

ELECTRONICS TODAY

MEDIA **PACK**

www.electronics-today.co.uk

STAY IN TOUCH WITH ELECTRONICS TODAY

Electronics Today is the voice of the electronics component industry, with an editorial vibe that is business centric, intuitive and on the pulse. Covering the latest news, product announcements and key trends right across the spectrum from major tier one players to smaller privately run businesses.

Stay up-to-date with cutting –edge product announcements, trends and news, encompassing everything from the electronics component supply chain, right across to design, implementation

and application.

Delivered to you directly in both digital platform and printed format. Stay up to date and be informed with our industry focused, technical news and articles that are tailored to the needs of electronics design engineers and industry professionals. Spanning some 30 years the magazine is supported by regular newsletters and a comprehensive website updated daily with all the latest news and views.

EDITORIAL SCHEDULE

Dec/Jan

Distribution
Embedded Technology
Interconnection
Power
Enclosures
Smart Technology & IoT
Industry Focus: Enclosures
Deadline 6th January

February

Contract Manufacturing
Component Design
Enclosures
Interconnection
Sensors
Show Preview: Embedded World
Deadline 12th February

March

Medical, Military & Industrial Electronics
Display & UI's
Test & Measurement
Power
Enclosures
Automotive Electronics
Show Preview: Southern Manufacturing
Deadline 18th March

April

Sensors
Smart Tech & IoT
Optoelectronics
Interconnection
Thermal Management & EMC
Wearable Tech & Biometrics
Show Preview: PCIM
Deadline 19th April

May

Distribution
Embedded Technology
Enclosures
Power
Displays & UIs
Industry Focus: Contract Manufacturing
Deadline 21st May

June

Enclosures
Interconnection
Automotive Electronics
Sensors
Test and Measurement
Industry Focus: Medical, Military & Industrial Electronics
Deadline 18th June

July/August

Enclosures
Embedded Technology
Power
Thermal Management & EMC
Supply Chain
Industry Focus: Interconnection
Deadline 13th August

September

Distribution
Sensors
Displays & UI's
Optoelectronics
Radio Frequency & Microwave
Industry Focus: Enclosures
Deadline 17th September

October

Contract Manufacturing
Switches, Displays & UIs
Interconnection
Power
Enclosures
Component Design
Industry Focus: Automotive Electronics
Deadline - 18th October

November

Embedded Technology
Sensors
Displays & UI's
Medical, Military & Industrial Electronics
Distribution
Industry Focus: Power
Deadline 17th November

Electronics Today targets individuals in the following industries: manufacturing, distribution, consulting, education, government or press/media/PR. Individuals with purchase specification or that have involvement in sensors, test, measurement and control based instrumentation products.



Twitter: @CI_electronics



LinkedIn: <https://www.linkedin.com/company/electronics-today-magazine>

READERSHIP PROFILE

Electronics Today is essential reading for OEM's, designers, engineers, managers and senior buyers within the UK's manufacturing and service industries, who have a purchasing and/or specifying responsibility for electronic components, products, equipment, systems and services.

CIRCULATION PROFILE

JOB ROLE

- Original Equipment Manufacturer (OEMs)
- Designers
- Engineers
- Managers
- Senior Buyers
- Other

INDUSTRIES

- Energy
- Automotive
- Marine
- Communications
- Rail
- Training & Higher Education
- Aerospace
- Medical
- Military & Defence
- Printing and Packaging
- Power
- Contract Manufacturing
- Distribution
- Optoelectronics
- Interconnectivity
- Wireless & M2M
- Consulting R&D
- Electronics Design
- Other



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WHY YOU SHOULD ADVERTISE IN ELECTRONICS TODAY IN 2022

- Electronics Today is the leading magazine that focuses on all components throughout the electronics industry

- Advertising within Electronic today will result in your business being seen by the key decision makers and stakeholders of the electronics industry

- Electronics Today continues to post out copies of our GDPR compliant opt-in database of named professionals

- With only a limited number of adverts available in any issue you advert will always be given highly prominent positions facing editorial.

- Electronics Today provides both print and digital advertising opportunities to suit all levels of marketing spend that will ensure the most cost-effective campaign

For all advertising queries contact
ltiller@datateam.com

Can we help?

If you do not currently have appropriate artwork available or the facilities to create an advert, we are able to provide design support on request (at no additional charge)



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PRINT & DIGITAL

DISPLAY	PRICE
Front Cover Package	£3,500
Double page spread	£3,400
Full page	£2,200
Half page	£1,200
Quarter page	£700

CLASSIFIED ADVERTISING	PRICE
Contact Directory - standard	£400
Contact Directory - enhanced	£500
Classified Buyer's Guide	£200
Advertorials	£250
Monthly E-Newsletter Entry	£150
Specialised E-Newsletter Entry	£200

ONLINE PROMOTIONS

Banner Top ad	£700pm
Banner Bottom ad	£350pm
Button	£250pm
Skyscraper	£600pm
Spot	£350pm
MPU	£800pm
Background	£1,500pm
Article Banner	£400pm
Featured Event	£200pm
Enhanced Entry	£250
Pop Up	£600pm

SPECIAL PROMOTIONS	PRICE
Inserts Loose or bound in	Price dependant on weight of item
List Rental / Direct Mail	Selections available by job title, job function, company size, industry sector (SIC), purchasing influence & by region
Bespoke Market Research	Specially commissioned surveys produced in conjunction with editorial team, tailored to meet individual clients needs
Reprints	Price on application
Sponsorships	Various and unique opportunities to build valuable company/brand

All rates exclusive of VAT

Agency discount : Less 10%

Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

ELECTRONICS TODAY WEBSITE

Electronics Today website provides visitors with relevant up-to-date news, in-depth technical articles, applications stories and a comprehensive director of product and service suppliers. As a result of this Electronics Today website receives on average 24,000 unique users a month. This provides a reliable and cost-effective platform for your advertisers to present to our audience.

Click rates and viewing figures can be provided for all digital activity helping provide information for your all-important ROI.

MONTHLY: SPECIALISED E-NEWSLETTER

MONTH	DEADLINE
December	8th December
January	10th January
February	10th February
March	9th March
April	13th April
May	11th May
June	8th June
July	13th July
August	10th August
September	11th September
October	12th October
November	9th November

MECHANICAL DATA

- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)

PAGE SIZE (WXH)	TYPE AREA	BLEED SIZE	TRIM SIZE
Full Page	195 x 265	235 x 312	229 x 306
Double Page	420 x 265	464 x 312	458 x 306
Half Page [H]	195 x 135		
Half Page [V]	94 x 265		
Quarter Page [V]	94 x 135		

PUBLICATION CONTACTS

EDITOR Michelle Winny T: 07595 298 729 E: mwinny@datateam.co.uk	SALES EXECUTIVE Tom Millington T: 01622 699 199 E: tmillington@datateam.co.uk	SALES EXECUTIVE Ted Berry T: 01622 699 182 E: tberry@datateam.co.uk	BUSINESS DIRECTOR Louise Tiller T: 01622 699104 E: ltiller@datateam.co.uk
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Datateam Business Media Limited 15a London Road, Maidstone, Kent, ME16 8LY, UK

T: +44 (0)1622 687031 F: +44 (0)1622 757646 W: www.electronics-today.co.uk