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 over 50,000 electronic designers working in the UK based at 7,000 sites, our ability to track this universe closely enables advertisers to be totally confident we will deliver their marketing communications objectives.

2018 celebrates 50 years of New Electronics publishing, as we celebrate that milestone 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*
Connectors without integrated light signal an outage with a red LED, or a 4 light pipes will be launched outlets the 6600-5.
New Electronics strives to keep designers and managers abreast of the latest developments in the world’s fastest 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 over 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 2016 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.

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.

92% ACCESS NE CONTENT THROUGH THE MAGAZINE
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

<table>
<thead>
<tr>
<th>Description</th>
<th>Universe of electronic design sites</th>
<th>Universe of electronic designers</th>
<th>New Electronics sites</th>
<th>New Electronics copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronics OEM</td>
<td>1599</td>
<td>11441</td>
<td>1580</td>
<td>3997</td>
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<tr>
<td>Intensive End Users</td>
<td>3171</td>
<td>19446</td>
<td>3878</td>
<td>7410</td>
</tr>
<tr>
<td>Non Manufacturing</td>
<td>2205</td>
<td>23027</td>
<td>2034</td>
<td>3943</td>
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<td><strong>TOTAL</strong></td>
<td>6975</td>
<td>53914</td>
<td>7492</td>
<td>15350</td>
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</table>

### Analysis by job function

<table>
<thead>
<tr>
<th>Description</th>
<th>Universe of electronic designers</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Management</td>
<td>5861</td>
</tr>
<tr>
<td>Design Management</td>
<td>9685</td>
</tr>
<tr>
<td>Product Design</td>
<td>10242</td>
</tr>
<tr>
<td>Software Design</td>
<td>5672</td>
</tr>
<tr>
<td>Research &amp; Development</td>
<td>8222</td>
</tr>
<tr>
<td>Design Test</td>
<td>6654</td>
</tr>
<tr>
<td>Purchasing</td>
<td>6807</td>
</tr>
<tr>
<td>Systems Integration</td>
<td>6305</td>
</tr>
</tbody>
</table>

*Note: an individual may have multiple job functions (ABC certified Jan-Dec 2016)*
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?

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 decisions

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

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
The British Engineering Excellence Awards (BEEAs) 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.

Sponsors have included Digi-Key, Cambridge Consultants, National Instruments and RS Components, 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 months marketing campaign through New Electronics and Eureka magazines, websites and emails.
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 stakeholders, the Electronics Design Show has done just that.

2018 will be the sixth year of New Electronics staging EDS and 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.

EDS 2017 IN NUMBERS

- **4,200+ 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
PCB Design & Manufacturing Live is a new, unique ‘roadshow’ style event brand new for 2018, 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 – 14:30 on Thursday 10th May 2018.

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 and the FAST Show, the combination of these three complementary events creates an attractive forum for engineers and managers to new suppliers.

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

**Magazine & Digital Edition**
2018 brings the New Electronics 50th anniversary and 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 affecting their day-to-day lives.

**Special Supplements**
Published four times a year, *Products in Focus* is designed to highlight some of the latest product and component launches. Our annual *Outlook* supplement provides electronic design engineers with a series of features explaining the developments and challenges for specific technology areas throughout the coming year.

**Online**
Complementing the market leading print publication, the New Electronics website is accessed by 65,000 + unique visitors each month, generating upwards of 250,000 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 12,000 opted-in electronic design engineers, seeking the most important news, views & technology updates.

**MULTI-CHANNEL MARKETING**

<table>
<thead>
<tr>
<th>15,650</th>
<th>250,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEDICATED PRINT READERS</td>
<td>MONTHLY WEBSITE PAGE VIEWS</td>
</tr>
</tbody>
</table>

| 12,000+ | 98% |
| E-NEWSLETTER SUBSCRIBERS | REQUESTED READER RATE |
Technology Spotlights
Each Technology Spotlight is designed to provide information on topics important to electronic design engineers. Your full editorial article is hosted on the New Electronics website with an engaging brief emailed to 12,460 opted-in subscribers. Very good for lead generation, we supply full contact details for all people that click through from the headline to the main story.

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 new one 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 to 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 truly outstanding design innovation.

Social
New Electronics hosts numerous social media routes to keep pace with the fast moving electronics industry. Our global Twitter reach boasts upwards of 20,000 followers seeking the latest technology updates.

65,000 MONTHLY WEBSITE UNIQUE USERS
5000+ VISITORS TO NEW ELECTRONICS EVENTS EACH YEAR
20,000+ SOCIAL MEDIA FOLLOWERS
## 2018/2019 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

### E-Newsletter

#### Sponsored news (per insertion)
- £1200

#### Banner (per insertion)
- £1200

#### Webinar (per campaign)
- £4950

### Lead Generation

#### Technology Spotlight (per insertion)
- £1200

#### Solus HTML e-shot (per email)
- £3500

*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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*2018/2019 Rate Card*

*www.newelectronics.co.uk*
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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; Recycling & Waste World, the catalyst for change in the resource management community; HR, the award winning magazine for HR directors; and PrintWeek, the highest-circulating and most widely read printing industry title in the UK.

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