

The background features a complex, glowing circuit board pattern in shades of orange, yellow, and blue. On the left side, there are several out-of-focus, circular bokeh lights in warm tones like yellow and orange, creating a sense of depth and light. The overall aesthetic is high-tech and digital.

# newelectronics

**2020/2021 Media Pack**

# COMMENT

In the fast-paced, ever-changing electronics industry, promoting your company and its offerings over those of your competitors has never been more important.

New Electronics offers a wide range of channels to market for advertisers seeking to influence electronics design engineers and electronics design management exclusively.

Whether you wish to raise awareness of your company and its products, or drive a powerful lead generation campaign by partnering with New Electronics you will achieve excellent results.

Built on a platform of circulation excellence and editorial quality, we track the universe of electronics designers as it changes shape and size.



Currently there are 52,606 electronic designers working in the UK based at 6,664 sites, our ability to track this universe closely enables advertisers to be totally confident we will deliver their marketing communications objectives.

2020 sees New Electronics reach 52 years of publishing, over that period of time much has evolved with the magazine and the electronics industry.

The suite of products we can now offer means New Electronics is an ideal partner for any organisation seeking to influence the UK's electronic design community.

We look forward to working with you.

**Peter Ring**  
Publisher



**'NEW ELECTRONICS  
KEEPS DESIGNERS  
AND MANAGERS  
ABREAST OF THE LATEST  
DEVELOPMENTS IN  
THE WORLD'S FASTEST  
MOVING INDUSTRY'**

***New Electronics Mission Statement***





# EDITORIAL EXCELLENCE

New Electronics strives to keep designers and managers abreast of the latest developments in the world's fast moving industry. Its unique content provides design engineers with practical information in an exciting and compelling format. Our highly experienced team of journalists includes qualified engineers with exceptional expertise and a genuine passion for their subject. The information below provides a good cross section of the high value content readers receive in every issue of New Electronics:

## **Comment**

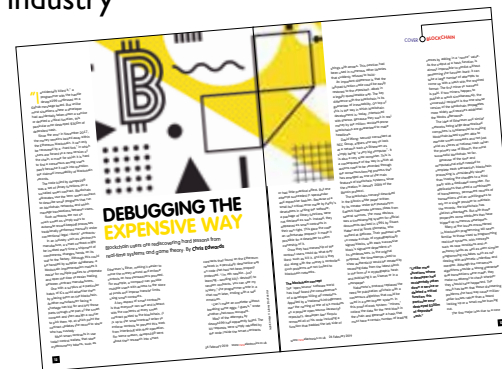
The editor's overview of a particular innovation or recent development across the industry.

## **News & Analysis**

Giving the story and outlining its significance to electronic design engineers

## **In-depth cover stories**

These three-page features offer insight into important topics within the industry



## **Technology Watch**

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

## **Interviews**

A two page in-depth interview with a senior industry figure.

## **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 special supplements and extended special reports throughout the year.

# NEW ELECTRONICS' UNRIVALLED CIRCULATION

Not all magazine circulations are the same – even if claimed reader numbers look similar. For your marketing message to work effectively, it must reach individuals who can influence a company's investment decisions.



**ABC 2018 Audit Certificate**  
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.

## 92% ACCESS **NE** CONTENT THROUGH THE MAGAZINE



*New Electronics is a magazine for engineers or engineering management at their business addresses who directly control or influence the electronics design and specification function for electronics components, systems or materials and individuals responsible for the purchase of electronics components, systems or materials.*

New Electronics' circulation is a subset of MA Business' UK design universe data which can identify individuals not just by job title but also by their important primary and secondary functions – such as their influence on design and purchasing decisions.

#### Circulation Summary

Universe of electronic design sites	5763
Universe of electronic designers	52606
New Electronics sites	6664
New Electronics copies	13350
<b>ABC average net circulation Jan to Dec 18</b>	<b>13585</b>

#### Analysis by job function

General Management	5861
Design Management	9685
Product Design	10242
Software Design	5672
Research & Development	8222
Design Test	6654
Purchasing	6807
Systems Integration	6305

*Note - an individual may have multiple job functions (ABC certified Jan-Dec 2018)*

#### Analysis by industry/sector

Description	Universe of electronic design sites	Universe of electronic designers	New Electronics sites	New Electronics copies
Electronics OEM	1386	10374	1443	3448
Intensive End Users	2589	18226	3492	6559
Non Manufacturing	1788	24006	1729	3343
<b>TOTAL</b>	<b>5763</b>	<b>52606</b>	<b>6664</b>	<b>13350</b>

# PURCHASING POWER

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



**71%**

read more than half of each issue of NE

**43%**

pass their copy of NE onto their team or a colleague

**96%**

rate the content as good to excellent

**72%**

initiate/ recommend their purchasing

**57%**

choose their supplier

**86%**

have made purchasing decisions based on what they read in NE

**73%**

would choose NE if they could only read one electronics design magazine

**73%**

WOULD CHOOSE **NE** IF THEY COULD ONLY READ ONE ELECTRONICS DESIGN MAGAZINE

## Budget to spend:

**5%** have budgets in excess of £1,000,000

**12%** have between £250,000 and £1,000,000

**83%** have up to £250,000





BEEAS

The British Engineering Excellence Awards were launched in 2009 to champion and celebrate design innovation and excellence.

Organised by New Electronics and sister publication Eureka, the BEEAs has established itself as one of the industry's most prestigious & important events in the calendar of UK electronics design engineers.

Each year, hundreds of entries are debated and analysed by a judging panel of high profile electronics industry experts, which includes the winners of the previous year's Grand Prix and Design Engineer of the Year Awards.

Current sponsors include RS Components and Analog Devices, DISTRUPOL and Solidworks, so if you want to influence design engineers and associate your brand with the highest quality event, the British Engineering Excellence Awards provides the perfect platform.

The sponsorship opportunities provide a rolling 12 month marketing campaign through New Electronics and Eureka magazines, websites and emails



'beea'

british engineering excellence awards

www.beeas.co.uk



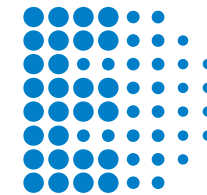
# ELECTRONICS & EMBEDDED DESIGN SHOW

The Electronics & Embedded Design Shows (EDS) were launched to finally provide a UK event truly focussed on electronics design. Using MA Business' marketing leading brands, including New Electronics, our huge design engineering database and our close links with the key industry associations and stake holders, the Electronics Design Show has done just that.

Next year will see even larger numbers of design engineers visiting our 200+ exhibitors, 20+ free high quality conference key notes, 30+ free practical hands-on workshop sessions.

The Electronics Design Show combined with the

Embedded Design Show is *THE UK* event for electronics design, if you are trying to target this difficult to reach group of decision makers then this is a much attend event.



**ELECTRONICS**  
DESIGN SHOW



**EMBEDDED**  
DESIGN SHOW

## EDS 2019 IN NUMBERS

**4,000+**  
visitors

**72%**  
attended  
specifically  
to source  
suppliers

**39%**  
came to  
the show  
to find a  
solution to  
a specific  
design  
problem

**9%**  
had budget  
in excess of  
£1 million

**71%**  
were the  
final budget  
decision  
maker



[www.engineering-design-show.co.uk](http://www.engineering-design-show.co.uk)

# PCB DESIGN & MANUFACTURING LIVE

PCB Design & Manufacturing Live returns in March 2020, bringing electronic design engineers together with market leading suppliers of products & services needed to produce high quality PCB design.

Created to provide answers for busy engineering and manufacturing professionals who want to get in, get around, get solutions to their electronic design problems and get back to work with the minimum of time and fuss – the exhibition is open from 08:30 – 14:30pm on Thursday 12th March 2020 at the British Motor Museum, Gaydon, Warwickshire, a fabulous venue walkable from Jaguar Land Rover and Aston Martin major sites.

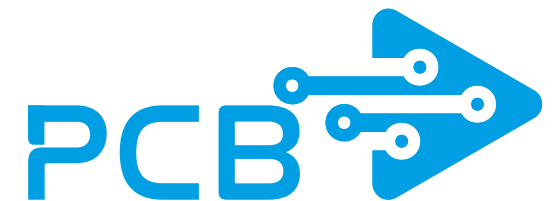
The event will host a number of technical workshop sessions, led by senior electronics engineers from industry thought leaders and other highly respected speakers.

Co-located with Engineering Materials Live, the FAST Show & Make Measurement Matter, the combination of these four complementary events creates the Engineering Solutions portfolio and an attractive forum for engineers and managers.

If you're looking for a cost effective way to interact with this niche audience, PCB Design & Manufacturing Live should be in your plan.

newelectronics

[www.newelectronics.co.uk](http://www.newelectronics.co.uk)



DESIGN & MANUFACTURING **LIVE**

12TH MARCH 2020



[www.pcbdmlive.co.uk](http://www.pcbdmlive.co.uk)



2020/2021 Media Pack

# MULTI-CHANNEL MARKETING

New Electronics is the market leading platform for electronic design engineers. If you are trying to reach these key decision makers, then New Electronics and its extended brands, is your must-have partner. If your objective is to raise your profile, generate leads for your sales team, stay one step ahead of your competitors, interact face to face with this hard to reach group or a combination of these, New Electronics provides a trusted and effective route to your customers, our audience.

**newelectronics**  
www.newelectronics.co.uk

**/ 13,350**

DEDICATED PRINT READERS

**/ 260,000**

MONTHLY WEBSITE PAGE VIEWS



## **Magazine & Digital Edition**

New Electronics maintains its place as the market leading title for UK electronic design engineers. The publication and online digital edition provide the go-to resource for the latest news, analysis, comments and opinion effecting their day-to-day lives.



## **Special Supplements**

Our annual Outlook supplement provides electronic design engineers with a series of features explaining the developments and challenges for specific technology areas within the coming year. The EDS Show Daily newspapers and the EDS Show Catalogue provide visitors with critical information to help them navigate their way around the Show efficiently and effectively.



## **Online**

Complementing the market leading print publication, the New Electronics website is accessed by 65,000 + unique visitors each month, generating upwards of 260,000 monthly page views. Content is updated daily with breaking news and unique, in-depth technical articles. [www.newelectronics.co.uk](http://www.newelectronics.co.uk) can provide the creative interactive marketing solution to suit your needs and budget.



## **E-Newsletters**

Our weekly e-newsletters give you access to the inbox of more than 10,000 opted-in electronic design engineers, seeking the most important news, views & technology updates.



## **Technology Spotlights**

Each Technology Spotlight is designed to provide information on topics important to electronic design

**/ 10,000+**

E-NEWSLETTER  
SUBSCRIBERS

**/ 98%**

REQUESTED  
READER RATE

**/ 65,000**  
MONTHLY WEBSITE UNIQUE USERS

engineers. Your full editorial article is hosted on the New Electronics website with an engaging brief emailed to 10,000 opted-in to subscribers. Technology Spotlights are designed to get your editorial message in front of UK electronic design engineers whilst generating leads and create potential new customers.



### **Social**

New Electronics hosts numerous social media routes to keep pace with fast moving electronics industry. Our global Twitter reach boasts upwards of 40,000 followers seeking the latest technology updates.



### **Solus e-shots**

Our best lead generation product, solus e shots are timed to suit the client, and all response generated goes to one advertiser, together with a comprehensive report of opens,

clicks and again comprehensive contact information on all respondents.



### **Webinars**

New Electronics can host, promote and deliver your webinar to a unique pre-defined, relevant and engaged audience ensuring maximum benefit and attention is achieved.



### **PCB Design & Manufacturing Live**

A 1 day 'roadshow' style event, designed to connect electronic design engineers together with market leading suppliers of products and services needed to produce high quality PCB design. A cost effective, powerful way of reach designers and buyers.



### **BEEAs**

Established in 2009 to promote the best of British engineering design, the British Engineering Excellence Awards have become a prestigious and sought-after award that recognises and truly outstanding design innovation.



### **Electronics & Embedded Design Show**

The Electronics & Embedded Design Shows combine to create the must-attend event for anyone involved in electronics design. The two-day event takes place at the Ricoh Arena, Coventry and offers a high level conference programme, practical workshop sessions and over 200 exhibitors. The exhibition sells out each year and is attended by more than 4,000 design engineers.



## **MA KNOWLEDGE**

Drawing on our extensive manufacturing database of over 130,000 contacts at 28,000 sites throughout the UK, New Electronics can target, very specifically, your marketing message to help deliver direct response for any campaign you choose to run. No other publication has access to this level of in-depth information. We are already working with some of the biggest names in the engineering & electronics design sector. Why not let us show you how we can help you, too? If it's targeted responses you're looking for that are 100% trackable, New Electronics' data offering is second to none.

- Lead Generation
- Direct Mail and fulfilment
- Market research
- Data clean
- Data enhance
- Telemarketing

*Fully GDPR compliant*

**/ 5000+** VISITORS TO NEW ELECTRONICS  
EVENTS EACH YEAR

**/ 40,000+** SOCIAL MEDIA  
FOLLOWERS

# 2020/2021 RATE CARD

## Print

### Display

Full page	£3200
Half page	£1950
Quarter page	£1250

Premium position surcharge + 10%

### Advertorial

Double page spread	£6500
Full page	£3500

### Other options

Belly band	£8000
Barn door	£10000
Cover wrap	£10000

## Online

### Website

per month

Leaderboard	£3500
Top banner	£2500
Mid banner	£1900
Top message panel	£2500
Large message panel	£1950
Small message panel	£1350
Sidekick panel	£3500
Billboard	£5000
Native category sponsorship	£3500
Premium Video	£1500
Video	£950 per video
Premium white paper	£1500
White paper	£950 per white paper

## E-Newsletter

Sponsored news	£1200 per insertion
Banner	£1200 per insertion
Webinar	£4950 per campaign

## Lead Generation

Technology Spotlight	£1200 per insertion
Solus HTML e-shot	£3500 per email

*\*All our products are fully GDPR compliant & verified by the DMA (Direct Marketing Association)*

Further options on request: please contact Peter Ring or James Creber



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New Electronics is part of MA Business, a division of the Mark Allen Group.

MA Business manages a wide portfolio of business-to-business brands. These include market leading titles Eureka, Engineering Materials, Machinery, Machinery Classified, Manufacturing Management, New Electronics, and FAST (Fastening & Assembly Solutions and Technology) for the UK's manufacturing and engineering community of qualified engineers; Land Mobile and Tetra Today, magazines dedicated to the wireless technology and critical communications industries; HR, the award winning magazine for HR directors; PrintWeek, the highest-circulating and most widely read printing industry title in the UK.

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