

# Media Information 2017 Euro



## 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](http://www.electronics-eetimes.com) web site welcomes an average of  $\pm 80,000$  monthly unique visitors and its daily newsletters reach  $\pm 60,000$  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	<b>CES</b> , Las Vegas, January 5-8 <b>MEMS 2017</b> , Las Vegas, January 22-26 <b>LED Forum</b> , Lausanne, January 25 <b>HiPEAC conference</b> , Stockholm, January 23-25
February 13	February 2	MEMS technologies Wireless communications Multi-core design	<b>DesignCon</b> , Santa Clara, January 31- February 2 <b>Wearable Technology Conference</b> , Munich, February 7-8 <b>Integrated Systems Europe</b> , Amsterdam, February 7-10 <b>Mobile World Congress</b> , Barcelona, February 27-March 2
March 6	February 23	Analog & Mixed signal ICs Automotive Electronics & Safety Wearable & Implantable Electronics	<b>Smart System Integration</b> , Cork, Ireland, March 8-9 <b>Embedded World</b> , Nuremberg, March 14-16 <b>CeBit 2017</b> , Hannover, March 20-24
<b>March 6</b>	<b>February 23</b>	<b>Embedded supplement</b>	<b>Embedded World, Nuremberg, March 14-16</b>
April 10	March 30	Machine Learning Photonics & Micro-Optics Power Supplies	<b>Microwave &amp; RF- Paris Expo</b> , Paris March 22-23 <b>LOPEC Printed Electronics</b> , Munich, March 28-30 <b>EMV, Stuttgart</b> , March 28-30 <b>DATE 2017</b> , Lausanne, March 27-31
May 8	April 27	Flexible Electronics Test & Measurement Programming & Debugging Tools	<b>Printed Electronics Europe</b> , Berlin, May 10-11 <b>Wearable Europe</b> , Berlin, May 10-11 <b>Energy Harvesting Europe</b> , Berlin, May 10-11 <b>SMT hybrid packaging</b> , Nuremberg, May 16-18 <b>PCIM</b> , Nuremberg, May 16-18
June 5	May 25	Energy Harvesting Displays Technologies IC Design & EDA Tools	<b>Display Week</b> , Los Angeles CA, May 21-28 <b>DAC Conference</b> , Austin TX, June <b>Sensor and Test</b> , Nuremberg, May 30-June 1
July 3	June 22	Sensors & Signal conditioning Energy Storage & Battery Technologies Memory & Data Storage	<b>33rd EU PVSEC</b> , June <b>IEEE World Haptics 2017</b> , Munich, June 5-9
September 11	August 31	Haptics & User interfaces Microcontrollers/processors Programmable logic	<b>Enova</b> , Paris, September <b>ECML-PKDD 2017</b> , September
October 9	September 28	Digital Signal Processing Microwave & RF circuits Test & Measurement	<b>European Microwave Week</b> , Nuremberg, October 8-13 <b>Semicon Europa</b> , Dresden, October 20-22 <b>Forum LED Europe</b> , Lyon, October
November 6	October 26	LED Technologies Packaging & Circuit Protection Wireless communications	<b>Productronica 2017</b> , Munich November 14-17 <b>SPS/IPC/Drives</b> , Nuremberg, November 24-26
December 4	November 23	Motors & Drives Computer Vision Data Acquisition	<b>Cartes Secure Connexions</b> , Paris, December

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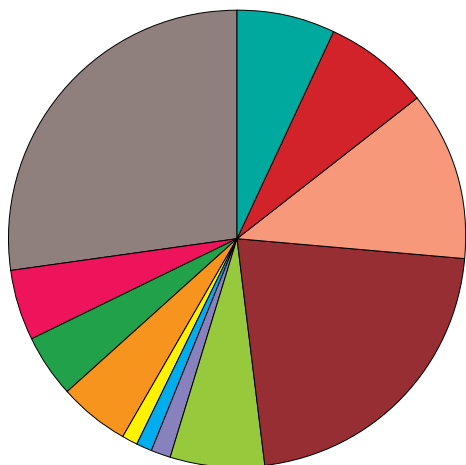
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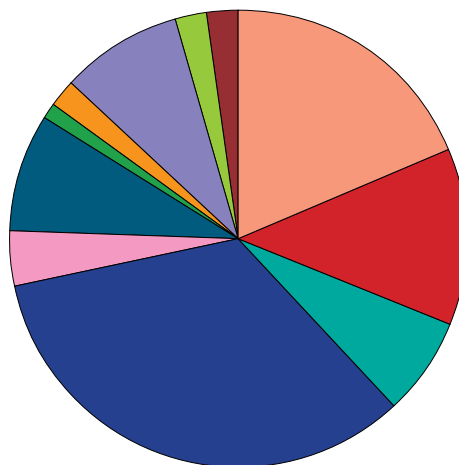
chammerschmidt@eetimes.be





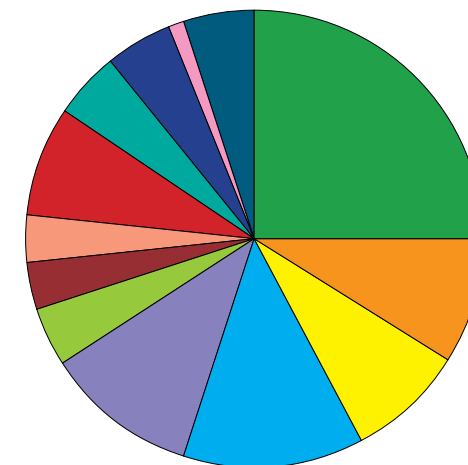
### CIRCULATION BY COUNTRY

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%	
<b>Total</b>	<b>72177</b>	<b>100,00%</b>	



### 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%	
<b>Total</b>	<b>72177</b>	<b>100,00%</b>	



### 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%	
<b>Total</b>	<b>72177</b>	<b>100,00%</b>	

Total circulation : 72,177 - Print : 40,341 - Digital : 31,836

\* Publisher's statement September 2016

### EFFECTIVE JANUARY 1, 2017 - DECEMBER 31, 2017

#### Advertising Rates - Euro

	1X	3X	6X	9X	12X
<b>Page</b>	11,525	11,225	10,950	10,650	10,375
<b>Double Page</b>	23,050	22,450	21,900	21,300	20,750
<b>1/2 Page Island</b>	5,765	5,615	5,475	5,325	5,190
<b>1/2 Page Vert</b>	5,290	5,150	5,060	4,920	4,785
<b>1/2 Page Hor</b>	5,290	5,150	5,060	4,920	4,785
<b>1/3 Page Vert</b>	4,140	4,030	3,960	3,850	3,745
<b>1/3 Page Hor</b>	4,140	4,030	3,960	3,850	3,745
<b>1/4 Page Vert</b>	2,305	2,245	2,190	2,130	2,075
<b>1/4 Page Hor</b>	2,305	2,245	2,190	2,130	2,075

#### Advertising Rates Product Pages - Euro

	1X	3X	6X	9X	12X
<b>Page</b>	9,450	9,225	8,975	8,750	8,500
<b>Double Page</b>	18,900	18,450	17,950	17,500	17,000
<b>1/2 Page Island</b>	4,725	4,615	4,490	4,375	4,250
<b>1/2 Page Vert</b>	4,370	4,230	4,140	4,048	3,910
<b>1/2 Page Hor</b>	4,370	4,230	4,140	4,048	3,910
<b>1/3 Page Vert</b>	3,420	3,310	3,240	3,168	3,060
<b>1/3 Page Hor</b>	3,420	3,310	3,240 <td 3,168	3,060	
<b>1/4 Page Vert</b>	1,890	1,845	1,795	1,750	1,700
<b>1/4 Page Hor</b>	1,890	1,845	1,795	1,750	1,700
<b>1/8 Page Vert</b>	945	920	900	875	850
<b>1/8 Page Hor</b>	945	920	900	875	850

#### 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

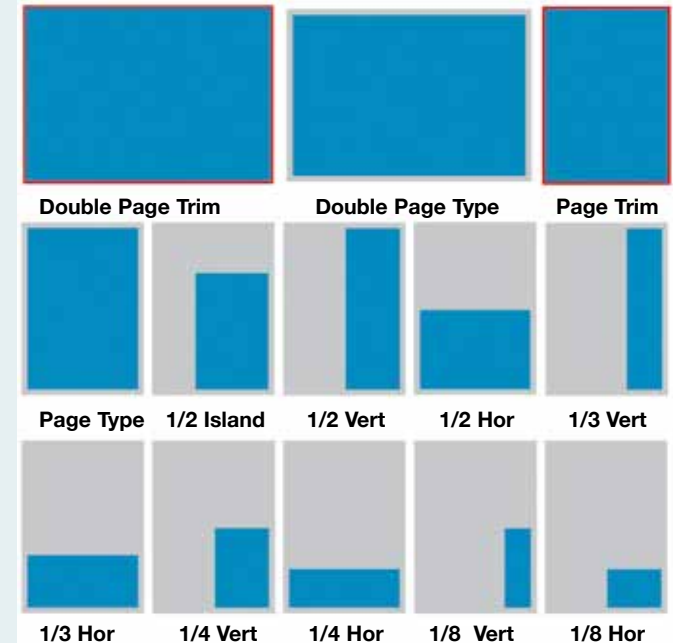
**1/3 Page Hor :** 190 mm x 90 mm

**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 - Euro

<b>Page</b>	14,000 €
<b>Gatefold (2 pages)</b>	24,000 €
<b>Cover sponsorship</b>	16,000 €

#### DIGITAL ISSUE

Advertising page in Digital Issue only 1,500€

##### Enhanced ads in digital issue

(additional cost per ad)

**Belly Band:** 750€ or 500€ for print advertisers

**Video advertising window on the ad** (max file size 25MB): 500€

**Email invite sponsoring:** 1,500€

**Leaderboard on top:** 1,500€



### 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

USB stick

#### 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](mailto:production@eetimes.be)

### Questions? Please Contact:

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### 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 severally 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.



### 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**

### 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

**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.

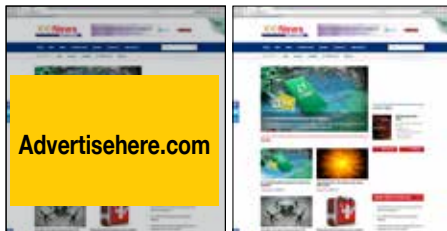
### Rates:

• Leaderboard	728 x 90	CPM: 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: 6000€  
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: 2600€  
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: 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: 9500€  
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

## 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 + vertical design line = over 70,000 readers

The new EE Times Europe daily NewsLetter now includes a vertical topic that makes this NL even more valuable to readers: in addition to the up to date business and product news the newsletter will include a technical topics every day focusing on Analog, Power Management, Automotive, LED Lighting, Microwave or T&M.

The updated NL will be sent to subscribers of the daily newsletters plus subscribers to the relevant vertical Design Line and advertisers will be able to target their message to the relevant editorial environment. The combination of the audiences will make will increase the reach of the daily newsletter. It will also allow readers of the vertical segment to benefit from more general business news. Readers will still be able to subscribe to the specific vertical newsletters.

The newsletter divided in 2 columns will offer 3 ads formats:

- 1 Leaderboard across the top of the Newsletter
- 2 IMUs in the news and vertical sections
- 2 Text banners in the news and vertical sections

### 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 : 1,425 €  
10x : 1,200 €  
1 week (5 consecutive days) : 5,000 €  
Static banner (JPEG or GIF 60 kb max) + url

### Daily News

**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 : 1,425 €  
10x : 1,200 €

1 week (5 consecutive days) : 5,000 €  
Static banner (JPEG or GIF 60 kb max) + url

#### The Text Banner

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

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 : 825 €  
3x : 750 €  
5x : 700 €

1 week (5 consecutive days) : 2,500 €

### Design Line

**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 : 1,425 €  
10x : 1,200 €

1 week (5 consecutive days) : 5,000 €  
Static banner (JPEG or GIF 60 kb max) + url

#### The Text Banner

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

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Rates: 1x : 825 €  
3x : 750 €  
5x : 700 €

1 week (5 consecutive days) : 2,500 €





### 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 : 2,500 €  
3x : 2,250 €  
5x : 2,000 €

**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 : 2,500 €  
3x : 2,250 €  
5x : 2,000 €

**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 : 2,000 €  
3x : 1,800 €  
5x : 1,600 €

Static banner (JPEG or GIF 60 kb max) + url  
**Single sponsorship: buy the 3 Leaderboards**

Rates: 1x : 5,000 €  
3x : 4,500 €  
5x : 4,000 €



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