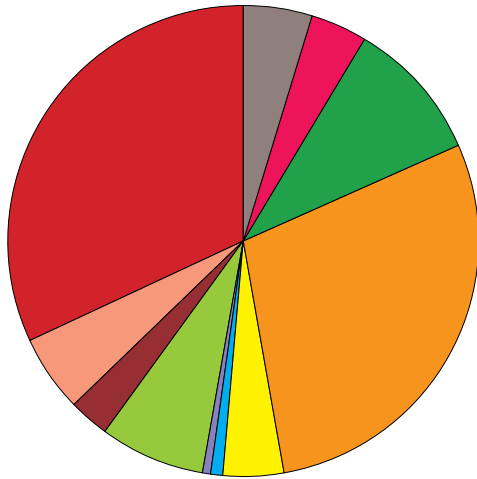
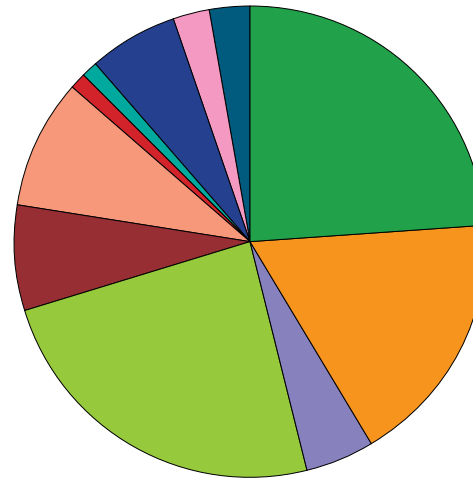


| Publishing Date | Material & Edition Deadline | Feature Vertical Focus Design | Exhibitions & Conferences Conference dates |
|-----------------|-----------------------------|--|--|
| January 18 | January 6 | Test & Measurement Wearables/Wellness/Consumer Products | MEMS 2017 , Las Vegas, January 22-26 LED Forum , Lausanne, January 25 CES , Las Vegas, January 5-8 |
| February 15 | February 3 | Embedded Systems & Development Platforms 5G/Cellular IoT Networks | Integrated Systems Europe , Amsterdam, February 7-10 DesignCon , Santa Clara, January 31- February 2 Mobile World Congress , Barcelona, February 27-March |
| March 15 | March 3 | Software tools IoT Security and AuthenticationDA Special | Embedded World , Nuremberg, March 14-16 DATE 2017 , Lausanne, March 27-31 EMV , Stuttgart, March 28-30 |
| April 12 | March 31 | Analogue Ics Industrial systems | SMT , Nuremberg, May 16-18 Hannover Messe , April 24-28 Microwave & RF- Paris Expo , Paris March 22-23 |
| May 10 | April 28 | Power/energy & Energy Storage Sensors & Signal Conditioning/MEMS | Sensor and Test , Nuremberg, May 30-June 1 PCIM , Nuremberg, May 16-18 SMT hybrid packaging , Nuremberg, May 16-18 |
| June 7 | May 26 | EDA design tools Optoelectronics/Photonics | DAC Conference , Austin TX June IEEE World Haptics 2017 , Munich, June 5-9 |
| July 5 | June 23 | Test & Measurement PCB Tools and Flex/Rigid Designs | |
| September 13 | September 1 | Automotive Narrow-band RF Communications | ECML-PKDD 2017 , September |
| October 11 | September 28 | Programmable device & Affordable ASICs Analogue Devices | European Microwave Week , Nuremberg, October 8-13 Semicon Europa , Grenoble, October 25-27 |
| November 8 | October 27 | productronica 2017 Power devices/GaN/SiC | Productronica 2017 , Munich November 14-17 SPS/IPC/Drives , Nuremberg, November 24-26 |
| December 6 | November 24 | Microcontrollers/processors: Multicore Systems Power Supplies | Cartes Secure Connections , Paris, December |



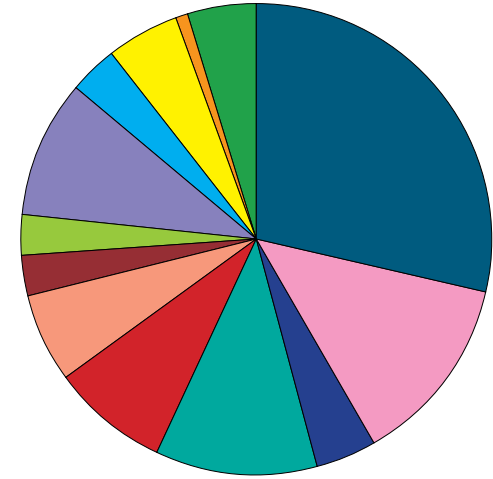
CIRCULATION BY COUNTRY

| | | | |
|-----------------------|--------------|----------------|---|
| Benelux | 2535 | 4,85% | ■ |
| Eastern Europe | 2061 | 3,94% | ■ |
| France | 5126 | 9,81% | ■ |
| Germany | 15016 | 28,73% | ■ |
| Italy | 2267 | 4,34% | ■ |
| Middle East | 385 | 0,74% | ■ |
| Other Europe | 289 | 0,55% | ■ |
| Scandinavia | 3801 | 7,27% | ■ |
| Spain & Portugal | 1379 | 2,64% | ■ |
| Switzerland & Austria | 2824 | 5,40% | ■ |
| UK & Ireland | 16592 | 31,74% | ■ |
| Total | 52275 | 100,00% | |



CIRCULATION BY FUNCTION

| | | | |
|-------------------------------|--------------|----------------|---|
| Engineering/Design Management | 12541 | 23,99% | ■ |
| D&D Engineering | 9096 | 17,40% | ■ |
| Purchasing | 2506 | 4,79% | ■ |
| Corporate Management | 12600 | 24,10% | ■ |
| Production | 3860 | 7,38% | ■ |
| R&D Engineering | 4639 | 8,87% | ■ |
| Applications, Integration | 509 | 0,97% | ■ |
| Quality Control | 647 | 1,24% | ■ |
| Sales & Marketing | 3202 | 6,13% | ■ |
| Consultancy | 1334 | 2,55% | ■ |
| Other | 1341 | 2,57% | ■ |
| Total | 52275 | 100,00% | |



CIRCULATION BY INDUSTRY

| | | | |
|-----------------------------|--------------|----------------|---|
| Industrial Controls | 15064 | 28,82% | ■ |
| Communication Systems | 6743 | 12,90% | ■ |
| IT Industries | 2231 | 4,27% | ■ |
| Automotive & Transportation | 5828 | 11,15% | ■ |
| Consumer Electronics | 4139 | 7,92% | ■ |
| Test and Measurement | 3297 | 6,31% | ■ |
| Medical Electronics | 1327 | 2,54% | ■ |
| Avionics & Defense | 1465 | 2,80% | ■ |
| Components | 4977 | 9,52% | ■ |
| Distribution | 1828 | 3,50% | ■ |
| Universities Research | 2485 | 4,75% | ■ |
| Alternative Energy | 437 | 0,84% | ■ |
| Other | 2454 | 4,69% | ■ |
| Total | 52275 | 100,00% | |

Total circulation : 52,275

* Publisher's statement September 2016

eeDesign Europe is a digital only publication designed with the digital reader in mind. The magazine has adopted a landscape format to better fit the displays of modern large monitors laptops and tablets. New Advertising formats include the standard online IMUs and Leader Boards in addition to the full page and half page formats. This digital age magazine also allows for lead generation opportunities: feature articles are available for download exclusively, to registered users from the **eeDesign Europe** library.

Sponsorship of feature articles: \$2000
(only available to the company submitting the article)

IMU or Leaderboard in the PDF of the articles: \$2500 per issue

EFFECTIVE JANUARY 1, 2017 - DECEMBER 31, 2017

Rates EDN Europe US \$

Frequency discount

| | 1x | 3x | 6x | 12x |
|--------------|------|------|------|------|
| Full Page | 2500 | 2375 | 2260 | 2140 |
| 1/2 page | 1900 | 1800 | 1700 | 1620 |
| 1/4 page | 1200 | 1150 | 1100 | 1050 |
| IMU | 800 | 770 | 740 | 710 |
| Double IMU | 1000 | 960 | 920 | 880 |
| Leader Board | 800 | 770 | 740 | 710 |

Full Page

297mm x 210 mm



1/2 page

148,5 mm x 210 mm



1/4 page

74 mm x 210 mm



IMU

300 pixels x 250 pixels



Double IMU

300 pixels x 500 pixels

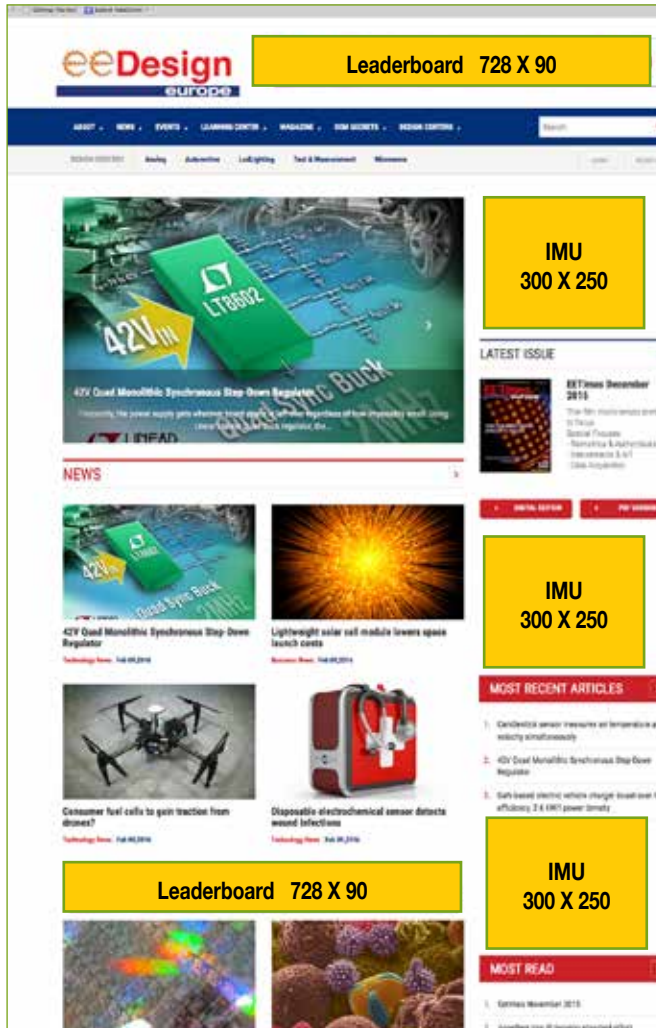


Leader Board

728 pixels x 90 pixels



Home Page



Leaderboard 728 X 90

IMU 300 X 250

IMU 300 X 250

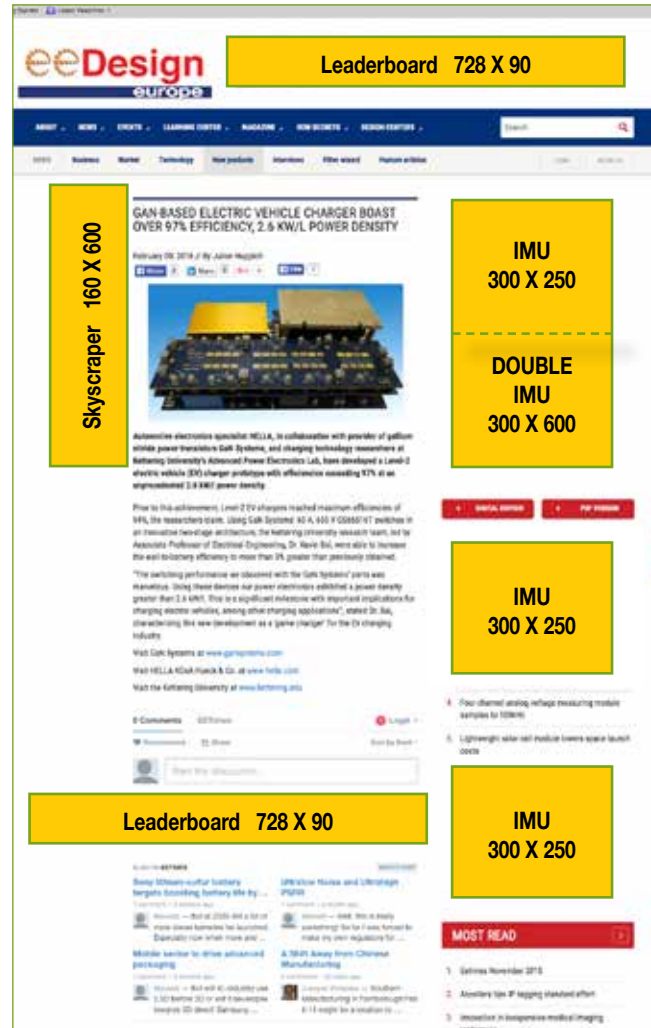
IMU 300 X 250

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

IMU 300 X 250

Leaderboard 728 X 90

IMU 300 X 250

Creative Deadlines

- GIF, JPEG – Five 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

www.edn-europe.com is a key 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.

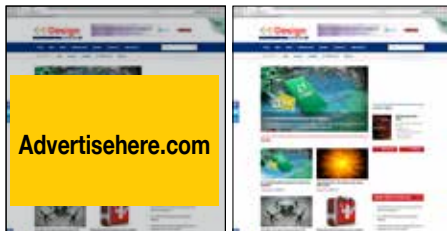
edn-europe.com has ± 45,000 Pls/month by ±14,000 unique readers

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: \$ 3500
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: \$ 2200
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

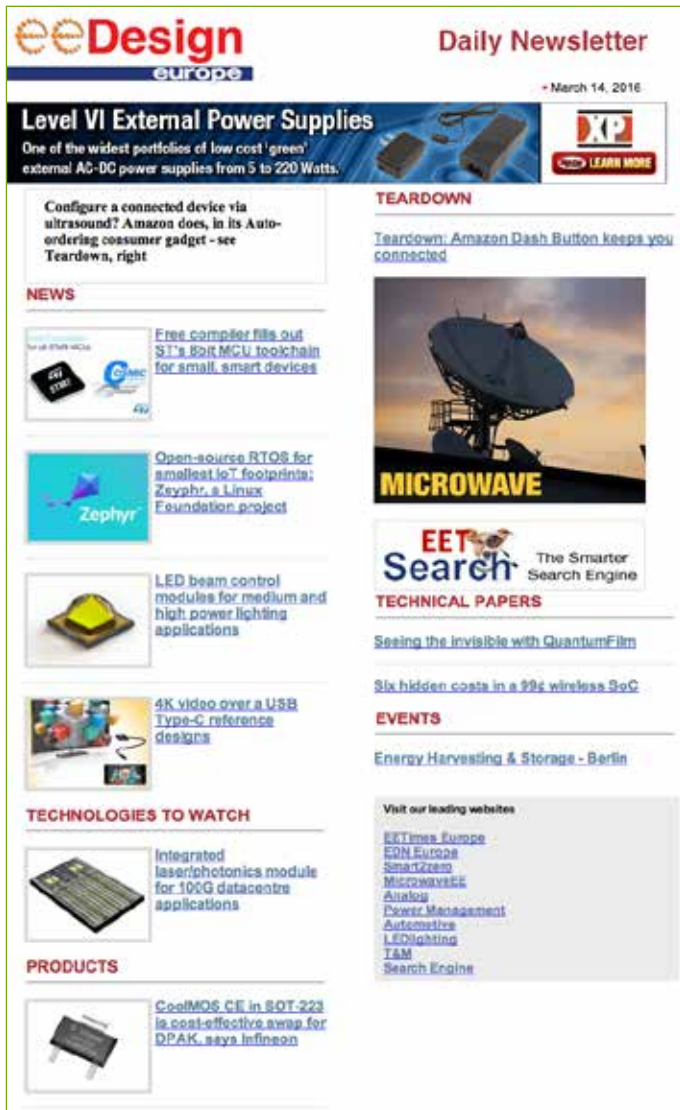


Dimensions: 160 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

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



EDN Europe daily newsletter reaches ±34,000 Design engineers

The EDN Europe daily newsletter reaches ±34,000 subscribers in Europe. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going in the electronics industry. The demographics are similar to those of the publication.

Each issue of the newsletter contains the following items:

- Lead story of the day
- Design News
- Business News
- Semiconductor Design
- Consumer
- Communications

Also included are top new products of the day and new White Papers available for download.

Three stylish advertising formats:

- Leaderboards
- IMU
- Text Banner

Leaderboard 728 x 90 pixels

The Leaderboard

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

Rates:

| | |
|-----------------------------|------------|
| 1x | : \$ 1,500 |
| 3x | : \$ 1,450 |
| 5x | : \$ 1,360 |
| 10x | : \$ 1,300 |
| 1 week (5 consecutive days) | : \$ 5,000 |

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.

Rates:

| | |
|-----------------------------|------------|
| 1x | : \$ 1,500 |
| 3x | : \$ 1,450 |
| 5x | : \$ 1,360 |
| 10x | : \$ 1,300 |
| 1 week (5 consecutive days) | : \$ 5,000 |

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

The 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.

Rates:

| | |
|-----------------------------|------------|
| 1x | : \$ 975 |
| 3x | : \$ 910 |
| 5x | : \$ 850 |
| 1 week (5 consecutive days) | : \$ 2,000 |

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

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