

ElectronicsWorld

MEDIA PACK 2027

Informing professional engineers and senior managers in the global electronics industry

ABOUT ELECTRONICS WORLD

Welcome to the **Electronics World Media Pack**! We are excited to present our publication as a leading voice in the ever-evolving world of electronics. Our magazine offers content for an engaged and tech-savvy audience, and is specified for industry professionals, all seeking the latest in technical breakdowns, industry trends and expert insights. Join us in reaching thousands of readers passionate about cutting-edge technology and let's collaborate to deliver impactful results together!

If you would like to collaborate with Electronics World, or contribute with a technical article relevant to any of the topics on our features list or any topics you feel would be interesting to our audience, please do write or call in.

Stella Josifovska
Editor

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EDITORIAL SCHEDULE

December/January:

- Medical electronics
- Design for EMC
- Space electronics
- Power management
- Miscellaneous*

February

- Managing neural networks
- Sensors
- Thermal management
- Software development kits
- Miscellaneous*

March

- Embedded design
- Communications
- Electronics for data centres
- Distribution
- Miscellaneous*

April

- Automotive electronics
- Development tools
- All aspects of AI
- Design with sensors
- Miscellaneous*

May

- Industrial electronics
- RF and microwave
- SoCs and chiplets
- Systems cooling
- Miscellaneous*

June

- PCBs and components
- Batteries and other power sources
- Enclosures
- Connectors and cables
- Miscellaneous*

July/August

- IoT
- Standards and legislation
- Energy
- T&M
- Miscellaneous*

September

- Edge AI
- Wireless design
- Interfaces
- E-mobility
- Miscellaneous*

October

- Embedded design
- Robotics
- Networking and connectivity
- Sustainability
- Miscellaneous*

November/December

- System security
- Embedded middleware
- High voltage safety
- Aerospace electronics
- Miscellaneous*

* If you don't see your subject covered in the features list, contact us: We are happy to accept editorial contributions on any electronics-related subject. Get in touch with the editor to discuss further, at SJosifovska@Datateam.co.uk

* * Please note that the features list is subject to change throughout the year, to remain current, in tune with market changes.

ADVERTISING

Through strategic partnerships and targeted advertising, we provide a unique opportunity to showcase your brand to a highly relevant market.

DISPLAY ADVERTISING

	TYPE	TRIM (WIDTH X DEPTH):	BLEED (WIDTH X DEPTH)	PRICE
Front Cover		216mm x 281mm		£2,100
DPS	400mm x 245mm	420mm x 275mm	432mm x 281mm	£1,950
Full Page	180mm X 245mm	210mm X 275mm	216mm X 281mm	£1,200
Half page (Horizontal)	180mm x 125mm			£750
Half page (Vertical)	88mm x 250mm			£750
Quarter page	88 x 120mm			£500
Inside Front cover				£1,500
Outside back cover				£1,500
4 page heavy stock				£3,200
2 page heavy stock				£2,000

ADVERTORIALS

DPS	£1,600
Full Page	£1,000
Half Page	£650
Quarter Page	£400
Online only advertorial	£600

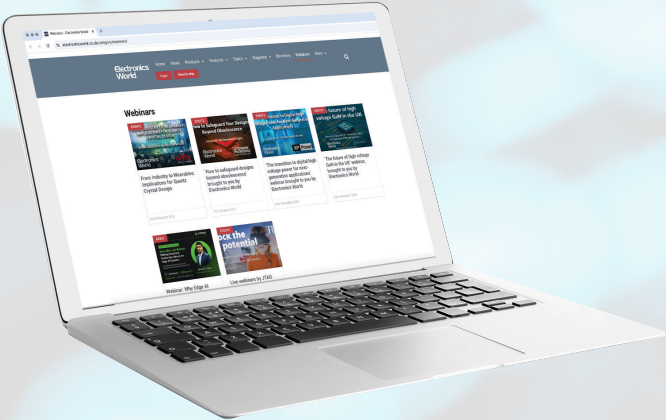
E-NEWSLETTER

- Entry - £250 up to 800 words, 4 colour images, unlimited hyperlinks
- Button - £300
- Banner - £750

Discounts available for package and series bookings

WEBSITE

- Siteskins - £1,300
- Leaderboard - £995
- Ticker Tape - £1,200
- Bottom banner - £800
- Article banner - £750
- Double MPU - £1,000
- MPU - £750
- Button - £300



WEBINARS

We at **Electronics World** also run webinars on different topics and electronic design techniques. This could be about different technologies, new product launches, company announcements, or indeed how design and development engineers can incorporate certain methodologies, approaches and components in their designs.

These are short, live sessions - 30 minutes max (can run longer if required), which includes 5-10 minutes Q&A from the 'live webinar' audience – that won't absorb too much of the designer's time yet it will answer many questions almost immediately.

The webinars are also recorded and uploaded on our website.

See our webinars to date here <http://www.electronicsworld.co.uk/category/webinars/>

The webinars are sponsored, and the packages include access to the webinar observers' contact details/leads and the video dissemination of the event via Electronics World's platforms (newsletters, website, social channels, etc.)

If required and subject to the agreed package, a one-page summarising article to run as a follow-up in the magazine (print and digital), focusing on what has been discussed/covered in the webinar.

If you are interested in learning more, reach out to the Editor, **Stella Josifovska**, at sjosifovska@datateam.co.uk or the Head of Sales, **Richard Setters**, at rsetters@datateam.co.uk

Packages

Bronze Tier - Investment - £700

- 2 x solus emails
- All data from attendees will be available after the webinar
- Video available after the webinar for your use

Silver Tier - Investment - £1,200

- 4 x solus emails - one per week in the lead up to the webinar
- All data from attendees will be available after the webinar
- Video available after the webinar for your use
- Banner on Electronics World website and newsletter in the month lead up to the webinar

Gold Tier - Investment - £1,500

- 4 x solus emails - one per week in the lead up to the webinar
- All data from attendees will be available after the webinar
- Video available after the webinar for your use
- Banner on Electronics World website and newsletter in the month lead up to the webinar
- Full page in next print issue in the lead up to the webinar for promotion

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