

# Media Information 2017 - US \$



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 2017
January/February	February 20	Nanotechnology Test & Measurement	January 27	February 6	February 9	<b>Mobile World Congress</b> , Barcelona, February 27- March 2 <b>EMV, Stuttgart</b> , March 28-30 <b>Microwave &amp; RF- Paris Expo</b> , Paris March 22-23
March/April	April 10	Wireless Infrastructure	March 17	March 24	March 27	<b>SMT, Nuremberg</b> , May 16-18
May/June	May 22	Antennas	April 26	May 5	May 8	<b>IMS 2017</b> , Honolulu, Hawaii, June 4-9
July/August	July 3	Test & Measurement CAD/EDA Software	June 9	June 16	June 19	<b>IMS Review</b>
September	Sept 11	Microwave Components Wireless Infrastructure	August 18	August 25	August 28	<b>European Microwave Week</b> , Nuremberg, September 8-13 <b>EDICON</b> , Boston, September 11-13 <b>IBC 2017</b> , Amsterdam, September 14-18
October	October 9	Radar and Satellite Road to 5G	September 15	September 22	September 27	
November/December	November 6	Wireless Sensors/Networks Microwave Materials	October 11	October 18	October 21	<b>Productronica 2017</b> , Munich, November 14-17

# RATES

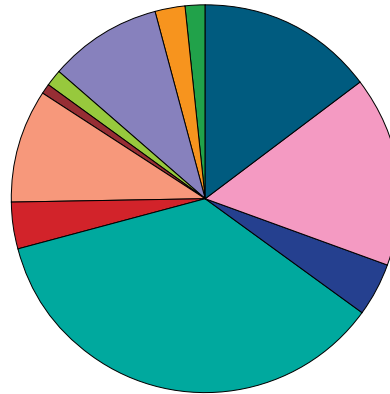
US \$ rate card 2017 (Effective 1st January 2017)

4 Colour	1x	3x	6x	10x
Double page spread	\$ 11,820	\$ 11,460	\$ 11,100	\$ 10,740
Page	\$ 5,850	\$ 5,700	\$ 5,550	\$ 5,400
Half page spread	\$ 6,435	\$ 6,270	\$ 6,105	\$ 5,940
Half island	\$ 3,940	\$ 3,820	\$ 3,700	\$ 3,580
Half	\$ 3,450	\$ 3,345	\$ 3,240	\$ 3,135
Third island	\$ 2,925	\$ 2,850	\$ 2,775	\$ 2,700
Third	\$ 2,765	\$ 2,660	\$ 2,590	\$ 2,520
Quarter	\$ 1,970	\$ 1,910	\$ 1,850	\$ 1,790
Catalogue	\$ 985	\$ 955	\$ 925	\$ 895

Rates are subject to Belgian VAT (when applicable)

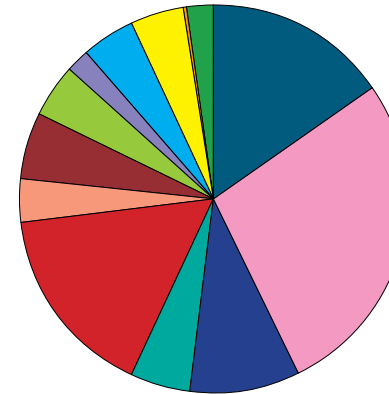
# READERSHIP DEMOGRAPHICS

Total : 28,748\*



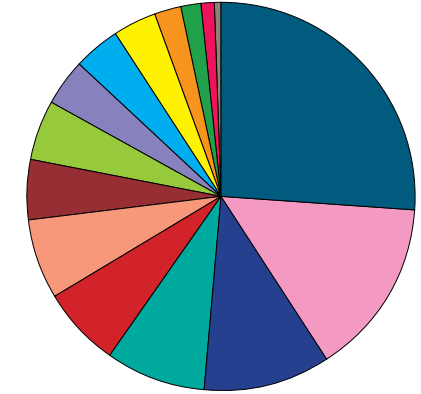
CIRCULATION BY FUNCTION

Engineering/Design Engineering	4235	14,73%	■
D&D Engineering	4621	16,07%	■
Purchasing	1239	4,31%	■
Corporate Management	10300	35,83%	■
Production	1156	4,02%	■
R&D Engineering	2679	9,32%	■
Applications, Integration	234	0,81%	■
Quality Control	413	1,44%	■
Sales & Marketing	2680	9,32%	■
Consultancy	715	2,49%	■
Other	476	1,66%	■
<b>Total</b>	<b>28748</b>	<b>100,00%</b>	



CIRCULATION BY INDUSTRY

Industrial Controls	4457	15,50%	■
Communication Systems	7854	27,32%	■
IT Industries	2689	9,35%	■
Automotive & Transportation	1425	4,96%	■
Consumer Electronics	4634	16,12%	■
Test and Measurement	1035	3,60%	■
Medical Electronics	1622	5,64%	■
Avionics & Defense	1237	4,30%	■
Components	550	1,91%	■
Distribution	1304	4,54%	■
Universities Research	1256	4,37%	■
Alternative Energy	110	0,38%	■
Other	575	2,00%	■
<b>Total</b>	<b>28748</b>	<b>100,00%</b>	



CIRCULATION BY COUNTRY

UK & Ireland	7569	26,33%	■
Germany	4199	14,61%	■
France	3055	10,63%	■
Asia	2411	8,39%	■
Benelux	1894	6,59%	■
Eastern Europe	1884	6,55%	■
Scandinavia	1486	5,17%	■
Italy	1442	5,02%	■
ROW	1121	3,90%	■
Spain & Portugal	1080	3,76%	■
Switzerland & Austria	1078	3,75%	■
Middle East	605	2,10%	■
Africa	453	1,58%	■
Other Europe	319	1,11%	■
North America	152	0,53%	■
<b>Total</b>	<b>28748</b>	<b>100,00%</b>	

\* Print : 10,000 - Digital : 18,748

\* Publisher's statement September 2015



## 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**

**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](mailto:adops@eetimes.be)
- Linking URL must be submitted with creative

## Banner Advertising Rates

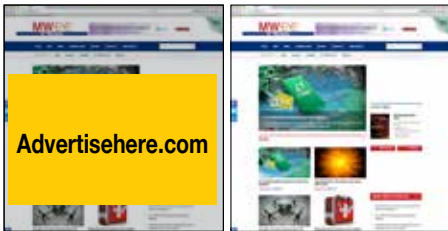
The [www.microwave-eetimes.com](http://www.microwave-eetimes.com) website is the entry point to a wealth of information about RF and microwave related news and design issues. The site has ± 25,000 page views per month.

### 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: \$ 900  
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: \$ 700  
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

Rate per week: \$ 1500  
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

## The Microwave Engineering newsletter reaches ± 20,000 electronics engineers

The Microwave Engineering Europe full HTML newsletters reach ± 20,000 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.

Rates: \$ 1,000

### IMU

300 x 250 pixels

### The IMU

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

Rates: \$ 1,000

## 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.

Rates: \$ 750

### Specifications:

Static banner jpeg or gif + url, max 40k



## 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



**Magazine size (trim size) :**

DIN A4 - 297 x 210 mm

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

<b>Bleed Size</b>	add 5mm on each side
<b>Preferred Position</b>	10% extra on mono rate
<b>Bleed Cost</b>	10% extra on mono rate
<b>Inserts</b>	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/>
**Sales Inquiries Europe**
France, Spain, Portugal
**Daniel Cardon**

+33 688 27 06 35

[cardon.d@gmail.com](mailto:cardon.d@gmail.com)
Belgium
**Nadia Liefsoens**

+32-11-224 397

[n.liefsoens@fivemedia.be](mailto:n.liefsoens@fivemedia.be)
UK, Ireland, Israel,
The Netherlands
**Nick Walker**

+44 (0) 1442 864191

[nickjwalker@btinternet.com](mailto:nickjwalker@btinternet.com)
**Julie Afford**

+44 (0)7717 117631

[lnladsales@gmail.com](mailto:lnladsales@gmail.com)
Germany, Austria,
Eastern Europe
**Victoria & Norbert Hufmann**

+49 911 93 97 64 42

[sales@hufmann.info](mailto:sales@hufmann.info)
Switzerland
**Monika Ailinger**

+41-41-850 4424

[m.ailinger@marcomedia.ch](mailto:m.ailinger@marcomedia.ch)
Italy
**Andrea Rancati**

+39-02-70300088

[arancati@rancatinet.it](mailto:arancati@rancatinet.it)
Scandinavia
**Colm Barry & Jeff Draycott**

+46 (0)413 251111

[jeff.draycott@womp-int.com](mailto:jeff.draycott@womp-int.com)
[colm.barry@telia.com](mailto:colm.barry@telia.com)
**Sales Inquiries North America & Canada**
**Karen C Smith-Kernc**
**US East**

+1 717 397 7100

[KarenKCS@aol.com](mailto:KarenKCS@aol.com)
**US West and Canada**
**Alan Kernc**

+1 717 397 7100

[AlanKCS@aol.com](mailto:AlanKCS@aol.com)
**Sales Inquiries Asia**
Japan
**Keita Sato**

+81-3-6824-9386

[ksato@mx.itmedia.co.jp](mailto:ksato@mx.itmedia.co.jp)
Hong Kong, Taiwan, Korea, Singapore
**Grace Wu**

eMedia Asia

+886 2 2712 6877 #300

[grace.wu@aspencore.com](mailto:grace.wu@aspencore.com)
South Korea
**J. W. Suh**

+82-2-7200-121

[hauintl@chol.co](mailto:hauintl@chol.co)
Taiwan
**Charles Yang**

Lotus Business Information Company

886-4-23223633

[medianet@ms13.hinet.net](mailto:medianet@ms13.hinet.net)
**EDITOR**
**JEAN-PIERRE JOOSTING**

Mobile: +44-7800-548-133

[jean-pierre.joosting@eetimes.be](mailto:jean-pierre.joosting@eetimes.be)
**ADVERTISING PRODUCTION**
**LYDIA GIJSEGOM**

Tel +32 (0) 2 740 00 54

[lydia.gijsegom@eetimes.be](mailto:lydia.gijsegom@eetimes.be)
[production@eetimes.be](mailto:production@eetimes.be)
**CIRCULATION & FINANCE**
**LUC DESIMPEL**

Tel +32 (0) 2 740 0055

[luc.desimpel@eetimes.be](mailto:luc.desimpel@eetimes.be)
**ACCOUNTING**
**RICARDO PINTO FERREIRA**

Tel +32 (0)2 740 0051

[financial@eetimes.be](mailto:financial@eetimes.be)
**ART MANAGER**
**JEAN-PAUL SPELIERS**

Tel +32 (0)2 740 0052

[jean-paul.speliers@eetimes.be](mailto:jean-paul.speliers@eetimes.be)
[material@eetimes.be](mailto:material@eetimes.be)
**PUBLISHER**
**ANDRE ROUSSELOT**

Tel +32 (0)2 740 0053

[andre.rousselot@eetimes.be](mailto:andre.rousselot@eetimes.be)
**EUROPEAN BUSINESS PRESS SA**

533 Chaussée de Louvain

1380 Lasne

Belgium

Tel: +32 (0)2 740 00 50

Fax: +32 (0)2 740 00 59

[info@eetimes.be](mailto:info@eetimes.be)
[www.microwave-eetimes.com](http://www.microwave-eetimes.com)
[www.mwee.com](http://www.mwee.com)