

Electronics Weekly

2014 MEDIA INFORMATION
PRINT



THE NUMBER ONE MARKET
LEADING ELECTRONICS MAGAZINE

“For over 50 years, Electronics Weekly has reached and influenced key decisions makers in the electronics market, with each copy individually requested, giving you a qualified and valuable audience.”

PRINT



DIGITAL



ELEKTRAS



RECRUITMENT



E-NEWSLETTERS



Introduction



Editor, Richard Wilson outlines news coverage, in-depth technical content and industry leading Electronics Weekly magazine.

"I would like to take a little of your time to describe and explain the range of editorial being offered by Electronics Weekly.

In an industry where online information is available 24/7, the print magazine takes on new importance as the authoritative publication which can be read and enjoyed when and where the reader desires.

Electronics Weekly takes an analytical approach to company news and technology developments which will place technology news in context. The reader will discover more in-depth analysis of the technology and product announcements from companies across the industry.

The magazine reviews news events adding the context which is so important in understanding the impact of new technologies. Opinion is shaped by industry experts writing regular opinion columns.

Technology news from the European market will be covered by Editor, Richard Wilson and Technical Editor, Steve Bush, former engineers who together have over 30 years experience writing about technical developments in the electronics industry.

For unmatched insight into the business and technology plans of companies, EW will draw on the experience and insights of David Manners, one of the most knowledgeable journalists writing about the electronics industry anywhere in the world.

As a result we will be able to deliver to our readers a weekly technical news magazine with a unique combination of in-depth technical analysis and new product information aimed at the needs of engineers and managers working in the local European industry."



Electronics Weekly Media Solutions

Electronics Weekly print & digital issue:

- UK's leading Electronics publication with over 50 years of heritage
- 100% requested circulation
- BPA verification
- 30,219 (qualified) circulation
- Over 53,000 readers*
- Unrivalled frequency and impact



www.electronicsweekly.com

- Over 321,187 page impressions monthly
- 126,438 unique users per month
- Reaching a worldwide targeted audience
- Providing up to the minute news, blogs, opinions, product reviews etc
- Tangible results and reporting systems
- Multiple platforms offering bespoke campaign delivery and sponsorship opportunities
- Capable of promoting rich media, webinars, video and more

E-mail:

- Daily and weekly news round-ups
- Bespoke e-mail delivery
- Fully "opt-in" target focused audience
- Offering another facet to your campaigns

Elektra Awards:

- The industry's most prestigious awards
- Recognising business achievement and technical innovation
- Open to entrants throughout the industry
- Sponsorship packages offering a range of promotion throughout the year
- Gala dinner held at a prestigious London hotel

*(Source reader research)



Electronics Weekly Audience Profile

Electronics Weekly is the only UK weekly electronics publication, and has over 50 years experience of serving the sector. Our current circulation is **30,219** (BPA issue June 2013). Average of two readers per copy. This means that by advertising in Electronics Weekly you could reach **over 60,000** electronics professionals.

Reach the right kind of readers

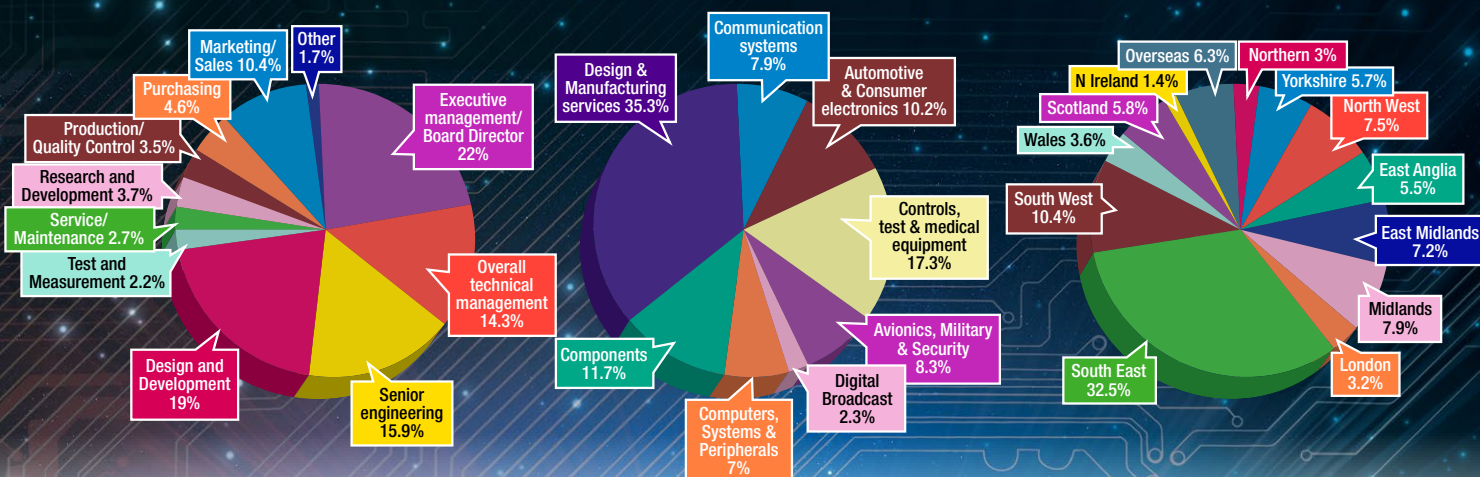
Electronics Weekly is 100% requested by our readers, showing EW is valued and is an important source of information for your target audience. Electronics Weekly is the only magazine to audit primary job function ensuring your advertising is being seen by the right people. (95% of readers use EW to find information on new products.)

Ensure your products and services are seen by the right audience - contact us for more information about tailored marketing solutions we can offer you. **Contact Steve Ray: +44 (0)20 8253 8652**

Job Role

End Products manufactured or designed

Regional Breakdown



Source: BPA Jan-Jun 2013 ; Electronics Weekly reader survey

Product promotion

Electronics Weekly can offer a reprint service after publication, or can arrange for 'run-ons' at time of print, for an individual article or full issue of the magazine.

Inserts

Stand out from the crowd with bespoke inserts in Electronics Weekly. Inserts can be an effective form of communication to the electronics design community, and give you the opportunity to be more creative. Insert rates are based on quantity, rate and date of insert – please contact us for further information and a quote.

Did you know?

Cross media campaigns work even better

Recent research among B2B companies has shown that advertisers that use cross media (print and online) campaigns **see an uplift in lead generation** of almost **30%**, compared to single medium campaigns.

For further information or to book an advertisement, please contact the Electronics Weekly Sales team on **+44 (0)20 8253 8652**, e-mail: **steve.ray@metropolis.co.uk**

Rates and Data

Display Rates & Frequency Discounts

Discounts Effective 1st January 2014

4 Colour	1	4x	12x	25x	40x
PAGE	£3,275	£3,175	£2,950	£2,785	£2,450
JUNIOR PAGE	£2,625	£2,515	£2,215	£2,125	£1,750
1/2 PAGE	£1,965	£1,905	£1,770	£1,670	£1,475
1/4 PAGE	£1,150	£1,115	£1,035	£980	£865
1/8 PAGE	£655	£635	£590	£555	£490
SINGLE COLUMN CENTIMETRE	£35.00	£34.00	£31.50	£29.75	£26.00

4 Colour	1	4x	12x	25x	40x
IFC	£3,950	£3,825	£3,550	£3,350	£3,150
OBC	£4,100	£3,975	£3,700	£3,475	£3,275

Other Print Options:

Advertorials	=	+20%
Supplements	=	£POA
Belly Bands	=	£POA
Cover wraps	=	£5,500
Poly bags	=	£1,200

Special Positions:

1st RHP	+10%
2nd RHP	+10%
GUARANTEED POSITION	+10%

Multiple Page Discounts

In same issue - must be booked together to claim additional discount

2-3 PAGES	10%
4-5 PAGES	15%
6+ PAGES	20%

Copy Deadlines

Wednesday prior to publication date

Cancellation Period four weeks prior to publication (cancellation within this period subject to full charge)

All rates are subject to VAT

Terms and Conditions

All advertisements are subject to Metropolis terms and conditions.

Whatever your budget, we will help you reach your target customer - Call now.

For more information visit www.electronic-sweekly.com or contact Steve Ray on +44 (0)20 8253 8652

or e-mail steve.ray@metropolis.co.uk

Inserts:

Dependent on weight - Please contact for details

Digital inserts – up to 8 pages (Price on application)

Digital inserts – over 8 pages (Price on application)

Mechanical Data

Depth x width set in mm – with 5mm bleed on outside edges

Please supply artwork with 300 DPI resolution in CMYK and in a PDF document.

Page	Bleed	Trim	Type
Double page spread	310 x 460	300 x 450	280 x 430
Full Page	310 x 236	300 x 226	280 x 206
Junior page	NA	NA	182 x 153.5
Half page horiz	150 x 236	145 x 226	130 x 206
Half page vert	310 x 115	300 x 110	280 x 100
Half page horiz dps	150 x 460	145 x 450	130 x 430
Quarter page	150 x 115	145 x 110	130 x 100
Quarter page horiz	85 x 236	80 x 226	70 x 206
Quarter page vert	310 x 68.5	300 x 58.5	280 x 48
Eighth page	NA	NA	70 x 100
Eighth page horiz	50 x 236	45 x 226	35 x 206
5x2	NA	NA	50 x 100

Column widths (mm)

1 Column	48 mm
2 Column	100 mm
3 Column	152 mm
4 Column	204 mm

Cover Wrap Details

4 page PDF (CMYK Colour, 300dpi)

Each page must measure: 300mm (height) x 226mm (width) with at least 5mm bleed around the edges.

Please allow a space of 55.5mm at the top of the front cover so that we can position our EW mast head.

2014 Features List

ISSUE DATE	TECHNOLOGY REPORTS	MARKET REPORTS	PRODUCT FOCUS
January 15	Analogue RF and Mixed Signal	Ones to watch in 2014	Analogue ICs
January 22	Power ICs and modules	Automotive	Test instruments
January 29	Displays & drivers	Supply chain	Embedded boards
February 5	Contract manufacturing	Southern Electronics Special Report (Feb 12-13)	Show Preview
February 12	Test & Measurement	Low power wireless systems	Connectors & Electromechanical
February 19	Embedded World Special Report (Feb 25-27)	Mobile World Congress Special Report (Feb 24-27)	Capacitors & Resistors
February 26	Programmable Logic, SoCs & Processors Military/aerospace		Sensors
March 5	Passive components	Renewable energy systems	Power systems
March 12	LED lighting	Medical systems	Data converters
March 19	Embedded Systems & Development Tools	TV & broadcast systems	Analogue & mixed signal
March 26	Displays & drivers	Power Systems	Enclosures & cases
April 2	Test & Measurement	Supply Chain National Electronics Week Preview (April 8-10)	
April 9	Analogue RF and Mixed Signal	Downloadable Design Tools	Programmable devices
April 16	Design Software, EDA & IP	Lighting Systems	Microcontrollers
April 30	Touch control interfaces	High-Reliability Systems	Distributor Product News
May 7	LED's & Lasers	Recruitment market report	Connectors & Electromechanical
May 14	Motor control	PCIM Special Report (May 20-22)	Power supplies
May 21	Interconnect Technologies	Wireless systems	Microcontrollers
May 28	Programmable Logic Soc & Processors	Open source software	LED drivers
June 11	New display technologies	UK Design	Passives
June 18	Test & Measurement	Audio systems	Development Kits
June 25	Microcontrollers	Supply Chain	Displays
July 9	Analogue, RF and Mixed Signal	Automotive	Memory ICs
July 23	Smart Power	Lighting systems	Microcontrollers
August 6	Test & Measurement	Low power wireless	ADCs & DACs
August 20	Reference Designs & Dev Kits	Power systems	Connectors & electromechanical
September 3	LED drivers	Design software	Single board computers
September 10	Display Systems	Recruitment Market Report	Oscilloscopes & analysers
September 17	Passives & interconnect	Alternative energy systems	Discrete ICs
September 24	Motor control	University Research	Power supplies
October 1	Design on the Web Special Report	Downloadable Design Tools	Distributor Product News
October 8	Power ICs & modules	RF & Microwave	FPGAs & PLDs
October 15	Display Technology Report	Supply Chain	Microcontrollers
October 22	Electronica Special Issue (Nov 11-14)		
November 5	Analogue, RF and Mixed Signal	Military & Aerospace	Si board computers
November 12	LED Lighting	Medical Electronics	Handheld testers & probes
November 19	Microcontrollers	Power supplies	Passives
November 26	Design Software, EDA & IP	UK Design	Power ICs
December 3	Reference designs	Test methods	Oscilloscopes & analysers
December 10	Elektra Award Special Issue		

Print deadline one week prior to issue date
 Editorial deadline two weeks prior to issue date

* Features list subject to change

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Electronics Weekly



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