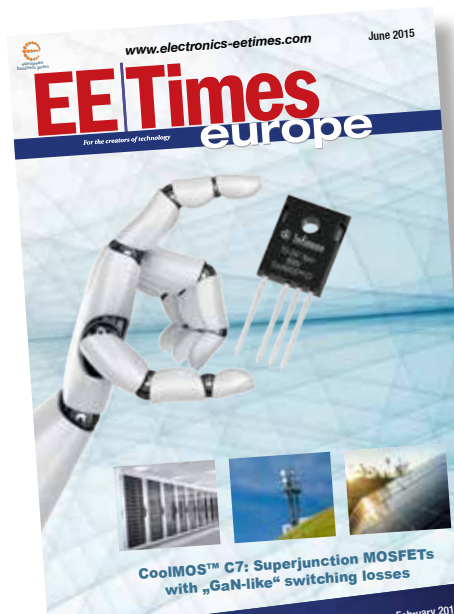


Media Information 2017 US \$



Print and Digital Edition Monthly Magazine

EE Times Europe provides marketing professionals in the electronics industry with integrated online and print marketing services. EE Times Europe's print/digital edition is a monthly magazine that brings news, analysis as well as product and design information to 70,000+ readers in over 40 European countries. EE Times Europe's www.electronics-eetimes.com web site welcomes an average of ±80,000 monthly unique visitors and its daily newsletters reach ±60,000 readers

The stylish design of the A4 magazine format provides readers with news and analysis, technology, special vertical sections as well as product and design information.

NEWS & TECHNOLOGY

Essential analysis of varied topics - both technology and business - that managers and engineers across Europe in the electronics sector require as the industry evolves and adapts. Sections include Companies & Markets, Design News, East Meets West, and Research Notes.

OPINION

Topical editorial opinion and reader's letters.

DESIGN & PRODUCTS (Vertical Focus)

A mix of In-house written technical articles and features contributed from the global engineering community. These include tear-downs on equipment that discuss their design and the components used, vertical focuses including case studies and novel approaches to designing for specific markets, as well as short technical overviews and design ideas using the latest new products from around the world.

EE TIMES GLOBAL PRINT EDITIONS

EE Times global print editions consistently lead all other industry publications in circulation and advertising support from the market. They are the clear choice for the creators of technology around the globe, number 1 in circulation and market share in their respective regions:

PUBLICATION/CIRCULATION/FREQUENCY

EE Times Europe, Monthly 40,341 print + 31,836 digital

EE Times China, Monthly 55,000 print + 10,000 digital

EE Times Taiwan, Monthly 12,300 print + 5,000 digital



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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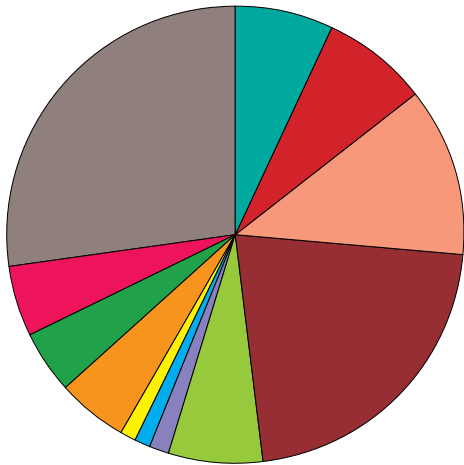
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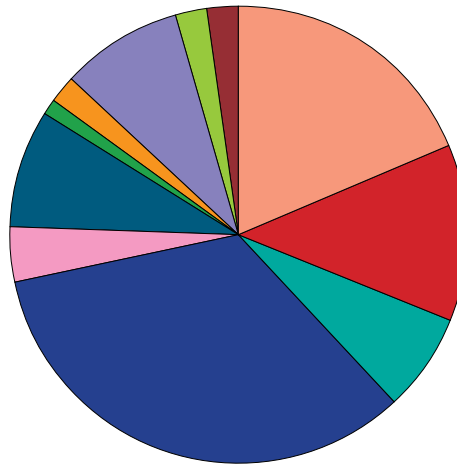
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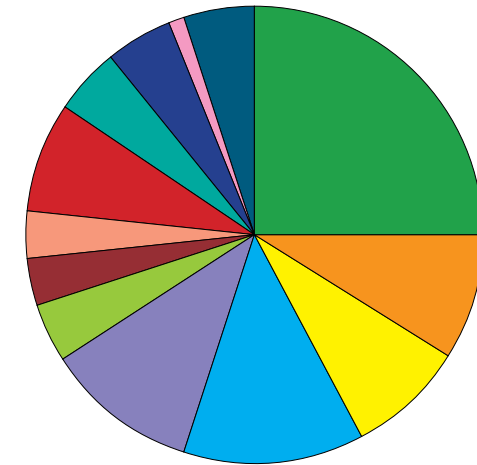
CIRCULATION BY COUNTRY

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

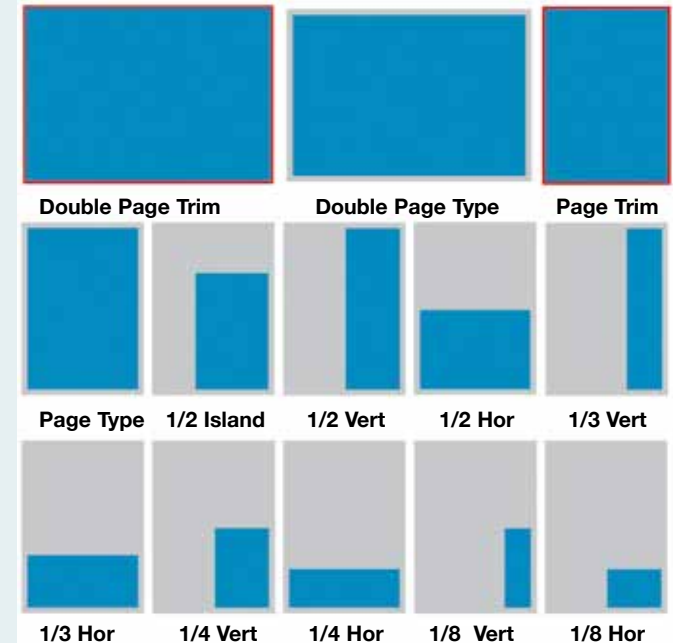
1/3 Page Hor : 190 mm x 90 mm

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

Macintosh Formatted: CD-ROM or DVD

EE Times Europe Electronic Version:

EE Times 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, EE Times Europe Production Department,
European Business Press, 533, Chaussée de Louvain
1380 Lasne, Belgium
or send mail to production@eetimes.be

Questions? Please Contact:

Lydia Gijsegom
Advertising Production Manager
Tel. +32 (0) 2 740 00 54
lydia.gijsegom@eetimes.be

Rate Card Provisions

1. All orders are subject to acceptance by **ebp** at its headquarters in Brussels, 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 Techinsights'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 severably 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.



Media Information 2017 US \$

The screenshot shows the EE Times website homepage. At the top, there is a navigation bar with the EE Times logo and a search bar. Below the navigation bar, there is a large featured article titled "42V Quad Monolithic Synchronous Step-Down Regulator" with a sub-headline "Lightweight and small module lowers space launch costs". To the right of this article is a "LATEST ISSUE" section for "EE Times December 2015". Below the featured article, there are several smaller articles, including "Computer fuel cells to gain traction from drones?" and "Disposable electrochemical sensor detects wound infections". There is also a "MOST RECENT ARTICLES" section with a list of five articles. At the bottom, there is a "LINEAR VIDEO CHANNEL" and an "INTERVIEW" section titled "Smart commentary: 2016 - A Time of Transformation".

The screenshot shows the EE Times Europe Daily Newsletter. At the top, there is the EE Times Europe logo and the text "EE Times Europe Daily Newsletter". Below this, there is a "DesignWare Video AFE" advertisement with the text "Amazing Video. Amazing Performance. From SDTV to 1080p/WUXGA" and a "Learn more" link. To the right of this advertisement is a "SYNOPTIS" logo. Below the advertisement, there is a "PRODUCTS" section with a "Compact 3-axis MEMS accelerometer integrates microcontroller" and a "VIEW MORE" link. To the left of this section is a "NEWS" section with a "Soft opens Bangalore factory to support India's growing battery market" and a "VIEW MORE" link. Below the "NEWS" section, there is a "CEA-Leti granted test licence to validate cognitive radio technologies in the TV white space" and a "ams agrees worldwide distribution partnership with Mouser". To the right of this section is a "CLICK HERE TO DOWNLOAD NOW" button with a "UNIQUE RESOURCE" logo. Below the "CLICK HERE" button, there is an "EET Search The Smarter Search Engine" logo. Below the "EET Search" logo, there is a "Fast prototype production covers electronic and plastic parts" and a "Power efficient switching regulator family of non-isolated step-down converters delivers value for money". Below this, there is an "RGB laser driver for head-up displays outshines LED-driven pico projectors" and a "Lowest phase noise frequency synthesizer uses multicore VCO". Below the "RGB laser driver" section, there is a "Lowest phase noise frequency synthesizer uses multicore VCO" and a "Solid tantalum chip capacitors from 3.3µF at 35V to 220µF at 4V". Below the "Lowest phase noise" section, there is a "Solid tantalum chip capacitors from 3.3µF at 35V to 220µF at 4V" and an "SMD wirewound resistor handles more than 5W".

Online and Newsletters - www.electronics-eetimes.com

Home Page

Leaderboard 728 X 90

IMU 300 X 250

IMU 300 X 250

IMU 300 X 250

Leaderboard 728 X 90

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
- 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.

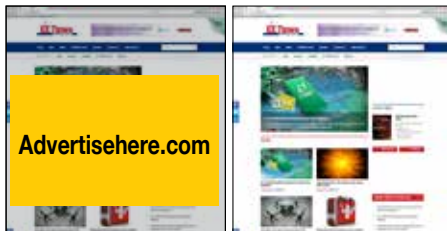
electronics-eetimes.com has 235,000 PI/month by ± 80,000 unique visitors.

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

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

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.

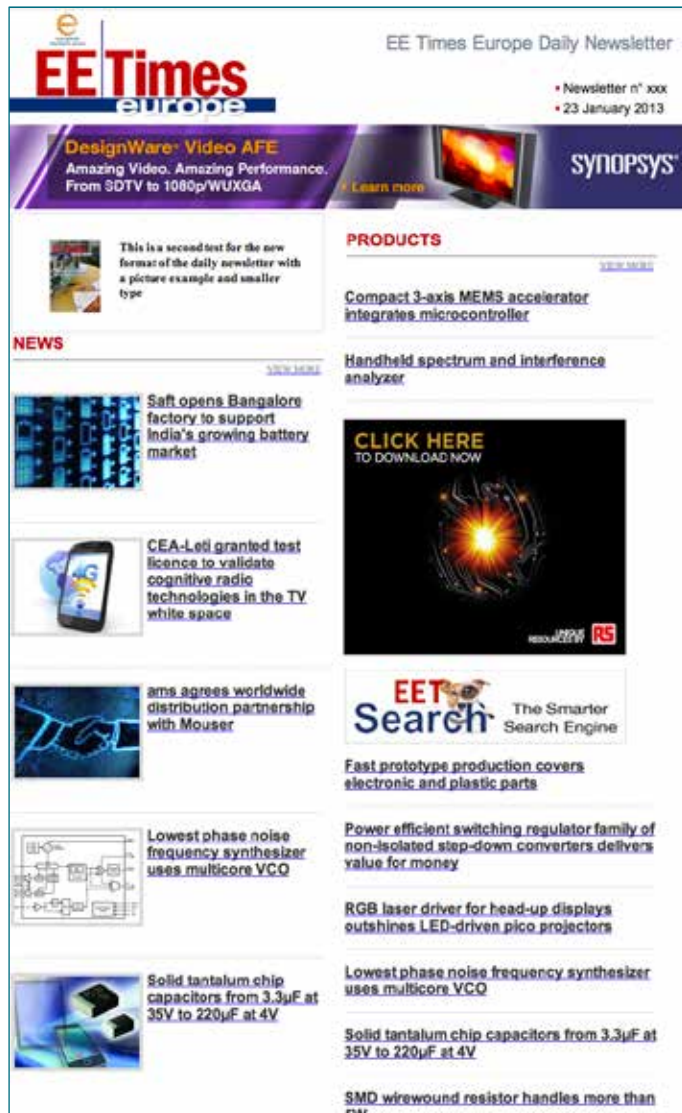
HTML banner code example with adserver variables

```
<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



EE Times Europe daily newsletter reaches ±60,000 electronics engineers

The EE Times Europe daily newsletter reaches ±60,000 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
- Business News
- Semiconductor
- Design News
- Consumer
- Communications News

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	: \$ 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.

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

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	: \$ 1,100
3x	: \$ 1,000
5x	: \$ 950
1 week (5 consecutive days)	: \$ 3,400





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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