (Dick) Roux** provides advisory service and field service, as well as other technical support for NFPA 72, *National Fire Alarm Code*®, and the *NEC*®. Roux is also an instructor in the **National Fire Alarm Code** seminar program. He is a member of the SFPE, the International Municipal Signal Association, and the Automatic Fire Alarm Association. He has written a number of articles on fire alarm systems and received numerous professional awards, including two journalistic excellence awards.

Jeffery S. Sargent is a senior electrical specialist in the NFPA's Electrical Engineering Department. He serves as a staff liaison to several NFPA committees, including the *NEC*®, Electrical Equipment in Chemical Atmospheres, and Standard on Manufactured Housing Electrical Committee. In addition, Sargent is the executive secretary to the NFPA Electrical Section, and he co-authored NFPA's *1999 NEC Changes* book, and the *NFPA Inspection Manual with Checklists*, and was a co-editor of the *2002 NEC Handbook*.

Joseph V. Sheehan, PE, has been a principal electrical engineer at the NFPA since 1993. Sheehan's responsibilities include providing technical support services for the *NEC*®, including issuing written and oral interpretations, and teaching all of the *NEC* seminars. He served as an editor to the 1996, 1999, and 2002 editions of the *NEC Handbook* and was the technical editor for the NFPA's safe work video titled *Working Safely with Electricity*. Sheehan currently serves as staff liaison and provides technical support for NFPA 79, *Electrical Requirements for Industrial Machinery*.

Donald Shields, a senior electrical specialist with NFPA, provides technical support services for the *NEC* and is an *NEC* seminar instructor. Before joining NFPA, Shields served as the training director for the IBEW's Joint Apprenticeship and Training Committee in Bloomington, Ill. He is a Certified Electrical Inspector in commercial, residential electrical, and electrical plans examiner. Shields was the IAEI Alternate Rep to CMP-18 for the 2002 *NEC* ROP cycle.