

Introduction to a New Print and Online Publication

Gary Breed
Editorial Director



Starting a publication is like starting any new business. It's a lot of work, a major investment and a significant risk—but it's also a chance to do things a new way, to re-invent some of the things that have become ineffective or stagnant in traditional operations. *High Frequency Electronics* may look a lot like a typical magazine, and its online counterpart www.highfrequencyelectronics.com may look like other web sites, but there are some very non-traditional attitudes that direct the way we find and deliver information via our pages and your computer screen. Our primary focus is on finding the most effective ways to interact with our readers and advertisers.

A little background

It has been a full year since I have been at the editor's desk, and I admit it feels good to be back! While I was away, you saw plenty of my work, but very little had my name attached—my activity mainly involved helping several companies and organizations with their technical writing and publishing needs. I also had an opportunity to do some design and manufacturing work, which has been quite satisfying.

Many major events shook the world in the past year, and it is now a very different place. The violation of our country's security on September 11, a major adjustment in the economy and revelations of questionable corporate business practices (and outright fraud) have combined to suppress the unbridled enthusiasm that governed this industry as it entered the new millennium.

Fortunately, these difficulties are balanced with some strong positive forces. Engineers are still finding creative ways to apply technology to communications, industry, science and medicine. Supplier companies are developing equally creative solutions for the design and manufacture of the component parts of these innovative products. Companies specializing in software and instrumentation have been working furiously to provide the tools needed to keep up the engineers' new ideas.

When the ebb and flow of commerce surges upward again, there will be lots to offer in the realm of high frequency technology!

Which brings us back to the mission and methods behind *High Frequency Electronics*...

Every advertisement and new product announcement includes a fast-access number for direct online product information!

1. Point your browser to our online edition.
2. Click on the "HFeLink" button.
3. Get the product information you need.

Easy-to-follow listings by HFeLink number (and also by company name) will let you go directly to the company web site, usually right to the product data sheet!

It doesn't get any easier than HFeLink!

HIGH FREQUENCY ELECTRONICS

Editorial Director

Gary Breed

gary@highfrequencyelectronics.com

Tel/Fax: 770-554-8236

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

Mailing address

High Frequency Electronics
7 Colby Court, Suite 4-436
Bedford, NH 03110

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www.highfrequencyelectronics.com

Advertising Sales Offices

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What is 'High Frequency?'

Across the bottom of our front cover, the red banner says, "Ideas for Today's Engineers: Analog, Digital, RF, Microwave, mm-wave, Lightwave." We mean it.

We define our realm of interest by technology, not applications. If you are an engineer who must understand frequency-dependent circuit effects, transmission line behavior, plus all the implications of Maxwell's Equations (dielectric losses, dispersion, radiation, propagation, etc.), this is your magazine. You may be working on 3G wireless base stations, but next year's project might be high-speed DSP in a software-defined radio. The knowledge gained from RF power amplifier design may lead you into flat-panel displays or multi-GHz microprocessors.

Some of our methods

Integrated print and online publication—We are *not* just a magazine with a web site. For us, both media are equal, but with different capabilities. A printed magazine requires no batteries and has sharp, detailed text, graphics and photos. Our online presence is immediate and interactive, so we can provide timely updates and provide easy linking to companies to follow up on ads and new product announcements.

Participation in the industry—We are fully engaged with the high frequency industry. This is not a newspaper with reporters independently observing from the outside. We want to help push this industry by enabling the flow of technical information among engineers, and by connecting the makers of products with the designers who need them.

A high level of service—In this time of cutbacks, layoffs and overtime, it is essential that we help in the creation of good articles and assist companies in their publicity efforts for new products. You are experts in the technology, we are experts in written and visual communication. Let's work together!

Constant evolution—We will regularly add and drop things from our list of things to do, depending on what you tell us or demonstrate by your activity. Talk to us at conferences and trade shows! Send us e-mail (editor@highfrequencyelectronics.com). Write letters. All we want to do is be the best source of information for the new world of high frequency technology!

By the way, I'll talk less about us in future columns, but there will always be some discussion of whether we are doing the right things. We may be the owners, but this is really your magazine!

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