MEDIA KIT 2020

The engineer's resource guide to new products, technology and design.
THE LEADING SUPPLIER OF INFORMATION RESOURCES TO ELECTRONICS ENGINEERS GLOBALLY

With 1,000s of new products, technical documents, videos, how-to articles and industry news stories added every month, Electronic Specifier is the No1 site helping engineers keep pace with the global electronics industry.

Across our network and publications we attract readers from every country across the globe and a number of industry verticals including automotive, medical, energy and aerospace & defence.
ES Product Magazine

ESP magazine delivers the latest new products, technology and news digitally to over 66,000 design engineers monthly across Europe.

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Managing Editor
Joe Bush
joe.bush@electronicspecifier.com

ES Design Magazine

ESD magazine provides in-depth technical articles, analysis and reviews on all aspects of electronics design.

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<td>7 December</td>
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</table>

Managing Editor
Joe Bush
joe.bush@electronicspecifier.com
T&M magazine delivers new products, technology, news and technical articles quarterly to 18,196 engineers across Europe.
Power magazine delivers new products, technology, news and technical articles bi-monthly to over 36,700 design engineers across Europe.

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<th>FEATURE 1</th>
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<td>20 November</td>
<td>27 November</td>
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**BREAKDOWN BY REGION**

- OTHER - 27%
- EASTERN EUROPE - 2,813
- BENELUX - 2,604
- SCANDINAVIA - 2,227
- SPAIN/PORTUGAL - 2,188
- ITALY - 3,677
- FRANCE - 6,825
- GERMANY - 8,701
- UK - 4,825

Sponsorship options are available for manufacturers based throughout Europe.**

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**Supplement Event Magazines**

Know your audience already and the shows they go to? Get exposure in our show supplement magazines distributed at each event.

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>EVENT</th>
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<th>PUBLICATION DATE</th>
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<td>Design</td>
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<td>Product</td>
<td>SPS</td>
<td>2 November</td>
<td>9 November</td>
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**Editor - Power**

Caroline Hayes

caroline.hayes@electronicspecifier.com
If you are looking to widen your presence internationally or just at some smaller shows in the UK we can support you.

- Representation at the fair and lead generation
- Stand networking events
- Organise logistics i.e. artwork, hostess, deliveries etc.

**CUSTOM EVENTS**

Electronic Engineers at every level in every circumstance in any country. We create custom events to suit the audience. A few examples include:

- Freshers Fairs at engineering focussed universities
- Conferences or trade shows in locations specific to the client’s focus i.e. Scandinavia, Italy, Germany
- Workshops targeting those in specific job roles or interested in specific topics
- Seminar attendees generated based on level of financial responsibility

**TRADE FAIR SUPPORT**

Events opportunities starting from $1500
sales@electronicspecifier.com

**Surveys**

We can accommodate your research needs. Starting with 150 focussed leads per month, answering questions important to your company’s research and development and understand the changing needs of your customers.

Whatever your company goals a survey is a great method of support. Under the banner name of Electronic Specifier we can conduct your research anonymously.

Also, used as an opportunity to increase your company exposure and generate leads we can cater to marketing orientated targets.

We will manage all of the following:

- Setup and management of the survey
- Monitoring and reporting of completions
- Ongoing marketing efforts
- Reporting the results in preferred format

Start your market research from $1500
sales@electronicspecifier.com

**Have Your Say**

WIN 1 OF 10
£150 AMAZON VOUCHERS
BY COMPLETING OUR READERSHIP SURVEY

+44 (0) 1622 871 944
E-Newsletters

Electronic Specifier newsletters offer a highly targeted marketing opportunity and excellent ROI.

The newsletter portfolio includes editions covering the following topics such as Power, Wireless, Automotive, Sensors and Engineering.

Special themed-focus newsletters available upon request.

Top Sponsorship Story - format:
This is a paid for ‘sponsored by’ section on Electronic Specifier newsletters (Top right and left positions)
- Headline: Maximum of 12 words
- Body copy: Maximum of 60 words
- Image: 150 x 150
- Plus one link
- Call to action: up to 25 characters (including spaces)

Social Media

Expand your reach to electronics engineers across Twitter, Facebook, Instagram & LinkedIn

Social Media Campaigns starting from $150

SILVER - 10 Posts - $1,500
(5 Tweets, 4 Facebook, 1 Linkedin)

GOLD - 25 Posts - $3,000
(12 Tweets, 10 Facebook, 3 Linkedin)

Call for a custom quote or email sales@electronicspecifier.com

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## Magazine Rates & Data

**COPY REQUIREMENTS:**

Our preferred digital file format is Press Optimised PDF, created using Acrobat Distiller 4.05 and holding specific PPA (Pass for Press) standard settings. PDFs must be supplied as composite CMYK and not contain True Type or Multiple Master fonts, JPEG images or Copy Dot scan elements.

Original image files should be high resolution (300dpi TIFF or EPS) and in CMYK format with all fonts embedded. We accept Zip discs, CDs and ISDN file transfer. Please submit a colour proof.

### Options

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<tr>
<th>OPTIONS</th>
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<th>T&amp;M, POWER</th>
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</table>
| **Double Page Spread** | Trim 420mm x 297mm  
(16.535” x 11.692”)  
Type 400mm x 277mm  
(15.748” x 10.905”) | 1          | $5,250     | $7,350        |
|                       |                                                                                        | 6          | $4,725     | $6,615        |
|                       |                                                                                        | 12         | $4,260     | $5,960        |
| **Full Page**         | Bleed 216mm x 303mm  
(8.268” x 11.693”)  
Trim 210mm x 297mm  
(8.268” x 10.905”) | 1          | $3,150     | $4,200        |
|                       |                                                                                        | 6          | $2,840     | $3,780        |
|                       |                                                                                        | 12         | $2,520     | $3,360        |
| **Half Page**         | 190mm x 130mm  
(7.48” x 5.118”) | 1          | $2,050     | $2,730        |
|                       |                                                                                        | 6          | $1,850     | $2,460        |
|                       |                                                                                        | 12         | $1,640     | $2,190        |
| **1/3 Page**          | 190mm x 82mm  
(7.48” x 3.228”) | 1          | $1,420     | $1,890        |
|                       |                                                                                        | 6          | $1,280     | $1,700        |
|                       |                                                                                        | 12         | $1,160     | $1,520        |
| **Quarter**           | 93mm x 130mm  
(3.661” x 5.118”) | 1          | $1,100     | $1,470        |
|                       |                                                                                        | 6          | $995       | $1,330        |
|                       |                                                                                        | 12         | $890       | $1,180        |

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**Sales Manager**

Ben Price  
ben.price@electronicspecifier.com
An online resource for student engineers:

- COURSE MODULES
- EXPERT BLOGS
- QUizzes & TESTS
- STUDENT NEWS
- ASK AN ENGINEER FORUM
- COMPETITIONS

Exhibiting at the following fairs:

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Editor - Student Circuit
Victoria Cherkasova
victoria.cherkasova@electronicspecifier.com

Website Ad Options

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Packages

Platinum
- Company Profile Enhancement
- 2 x sponsored stories on the Electronic Specifier Daily e-newsletter
- Custom email list rental to 5,000 industry specifier’s of your choice!

£3,150 / $5,170 (35% discount from rate card)

Gold
- Company Profile Enhancement
- 2 x sponsored stories on the Electronic Specifier Daily e-newsletter

£2,050 / $3,280 (25% discount from rate card)

Custom Packages with Content Marketing

Call us for custom packages which include:
- Social media campaigns through Facebook & Twitter
  Facebook Live stream of product focussed content or used as a tool to communicate key messages.
- Immersive content marketing utilising the technologies of VR wearables and augmented reality projection for introducing, demonstrating and evaluating new and existing products.

Email List Rental

The most personalised and cost-effective way to reach over 250,000 Electronics Engineering decision makers

With our email marketing expertise and technical capabilities, we can manage an entire campaign of direct marketing on your behalf - targeting tens of thousands of decision-makers in your specific locations and industry-sectors of choice.

What’s more, with email marketing, we can track right down to the individual names and companies of the people who read your email, the people who click through to your website - and track what they look at, giving you a phenomenally powerful insight into your targeted prospects.

Call or email for more details:
Ben Price +44 (0) 1622 871 944 or email Ben.price@electronicspecifier.com

Rates

$600 per 1000
$260 set-up fee
$260 extra per language
Min charge $1500 per send

List count & product specification available on request
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