

Media Information 2017 US \$



Print and Digital Edition Monthly Magazine

Published by European Business Press SA, the leading independent European B2B publisher specializing in electronics magazines, eeNews Europe (formerly called EE Times Europe) is the largest PanEuropean publication available in Print, Digital and online.

The integrated news and information services of eeNews Europe reach a pan-European audience of close to 200,000 electronics engineers via its print products, digital, E-newsletter and online offering.

1. PRINT AND DIGITAL

The monthly print and digital issues of eeNews Europe have a total qualified circulation of 72000+ across all of Europe and readers keep at the edge of the electronics technology thanks to a unique team of highly professional editors writing and selecting the best stories and News.

2. ONLINE SITES

The www.eeNewsEurope.com sites include a general news site updated daily where visitors can find all the latest news of the electronics industry and a series of interlinked vertical design sites. Each of these sites is dedicated to one of the most important vertical markets of the electronics industry including Analog, Automotive, Power Management, LED lighting and Test&Measurement. Total audience of the sites is well over 100,000 unique visitors and Page impressions is an average of 250,000 per month.

3. NEWSLETTERS

The eeNews Europe daily newsletter is a concentrate of News, Design and Product information that goes directly to the IN box of 70,000 to 80,000 electronics engineers who rely on it for market watch and to keep up to date. The innovative format of the newsletter mixes important daily News with a weekly focus on one of our Design Lines.



Publishing Date	Material & Edition Deadline	Editorial Focuses	Exhibitions & Conferences Conference dates
January 16	January 5	Smart Cards & Security Power Management Prototyping & Development Boards	CES , Las Vegas, January 5-8 MEMS 2017 , Las Vegas, January 22-26 LED Forum , Lausanne, January 25 HiPEAC conference , Stockholm, January 23-25
February 13	February 2	MEMS technologies Wireless communications Multi-core design	DesignCon , Santa Clara, January 31- February 2 Wearable Technology Conference , Munich, February 7-8 Integrated Systems Europe , Amsterdam, February 7-10 Mobile World Congress , Barcelona, February 27-March 2
March 6	February 23	Analog & Mixed signal ICs Automotive Electronics & Safety Wearable & Implantable Electronics	Smart System Integration , Cork, Ireland, March 8-9 Embedded World , Nuremberg, March 14-16 CeBit 2017 , Hannover, March 20-24
March 6	February 23	Embedded supplement	Embedded World, Nuremberg, March 14-16
April 10	March 30	Machine Learning Photonics & Micro-Optics Power Supplies	Microwave & RF- Paris Expo , Paris March 22-23 LOPEC Printed Electronics , Munich, March 28-30 EMV, Stuttgart , March 28-30 DATE 2017 , Lausanne, March 27-31
May 8	April 27	Flexible Electronics Test & Measurement Programming & Debugging Tools	Printed Electronics Europe , Berlin, May 10-11 Wearable Europe , Berlin, May 10-11 Energy Harvesting Europe , Berlin, May 10-11 SMT hybrid packaging , Nuremberg, May 16-18 PCIM , Nuremberg, May 16-18
June 5	May 25	Energy Harvesting Displays Technologies IC Design & EDA Tools	Display Week , Los Angeles CA, May 21-28 DAC Conference , Austin TX, June Sensor and Test , Nuremberg, May 30-June 1
July 3	June 22	Sensors & Signal conditioning Energy Storage & Battery Technologies Memory & Data Storage	33rd EU PVSEC , June IEEE World Haptics 2017 , Munich, June 5-9
September 11	August 31	Haptics & User interfaces Microcontrollers/processors Programmable logic	Enova , Paris, September ECML-PKDD 2017 , September
October 9	September 28	Digital Signal Processing Microwave & RF circuits Test & Measurement	European Microwave Week , Nuremberg, October 8-13 Semicon Europa , Dresden, October 20-22 Forum LED Europe , Lyon, October
November 6	October 26	LED Technologies Packaging & Circuit Protection Wireless communications	Productronica 2017 , Munich November 14-17 SPS/IPC/Drives , Nuremberg, November 24-26
December 4	November 23	Motors & Drives Computer Vision Data Acquisition	Cartes Secure Connexions , Paris, December

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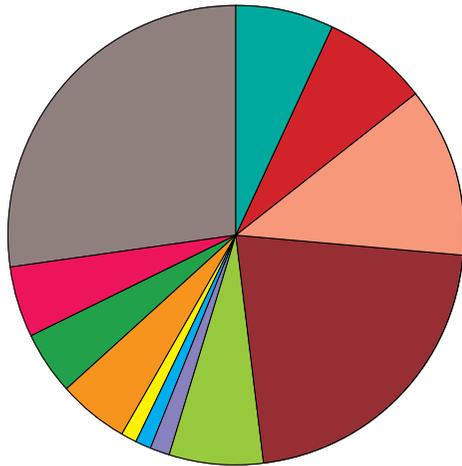
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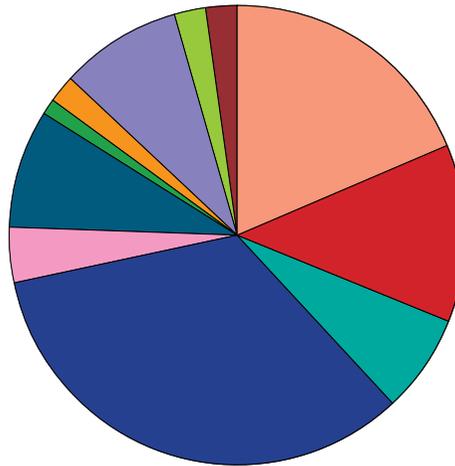
+49 8944 450209

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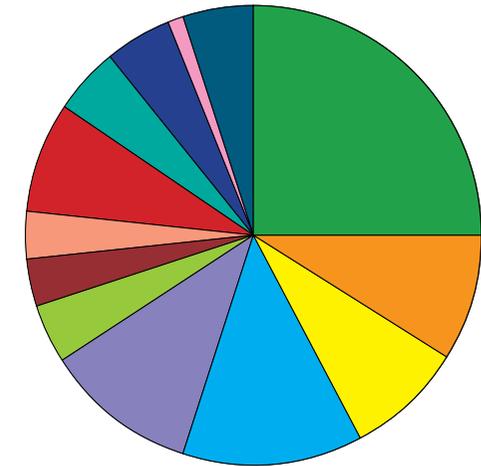
CIRCULATION BY COUNTRY

Benelux	5080	7,04%	
Eastern Europe	5405	7,49%	
France	8717	12,08%	
Germany	15631	21,66%	
Italy	4733	6,56%	
Middle East	983	1,36%	
Other Europe	759	1,05%	
ROW	829	1,15%	
Scandinavia	3717	5,15%	
Spain & Portugal	3229	4,47%	
Switzerland & Austria	3607	5,00%	
UK & Ireland	19487	27,00%	
Total	72177	100,00%	



CIRCULATION BY FUNCTION

Engineering / Design Management	13504	18,71%	
Design & Development Engineering	9040	12,52%	
Purchasing	5019	6,95%	
Business/Corporate Management	24209	33,54%	
Production	2959	4,10%	
R&D Engineering	5971	8,27%	
Applications, Integration	839	1,16%	
Quality Control	1266	1,75%	
Sales & Marketing	6238	8,64%	
Consultancy	1701	2,36%	
Other	1431	1,98%	
Total	72177	100,00%	



CIRCULATION BY INDUSTRY

Industrial Controls	18058	25,02%	
Communication Systems	6485	8,98%	
IT Industries	6060	8,40%	
Automotive & Transportation	9112	12,62%	
Consumer Electronics	7975	11,05%	
Test and Measurement	2987	4,14%	
Medical Electronics	2309	3,20%	
Avionics & Defense	2415	3,35%	
Components	5587	7,74%	
Distribution	3453	4,78%	
Universities Research	3473	4,81%	
Alternative Energy	768	1,06%	
Other	3495	4,84%	
Total	72177	100,00%	

Total circulation : 72,177 - Print : 40,341 - Digital : 31,836

* Publisher's statement September 2016

EFFECTIVE JANUARY 1, 2017 - DECEMBER 31, 2017

Advertising Rates - US \$

	1X	3X	6X	9X	12X
Page	13,175	12,850	12,525	12,175	11,850
Double Page	26,350	25,700	25,050	24,350	23,700
1/2 Page Island	6,590	6,425	6,265	6,090	5,925
1/2 Page Vert	6,070	5,935	5,750	5,610	5,475
1/2 Page Hor	6,070	5,935	5,750	5,610	5,475
1/3 Page Vert	4,750	4,645	4,500	4,390	4,285
1/3 Page Hor	4,750	4,645	4,500	4,390	4,285
1/4 Page Vert	2,635	2,570	2,505	2,435	2,370
1/4 Page Hor	2,635	2,570	2,505	2,435	2,370

Advertising Rates Product Pages - US \$

	1X	3X	6X	9X	12X
Page	11,250	10,975	10,700	10,400	10,125
Double Page	22,500	21,950	21,400	20,800	20,250
1/2 Page Island	5,625	5,490	5,350	5,200	5,065
1/2 Page Vert	5,195	5,060	4,920	4,785	4,645
1/2 Page Hor	5,195	5,060	4,920	4,785	4,645
1/3 Page Vert	4,070	3,960	3,850	3,745	3,635
1/3 Page Hor	4,070	3,960	3,850	3,745	3,635
1/4 Page Vert	2,250	2,195	2,140	2,080	2,025
1/4 Page Hor	2,250	2,195	2,140	2,080	2,025
1/8 Page Vert	1,125	1,095	1,070	1,040	1,015
1/8 Page Hor	1,125	1,095	1,070	1,040	1,015

Magazine size (trim size) :

DIN A4 - 210 x 297 mm

Double Page Trim : 420 mm x 297 mm

Double Page Type : 400 mm x 277 mm

Page Trim : 210 mm x 297 mm

Page Type : 190 mm x 277 mm

1/2 Page Island : 125 mm x 200 mm

1/2 Page Vert : 91 mm x 277 mm

1/2 Page Hor : 190 mm x 136 mm

1/3 Page Vert : 60 mm x 277 mm

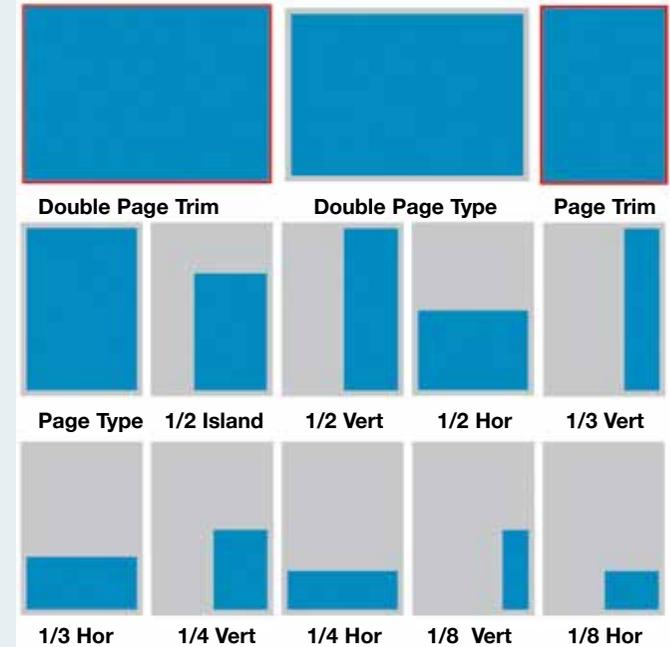
1/3 Page Hor : 190 mm x 90 mm

1/4 Page Vert : 91 mm x 136 mm

1/4 Page Hor : 190 mm x 66 mm

1/8 Page Vert : 45 mm x 136 mm

1/8 Page Hor : 91 mm x 66 mm



Coverwrap Positions

Inside front cover - US \$

Page	23,400
Gatefold (2 pages)	36,400
Cover sponsorship	24,000
includes 1,000 reprints	

DIGITAL ISSUE

Advertising page in Digital Issue only \$2,100

Enhanced ads in digital issue

(additional cost per ad)

Belly Band: \$1,125 or \$750 for print advertisers

Video advertising window on the ad (max file size 25MB): \$750

Email invite sponsoring: \$2,000

Leaderboard on top: \$2,000

Digital File Formats (*No Film Accepted):

High Resolution PDF

- Set bleed to 5 mm
- Set resolution to 300dpi
- Use DDAPOptimized2 Distiller Settings available at <http://www.medibelplus.be/>

Production Charges:

Changes to ads are subject to additional charges. If an ad is delivered without a proof, we will print to SWOP standard.

Storage:

Digital ads will be stored for 6 months and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary.

Removable Media

USB stick

eeNews Europe Electronic Version:

eeNews Europe is available in a downloadable PDF version. In order to obtain the best results from your ad in this version, PDF files are preferred, because the text in your ad remains searchable (files made from Raster data, or with outlined text will not be searchable).

Media Labeling Requirements:

Please include a copy of the insertion order, and include:

Publication Title
Issue Date
Agency/Vendor/Advertiser Name
Production Contact & Phone Number
File Name/Number and List of Contents

Shipping Instructions:

Lydia Gijsegom, **eeNews Europe** Production Department,
European Business Press, 533, Chaussée de Louvain
1380 Lasne, Belgium
or send mail to production@electronicseurope.net

Questions? Please Contact:

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Rate Card Provisions

1. All orders are subject to acceptance by **ebp** at its headquarters in Lasne, Belgium.
2. No conditions other than those set forth in this rate card shall be binding upon **ebp** unless specifically agreed to by **ebp** in writing.
3. Positioning of advertisements is at the sole discretion of **ebp** except where a specific position has been agreed to by **ebp** in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. Techinsights is under no obligation to revise advertising materials not received by the **ebp** production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. **ebp** assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. **ebp** is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond **ebp's** control.
7. In consideration of **ebp's** publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend **ebp** against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of **ebp's** printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.

8. In no event shall **ebp** be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to **ebp** for the publication or distribution of such materials.
9. **ebp** reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to **ebp**.
10. Advertising in **ebp's** online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within (30) days of the date of such invoices. In addition 15%, with a minimum of 50 Euros will be automatically added, without summons to the amount due as compensatory damages in accordance with Art. 1231 of the Belgian Civil code

Commissions

15% to all recognized agencies.

The contract must indicate advertising frequency. Advertisers who have not supplied a signed contract indicating frequency will be billed at the 1X rate.

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The screenshot shows the eNews Europe website interface. At the top, there are logos for Mouser Electronics, New in Stock, and AWAX. Below the navigation bar, there's a search bar and a main content area. A large technical diagram titled 'Virtual ground' is featured, showing an input, a comparator, a digital amplifier, and an output. To the right, there's a 'LATEST ISSUE' section for February 2017, listing various topics like 'News & Technology', 'Software', and 'Hardware'. Below that, there's a 'NEWS' section with several article thumbnails and titles, including 'Analysing nanoparticles at chip-level', 'Improving on LEDs: Osram launches FLINDO project', and 'Western Digital doubles 3D-NAND capacity'. There are also sections for 'MOST RECENT ARTICLES' and 'MOST READ'.

The screenshot shows the eNews Europe Daily Newsletter. The header includes the eNews Europe logo and the date 'January 23, 2017'. Below the header, there are logos for Mouser Electronics, ST, STM32 Nucleo Development Environment, and STM32 Open Development Environment. The main content is organized into several sections: 'LATEST NEWS' with articles like 'TSMC reports strong finish to 2016' and 'AI, MEMS and sensors are tech to watch, says IBM'; 'POWER MANAGEMENT' with an article 'Isolated CAN + Power' by Linear Technology; 'NEWS' with articles like 'Cornish startup aims to be Europe's main source of lithium' and 'Johnson Controls licenses rugged bipolar battery technology'; 'TECHNOLOGIES TO WATCH' with articles like 'Snowflake-shaped electrodes boost graphene's photoabsorption' and 'New, SMT Threaded Standoffs for PCBs from Keystone'; and 'NEW PRODUCTS' with articles like 'Startup offers carbon-on-Si wafers for RF' and 'French academic opens machine vision to makers'.

Online and Newsletters - www.eenewseurope.com

Home Page

Leaderboard 728 X 90

IMU 300 X 250

IMU 300 X 250

IMU 300 X 250

IMU 300 X 250

Leaderboard 728 X 90

Content Pages

Leaderboard 728 X 90

Skyscraper 160 X 600

IMU 300 X 250

DOUBLE IMU 300 X 600

IMU 300 X 250

Leaderboard 728 X 90

IMU 300 X 250

Creative Deadlines

- GIF, JPEG – Two business days prior to start date
- HTML5 – Five business days prior to start date
- Maximum File Size : 60k

Submission Guidelines

- Send all creative to : adops@eetimes.be
- Linking URL must be submitted with creative

Banner Advertising Rates

electronics-eetimes.com is the premier online news source for engineers and technical managers in Europe. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

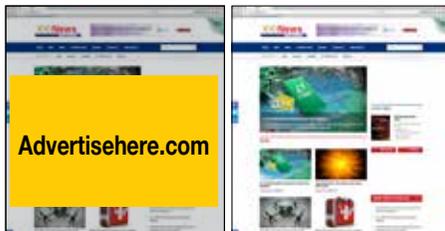
electronics-eetimes.com has 235,000 PI/month by ± 80,000 unique visitors.

Rates:

• Leaderboard	728 x 90	CPM: \$ 150
• Skyscraper	160 x 600	CPM: \$ 120
• IMU	300 x 250	CPM: \$ 120
• Double IMU	300 x 600	CPM: \$ 180

All banners are available on a Cost Per Thousand (CPM) basis:

Welcome Ad



10 Seconds

The Welcome Ad grabs the attention of every visitor to the site. Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), she/he will first see the Welcome Ad. After 10 seconds, the Welcome Ad redirects to the original page the visitor was heading towards.

Reach : all visitors to the site
Material:
640 x 480 pixels
URL Link

Rate per week: \$ 7000
Technical fee per one additional creative: \$ 300

Dog Ear Page Peel Ad



The ad starts with a dog ear animation in the top right corner of a web page. When a visitor moves the cursor over the dog ear graphic, the page peels back to display your content.

A click-through URL and two graphic elements are required: the dog ear which is the teaser (typically a 50 by 50 pixel ad) and the page peel which is revealed when rolling over the teaser (typically 640 pixels in width and 480 pixels in height).

Reach : shows on all pages of the site
Material:
Teaser: 50 x 50 pixels
Page Peel: 640 x 480 pixels
URL Link

Rate per week: \$ 3120
CPM rate: \$ 210
Technical fee per one additional creative: \$ 300

Twig – High Impact



Places a high-impact 'twig' unit at the bottom of the users screen, the ad remains at foot of screen as user scrolls down page. Click on unit can drive to advertiser site. A close button is available to the user to make the banner disappear.

Reach : sticks at the bottom of all pages unless closed manually
Material:
1024 x 90 pixels
URL Link

CPM Rate: \$ 180
Technical fee per one additional creative: \$ 300

Wall Paper



The wall paper ad format is ideal for branding campaigns as it dominates the entire screen and stays in the background while visitors read content and move from page to page. In addition to a large size background image, the ad provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Reach : Surrounds all pages and cannot be closed.
Material:
Width: 1490 pixels
Height: 1200 pixels
Useful space:
- Top: 1490 x 180pixels
- Columns (2) 260 x 1020 pixels
- Center (empty - white): 970 x infinite
URL Link

CPM Rate: \$ 300
Technical fee per one additional creative: \$ 300

LEADERBOARD
728 x 90



Dimensions: 728 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

IMU (BOOMBOX)
300 x 250



Dimensions: 300 x 250
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

DOUBLE IMU
300 x 600



Dimensions: 300 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

SKYSCRAPER
160 x 600



Dimensions: 160 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

TWIG
1024 x 90



Dimensions: 1024 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

Guidelines to book HTML/HTML5 banners

- When booking an HTML banner in ADTECH IQ, do not build the basic structure of an HTML file (the elements html, head, title, body etc.). The banner will almost always be delivered within a TAG that is part of the website with an existing HTML file structure.
- Put all necessary scripts within the index.html file (root directory).
- Put all files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Use adserver variables only within the index.html file. The adserver will not replace adserver variables within .js files, additional HTML files or any other file types.
- Adserver variables are used for example to count clicks or to define the correct path to images.
- One option for linked files could be to store the necessary files on a server and to use the absolute path.

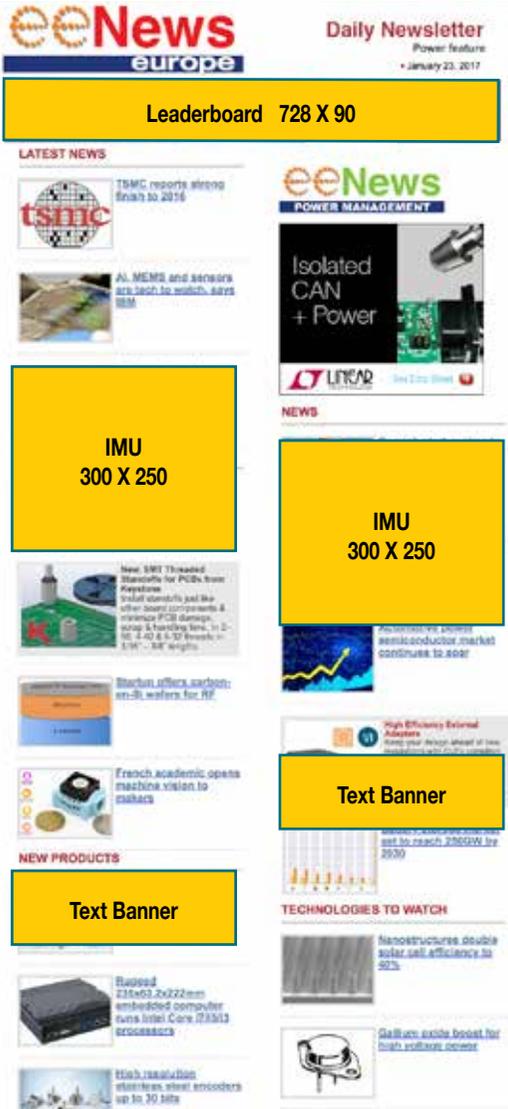
HTML banner code example with adserver variables

```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></a>
```

Charset settings for HTML/HTML5 banners

When booking an HTML banner in ADTECH as index.html file the default Charset is set to UTF-8 and should not be changed, unless the website delivering the banner is using a different charset code. Available charset options are:

- UTF-16
- UTF-8
- US-ASCII
- ISO08859-1
- ISO08859-2
- ISO08859-3



eeNews Europe daily newsletter reaches over 70,000 electronics engineers and managers

The eeNews Europe daily newsletter is a concentrate of News, Design and New Products distributed to 70,000 to 80,000 electronics engineers who rely on it for market watch and keeping up to date. The innovative format of the newsletter mixes important daily News with a weekly focus on one of our Design Lines. Every day the design column focuses on a different topic:
 Monday: Power Management
 Tuesday: RF and Microwave
 Wednesday: Analog and MEMS
 Thursday: Automotive
 Friday: LED lighting
 And once a month: T&M on Tuesday

Banner formats:

Leaderboard: across the top of the newsletter for high visibility

IMU

Textbanner

Advertisers can choose the editorial environment they want their IMU or text banner to appear in.

Leaderboard 728 x 90 pixels

The large graphics format allows advertisers to dominate the page and create a powerful message.

Rates:

- 1x : \$ 2,000
- 3x : \$ 1,900
- 5x : \$ 1,700
- 10x : \$ 1,600

1 week (5 consecutive days) : \$ 6,750
 Static banner (JPEG or GIF 60 kb max) + url

IMU 300 x 250 pixels

The IMU

The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.

Daily News Column

Rates:

- 1x : \$ 2,000
- 3x : \$ 1,900
- 5x : \$ 1,700
- 10x : \$ 1,600

1 week (5 consecutive days) : \$ 6,750
 Static banner (JPEG or GIF 60 kb max) + url

Vertical Design News Column

Rates:

- 1x : \$ 2,000
- 3x : \$ 1,900
- 5x : \$ 1,700
- 10x : \$ 1,600

Static banner (JPEG or GIF 60 kb max) + url

Text Banner up to 200 characters + optional picture 140 x 120

The text banner provides a more subtle editorial like presence and is ideal for promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics

Daily News Column

Rates:

- 1x : \$ 1,100
- 3x : \$ 1,000
- 5x : \$ 950

1 week (5 consecutive days) : \$ 3,400

Vertical Design News Column

Rates:

- 1x : \$ 1,100
- 3x : \$ 1,000
- 5x : \$ 950



The Global News and Technology Highlights Monthly Newsletter reaches ±130.000 design engineers

The **Global News and Technology Highlights** monthly newsletter reaches ±130,000 subscribers in Europe. A concentrate of technology news, this newsletter aggregates the leading stories of the month from ebp's leading web sites:

- best news and product stories from EETimes Europe
- leading stories from Analog, Power Management, Automotive and LED Lighting Design Centers
- leading stories from Microwave and RF.
- technical papers from all our sites

This unique mix of news from the electronics industry will be an ideal tool for engineers to stay atop of the technology news stream.

The newsletter offers 3 sponsorship opportunities

Top Leaderboard

728 x 90 pixels

Placed on top of the newsletter, the large graphics format allows advertisers to dominate the page and create a powerful message.

- Rates:
- 1x : \$3,000
 - 3x : \$2,700
 - 5x : \$2,500

Middle Leaderboard

728 x 90 pixels

The large graphics format placed in the middle of the newsletter allows advertisers to blend into the content and provide a unique message.

- Rates:
- 1x : \$3,000
 - 3x : \$2,700
 - 5x : \$2,500

Bottom Leaderboard

728 x 90 pixels

The large graphics format closing the newsletter allows advertisers to reach readers with a powerful message at the best ROI

- Rates:
- 1x : \$2,500
 - 3x : \$2,250
 - 5x : \$2,000

Static banner (JPEG or GIF 60 kb max) + url
Single sponsorship: buy the 3 Leaderboards

- Rates:
- 1x : \$6,000
 - 3x : \$5,500
 - 5x : \$5,000

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