

Media Information 2016 - Euro

The collage displays various media assets for Microwave Engineering Europe:

- January/February 2015 Magazine:** Features the title "MICROWAVE engineering europe" and a cover image of a smartphone with a blue glow. A yellow banner at the bottom reads "Test & Measurement".
- Newsletter:** A screenshot of the "Microwave Engineering Europe newsletter" dated July 10, 2013. It includes a header with the company logo and a list of news items: "Nujira extends foundry partnership with TowerJazz for volume production of envelope tracking IC", "Isola expands production of RF and microwave materials in Germany", and "Rad-hard ultra-low dropout linear regulator targets aerospace and satellite power designs".
- May-June 2015 Magazine:** Features the title "MICROWAVE engineering europe" and a cover image of a hand holding a smartphone next to a radio tower. A yellow banner at the bottom reads "Automotive Carrier Wi-Fi".
- March/April 2015 Magazine:** Features the title "MICROWAVE engineering europe" and a cover image of a smartphone with a blue glow. A yellow banner at the bottom reads "High Frequency CMOS Emerging Wireless".
- Website:** A screenshot of the "Microwave Engineering Europe" website, showing a navigation bar with links like "Home", "Design center", "Learning center", "News", "Events", "RSS", "Newsletter", "Media Kit", and "Magazine". The main content area displays a "Digital magazine" section with a table of contents and a "News" section with a headline about NASA's commercial smartphone system.

Print & Digital Edition, Online, Newsletters



Microwave Engineering Europe is the leading medium available both in print and digital format for reaching design engineers and management working in the RF, microwave and wireless industry in Europe. The magazine highlights the significant design methodologies, strategies and new products, engineers need, to gain a competitive advantage.

Each issue carries a balance of how-to editorial material through feature articles, news and new products for designers responsible for defining systems, selecting enabling technologies as well as hardware and software components.

Microwave Engineering Europe evolves with the fast paced RF and microwave markets, helping European engineers to stay at the forefront of their profession. As the demand for development in wireless products continues to grow, the

demand on engineers intensifies and time-to-market cycles continue to shorten. Today engineers need to be able to quickly source components and software as well as test equipment from the global market and Microwave Engineering Europe is where they go for such information.

The highest quality editorial in MWEE guarantees that the magazine plays a pivotal role in designers' and developers' jobs, updating them on the latest technologies and allowing them to make valued and informed recommendation and buying decisions.

The microwave-eetimes.com website together with the weekly newsletters deliver practical design techniques, daily industry news, how-to features and new product updates.

Issue	Publishing Date	Technology Focus	Editorial Deadline	Advertising Deadline	Material Deadline	Shows 2016
January/February	February 15	5G Developments Test & Measurement	January 22	February 1	February 4	Mobile World Congress , Barcelona, February 22-25 EMV , Düsseldorf, February 23-25 Satellite 2016 , National Harbor, MD, March 7-10 DATE 2016 , Dresden, March 14-18 Microwave & RF , Porte de Versailles, Paris March 23-24
March/April	April 11	Wireless Infrastructure Smartphone Technology	March 18	March 25	March 28	SMT Hybrid Packaging , Nuremberg, April 26-28 Wireless Power Transfer Conference , Aveiro, Portugal, May 5-6 Internet of Things World , Santa Clara Convention Center, May 10-12
May/June	May 16	Antennas RFICs/MMICs	April 22	April 29	May-02	IMS 2016 , San Francisco, CA, May 22-27 Wireless Infrastructure Show , Dallas, Texas, May 23-26 Critical Communications World , Amsterdam RAI, May 31 - June 02 Satellite & Space Missions , Berlin, July 20-21
July/August	July 4	RF/Microwave Design GaN/CMOS Advances	June 10	June 17	June 20	IMS Review
September	Sept 5	4G/LTE/5G Wireless/RF Test	August 12	August 19	August 22	IBC 2016 , Amsterdam, September 2016 CTIA 2016 , Las Vegas, September 7-9 EDICON , Boston, September 20-22
October	October 3	EW/Radar Backhaul, Small Cells, DAS	September 9	September 16	September 21	European Microwave Week , London, October 3-7 NGMN Industry Conference , Frankfurt, October 12-13
November/December	November 2	Bluetooth/Wi-Fi/IoT Microwave Materials	October 7	October 14	October 17	electronica 2016 , Munich November 8-11

RATES

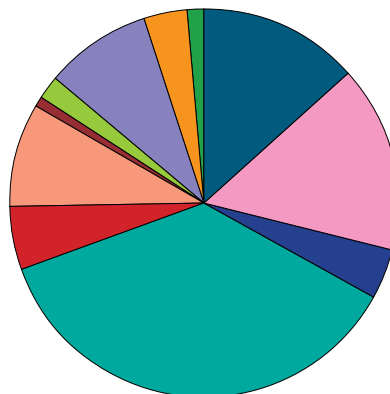
Euro rate card 2016 (Effective 1st January 2016)

4 Colour	1x	3x	6x	10x
Double page spread	10,080 €	9,780 €	9,480 €	9,180 €
Page	5,100 €	4,950 €	4,800 €	4,650 €
Half page spread	5,610 €	5,445 €	5,280 €	5,115 €
Half island	3,360 €	3,260 €	3,160 €	3,060 €
Half	2,940 €	2,855 €	2,765 €	2,680 €
Third island	2,550 €	2,475 €	2,400 €	2,325 €
Third	2,345 €	2,275 €	2,205 €	2,135 €
Quarter	1,680 €	1,630 €	1,580 €	1,530 €
Catalogue	840 €	815 €	790 €	765 €

Rates are subject to Belgian VAT (when applicable)

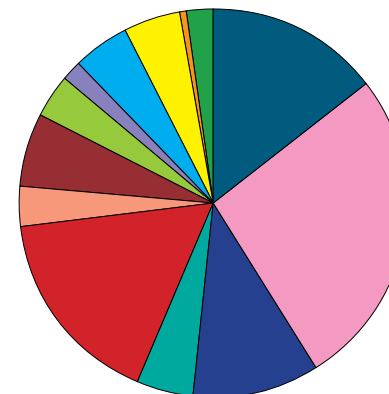
READERSHIP DEMOGRAPHICS

Total : 29,379*



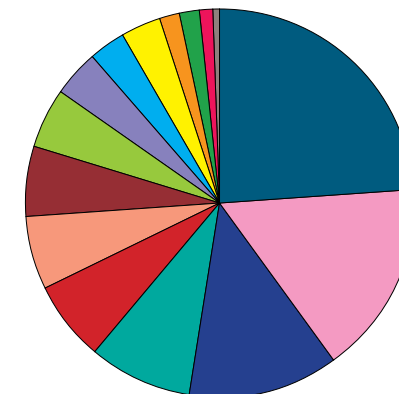
CIRCULATION BY FUNCTION

Engineering/Design Engineering	3947	13,43%
D&D Engineering	4575	15,57%
Purchasing	1190	4,05%
Corporate Management	10709	36,45%
Production	1533	5,22%
R&D Engineering	2593	8,83%
Applications, Integration	261	0,89%
Quality Control	567	1,93%
Sales & Marketing	2550	8,68%
Consultancy	1071	3,65%
Other	383	1,30%
Total	29379	100,00%



CIRCULATION BY INDUSTRY

Industrial Controls	4280	14,57%
Communication Systems	7826	26,64%
IT Industries	3136	10,67%
Automotive & Transportation	1371	4,67%
Consumer Electronics	4899	16,68%
Test and Measurement	960	3,27%
Medical Electronics	1783	6,07%
Avionics & Defense	1065	3,63%
Components	518	1,76%
Distribution	1411	4,80%
Universities Research	1378	4,69%
Alternative Energy	102	0,35%
Other	650	2,21%
Total	29379	100,00%



CIRCULATION BY COUNTRY

UK & Ireland	7037	23,95%
Germany	4735	16,12%
France	3721	12,67%
Asia	2466	8,39%
Scandinavia	1974	6,72%
Benelux	1799	6,12%
Eastern Europe	1709	5,82%
Italy	1459	4,97%
ROW	1142	3,89%
Spain & Portugal	958	3,26%
Switzerland & Austria	939	3,20%
Middle East	541	1,84%
Africa	444	1,51%
Other Europe	302	1,03%
North America	153	0,52%
Total	29379	100,00%

* Print : 10,000 - Digital : 19,379

* Publisher's statement September 2015

Home Page

Content Pages

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

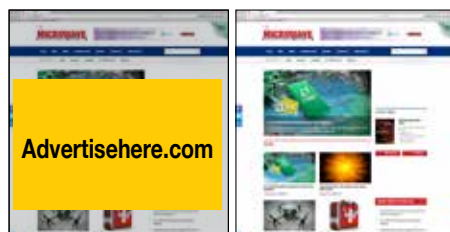
The **www.microwave-eetimes.com** website is the entry point to a wealth of information about RF and microwave related news and design issues. The site has ± 22,000 page views per month.

Rates:

• Leaderboard	728 x 90	CPM: 120 €
• Skyscraper	160 x 600	CPM: 100 €
• IMU	300 x 250	CPM: 100 €
• Double IMU	300 x 600	CPM: 150 €

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: 850€

Technical fee per one additional creative: 250€

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: 650€

CPM rate: 180€

Technical fee per one additional creative: 250€

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:

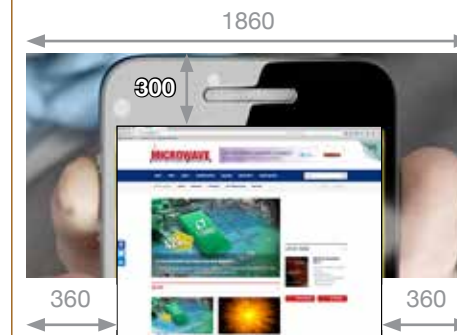
1024 x 90 pixels

URL Link

CPM Rate: 150€

Technical fee per one additional creative: 250€

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: 1860 pixels

Height: 1200 to 2000 pixels

URL Link

Rate per week: 1400€

Technical fee per one additional creative: 250€

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

The Microwave Engineering newsletter reaches over 18.000 electronics engineers

The Microwave Engineering Europe full HTML newsletters reach over 18.000 subscribers every Monday and Wednesday. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going on in the specific area of microwave and RF of the electronics industry.

The demographics are similar to those of the publication.

Each issue of the newsletter contains the following items:

- New Products
- Design Articles
- News Stories
- New White Papers



Leaderboard 728 x 90 pixels

The Leaderboard

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

Rate: 800 €

IMU

300 x 250 pixels

The IMU

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

Rate: 800 €

Text Banner

up to 200 characters
+ optional picture
140 x 120

Text Banner

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.

Rate: 500 €

Specifications:

Static banner jpeg or gif + url, max 40k

Magazine size (trim size) :

DIN A4 - 297 x 210 mm

	Height	Width
Double page spread trim	297mm	420mm
Double page spread type	277mm	400mm
Full page trim	297mm	210mm
Full page type	277mm	190mm
Half page spread trim	145mm	420mm
Half page spread type	135mm	400mm
Half page vertical	277mm	93mm
Half page horizontal	136mm	190mm
Half island	200mm	125mm
Third island	136mm	125mm
Third page vertical	277mm	60mm
Third page horizontal	90mm	190mm
Quarter page vertical	136mm	93mm
Quarter page horizontal	66mm	190mm
Catalogue	66mm	93mm

Bleed Size add 5mm on each side
Preferred Position 10% extra on mono rate
Bleed Cost 10% extra on mono rate
Inserts Accepted loose or bound in prices available on request

High Resolution PDF

- Set bleed to 5 mm
- Set resolution to 300dpi
- Use DDAPOptimized2 Distiller

Settings available at <http://www.medibelplus.be/>

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