Electronics World

Media pack 2020

Informing professional engineers and senior managers in the global electronics industry

For advertising and sponsorship opportunities:
Tel: +44 (0)1622 699117  Email: srussell@datateam.co.uk
www.electronicsworld.co.uk
Established in 1913 and formerly known as Wireless World – Electronics World is a bi-monthly technical electronic engineering magazine aimed at professional design engineers.

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

Magazine circulation
- 4,503 PRINT magazine subscribers
- 1,165 DIGITAL magazine subscribers

Website and email activity
- Total visits – 3,695
- Unique visitors – 3,246
- Total page views per month – 5,493
- EMAIL Newsletters - average delivered – 7,393

Circulation by Geography
- UK - 69%
- Rest of Europe - 17%
- Rest of World - 8%
- USA - 6%

Web Traffic by Geography
- UK - 35%
- Asia - 25%
- Rest of Europe - 21%
- USA - 10%
- South America - 6%
- Rest of World - 3%

"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**
- Electronic Design Engineer: 40%
- Senior Management: 17%
- R&D: 15%
- Consultant: 11%
- Project Manager: 10%
- Academic: 6%
- Student: 1%

**Circulation by Industry Sector**
- Communications: 25%
- R&D: 16%
- Manufacturing: 15%
- Education & Training: 11%
- IT: 9%
- Leisure/Retail: 6%
- Defence: 4%
- Medical: 4%
- Government/Local Government: 4%
- Power/Oil/Gas: 4%
- Consumer Electronics: 2%

**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
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

"Some of our clients

Agilent Technologies
AVNET Abacus
Digi-Key
Intertechnology
Maxim Integrated
Microchip

"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

"
Features 2020

Electronics World will focus on the following areas in 2020 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.

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<td>Industrial Electronics</td>
<td>Power design and management</td>
<td>Test &amp; Measurement</td>
<td>Enclosures</td>
<td>Comms Design</td>
<td>Communication &amp; RF Design</td>
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<td>Interconnections</td>
<td>Automotive</td>
<td>Green Energy</td>
<td>Power with Sensors</td>
<td>Automotive</td>
<td>Machine Vision</td>
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<td>Enclosures</td>
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<td>Sensor Technology</td>
<td>Medical</td>
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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 / Advertorial

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.
Online Opportunities

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.

Banner Options

MPU (£850)
Leaderboard (£1,050)
Skyscraper (£850)
Supplier directory (£495)

Fast Facts
Website and email activity

WEBSITE Total visits – 3,695
WEBSITE Unique visitors – 3,246
WEBSITE Total page views per month – 5,493
EMAIL Weekly Newsletters - average delivered – 7,393
7,473 Twitter followers
Lead Generation Opportunities

Enewsletter
Our enewsletter 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 enewsletter to meet your campaign objectives please contact our sales team.

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.
Thought Leadership

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 enewsletter, 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

For advertising and sponsorship opportunities:
Tel: +44 (0)1622 699117  Email: srussell@datateam.co.uk
www.electronicsworld.co.uk  Follow us on Twitter @electrowo
### Rates

#### Print Opportunities

<table>
<thead>
<tr>
<th>Display</th>
<th>Price</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>£3,795</td>
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<tr>
<td>Full Page</td>
<td>£1,995</td>
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<tr>
<td>Half Page Dps</td>
<td>£1,210</td>
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<tr>
<td>Half Page</td>
<td>£1,100</td>
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<tr>
<td>Quarter Page</td>
<td>£595</td>
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<tr>
<td>Third Page</td>
<td>£765</td>
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#### Online Opportunities

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<thead>
<tr>
<th>Website</th>
<th>Price Per Month</th>
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<tbody>
<tr>
<td>Leaderboard (728X90pix)</td>
<td>£1,050</td>
</tr>
<tr>
<td>Banner (468X60 Pix)</td>
<td>£950</td>
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<tr>
<td>Mpu (250X250pix)</td>
<td>£850</td>
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#### Cover Options

| Main Front Cover         | £3,250 |
| Supplement Cover         | £2,625 |
| (Test & Measurement: June & Dec/Jan Issues) | £1,600 Per Send |
| Inside Front Cover       | £2,156 |
| Outside Back Cover       | £2,156 |
| Inside Back Cover        | £2,075 |

#### Eblast

(Sent Monday – Thursday Weekly – Check For Availability)

#### PR Product Entry

| Basic Package            | £250  |
| Silver Package           | £430  |
| Premier Package          | £630  |

#### Events & Exhibitions

Please call for more information

#### White Paper

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<th>1 Month: £1,500 - Guarantee 20 Leads Generated</th>
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#### Eblast

(Sent Monday – Thursday Weekly – Check For Availability)

#### Newsletter

(Friday Only – Check For Availability)

| Picture / 80-100 Words / Url | £625 Per Send |

#### White Paper

1 Month: £1,500 - Guarantee 20 Leads Generated
3 Month: £3,000 - Guarantee 40 Leads Generated

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### Contact Information

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**Production Designer:**
Tania King
Email: tking@datateam.co.uk
Tech Specs

**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

**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/jpg/ 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/pop-unders 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.