

**semiconductor**TODAY  
COMPOUNDS & ADVANCED SILICON

# 2017 Media Kit

## Choose *Semiconductor Today* for...

- Accurate and timely editorial coverage of all the key issues
- Targeted 81,838 + international circulation
- Highly competitive rates
- Magazine, website, and E-brief package options
- Direct delivery by e-mail and RSS feeds
- Unbeatable service

## Introduction

**Semiconductor Today** is a digital magazine and online resource for the compound semiconductor and advanced silicon industries. With a targeted international circulation, the magazine and online resource provide a highly effective and cost-competitive means to reach your audience.

**Semiconductor Today's** mission is to disseminate high-quality, timely, compound semiconductor focused editorial material to as targeted an audience as possible. Above all else, we understand that it is the quality and accessibility of a publication's content that is the key to advertising success. Over the last twelve months, **Semiconductor Today** published more issues, and more original features than its nearest competitor. And unlike some of our competitors, **Semiconductor Today** always presents its magazine content in reader-friendly news categories and in a professionally laid-out format.

## Media solutions

At **Juno Publishing & Media Solutions**, we offer our advertising clients a multi-channel extension to their marketing activities. Our primary aim is to help our clients

market and sell their products through the reach and influence of **Semiconductor Today**. To do this effectively, alongside advertising options, we also offer media solutions, including: •Outsource social media marketing •Website design •Advertisement design •Editorial services •Telesales •Surveys

## Benefits of a digital magazine

Digital magazines offer a sophisticated range of advertising options, such as audio/video content, which can be used to create greater impact. All websites cited within the magazine are hyperlinks, enabling the reader to respond to advertising instantly.

## Rapid delivery

Printed magazines take several weeks to produce and deliver, especially to inaccessible countries. The result is outdated content. However, digital magazines can be produced quickly and delivered instantly, even to geographical regions that cannot be served efficiently with printed mail. Typically, readers receive **Semiconductor Today** within 2 days of it being completed.

## Unlimited distribution

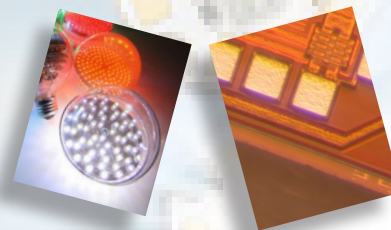
Print publishers limit the number of

copies of each issue they distribute to keep their costs low. However, digital magazines are inexpensive to distribute, regardless of reader volumes, allowing you to reach every decision maker and everyone with purchasing influence within your target markets. Digital magazines also enable greater pass-on readership.

## Cost effective

Digital magazines are inexpensive to publish; there are no print and postage charges, so **Semiconductor Today** can pass the production savings onto its advertisers.

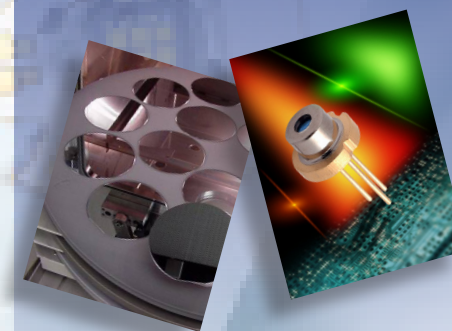
For around \$14,000 the digital **Semiconductor Today** offers a year (10 issues) of full-colour, full-page advertising (plus bonus print issues), and a year's package banner advertising on the **Semiconductor Today** website. All this for around the same cost as other semiconductor magazines typically list for three months full-page colour advertising.



## Editorial content

- III-V materials, e.g. GaAs, InP and GaN.
- II-VI materials, e.g. CdHgTe and ZnSe.
- IV-IV materials, e.g. SiC and SiGe, as well as advanced silicon technology such as strained silicon and silicon-on-insulator (SOI).
- Applications such as mobile wireless communications, fiber-optic communications, light-emitting diodes (LEDs), and photovoltaic solar cells.

Close attention will also be given to areas where the compound and advanced silicon industries converge.



Pictures (above) from left to right: LED bulbs from LEDtronics; GigOptix's GX3110 chip; MOCVD reactor at Finisar; and Sanyo DL-8142-201 IR laser.

### Magazine readership

**Semiconductor Today** is primarily aimed at professionals working in both integrated device manufacturing fabs and foundries worldwide, producing either compound semiconductor or advanced silicon materials-based microelectronic and optoelectronic semiconductors.

Published 10 times per year, each issue of **Semiconductor Today** magazine and the weekly E-Brief is now e-mailed to 81,838 + in-

dividual scientists, engineers, and executives involved in the manufacturing of compound semiconductor and advanced silicon materials and devices. (Based on November 2016 figures).

### Website

**Semiconductor Today's** website [www.semiconductor-today.com](http://www.semiconductor-today.com) publishes daily news updates, making it a first choice for industry professionals who want to be kept fully up to date with accurate and timely information. Furthermore, all

news items appearing on the **Semiconductor Today** website are edited, ensuring that nothing is published unless it meets the highest editorial standards. We do not publish paid-for, editorial material, either in the magazine or on the website.

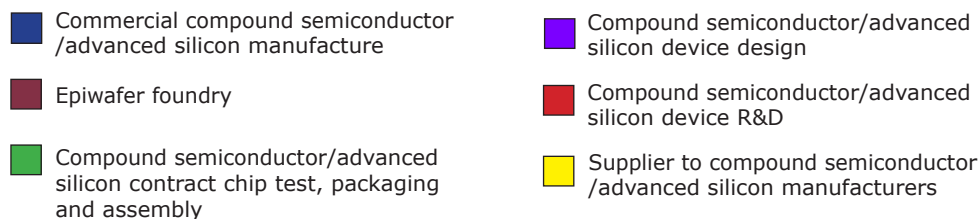
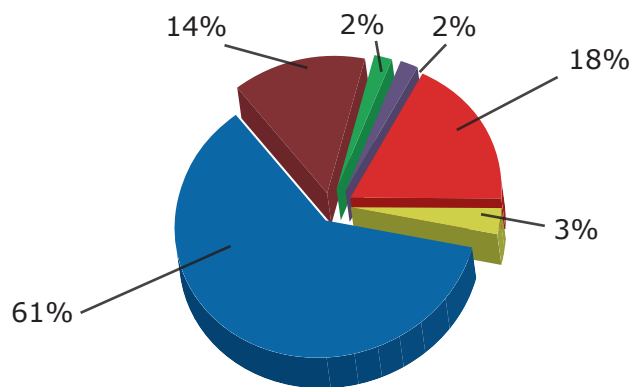
**Semiconductor Today** is a Google-listed news source, which means that each news item on the site appears in relevant Google news alerts. We also offer RSS feeds, so that interested parties can receive

news the instant it is posted.

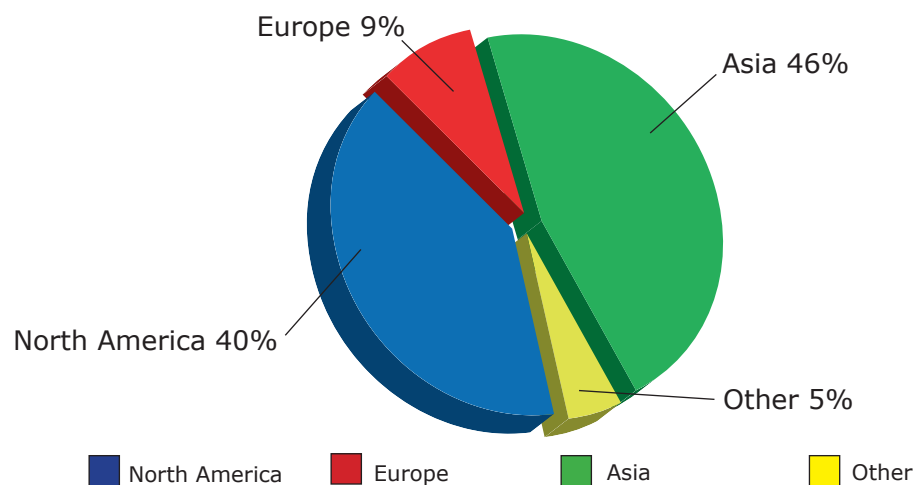
On average, **Semiconductor Today's** website now receives just over 25,577 unique visitors each month, and this figure continues to grow. (Based on November 2016 figures).

**Semiconductor Today** has an open-access policy: all magazine and website material is available free of charge and free of access restrictions.

#### Readership: Organisation Type



#### Readership: Geographical Breakdown



### Featured topics:

### Deadlines:

#### Issue 1: February 2017

- III-Vs on silicon
- Photovoltaics

**Advertising copy:** February 1  
**Distribution:** February 20

#### Issue 2: March 2017

- Nitride LEDs
- Optoelectronics for communications

**Advertising copy:** March 1  
**Distribution:** March 20

#### Issue 3: April 2017

- Advanced silicon
- Power electronics

**Advertising copy:** April 1  
**Distribution:** April 20

#### Issue 4: May 2017

- Epitaxy
- RF IC technology

**Advertising copy:** May 1  
**Distribution:** May 20

#### Issue 5: June 2017

- GaAs technology
- SiC developments

**Advertising copy:** June 1  
**Distribution:** June 20

### Featured topics:

### Deadlines:

#### Issue 6: July / August 2017

- InP & photonic integration
- LEDs

**Advertising copy:** July 1  
**Distribution:** July 30

#### Issue 7: September 2017

- Nitride materials and devices
- Photovoltaics

**Advertising copy:** September 1  
**Distribution:** September 20

#### Issue 8: October 2017

- SiC materials and devices
- Optoelectronics focus

**Advertising copy:** October 1  
**Distribution:** October 20

#### Issue 9: November 2017

- GaAs technology
- Photovoltaics

**Advertising copy:** November 1  
**Distribution:** November 20

#### Issue 10: December 2017 / January 2018

- LED manufacturing
- Nitride manufacturing

**Advertising copy:** December 1  
**Distribution:** December 20



**Note:** Distribution dates are given as a guideline only, and are subject to change without prior notice. For confirmed dates please contact: [darren@semiconductor-today.com](mailto:darren@semiconductor-today.com)

[www.semiconductor-today.com](http://www.semiconductor-today.com)

Pictures (above) from left to right: Osram OSTAR LEDs; Sanyo DL-8142-201 IR laser; GigOptix's GX3110 chip; Fox Group's UV LED chip; Intel's APD chip; Osram RGB OSTAR LEDs; Sanyo blue-violet laser; and EpiWorks wafer.

\$ USD Rate	x3 Package	x6 Package	x10 Package	Position	x3 Months	x6 Months	x12 Months
Double page <b>Total</b>	\$2,700.00 <b>\$8,100.00</b>	\$2,300.00 <b>\$13,800.00</b>	\$1,790.00 <b>\$17,900.00</b>	Centre home page banner	\$10,000.00	\$14,500.00	\$19,900.00
Full page <b>Total</b>	\$2,300.00 <b>\$6,900.00</b>	\$1,900.00 <b>\$11,400.00</b>	\$1,390.00 <b>\$13,900.00</b>	Top home page banner	\$7,500.00	\$10,400.00	\$15,500.00
Half page <b>Total</b>	\$1,950.00 <b>\$5,850.00</b>	\$1,700.00 <b>\$10,200.00</b>	\$1,190.00 <b>\$11,900.00</b>	Right home page banner	\$2,000.00	\$2,900.00	\$5,000.00
Third page <b>Total</b>	\$1,700.00 <b>\$5,100.00</b>	\$1,450.00 <b>\$8,700.00</b>	\$1,000.00 <b>\$10,000.00</b>	Left home page tower	\$5,000.00	\$8,000.00	\$12,500.00
Quarter page <b>Total</b>	\$1,450.00 <b>\$4,350.00</b>	\$1,300.00 <b>\$7,800.00</b>	\$950.00 <b>\$9,500.00</b>	Top news page banner	\$7,500.00	\$10,400.00	\$15,500.00
Directory listing <b>Total</b>	* *	* *	* <b>\$1,990.00</b>	Right news page banner	\$6,500.00	\$9,500.00	\$14,500.00
				Left news page banner	\$6,000.00	\$9,000.00	\$14,000.00
				Large news footer banner	\$5,000.00	\$8,000.00	\$12,500.00
				Event listing sponsor	*	*	\$1,000.00

All x6 and x10 full-rate display advertising packages include 6 and 12 months of banner advertising on the **Semiconductor Today** website free of charge, respectively.

All full-rate x10 double-page and full-page packages include a 50-word company promotion with hyperlink in x12 issues of the weekly **Semiconductor Today** electronic news-brief. Stand-alone advertising options in the electronic weekly news-brief are also available.

If you would like your printed brochure or promotional material converted to a digital format and e-mailed with **Semiconductor Today**, please ask for the rates.

All x6 and x10 display advertising packages include an enhanced Supplier Directory listing, including a logo and 25-word company promotion.

All advertising appearing in the digital magazine will also appear in the printed version of **Semiconductor Today** for distribution at trade events, such as CS MANTECH.

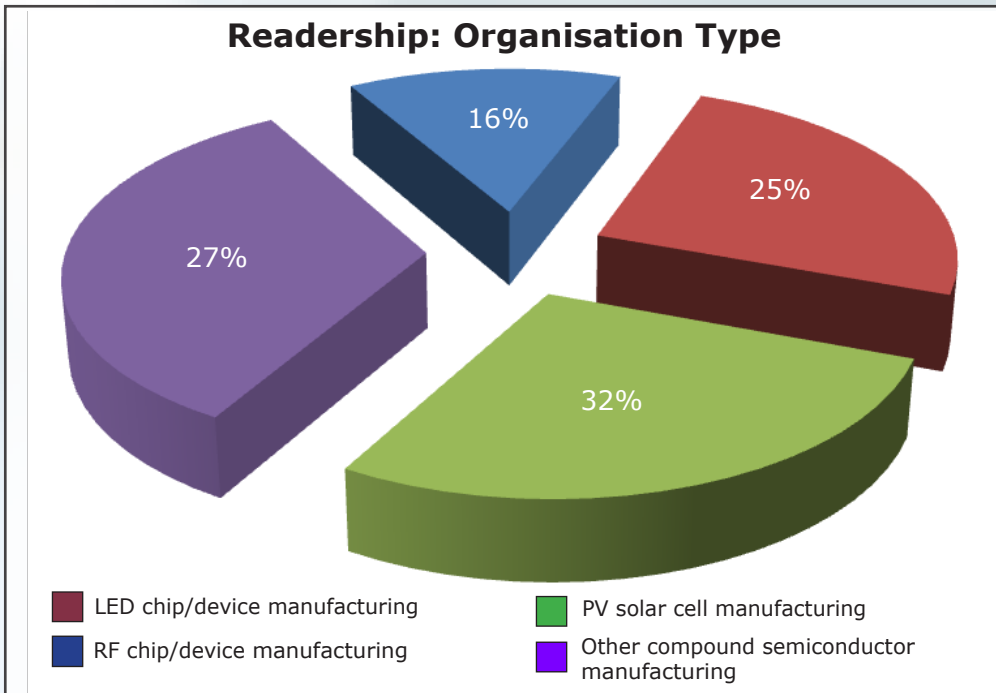
**For more information and booking, please contact Darren: [Darren@semiconductor-today.com](mailto:Darren@semiconductor-today.com)**

**Semiconductor Today Asia** is a translation of selected material from the English language version of **Semiconductor Today**. It is published in the same online format and distributed by email to over 19,458 professionals located in Chinese speaking regions of Asia (China, Taiwan and Singapore). As with the English language version, **Semiconductor Today Asia** provides advertisers with a highly targeted audience of: LED chip/device manufacturers, PV solar cell manufacturers, RF chip/device manufacturers, and other compound semiconductor-based device manufacturers.

**Semiconductor Today Asia** will be published 4 times per year and will provide a Chinese speaking audience with the same level

of quality content as the English language version. Our focus on high-quality news and technical articles will provide a unique insight for the Chinese speaking people of Asia. Advertisers should use **Semiconductor Today Asia** specifically to target Chinese speakers. It should be used in conjunction with the English language **Semiconductor Today**, which already offers a substantial audience of over 23,811 English speaking readers based in the Far East.

**Semiconductor Today Asia** provides a cost-effective platform for North American, European & Asian companies to take full advantage of the growth in Chinese manufacturing.



**\$ USD rates**

	x1	x2	x3	x4
Full page	\$1,500	\$1,350	\$1,150	\$950
Half page	\$1,350	\$1,150	\$950	\$750

Advertising rates for companies which advertise in the English language version.

	x1	x2	x3	x4
Full page	\$2,000	\$1,800	\$1,600	\$1,400
Half page	\$1,700	\$1,500	\$1,300	\$1,100

Advertising rates for companies **not** advertising in the English language version.

Third and quarter page advertising rates are available on request.

**Publishing schedule:** February, May, September, December