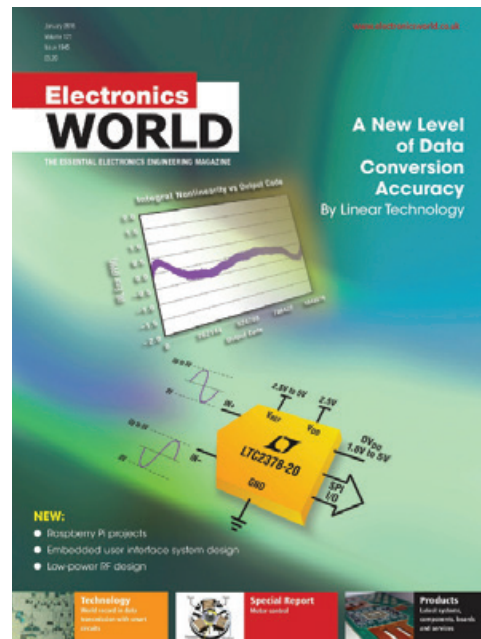


Electronics WORLD

Published
for over
100
years

Mediapack 2019

Informing professional engineers and senior managers in the global electronics industry



**Electronics
WORLD**

Please contact Suzie Pipe to discuss advertising and sponsorship opportunities:

Tel: +44 (0)20 8306 0564 Email: suziepipe@electronicsworld.co.uk
www.electronicsworld.co.uk

About Electronics World

Established in 1913 and formerly known as Wireless World – Electronics World is a monthly technical electronic engineering magazine aimed at professional design engineers.

Its content and style require readers to have formal training in electronics. The editorial of Electronics World covers the full range of electronic industry activities including technology, systems, components, development tools, test, software and instrumentation.

Electronics World informs, educates and advises by supplying readers with sufficient engineering detail to enable them to understand developments in the electronics industry as a route to their design problem solutions.

Most of the features are contributed by leading engineers and academics in the field, who draw on the engineering resources and knowledge base of leading-edge companies and organisations, as well as their own projects.

From the Editor

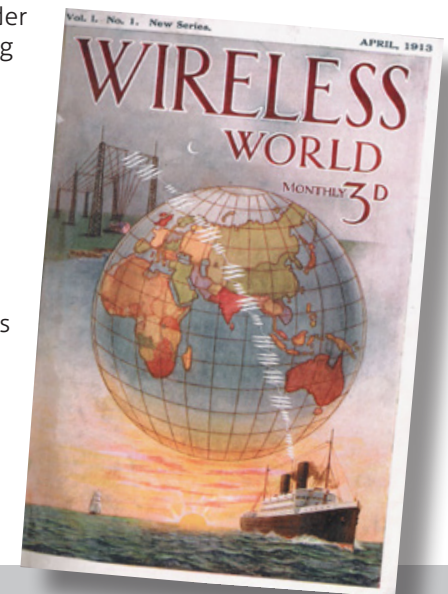
Being subscription-based, Electronics World is a requested read and as such reaches a guaranteed readership in a market where it is becoming very difficult to capture the reader's interest for longer than just a few minutes. Electronics World's readership consists of electronics design and development engineers, who want to learn from projects directly rather than just components overview and business commentary.

You will be hard pushed to find a technically in-depth magazine among others today that is completely aligned to the professional, practicing engineer, employed by the industry, and not just covering the corporate side of electronics. The content is primarily applications-led, with many tutorial-style article series.

Equally, being an international publication, Electronics World is the single, most powerful platform that delivers your message in one go to the design and development engineers you'd like to reach worldwide, not just in the UK and wider Europe, but also countries like India, China, the US and Russia that are influencing the modern-day electronics industry landscape.

Svetlana Josifovska Editor

P.S. If you'd like to collaborate with Electronics World, or contribute with a technical article to any of the subjects in our features list, or indeed have other interesting ideas you'd like to develop with us please contact our editorial offices by writing to the Editor at svetlanaj@sjpbusinessmedia.com



Home to a growing and engaged audience

Electronics World is a paid subscription magazine which is read by electronic design engineers worldwide

Magazine circulation - per issue as of November 2017

4,503 PRINT magazine subscribers (+ 7% vs 2016)

1,165 DIGITAL magazine subscribers (+ 38% vs 2016)

Website and email activity – average per month as of November 2017

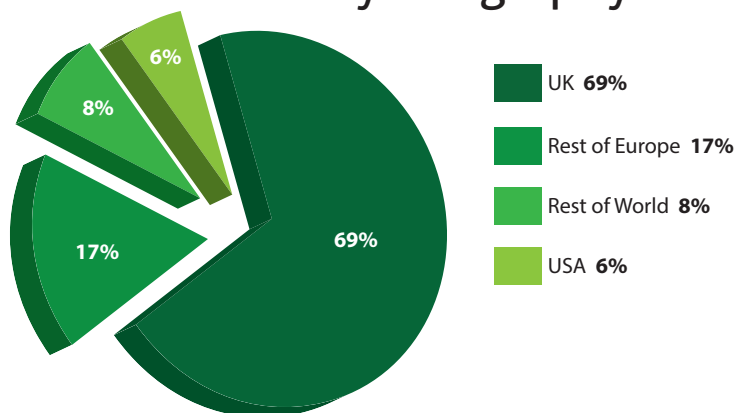
Total visits – 3,695 (+ 29% vs 2016)

Unique visitors – 3,246 (+ 31% vs 2016)

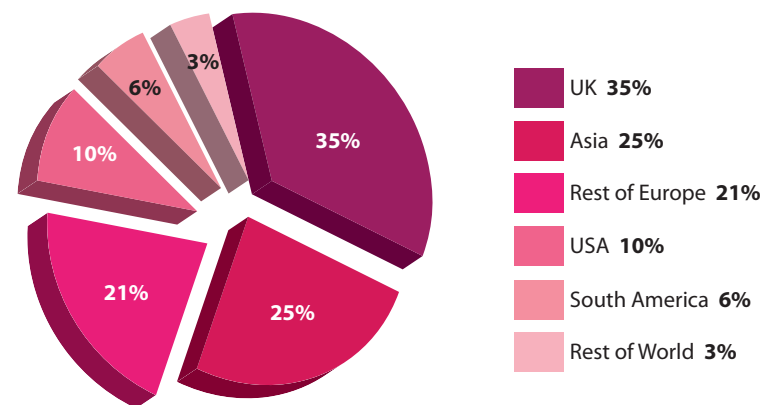
Total page views per month – **5,493** (+ 8% vs 2016)

EMAIL Newsletters - average delivered – **7,393** (+ 14% vs 2016)

Circulation by Geography



Web Traffic by Geography

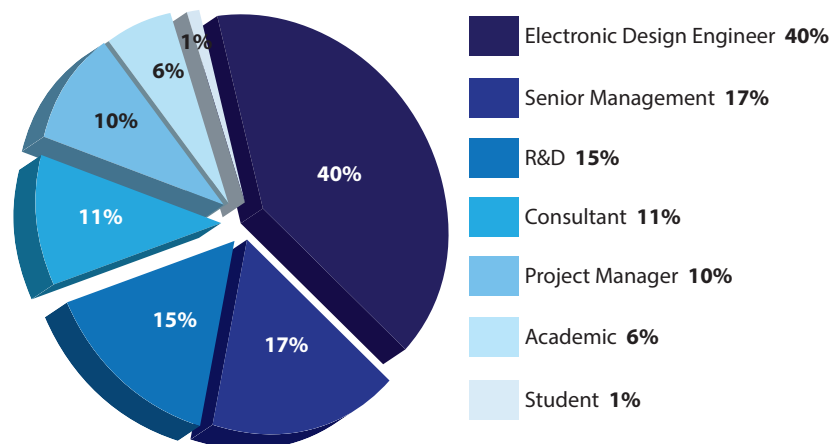


“ The magazine addresses an educated audience - an important feature for me... EW has a regular group of contributors in various fields and I always enjoy reading the contributions they write. ”

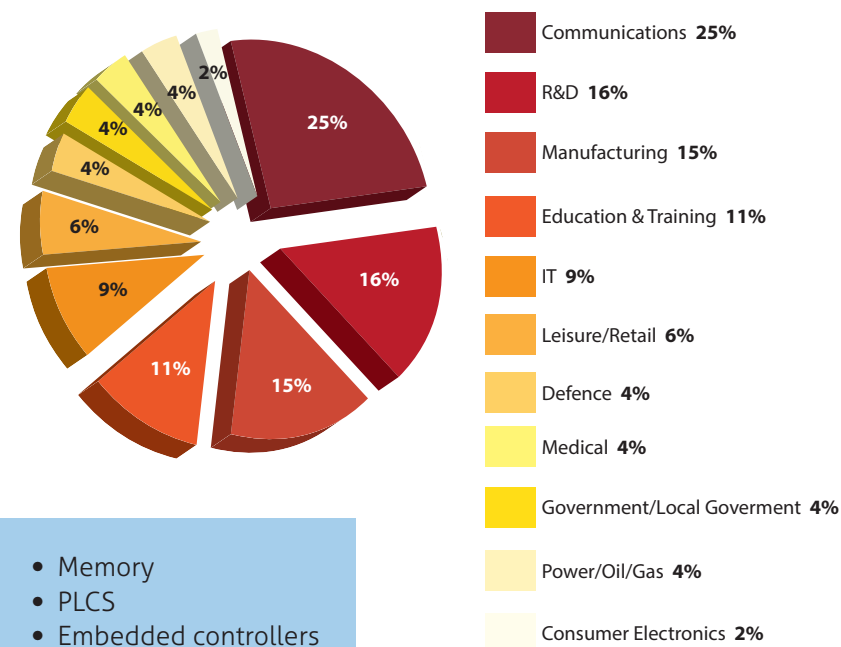
E McAndrew

Our readership is made up of senior professionals across a wide array of electronics industries

Circulation by Job Function



Circulation by Industry Sector



Purchasing Influence

86% of our readers have confirmed that they have purchasing responsibility for their company

Our readers are involved in purchasing in the following areas:

- Semiconductors
- Test and measurement equipment
- Software
- Displays
- Active and passive components
- Connectors
- Power supplies
- Enclosures
- Sensors
- Switches and relays
- Communications and networking
- PCBS
- Opto electronics
- Memory
- PLCS
- Embedded controllers
- ROHS
- Design tools and accessories

Some of our clients



“ Electronics World provides Linear Technology with an ideal platform to promote our products to a targeted and discerning readership. Through informative technical articles we are able to inform and explain the benefits of our products to a technically aware audience striving to keep abreast of the latest developments and solutions. We have a very successful and long standing working relationship with Electronics World that continues to flourish.

**Doug Dickinson, Media Relations Manager,
Linear Technology Corporation**

”

“ Mouser have promoted their products in Electronics World over the past 3 years. Electronics World offers excellent branding opportunities through technical articles and wide coverage of our products. Furthermore, Electronics World is very responsive and a pleasure to work with.

Graham Maggs, Director, EMEA Marketing

”

Features 2019

Electronics World will focus on the following areas in 2018 and each topic will be covered in-depth providing a great opportunity for you to align your advertising with content that is relevant to your target market.

For more information about the content of our next issue please contact the sales team.

MONTH	FEATURE	SPECIAL REPORTS	DEADLINES
Dec 18 / Jan 19	RF Design	T&M Supplement	Thursday 20 December 2018
February	Design for Power		Thursday 17 January 2019
March	Machine-learning and AI		Thursday 14 February 2019
April	Automotive electronics		Thursday 14 March 2019
May	Systems and Components for Green Energy generation		Thursday 11 April 2019
June	Embedded design		Thursday 16 May 2019
July / August 18	Consumer Electronics, including wearables		Thursday 13 June 2019
September	Medical electronics		Thursday 22 August 2019
October	Robotics		Thursday 12 September 2019
November	Communications		Thursday 17 October 2019
Dec 18 / Jan 19	Industrial electronics	T&M Supplement	Thursday 21 November 2019

Please note: Topics covered but not restricted to the Features List, some additional topics will include; Power / Minimizing Power / Green Energy / Consumer Electronics / Sensors & Connectivity (Smart Everything / IoT) / AI & Robotics / Machine Vision / Medical & Wearables / Automotive / Communication & RF Design / Embedded Design / Components / Connectors / Software / Tools / Development Kits / Enclosures / Displays / Cleaning / PCB's / Test & Measurement and everything in-between. These will all be covered as a flow across the year.

Display Advertising

Display advertising is the perfect medium to gain maximum exposure for your company and demonstrate the unique technical specifications of your products and services.

Display advertising will increase brand awareness, generate sales leads and drive our readers to your website.

To get the best out of Electronics World we strongly recommend a series of display adverts so that your marketing campaign benefits from a continued presence.

Digital Magazine

Your print adverts are also reproduced in our digital magazine with all website links made live so that our digital issue readers can click directly on to your advert to reach your website, increasing the effectiveness of your promotion.

Front Cover Opportunities

What you get:

- Product Shot on the Main Front Cover with strapline (appearing in both Print and digital editions)
- Advertorial within the magazine print & digital (The MAIN cover has a DPS advertorial the T&M supplement has a single page advertorial)
- Highlighted box on Contents Page
- Featured on our Website under Magazine Feature Story (for the full month)
- Featured on the Newsletter with URL (on one Newsletter, during the month of issue)

Main Front Cover + DPS Advertorial: RATECARD: £3,250.

Supplement Cover (Test & Measurement) + 1 Full Page Advertorial: RATECARD: £2,625.



Press Release Product Promotional Entry

The silver and Premier options are new for 2018, previously it was in mag only. This allows additional routes to the audience and if you sign up for a block booking of 5 or more across the 10 issues we can offer discounted rates. (Single / Individual bookings are at Rate Card rates shown)

CONGATEC BRINGS GERMAN INDUSTRY 4.0 EXPERTISE TO CHINA

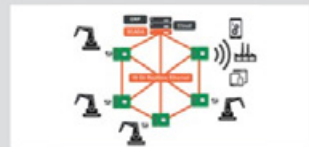
The Taiwan located subsidiary of embedded computer modules firm Congatec is presenting smart manufacturing IT platforms for 'Made in China 2025' (MIC 2025) solutions at CIIF, China International Industry Fair (Hall 6.1H, Booth A065) in Shanghai. These platforms can be used immediately, equipping smart, connected manufacturing systems, robotics and intra-logistics devices with situational awareness for collaborative manufacturing.

The showcased Congatec MIC 2025 computer platforms feature all required interface functionalities and software support – including IIoT-based machine control and monitoring as well as maintenance clouds.

The Congatec MIC 2025 platforms are based on embedded motherboards, single board computers and Computer/Server-on-Modules, leveraging open standards freely accessible all over the world.

One of Congatec's MIC 2025 demonstrations at CIIF includes a virtualized COM Express Type 7 Computer-on-Modules based on the new Intel Atom C3000 platform (code name Denverton).

www.congatec.com



NEW AUTOMOTIVE BIPOLAR STEPPER MOTOR DRIVER IC

Allegro MicroSystems Europe introduced a new automotive bipolar stepper motor driver IC or dual DC motor driver IC, designed for pulse-width-modulated (PWM) control of low-voltage stepper motors and dual- or single high-current DC motors.

Allegro's AMT48702 is capable of output currents up to 1A per channel and operating voltages from 3.5-15V. Key applications include Heads-up-Display (HUD) – mirror positioning and dust cover, Navigation – screen lift, Driver Attention Monitor – camera movement or focus and Steering Wheel Feedback – vibration alert.

The AMT48702 is an automotive-grade device, tested across extended temperature and voltage ranges to ensure compliance in automotive or industrial applications. It has an internal fixed off-time PWM timer that sets a peak current based on the selection of a current sense resistor. An output fault flag notifies the user of a TSD or overcurrent protection event.

www.allegromicro.com



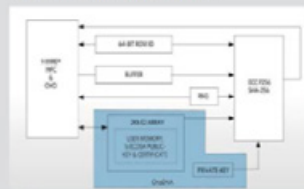
MAXIM LAUNCHES 'UNCLONABLE' SECURITY ICS

Maxim Integrated Products says that designers can now easily, proactively and inexpensively protect their products with its DS28E38 DeepCover secure authenticator chip that immunises against invasive physical attacks.

The IC features the company's ChipDNA physical unclonable function (PUF) technology, where the root cryptographic key is not in memory or any other static state but instead relies on the naturally occurring random analogue characteristics of fundamental MOSFET semiconductor devices.

When needed, the circuit generates a unique key to each device, which then disappears when not in use. If under invasive physical attack, the circuit's sensitive electrical characteristics change, further impeding the breach. In addition to the protection benefits, ChipDNA technology simplifies or eliminates the need for complicated secure IC key management as the key can be used directly for cryptographic operations.

www.maximintegrated.com



Press Release Product Packages:

Basic Package: £250

A 1/6 page in one issue of the main Print magazine PLUS on the digital page turn magazine with URL. This will appear within the Product Pages.

Silver Package: £430

Basic Package PLUS Appears on our Electronics World WEBSITE on the Home Page (see Allegro Example) & News Page (News Tab – also Allegro Example)

Premier Package: £630

Basic PLUS Silver Package PLUS ALSO: Appears on EVERY NEWSLETTER across the same month it is booked in issue – Newsletter under the News section this will also incorporate a URL (not shown on example as this is a new feature starting in Jan 18)

Rates are per insertion & are live for one full month within the month of Print issue taken. All prices are subject to VAT. All digital activity will be provided with analytic reports when requested.

An integrated advertising campaign across our print and online formats allows you to influence a greater number of relevant industry professionals and key decision-makers on a daily basis.

www.electronicsworld.co.uk features news, product listings, a supplier directory, industry events, competitions, our blog and downloadable whitepapers which keep our website users engaged and give your banners maximum exposure.

Fast Facts

Website and email activity – average per month as of November 2017

WEBSITE Total visits – 3,695 (+ 29% vs 2016)

WEBSITE Unique visitors – 3,246 (+ 31% vs 2016)

WEBSITE Total page views per month – 5,493 (+ 8% vs 2016)

EMAIL Weekly Newsletters - average delivered – 7,393 (+ 14% vs 2016)

7,473 Twitter followers

Banner Options

MPU (£850)

Leaderboard (£1,050)

Skyscraper (£850)

Supplier directory (£495)

To sponsor the whole site please contact the sales team

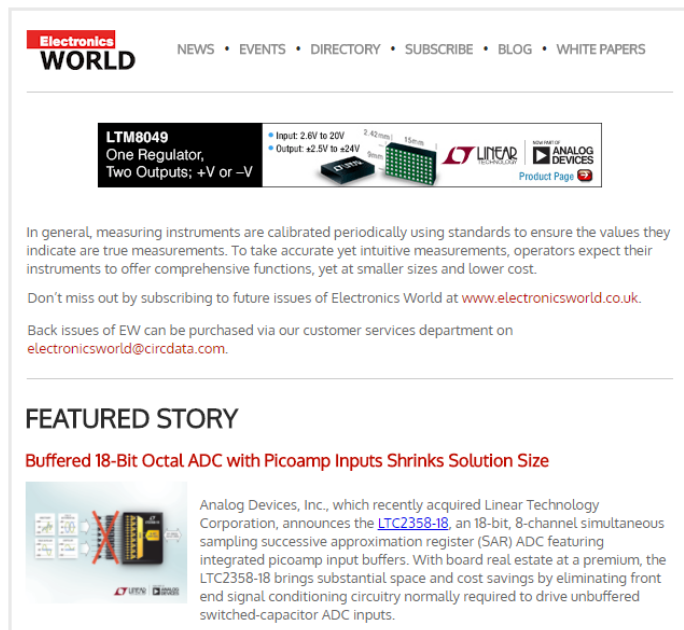


Newsletter

Our newsletter is delivered weekly to 9,220 industry professionals.

This is an instant communication tool for promoting your products and services, and a useful means of driving website traffic and sales enquiries.

Opportunities include individual banners, complete sponsorship of an issue and sponsored stories and profiles. For more information on how you can use our newsletter to meet your campaign objectives please contact our sales team.



The screenshot shows the Electronics World website header with navigation links: NEWS • EVENTS • DIRECTORY • SUBSCRIBE • BLOG • WHITE PAPERS. Below the header is a featured story for the LTM8049 regulator, highlighting its features: One Regulator, Two Outputs; +V or -V. The story text mentions that in general, measuring instruments are calibrated periodically using standards to ensure the values they indicate are true measurements. It also provides a link to subscribe to future issues of Electronics World at www.electronicsworld.co.uk and a link to back issues of EW at electronicsworld@cirdata.com.

Bespoke E-casts

If you want to send your company's marketing material directly to our readership, our bespoke e-casts are the solution you need.

Your html is sent directly to our complete database of professionals via our email service provider Bronto, which ensures the highest level of deliverability and reporting. We will send you a full report afterwards so that you can assess responses, clicks and views.

- Cost £1,600

Whitepaper Lead Generation

For Industry awareness / educational knowledge and promote a product or sector understanding.

Package:

1 Month Rate Card: £1,500

Guarantee 20 leads generated.

3 Month Rate Card: £3,000

Guarantee 40 leads generated.

We will actively promote your White Paper until the number of leads guaranteed has been reached (even if this goes beyond the campaign term / if number is reached before the term is done you will remain live on the website and newsletter until the term agreed has ended)

Where It Appears & What You Will Get:

- Your White Paper appears on our website: (under White Paper tab)
- Promoted weekly on our Newsletter for the duration of your package (even if lead number has been reached within the campaign period)
- Bespoke E-Shot promoting your White Paper to our database by us (Fortnightly – until leads reached)

Again, this is a digital only promotion, but could easily pair your creative with the Front Cover option for additional impact.

Sometimes you need a little something different to really get your message across to your target audience, so these opportunities are designed to give you that little bit extra for your investment.

Webinars

Designed as an educational and informative tool for our readers whilst carrying a sponsor's message, this can be an incredibly useful solution to present new product launches, whitepapers, essays and technical data.

The webinar is designed to be an hour-long session, hosted by the sponsor and moderated by a member of the Electronics World team, and presented to registered attendees with a live question and answer section at the end of the event.

Electronics World will provide:

- The full database of registered attendees for your use (approx. 200)
- A full marketing schedule for two months prior to the event
- Post event marketing follow up
- Cost £3,250

Supplier Directory Listings

If you're looking to attract more visitors to your website, then a 12-month listing within our supplier directory will provide a low cost, high-impact marketing solution, putting your company information on one of the most-viewed sections of our website.

The intelligent directory links your listing to all of your latest company PR and featured content on our website so our users will be able to instantly see what your company does and read more about you.

Your listing includes:

- 150-200 word company description
- Full contact details
- Logo hyperlinked to your site
- Links to all of your company's published content on electronicsworld.co.uk
- Cost £495

Recruitment Advertising

Recruitment advertising can break the usual 12 week cycle that other recruitment drives involve. By advertising your vacancy with us you are reaching a highly targeted audience of electronics professionals who use niche magazines and websites to help plan their career moves.

- Cost £495

Product Entries

This is a key tool for promoting your company's latest product or service. Your product entry will include 150-200 words of promotional text and a colour image in a one sixth of a page advert.

Featured in print and online and distributed via our weekly newsletter, this can be a useful tool to backup an existing display campaign, drive traffic to your website (via the featured web address) and generate instant sales leads.

- Cost from £250

“ Thanks for giving us the opportunity to feature content in the mag. It's been surprising how many calls we have had from people who read what we wrote and have come to discuss matters in more detail. ”

Chris Williams, UK Displays & Lighting Knowledge Transfer Network

Test and Measurement Master Class

What is the Test and Measurement Master Class?

For the electronics design engineer, choosing the right T&M kit for the application or stage of product development is crucial.

There is a myriad of options in the marketplace vying for the engineer's attention, plus the associated cost of buying the equipment is time consuming and expensive. In addition, there's the restriction of limited access to 'touch and feel' the latest instruments and assess their suitability for the task. All in all this makes buying test and measurement equipment a considered purchase.

This free half-day seminar and workshop, created by the Electronics World team, will focus on the latest developments in the world of electronic test and measurement.

In addition to informing and educating, there will be live demonstrations of the latest instruments, plus a forum-style Q&A session and expert analysis, as well as hands-on tutorials.



How is the event promoted?

The T&M Master Class marketing campaign will operate across print, online and social media via all our channels and specific partner channels.

The full sponsorship package includes:

- 20 minute presentation + 5 minute Q&A
- Full contact details of delegates
- Full page editorial report on each presentation to appear in Electronics World after the event
- Presentation will be filmed and hosted on the Electronics world website for 12 months
- Video presentation will also be available for you to use as a marketing tool
- Sponsors can provide suitable material for a seat drop at the event
- Table top display for T&M equipment in refreshment/networking area
- Cost £2,950 per sponsor

Rates

Print Opportunities

Display		Website	
Double Page Spread	£3,795		Per Month
Full Page	£1,995	Leaderboard (728X90pix)	£1,050
Half Page Dps	£1,210	Banner (468X60 Pix)	£950
Half Page	£1,100	Mpu (250X250pix)	£850
Quarter Page	£595		
Third Page	£765		
Cover Options		Eblast	
		(Sent Monday – Thursday Weekly – Check For Availability)	
		£1,600 Per Send	
Main Front Cover	£3,250		
Supplement Cover	£2,625		
(Test & Measurement: June & Dec/Jan Issues)		Newsletter	
		(Friday Only – Check For Availability)	
		Picture / 80-100 Words / Url	
Inside Front Cover	£2,156	£625 Per Send	
Outside Back Cover	£2,156		
Inside Back Cover	£2,075	White Paper	
		1 Month: £1,500 - Guarantee 20 Leads Generated	
		3 Month: £3,000 - Guarantee 40 Leads Generated	
PR Product Entry		Events & Exhibitions	
Basic Package	£250	Please call for more information	
Silver Package	£430		
Premier Package	£630		
		Discounts Are Available For Package And Series Bookings	
		All Price Shown Are Subject Vat	

Online Opportunities

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Email: electronicsworld@circdata.com

SJP
business media

Ad Specs

Double Page Spread

Bleed	432mm x 281mm
Trim	420mm x 275mm
Type	400mm x 245mm

Full Page

Bleed	216mm x 281mm
Trim	210mm x 275mm
Type	180mm x 245mm

Half Page

Horizontal	180mm x 125mm
Vertical	88mm x 250mm

Quarter Page

Type area	88mm x 120mm
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Copy Deadline

2 Weeks prior to publication

Cancellations

Must be received in writing 28 days prior to copy deadline.

Format

Disc Format

High Res PDF File, 300 dpi, CMYK and pass for press suitable.

Email

Must be a High-Res PDF File 300 dpi, CMYK, pass for press ready and under 10MB.

Digital Copy Submission

We can accept copy supplied in PDF formats. All graphical content should be CMYK four colour at a minimum of 300 dpi at 100% of the final printed size. PDF files should be generated using the 'X1A' setting of distiller.

You can send large files via yousendit.com, rapidshare.com or any other site of that nature.

Please ensure that a colour proof is sent in conjunction with the ad materials, so we can verify that no elements are missing.

The magazine is perfect bound with glossy covers.

Online Design Specs

All adverts must be in gif/jpeg/ Flash format and must not be over 45kb in size. If the advert has alternating images it should have no more than 4 frames.

Banner Dimensions – width x height

Banner	468 x 60 pixels
Leaderboard	728 x 90 pixels
MPU	300 x 250 pixels

Banners and MPU Formats

Gif/Flash file with click through links; can be animated. We do not accept some media rich formats.

We do not accept expandable formats, pop-ups/popunders or adverts with sound. All white and light coloured creative should have 1 pixel, solid, dark boundary to clearly mark its border.

Flash banners must include a click tag within the file to ensure correct reporting. This can be provided by your sales contact.