

2012 MEDIA PACK

newelectronics

BRINGING YOU THE UK'S ELECTRONIC DECISION MAKERS

The collage displays the front covers of the magazine *New Electronics* for each month from January to October 2011. Each cover features a unique headline and image related to the featured article. The headlines include: "Illuminating research", "Smartening up the city", "Film star", "Taking advantage of noise", "Retail theatre's personal touch", "Can you keep a secret?", "The art of conversation", "Stargazing", "Building a framework", "Working wonders on wafers", "In tune with the environment", "A new look at data centre design", "Securing supplies of rare earth elements", "Patents for small companies: 'It might not be the 'clever bit' you need to protect.'", "YOU CANNOT BE SERIOUS! How technology is improving decision making in a range of sports", and "Small company with a big impact". The covers also feature various promotional banners for search features and partner websites like digikey.co.uk and mouser.com.



Much more than a magazine...

Design engineers are an extremely important decision-making audience. However they are difficult to reach and incredibly hard to influence. But if electronic design engineers are your target audience then in *New Electronics* you have found the perfect partner.

With high quality technical editorial written for an audience exclusively made up of electronics design engineers, delivered across our fortnightly print and digital publication, daily website, e-zines and regular events, *New Electronics* provides design engineers with the information they need in the format and timescale in which they need it.

New Electronics is a brand that electronic design engineers trust and consistently use as they make purchasing decisions. Our 2011 reader survey* showed that 87% of readers have made such decisions based on what they have seen within the magazine. That's an impressive statistic; even more impressive when you link that with two other facts: 95% of readers are responsible for purchasing and 10% have a budget approval of in excess of £1,000,000 a year.

New Electronics has a design engineer audience with the authority, the desire and the budget to spend and they are guided by *New Electronics* in how they spend it!

New Electronics is the only partner within the sector who can provide your business with the same range of magazine, e-zine, online, awards, exhibitions and direct marketing opportunities to guarantee your message reaches your target audience of potential customers.

New Electronics is a brand of opportunities, every campaign can be bespoke and every campaign can be specifically created around your business needs and budget.

We look forward to working with you.

Ed Tranter

*2011 *New Electronics* reader survey conducted by Benchmark Research.

Market leading content

Every issue of *New Electronics* has a mix of regular sections. It provides electronic design engineers with practical information in an exciting and compelling format. A highly experienced team of journalists includes qualified engineers with exceptional expertise and a passion for their subject. The information below is by no means an exhaustive list of editorial coverage, but it gives a good cross section of the high value content readers receive in every issue of *New Electronics*.



Regular sections

Comment – the editor’s overview of a particular innovation or recent development across the industry.

News and analysis – giving the story and outlining its significance to electronic design engineers.

Expanded cover stories – these three page features have broad appeal across our readership.

Technology features – these two page features run throughout the magazine and every edition cover key issues and innovations within research & development, embedded design, communications design and system design.

Interviews – comprise a two page interview with a senior industry figure.

Company profiles – provide an insight into a market-leading engineering or supplier company.

Special supplements

As well as a breadth of information across electronic engineering design, our readers need a deeper insight into specific areas or particular industry issues. To meet this need, *New Electronics* runs supplements and extended special reports throughout the year.



Precise audience profile

The *New Electronics* circulation, which is fully ABC audited every year, is taken from the Findlay Media Mastersource database. This database has universal coverage of all manufacturing and design sites within the UK and is continuously updated by a specialist data research team.

influence the electronic design and specification function for electronic components, systems or materials and individuals directly responsible for the purchase of electronic components, systems or materials.” – ABC

ABC terms of control:

“*New Electronics* is a magazine for engineers and engineering management at their business addresses who directly control or

With its high quality content and database of extremely relevant potential customers, *New Electronics* is THE publication for electronic design engineers and the companies trying to reach them.

Circulation summary	
Universe of electronics design sites	6,166
Universe of electronic designers	49,551
<i>New Electronics</i> sites	7,615
<i>New Electronics</i> copies (ABC Certified Jan – Dec 2010)	16,000
ABC average net circulation Jan to Dec 2010	16,399

Analysis by job function	
Job function	Copies
General Management	5,803
Design Management	10,100
Product Design	11,160
Software Design	6,169
Research & Development	8,534
Design Test	7,077
Purchasing	5,874
Systems Integration	6,890

Note – an individual may have multiple job function (ABC Certified Jan – Dec 2010)

Analysis by industry/sector				
Description	Universe of electronic design sites	Universe of electronic designers	New Electronics sites	New Electronics copies
Electronics OEM	1,795	12,981	1,886	4,746
Intensive End Users	2,390	15,561	3,821	7,047
Non Manufacturing	1,981	21,009	1,908	4,207
TOTAL	6,166	49,551	7,615	** 16,000

** ABC Certified Jan – Dec 2010



95% of readers authorise or specify purchases and 94% of readers would choose *New Electronics* if they could only read one electronics design magazine

Purchasing power confirmed

The results of *New Electronics* 2011 reader survey showed that the magazine has a unique audience within the authority to spend, the desire to spend and the budget to spend. Can you afford to miss out?

Authority to spend:

- 95% of readers authorise or specify purchases
- 87% of readers have made purchasing decisions based on information seen within *New Electronics*

Budget to spend:

- 10% of readers have budgets in excess of £1,000,000
- 9% have between £250,000 and £1,000,000
- 81% have up to £250,000

Unique audience:

- 25% of our audience never reads *Electronics Weekly*
- 29% of our audience never reads *Electronics Product Design*
- 58% of *New Electronics*' audience never reads *Components in Electronics*

Committed audience:

- 94% of readers would choose *New Electronics* if they could only read one electronics design magazine.
- 69% read over half the publication
- 29% retain each issue for archive purposes
- 100% found it relevant to their daily job

Areas of spend in the next 12 months:

• ASICS/ASSPS	15%	• Interconnect Products	46%
• Board Level Products (inc VME, Compact PCI)	27%	• Memories/Storage Devices	41%
• Communications Products	38%	• Microcontrollers/Microprocessors	50%
• Embedded Software (inc development tools and operating systems)	41%	• Mixed Signal and Analogue Components	51%
• Digital Signal Processors	26%	• Optoelectronic Products	43%
• Displays and Interfaces	42%	• Programmable Logic/FPGAs	43%
• Embedded Power Products	25%	• RF and Microwave Components	26%
		• System Power Products	33%
		• Test and Measurement Products	59%



British Engineering Excellence Awards

Now in their fourth year, the British Engineering Excellence Awards reward innovation in British engineering design.

Providing an annual programme of marketing culminating in a high quality gala event, the BEEAs are a great opportunity to promote your business to the UK's design engineers.

For more information contact:
tbodsworth@findlay.co.uk

Engineering design show

10th -11th October 2012 · Jaguar Exhibition Hall · Ricoh Arena · Coventry

The Engineering Design Show

Providing supplier companies with an opportunity to demonstrate their products and services through exhibition stands and practical supplier workshops, The Engineering Design Show is the only event of its type within the UK to focus exclusively on design engineering.

For more information contact:
pring@findlay.co.uk



New Electronics Digital Editions

Going to an audience of 11,000, the digital editions provide 24/7 access to *New Electronics* magazine via the web. Each issue is fully searchable, interactive and allows quick links from features to related online stories as well as allowing readers to cut and save key editorial or post comments using social media.

For more information contact:
jslade@findlay.co.uk



In Print

New Electronics is the market leading publication for electronic design engineers. If you are trying to reach this key group of decision makers then *New Electronics* is your must-have partner. If your plans incorporate display advertising, more complicated projects such as gatefold covers or belly bands, or if you require assistance in the design, writing and layout of advertorial, *New Electronics* has the options to suit your marketing strategy and your budget.

Display

Full page	£3200
Half page	£1950
Quarter page	£1250
Premium position surcharge +10%	

Advertorial

Full page	£2000
Double page spread	£3850

Other options

Belly band	£5500
Barn door	£9000
Die-cut front cover	£9500
Technology Update	£150

Series discounts

3 advertisements	15% discount
6 advertisements	25% discount

Online

Complementing and working with the market leading print publication, *New Electronics* also provides a complete range of web 2.0 offerings through its content rich website and regular subscriber e-zines. With over 12,000 e-zine subscribers and an average of 22,000 unique users who access the site each month, www.newelectronics.co.uk can provide the creative interactive marketing solution to suit your needs and budget.

Website

Top Banner	£2200 per month
Mid Banner	£1900 per month
Top Message Panel	£2200 per month
Large Message Panel	£1850 per month
Small Message Panel	£1200 per month
Leaderboard	£3000 per month
White papers	£750 per month
Videos	£750 per month
Page peels	£2500 per month
Sponsors news story	£950 per month

E-newsletters

Technology Spotlight Panel	£1250 per issue
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New Electronics E-zine

Banner	£950 per issue
MPU (300x100)	£500 per issue
Sponsored story	£950 per issue
White paper of the week	£750 per issue
Video of the week	£750 per issue

Digital issue

Loading advertisement	£1600 per issue
Issue sponsor	£3500 per issue
Feature pop up advert	£1475 per issue
Bellyband	£2350 per issue
Skyscraper	£1475 per issue
Video advert	£1200 per issue



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