Media Information 2017 - Euro

Digital Edition XL, Online, Newsletters

EDN europe

MARCH 2016
www.edn-europe.com

Keysight Technologies X-Series Measurement Application
Improve your noise figure measurements.

FEBRUARY 2016
www.edn-europe.com

EDN europe

pulse

designideas

Digital transmitter gives km range on WiFi HaLow traffic

EDN Newsletter

Level VI External Power Supplies
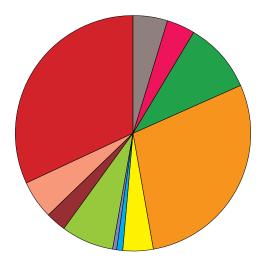One of the widest portfolios of low cost 'green' external AC-DC power supplies from 5 to 220 Watts

EDN europe

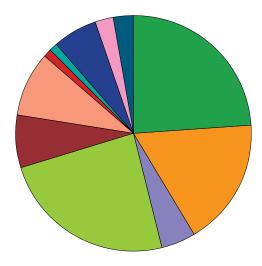| Publishing Date	Material & Edition Deadline	Feature Vertical Focus Design	Exhibitions & Conferences Conference dates
January 18	January 6	Test & Measurement Wearables/Wellness/Consumer Products	**MEMS 2017,** Las Vegas, January 22-26 **LED Forum,** Lausanne, January 25 **CES,** Las Vegas, January 5-8
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

EDN europe

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

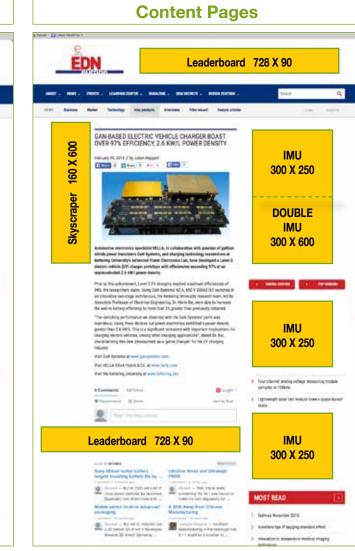* Publisher's statement September 2016

EDN Europe has now completed its transformation into the digital age: the publication has been re-designed with the digital reader in mind and has done away with the limitations of print.

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 will also allow for lead generation opportunities: feature articles will now be available for download, to registered users only, from the EDN Europe library.

Sponsorship of feature articles: 1800 €
(only available to the company submitting the article)

IMU or Leaderboard in the PDF of the articles: 2200 € per issue

EFFECTIVE JANUARY 1, 2017 - DECEMBER 31, 2017

Rates EDN Europe €
Frequency discount

	1x	3x	6x	12x
Full Page	2000	1900	1800	1700
1/2 page	1500	1524	1350	1300
1/4 page	900	860	810	770
IMU	700	670	640	610
Double IMU	900	860	820	780
Leader Board	700	670	640	610

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

Leaderboard 728 X 90

IMU
300 X 250

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 – 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 PIs/month by ±14,000 unique readers

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: 3200€
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: 2000€
CPM rate: 180€
Technical fee per one additional creative: 250€

Twig – High Impact

Twig

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: 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

Rate per week: $ 11000
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
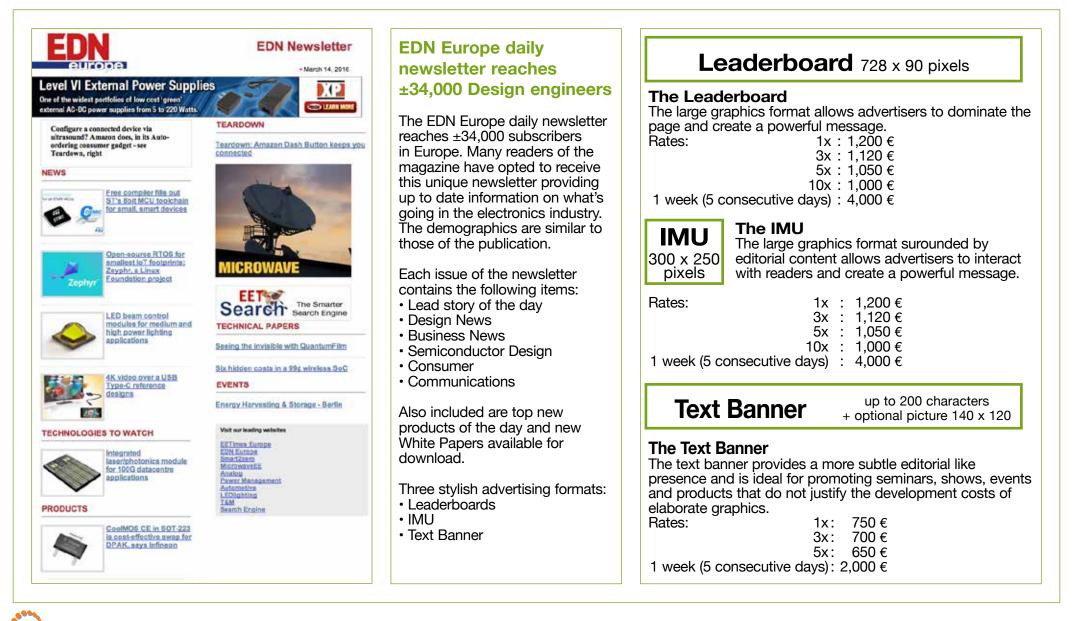Alt Text: Cannot exceed 70 characters

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 :	1,200 €
3x :	1,120 €
5x :	1,050 €
10x :	1,000 €
1 week (5 consecutive days) :	4,000 €

IMU
300 x 250 pixels

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

Rates:

1x :	1,200 €
3x :	1,120 €
5x :	1,050 €
10x :	1,000 €
1 week (5 consecutive days) :	4,000 €

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 :	750 €
3x :	700 €
5x :	650 €
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 al- ways 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

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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