2016/17 MEDIA PACK

newelectronics

BRINGING YOU THE UK’S ELECTRONIC DECISION MAKERS
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 publication, daily website, weekly e-newsletters and monthly 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 most recent reader survey showed that 86% 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 8% have a budget approval 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-newsletters, 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
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 database. This database has universal coverage of all engineering and design sites within the UK and is continuously updated by a specialist data research team.

ABC terms of control:
“New Electronics is a magazine for engineers and engineering management at their business addresses who directly control or 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 2015 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.

<table>
<thead>
<tr>
<th>Circulation summary</th>
<th>Analysis by job function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job function</strong></td>
<td><strong>Copies</strong></td>
</tr>
<tr>
<td>General Management</td>
<td>5,913</td>
</tr>
<tr>
<td>Design Management</td>
<td>9,716</td>
</tr>
<tr>
<td>Product Design</td>
<td>10,603</td>
</tr>
<tr>
<td>Software Design</td>
<td>5,678</td>
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<tr>
<td>Research &amp; Development</td>
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<tr>
<td>Design Test</td>
<td>6,415</td>
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<tr>
<td>Purchasing</td>
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<tr>
<td>Systems Integration</td>
<td>6,091</td>
</tr>
</tbody>
</table>

Note – an individual may have multiple job function
(ABC Certified Jan – Dec 2015)

<table>
<thead>
<tr>
<th>Analysis by industry/sector</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>Electronics OEM</td>
</tr>
<tr>
<td>Intensive End Users</td>
</tr>
<tr>
<td>Non Manufacturing</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
</tbody>
</table>
95% of readers authorise or specify purchases and 88% have made purchasing decisions based on information in New Electronics.
The results of *New Electronics* most recent reader survey showed that the magazine has a unique audience with 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
- 88% of readers have made purchasing decisions based on information seen within *New Electronics*

### Budget to spend:
- 8% of readers have budgets in excess of £1,000,000
- 14% have between £250,000 and £1,000,000
- 78% 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:
- 65% of readers would choose *New Electronics* if they could only read one electronics design magazine.
- 71% read over half the publication
- 33% retain each issue for archive purposes
- 90% found it relevant to their daily job

### Areas of spend in the next 12 months:
<table>
<thead>
<tr>
<th>Area</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASICS/ASSPS</td>
<td>15</td>
</tr>
<tr>
<td>Board Level Products (inc VME, Compact PCI)</td>
<td>27</td>
</tr>
<tr>
<td>Communications Products</td>
<td>38</td>
</tr>
<tr>
<td>Embedded Software (inc development tools and operating systems)</td>
<td>41</td>
</tr>
<tr>
<td>Digital Signal Processors</td>
<td>26</td>
</tr>
<tr>
<td>Displays and Interfaces</td>
<td>42</td>
</tr>
<tr>
<td>Embedded Power Products</td>
<td>25</td>
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<tr>
<td>Interconnect Products</td>
<td>46</td>
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<tr>
<td>Memories/Storage Devices</td>
<td>41</td>
</tr>
<tr>
<td>Microcontrollers/Microprocessors</td>
<td>50</td>
</tr>
<tr>
<td>Mixed Signal and Analogue Components</td>
<td>51</td>
</tr>
<tr>
<td>Optoelectronic Products</td>
<td>43</td>
</tr>
<tr>
<td>Programmable Logic/FPGAs</td>
<td>43</td>
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<tr>
<td>RF and Microwave Components</td>
<td>26</td>
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<tr>
<td>System Power Products</td>
<td>33</td>
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<tr>
<td>Test and Measurement Products</td>
<td>59</td>
</tr>
</tbody>
</table>

www.newelectronics.co.uk
Now in their eighth year, the British Engineering Excellence Awards reward innovation in both the UK electronics design and electromechanical design communities.

Organised by New Electronics and sister publication Eureka, BEEA’s have become an important event on the calendar of design engineers throughout the UK. Sponsors have included leading companies such as Digikey, Cambridge Consultants, National Instruments and RS Components. BEEA’s 2016 will be held at a new prestigious venue The Honourable Artillery Club in central London on 6th October 2016.

Judged independently by a panel of senior electronics industry executives, plus directors of electronics focussed industry associations, the British Engineering Excellence Awards are a great opportunity to promote your business to UK electronics design engineers.

For more information contact: peter.ring@markallengroup.com

www.beeas.co.uk
The Electronics Design Show was launched to finally create a UK event truly focused on electronics design. Using Findlay's market leading brands, including New Electronics, our huge design engineer database and our close links with the key industry associations and stakeholders the Electronics Design Show has done just that.

2013 saw the event win the prestigious PPA Event of the Year Award. Not resting on our laurels, 2014 saw the launch of the Embedded Design Show which focused specifically on this key area of electronics design, delivering visitors across embedded software, hardware and systems design. 2016 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 must attend event.

For more information:
peter.ring@markallengroup.com

www.electronicsdesignshow.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%

**Other options**
- Belly band: £6000
- Barn door: £10000
- Cover wrap: £10000

**Advertorial**
- Full page: £3500
- Double page spread: £6500

**Series discounts**
- 3 advertisements: 5% discount
- 6 advertisements: 10% 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-newsletters. With over 12,000 opted in e-newsletter subscribers and an average of 52,000 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: £2500 per month
- Mid banner: £1900 per month
- Top message panel: £2500 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: £3000 per month

**New Electronics Technology Spotlight E-newsletters**
- Panel style text ad: £1100 per issue
- Banner: £1100 per issue

**New Electronics general E-newsletters**
- Banner: £1100 per issue
- Sponsored news story: £1100 per issue
- White paper of the week: £1100 per issue
- Video of the week: £1100 per issue

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