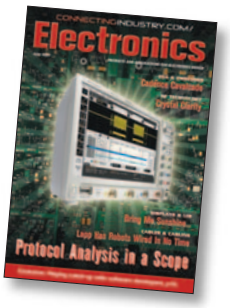
CONNECTINGINDUSTRY.COM/

Electronics

DataSheet 2013



Electronic component technology is at the very core of all electronic devices and the world's industrial community is heavily reliant on this technology. It is to these innovations and developments, covering a diversity of sectors that ***Electronics*** looks to encompass through its editorial focus.

The ***Electronics*** print and on-line media hub culminates as an insightful news catalyst for delivering the cutting-edge in new product launches, the latest technology innovations and current affairs, primarily sweeping the UK's electronics industry but also internationally; and is essential reading for all design engineers.

Since its inception over 20 years ago, ***Electronics*** has continued to evolve with the industry and is one of the most respected journals in its field.

Its informative editorial content and influential retinue of key industry players provides the magazine's high calibre readership with the core industry news and information they require. This, in turn, gives advertisers a direct link to their prime target market; in an engaging and popular format that has the influence to generate invaluable sales leads.

Working alongside **ConnectingIndustry.com**, the ***Electronics*** team can offer inspiring solutions for your marketing plans by structuring a bespoke promotional package that will provide your company with maximum exposure, creating vital business opportunities.

Overleaf you'll gain a more detailed insight into how we can address your marketing needs - however please do not hesitate to contact us if you require further information.

EDITORIAL PROFILE & PROGRAMME

The editorial coverage of ***Electronics*** provides a balanced and informative reference source, focusing on the cutting-edge in this dynamic and fast-paced industry.

With its combination of well informed news, products and feature articles, it offers an easily digestible commentary on new technology, legislation and supply chain issues, helping specifiers and purchasers of electronic equipment to source appropriate solutions for their applications.

Issues include a combination of editorial focused on key industry trends and demands, new and existing products and industry news. Regular sections feature such as power electronics, enclosures, interconnection and test and measurement.

A more broad level of coverage is also provided in a number of special features, which appear throughout the year, outlined in the editorial schedule below.

The magazine's editorial content is also uploaded to Dateam's online industrial news and information porthole: ConnectingIndustry.com, forming just one element in an integrated suite of on-line publications serving a number of key industrial market sectors.

EDITORIAL SCHEDULE 2013	
DECEMBER/JANUARY 2013 Test & Measurement Racks, Cabinets & Enclosures Embedded Technology Power Electronics Wireless Electronics Medical Electronics **Exhibition Preview: Southern Electronics 2013** **Exhibition Preview: Embedded World 2013**	**JUNE 2013** EDA Displays & UIs Racks, cabinets & enclosures Interconnection Optoelectronics
FEBRUARY 2013 Distribution EDA Interconnection Sensing Technology Contract Manufacturing **Exhibition Preview: Mobile World Congress 2013**	**JULY/AUGUST 2013** Test & Measurement Military/aerospace & defence Power electronics EMC & thermal management Embedded Systems Racks, cabinets & enclosures Contract Manufacturing **Exhibition Preview: DSEi 2013**
MARCH 2013 Switches & Relays Optoelectronics Test & Measurement Displays & UIs **Exhibition Preview: NEW 2013**	**SEPTEMBER 2013** Wireless Technology Distribution Switches & Relays Supplement: Power Sensing Technology
APRIL 2013 Cabinets Racks and Enclosures EMC & Thermal Management Power Electronics Interconnection **Show Preview: PCIM 2013** **Show Preview MedTec UK 2013**	**OCTOBER 2013** Test & measurement EMC & thermal management Displays & User Interfaces Power Electronics Contract Manufacturing
MAY 2013 MCUs & MPUs Distribution Embedded Technology Switches & Relays Power Electronics **Show preview: EuroLED 2013** **Special Feature: Sensing Technology**	**NOVEMBER 2013** MPUs & MCUs EDA Interconnection Optoelectronics Cabinets Racks & Enclosures **Special Feature: Sensing Technology**

READERSHIP PROFILE

Electronics is read by designers, engineers, managers and senior executives within the UK's manufacturing and service industries, who have a purchasing and/or specifying responsibility for electronic components, products, equipment, systems and services. This includes:

- Technical Engineers/Managers/Directors
- Design Engineers
- R&D Engineers/Managers/Directors
- Electronics Engineers
- Test Engineers
- Consultants

CIRCULATION PROFILE

By Industry Sector	No.	%
Mining, Quarrying & Mineral Industries	319	2.1%
Food, Drink & Tobacco Industries	401	2.6%
Textile, Footwear & Clothing Industries	82	0.6%
Wood & Wood Products Industries	57	0.4%
Paper, Printing & Publishing	204	1.4%
Fuel Manufacture - Coke, Petroleum & Nuclear Industries	99	0.7%
Chemical & Pharmaceutical Industries	385	2.6%
Rubber & Plastics Industries	431	2.4%
Metals & Metal Products Manufacture	752	5.1%
Machinery & Electrical Products Industries	2300	15.4%
Electronics & Optical Equipment Manufacture	6100	40.7%
Transport & Mechanical Equipment Industries	873	5.8%
Recycling & Waste Industries	203	1.4%
Electricity, Gas & Water	170	1.0%
Construction Industry	160	1.0%
Wholesale Dealing	481	3.2%
Retailing & Repairs	40	0.3%
Transport & Communications	85	0.6%
Consulting & Business Services	1412	9.4%
Public Administration & Defence	142	1.0%
Training & Higher Education	210	1.7%
Healthcare & Social Work	115	0.7%
Total	**15021**	**100.0%**

By Employees at Site	No.	%
1000 plus employees	800	5.4%
500 - 999 employees	1003	6.4%
200 - 499 employees	2116	14.1%
50 - 199 employees	4767	31.9%
6 - 49 employees	4771	31.8%
1 - 5 employees	1564	10.4%
Total	**15021**	**100.0%**

By Job Seniority	No.	%
MD/Chairman/Proprietor	1108	7.4%
Director/Vice President	1962	13.2%
Works/Plant/Group Heads	203	1.3%
Manager/Head/Chief	3863	26.7%
Supervisor/Leader	670	4.4%
Senior/Professional/Engineer	6702	44.7%
Lecturer/Student	14	0.1%
Consultant/Adviser	307	2.0%
Department Head	192	0.2%
Total	**15021**	**100.0%**

DISPLAY ADVERTISING

INSERTIONS	1	5	10+
DPS	£3,400	£3,060	£2,720
Full-page	£1,500	£1,300	£1,000
Junior-page	£1,000	£800	£700
Half-page	£750	£650	£500
Quarter-page	£500	£350	£275
Front cover package*	£2,000*	-	-
Other cover positions	Add 20%		
Guaranteed positions	Add 10%		
Digitized advertisements	Add 20%		

*Package comprising editorial style front cover, contents page repeater + full page advertorial/ advertising mix

CLASSIFIED ADVERTISING

Contact Directory - standard	£400	Rate per heading, per annum - name, address, tel/fax/e-mail + logo
Contact Directory - enhanced	£500	As above with up to 50 words of text
Website Locator	£200	Rate per heading, per annum
Advertorials	£250	Colour picture + up to 150 words of text

SPECIAL PROMOTIONS

Inserts - loose or bound-in	POA	Price dependant on weight of item
List rental/direct mail	POA	Selections available by job title, job function, company size, industry sector (SIC), purchasing influence & by region
Purchase intent questions (PIQs)	£250	Lead generation mechanism giving subscribers detailed information about relevant readers. Rate per question, per insertion
Bespoke market research	POA	Specially commissioned surveys produced in conjunction with our editorial team, tailored to meet individual clients needs
Reprints	POA	Price on application
Sponsorships	POA	Various and unique opportunities to build valuable company/brand awareness

ONLINE PROMOTIONS

Description	Specs (Width x Height)	Rot x Pos	Price
Banner Top ad	728 x 90 pixels	4 x 1	£900pm CI home page/£700pm magazine pages
Banner Bottom ad	728 x 90 pixels	4 x 1	£550pm CI home page/£350pm magazine pages
Button	120 x 90 pixels	4 x 10	£300pm CI home page/£250pm magazine pages
Skyscraper	160 x 600 pixels	4 x 1	£800pm CI home page/£600pm magazine pages
Spot	160 x 80 pixels	4 x 9	£500pm CI home page/£350pm magazine pages
MPU	300 x 250 pixels	4 x 3	£1,000pm CI home page/£800pm magazine pages
Background	Width < 958 pixels	1 x 1	£2,000pm CI home page/£1,500pm magazine pages
Article Banner	450 x 60 pixels	4 x articles	£400pm (Can be linked to top story)
Featured Event	240 x 125 pixels	10 x 1	£200pm (Includes adding extra content to entry)
Enhanced Entry*	N/A	N/A	Two packages - £750pa & £1,000pa

This is just a small selection of the many online branding opportunities we are able to offer.
Please contact sales@connectingindustry.com for the full list of online promotions available.

***Enhanced entries**

Package 1 - £750pa
250 word company profile with logo
Choose 25 product categories
Include headline links to articles
Hyperlink to company website

Package 2 - £1,000pa
1,000 word company profile with logo
Choose up to 70 product categories
Colour image
Video presentation
Include headline links to articles
Unlimited changes to the profile text
Hyperlink to company website

All rates exclusive of VAT

Agency discount	:	Less 10%
Publication date	:	3rd week of publication cover date
Copy deadline	:	14th of the month prior to the publication cover date
Cancellation	:	Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

MECHANICAL DATA

PAGE SIZE (HxW in mm)	TYPE AREA	BLEED SIZE	TRIM SIZE
DPS	272 x 393	303 x 426	297 x 420
Full-page	272 x 191	303 x 216	297 x 210
Junior-page	188 x 135	-	-
1/2-page [H]	124 x 191	145 x 216	139 x 210
1/2-page [V]	272 x 86	303 x 102	297 x 96
1/4-page	124 x 86	-	-
1/4-page [H]	65 x 191	-	-
1/4-page [V]	272 x 44	-	-

COPY REQUIREMENTS

- All artwork must be supplied in digital file format
- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)
- Files must contain all images in HIGH RESOLUTION, 4-colour CMYK format - with all fonts embedded.
- Files under 6MB may be transmitted via email to cnoe@datateam.co.uk
- Files over 6MB should be sent, on CD, to the address as detailed below.

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CONNECTINGINDUSTRY.COM

ConnectingIndustry.com is *Datateam's* online industrial information source. It has recently undergone considerable investment to maintain its well respected position in the online market and deal with the increasing demand for up-to-date information, breaking news and instant results. Pulling together the resources and content from its portfolio of leading magazines, **ConnectingIndustry.com's** team of experienced editors continue to track the latest developments and are often the first to break news, opinions and features that form industry's most in-depth coverage.

The site's improved interface enhances readers' ability to browse through **editorial content**, find related articles of interest and then easily request more information about these stories by using the fast-track enquiry service. Users can also email news to colleagues and submit comments about specific stories for other readers to view and respond to.

The website is also partnered by a full suite of **electronic newsletters**. Emailed to readers every week, they range from magazine focused newsletters with a broad circulation, to targeted editions aimed at niche areas of industry.

The search facility in its comprehensive **supplier's database** has also been upgraded, providing users with an advanced feature that finds companies by product category, geographical location, alphabetically or by keyword search.

For further information or to discuss the many web-based branding opportunities on offer, please call +44 (0)1622 699132 or email sales@connectingindustry.com

Electronics is just one of *Datateam's* full suite of **ConnectingIndustry.com** titles:

For further information on any of the above titles, please contact one of the Electronics team who will be happy to help you.