

# ElectronicsWeekly

## 2014 Media Information

### THE NUMBER ONE MARKET LEADING ELECTRONICS MEDIA BRAND



*"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."



# Media Solutions



## 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.electronicsworld.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)

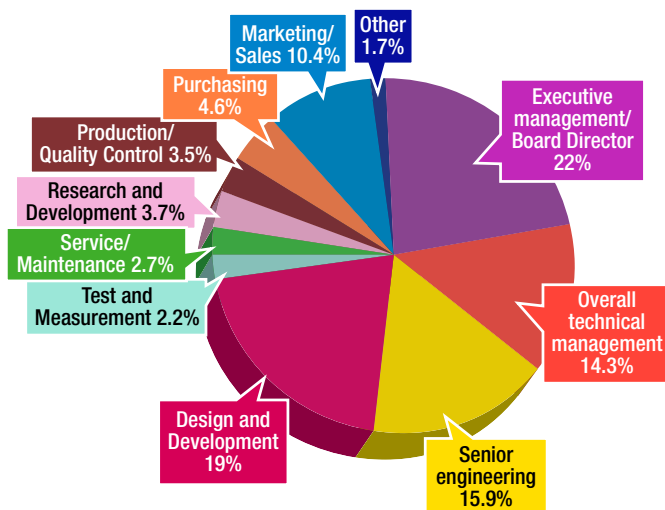
# Electronics Weekly Audience Profile

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.

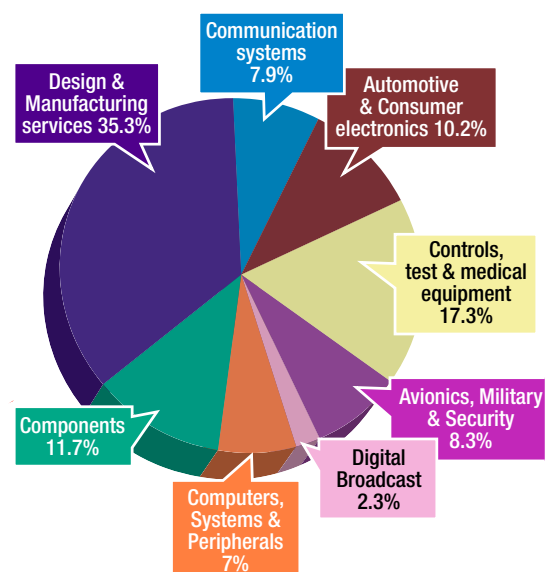
## Reach the right kind of readers

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.)

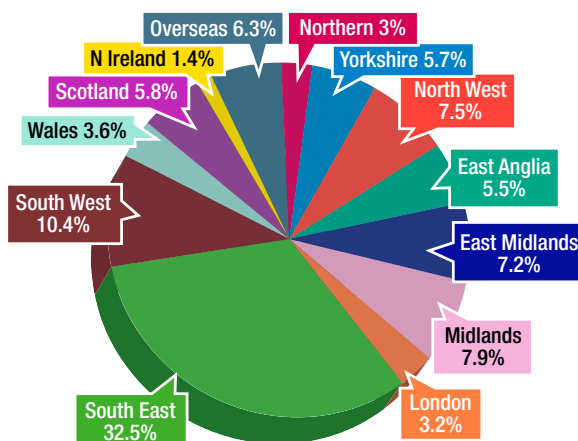
### Job Role



### End Products manufactured or designed



### Regional Breakdown



### 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.

# 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

### 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%

### Special Positions:

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

### 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)

### 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

## Examples

### Poly Bag



### Cover Wrap



### Supplement



## 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.electronicsweekly.com](http://www.electronicsweekly.com) or contact **Steve Ray** on +44 (0)20 8253 8652 or e-mail [steve.ray@metropolis.co.uk](mailto:steve.ray@metropolis.co.uk)

# Mechanical Data

Height 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	Type	Trim	Bleed
Double page spread	H 280 x W 430	H 300 x W 450	H 310 x W 460
Full Page	H 280 x W 206	H 300 x W 226	H 310 x W 236
Junior page	H 152.5 x W 182		
Half page standard	H 130 x W 206		
Half page horiz bleed	H 129 x W 206	H 149 x W 226	H 159 x W 236
Half page vert bleed	H 280 x W 91	H 300 x W 111	H 310 x W 221
Half page horiz dps	H 130 x W 430	145 x 450	H 150 x W 460
Quarter page	H 130 x W 101		
Quarter page horiz	H 54.5 x W 206	H 74.5 x W 226	H 84.5 x W 236
Quarter page vert	H 280 x W 38.3	H 300 x W 58.5	H 330 x W 68.5
Eighth page	H 70 x W 100		
Eighth page horiz	H 35 x W 206		
5x2	H 50 x W 101		

When using the standard sizes for half page and quarter pages please make sure that the dimensions of the advert match that listed in the type area. A bleed is not necessary on any advert that has just the type area size listed. Please make sure to keep important information away from the very edge on these sizes though to avoid losing any copy.

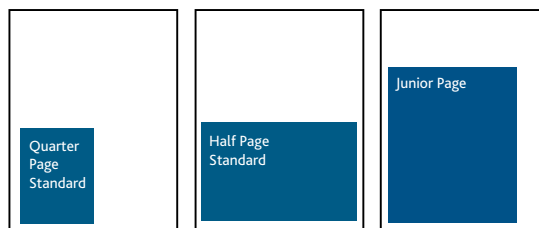
When selecting the bleed options please make sure that THE WORKING CONTENT of the advert is contained within the type size area. This prevents any information being lost when the magazine is trimmed. The area up to the trim can be used to show any extending colours or images you wish to bleed off the edge of the page, but it is unwise to place any important information in this area. ANY ADVERTS THAT BLEED OFF THE PAGE NEED TO BE 5MM wider on each side that bleed off.



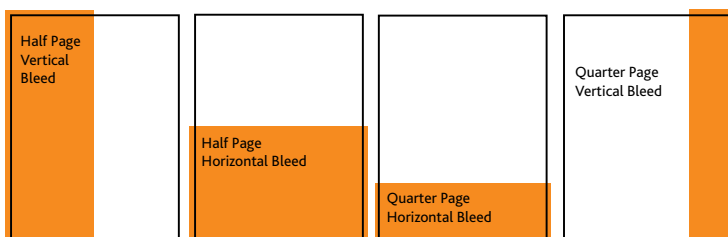
Example of bleed area

Example of trim area

Example of type area



Examples of positioning of standard adverts that sit on the page and DO NOT bleed on the edge



Examples of positioning of adverts that bleed off the page and require a BLEED



## 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		

# Contact Us

## Sales:

Commercial Manager	Steve Ray	+44 (0)208 253 8652	<a href="mailto:steve.ray@metropolis.co.uk">steve.ray@metropolis.co.uk</a>
Account Manager	Robert Houghton	+44 (0)208 253 8649	<a href="mailto:robert.houghton@metropolis.co.uk">robert.houghton@metropolis.co.uk</a>

## Recruitment/Classified

Key Account Manager	Paul Pastor	+44 (0)208 253 8651	<a href="mailto:paul.pastor@metropolis.co.uk">paul.pastor@metropolis.co.uk</a>
---------------------	-------------	---------------------	--

## Ad Operations

Ad Trafficking & Analytics	Farhan Qureshi	+44 (0)208 253 8654	<a href="mailto:farhan.qureshi@metropolis.co.uk">farhan.qureshi@metropolis.co.uk</a>
----------------------------	----------------	---------------------	--

## Ad Production

Production Designer	Victoria Heath	+44 (0)208 253 8655	<a href="mailto:victoria.heath@metropolis.co.uk">victoria.heath@metropolis.co.uk</a>
---------------------	----------------	---------------------	--

## Admin

Editorial Assistant	Alison Noble	+44 (0)208 253 8666	<a href="mailto:alison.noble@metropolis.co.uk">alison.noble@metropolis.co.uk</a>
---------------------	--------------	---------------------	--



# Electronics Weekly

[www.electronicsworld.com](http://www.electronicsworld.com)

Tel: +44 (0)20 8253 8652,

E-mail: [ew.advertising@metropolis.co.uk](mailto:ew.advertising@metropolis.co.uk)