

HIGH FREQUENCY

ELECTRONICS

2017 Media Guide

Published in print and online since 2002

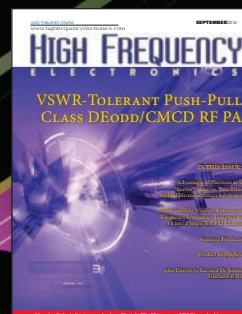
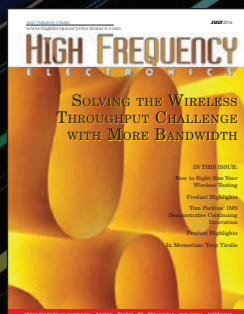
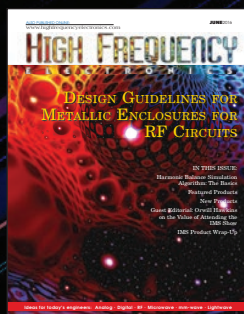
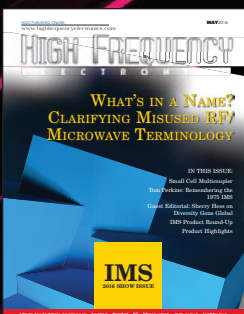
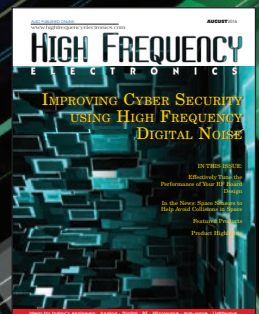
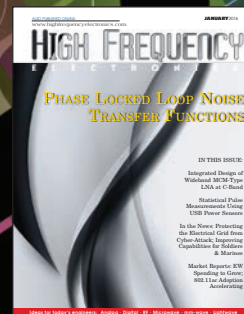
microwave

analog

digital

lightwave

mm-wave



Ideas for today's engineers: Analog • Digital • RF • Microwave • mm-wave • Lightwave

HIGH FREQUENCY

ELECTRONICS

■ Experience

Our team has decades of experience in both technology and B-to-B publishing. With both engineering-design and product-marketing experience, we have the perfect combination to serve our engineering readers as well as our advertising clients.

■ Substance

High Frequency Electronics has the mission of providing an exchange of ideas among engineers. Our hands-on design experience and many years of industry participation allow us to select the right mix of subject matter, at the right technical depth for engineers of all experience levels. We like to think of our magazine as delivering a “chapter a month” of essential tutorial, applications-oriented and advanced material — an ongoing textbook for the continuing education and professional development of our readers.

■ Presentation

In keeping with our attention to substantive content, our magazine is designed to present technical material clearly, with a clean, highly readable layout. This approach has a benefit to advertisers — ads stand out prominently when articles do not have unnecessary artistic frills.

■ Online Presence

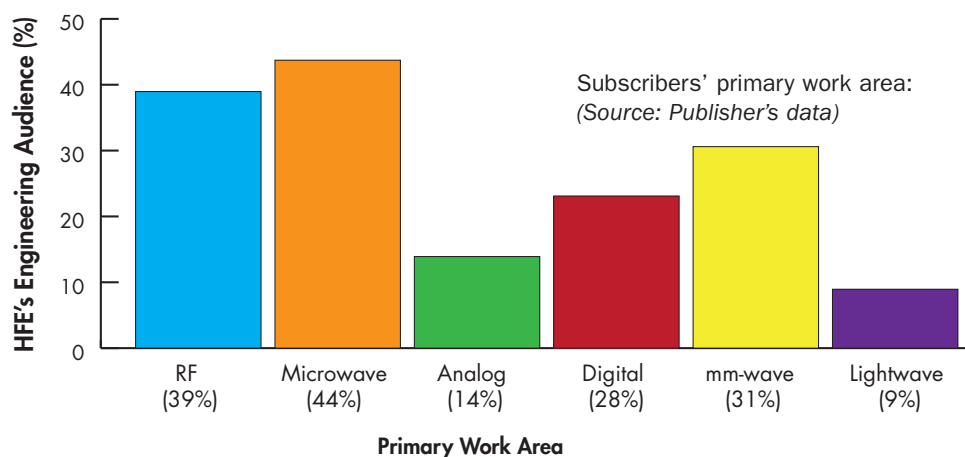
Every issue of *High Frequency Electronics* is available online — with exactly the same appearance as the printed issues, in the universally accessible PDF format. The Online Edition is interactive, too. Our web site also includes news headlines, events listings, supporting information for authors and advertisers, plus new and renewal subscription services. Every past article we have published is archived for download by any interested web visitor. The Archives is the most-visited part of our web site.

■ Service

We take pride in our professionalism, knowledge and cooperative attitude when dealing with advertisers. We can help you develop a marketing and advertising plan with the options of print ads, web site banners, direct mail, e-mail marketing, print brokering, and many other service options. Contact the advertising sales representative in your area for more information.

■ 100% Engineering Audience

High Frequency Electronics reaches more than 20,000 “Engineers, senior managers, managers, supervisors, technical staff” qualified within one year. Source: BPA Worldwide, June 2016 brand report.



Web Statistics

Page Views:

67,249 per month

Unique visitors:

42,966 per month

Origin Hits:

United States 42.1%

China 21.4%

Europe 15.3%

South Korea 9.8%

Canada 5.4%

Japan 3.4%

All Other 2.6%

*Publisher's data using AWStats.
Analysis period March 2016*

2017 EDITORIAL CALENDAR

Issue	Featured and New Product Coverage	Important Industry Events
January	Antennas, Cable Assemblies, Couplers, Test and Measurement	2017 IEEE Radio and Wireless Symposium , Phoenix 15-18, 2017 DesignCon , Santa Clara January 31-February 2, 2017
February	Design Tools, Power Amplifiers Filters, Mil-Aero Products	Satellite 2015 , Washington DC March 6-9, 2017
March	Passive Components-Attenuators, DC Blocks/Bias Tees	NAB , Las Vegas, April 22-27, 2017
April	Test & Measurement Tools Cable Assemblies, Integrated Assemblies	WAMICON , Cocoa Beach, April 24-25, 2017 NIWeek , Austin May 22-25, 2017
May	Active Components, Switches, Mixers, Phase Shifters, IMS2017 Show Issue	IMS2017 , Honolulu June 4-9, 2017
June	Frequency Control Components, Low Loss Cables, Design Tools Update	2017 USNC-URSI (Joint with AP-S Symposium) San Diego July 9-15, 2017
July	Passive Components, Isolators, Circulators, Connectors, Antennas	IEEE EMC , Washington DC August 7-11, 2017
August	Defense Electronics EDA, Automated Test, Test Cables, Signal Generators	IEEE AUTOTESTCON , Anaheim September 9-15, 2017
September	Millimeter Connectors and Components, Detectors EuMW 2017 Preview	EuMW2017 , Nuremberg October 8-13, 2017
October	Circuit Materials, Interconnects, Base Station Products, Network Analyzers, Mil-Spec Products	MILCOM 2017 , Baltimore October 23-25, 2017
November	Coaxial Adapters, Low Noise Amplifiers, Modular Test Equipment	AOC , Washington DC November 28-30, 2017
December	Passive Components, Couplers and Power Dividers, Crystal Oscillators, VCOs, YIG Oscillators	2018 IEEE Radio and Wireless Symposium , Garden Grove, January 15-18, 2018

Regular monthly columns include:

Commentary ■ In the News ■ Meetings & Events ■ New Products ■ Featured Products

In addition to the product coverage above, each monthly issue will offer the reader a balanced mix of subject matter at levels of technical depth ranging from fundamental tutorials to advanced theory. Each month the subject matter is carefully selected to be both practical and useful to engineers who are developing high frequency and high-speed systems for applications in wireless and wireless communications, military and civilian defense, navigation, computing, imaging, and more.

Additional technical articles can be published in each issue, covering other topics

AD CLOSING DATES: 15th of the prior month (next business day if weekend)

AD MATERIAL DEADLINE: 20th of the prior month.

Contact your advertising sales representative for extra time or special requirements

BONUS DISTRIBUTIONS: Subject to change.

highfrequencyelectronics.com

Editorial Submissions

Regular Columns

Meetings & Events, In the News, Design Notes, High Frequency Applications

Press Releases

Press releases for our informational columns should be sent by the first of the month prior to the desired publication date (e.g., April 1 for the May issue). Late-breaking news can be accommodated, but please advise the editors of urgent items by telephone or e-mail.

editor@highfrequencyelectronics.com

Article Contributions

We encourage the submission of technical articles, application notes and other editorial contributions. These may be on the topics noted above, or any other subject of current interest. Contact us with article ideas:

editor@highfrequencyelectronics.com

How to Contact Us

Send press releases and other communications to our general editorial e-mail address:

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Summit Technical Media LLC

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Tequesta, FL 33469

Phone: 603-759-1840

Advertising Information

	1x	3x	6x	12x
Spread	\$ 9,500	\$ 7,650	\$ 6,950	\$ 6,250
Full page	\$ 4,800	\$ 4,250	\$ 3,800	\$ 3,450
1/2-page	\$ 3,100	\$ 2,750	\$ 2,450	\$ 2,200
1/3-page	\$ 2,100	\$ 1,850	\$ 1,650	\$ 1,500
1/4-page	\$ 1,600	\$ 1,450	\$ 1,300	\$ 1,150
1/6-page	\$ 1,250	\$ 1,100	\$ 1,000	\$ 900

The above rates are for display ads, which appear in both the print and online editions.

Banner Ad sizes (W × H in pixels):

728x90 leaderboard banner
160x600 tower banner
468x60 banners
180x180 banners
Peel Back Option (upper right)

Online advertising opportunities include banners and sponsored pages. We can also provide e-newsletters, custom email blasts and direct mail list rentals, webcasts, white paper programs, and other digital media, as well. With many options available, it is not practical to list rates here. Contact your advertising sales representative (or check our website).

Additional print advertising opportunities include inserts, polybagged outserts, business reply cards and trade show promotions.

Reader Service response to advertisements is provided online using our exclusive HFeLink™ service, with links to the company home page, or a specific product data page.

All advertising is commissionable at the rate of 15% to recognized advertising agencies.

Advertising Notes—Ads are accepted in digital format only. For more information on digital ad creation and PDF file submission, please visit the “Advertising and Media Info” section of our Web site.

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Print Ad Sizes Specs

Trim Size: 8 × 10.75 inches
Pre-trim (Bleed) Size: 8.25 × 11 inches
Column Width: 2.25 inches
Presswork: Standard web offset, CMYK

Ad sizes (W × H in inches):

2-page spread (trim size): 16 × 10.75
2-page spread (with bleed): 16.25 × 11
Full page (trim size): 8 × 10.75
Full page (live area): 7.5 × 10.25
Full page (with bleed): 8.25 × 11
1/2 page island: 4.75 × 7.25
1/2 page horizontal: 7.25 × 4.75
1/2 page vertical: 3.5 × 9.75
1/3 page square: 4.75 × 4.75
1/3 page vertical: 2.25 × 9.75
1/4 page vertical: 3.5 × 4.75
1/6 page vertical: 2.25 × 4.75

Full-page ads have a live area that begins 0.25 inches inside the trim dimensions. Background images in bleed ads should fill the pre-trim dimensions of 8.25 in. width; 11 in. height.

Digital Files:

HFE uses all-digital, PDF-based publishing process in a Macintosh computing platform.

The industry standard for platform-independent digital printing is a high resolution PDF file. PDF-X and CMYK process press setups are expected, with all fonts and images embedded and all images in PSD or JPG format. In special cases we can accept other file formats – contact your advertising representative.

All images and colors must be defined as process CMYK. We cannot be responsible for the quality of ads provided with RGB, Index, or Lab color, low resolution images or ads provided in other formats than those specified.

For best results:

Build ads in a layout program such as InDesign or QuarkXpress. Place 300 dpi CMYK images at 100% on the page. Layout of ads in programs such as Adobe Illustrator or Adobe Photoshop will produce large output files.

Advertising Notes:

- Ads should be submitted via e-mail or on CD. FTP upload is also available.
- New advertisers should provide digital files in advance of the ad closing date. Additional matters will be coordinated with our production staff.
- Film is no longer accepted by most publishers. Please contact us if film is your only choice for providing an ad.
- Web banners may be jpg, gif, or png formats (contact us regarding other formats.)