



# ELECTRONICS FOR ENGINEERS

## MEDIA PACK 2024

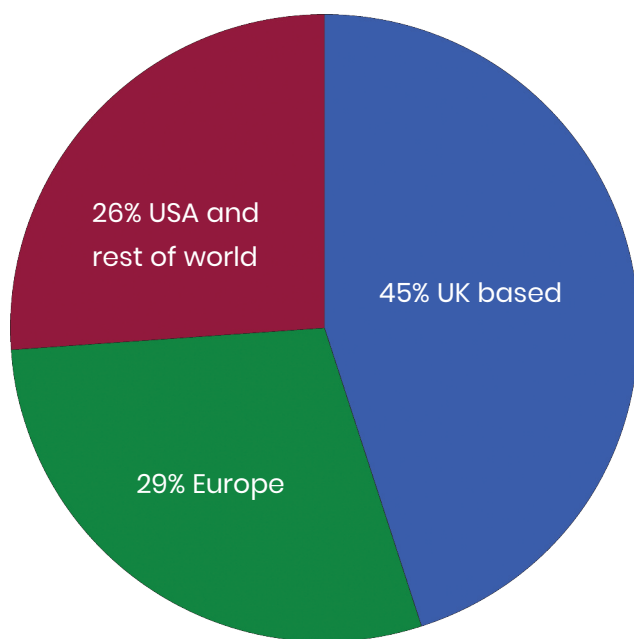


[www.efemag.co.uk](http://www.efemag.co.uk)

# READERSHIP PROFILE

**Electronics For Engineers** is essential reading for OEM's, designers, engineers, managers and senior buyers within the UK's manufacturing and service industries, who have a purchasing and/or specifying responsibility for electronic components, products, equipment, systems and services.

- Readership total number **22,731**.
- Electronics For Engineers has **11,827** print subscribers **10,904** digital subscribers.



# CIRCULATION PROFILE

## JOB ROLE

- Original Equipment Manufacturer (OEMs)
- Designers
- Engineers
- Managers
- Senior Buyers
- Other

## INDUSTRIES

- Energy
- Automotive
- Marine
- Communications
- Rail
- Training & Higher Education
- Aerospace
- Medical
- Military & Defence

- Printing and Packaging
- Power
- Contract Manufacturing
- Distribution
- Optoelectronics
- Interconnectivity
- Wireless & M2M
- Consulting R&D
- Electronics Design
- Other



Twitter: @CI\_electronics



LinkedIn: <https://www.linkedin.com/company/electronics-today-magazine>

# WHY YOU SHOULD ADVERTISE IN ELECTRONICS FOR ENGINEERS IN 2024

- Electronics For Engineers is the leading magazine that focuses on all components throughout the electronics industry
- Advertising within Electronic For Engineers will result in your business being seen by the key decision makers and stakeholders of the electronics industry
- Electronics For Engineers continues to post out copies of our GDPR compliant opt-in database of named professionals
- With only a limited number of adverts available in any issue you advert will always be given highly prominent positions facing editorial.
- Electronics For Engineers provides both print and digital advertising opportunities to suit all levels of marketing spend that will ensure the most cost-effective campaign

For all advertising queries contact  
[dofosu@datateam.co.uk](mailto:dofosu@datateam.co.uk)

## Can we help?

If you do not currently have appropriate artwork available or the facilities to create an advert, we are able to provide design support on request (at no additional charge)



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## PRINT & DIGITAL

DISPLAY	PRICE
Front Cover Package	£3,500
Double page spread	£3,400
Full page	£2,200
Half page	£1,200
Quarter page	£700

CLASSIFIED ADVERTISING	PRICE
Contact Directory - standard	£400
Contact Directory - enhanced	£500
Classified Buyer's Guide	£200
Advertorials	£250
Monthly E-Newsletter Entry	£150
Specialised E-Newsletter Entry	£200

## ONLINE PROMOTIONS

Banner Top ad	£700pm
Banner Bottom ad	£350pm
Button	£250pm
Skyscraper	£600pm
Spot	£350pm
MPU	£800pm
Background	£1,500pm
Article Banner	£400pm
Featured Event	£200pm
Enhanced Entry	£250
Pop Up	£600pm

SPECIAL PROMOTIONS	PRICE
Inserts Loose or bound in	Price dependant on weight of item
List Rental / Direct Mail	Selections available by job title, job function, company size, industry sector (SIC), purchasing influence & by region
Bespoke Market Research	Specially commissioned surveys produced in conjunction with editorial team, tailored to meet individual clients needs
Reprints	Price on application
Sponsorships	Various and unique opportunities to build valuable company/brand

### All rates exclusive of VAT

Agency discount : Less 10%

Cancellation : Any cancellation must be made in writing for the attention of the Advertisement Manager, six weeks prior to the publication date

# ELECTRONICS FOR ENGINEERS WEBSITE

**Electronics For Engineers** website provides visitors with relevant up-to-date news, in-depth technical articles, applications stories and a comprehensive director of product and service suppliers. As a result of this Electronics Today website receives on average 24,000 unique users a month. This provides a reliable and cost-effective platform for your advertisers to present to our audience.

Click rates and viewing figures can be provided for all digital activity helping provide information for your all-important ROI.

## MECHANICAL DATA

- File format: PDF / TIFF / JPEG / Illustrator / Quark
- Print quality: Minimum 300 dpi (or pixels per inch)

PAGE SIZE (WXH)	TYPE AREA	BLEED SIZE	TRIM SIZE
Full Page	195 x 265	235 x 312	229 x 306
Front Cover	229mm x 244mm (+3mm)	235mm x 250mm	
Double Page	420 x 265	464 x 312	458 x 306
Half Page [H]	195 x 135		
Half Page [V]	94 x 265		
Quarter Page [V]	94 x 135		

## PUBLICATION CONTACTS

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# STAY IN TOUCH WITH ELECTRONICS FOR ENGINEERS

**Electronics For Engineers** is the voice of the electronics component industry, with an editorial vibe that is business centric, intuitive and on the pulse. Covering the latest news, product announcements and key trends right across the spectrum from major tier one players to smaller privately run businesses.

Stay up-to-date with cutting –edge product announcements, trends and news, encompassing everything from the electronics component supply

chain, right across to design, implementation and application.

Delivered to you directly in both digital platform and printed format. Stay up to date and be informed with our industry focused, technical news and articles that are tailored to the needs of electronics design engineers and industry professionals. Spanning some 30 years the magazine is supported by regular newsletters and a comprehensive website updated daily with all the latest news

## EDITORIAL SCHEDULE

### Dec/Jan

Distribution  
Embedded Technology  
Interconnection  
Manufacturing  
Power  
Enclosures  
Smart Technology & IoT  
Industry Focus: Enclosures  
Show coverage at: Southern Manufacturing  
Deadline 6th January

### February

Contract Manufacturing  
Component Design  
Distribution  
Electronic Sensors  
Enclosures  
Interconnection  
Supply Chain  
Deadline 12th February

### March

Medical, Military & Industrial Electronics  
Display & UI's  
Distribution  
Test & Measurement  
Power  
Enclosures  
Automotive Electronics  
Deadline 18th March

### April

Distribution  
Sensors  
Smart Tech & IoT  
Optoelectronics  
Interconnection  
Manufacturing  
Thermal Management & EMC  
Wearable Tech & Biometrics  
Deadline 19th April

### May

Distribution  
Embedded Technology  
Enclosures  
Power  
Displays & UI's  
Supply Chain  
Industry Focus: Contract Manufacturing  
Deadline 21st May

### June

Distribution  
Enclosures  
Interconnection  
Automotive Electronics  
Electronic Sensors  
Test and Measurement  
Industry Focus: Medical, Military & Industrial Electronics  
Deadline 18th June

### July/August

Distribution  
Enclosures  
Embedded Technology  
Power  
Thermal Management & EMC  
Supply Chain  
Industry Focus: Interconnection  
Deadline 13th August

### September

Batteries  
Distribution  
Electronic Sensors  
Displays & UI's  
Manufacturing  
Optoelectronics  
Industry Focus: Enclosures  
Deadline 17th September

### October

Distribution  
Contract Manufacturing  
Switches, Displays & UI's  
Interconnection  
Power  
Enclosures  
Component Design  
Industry Focus: Automotive Electronics  
Deadline - 18th October

### November

Distribution  
Embedded Technology  
Electronic Sensors  
Displays & UI's  
Medical, Military & Industrial Electronics  
Industry Focus: Power  
Deadline 17th November

Electronics For Engineers targets individuals in the following industries: manufacturing, distribution, consulting, education, government or press/media/PR. Individuals with purchase specification or that have involvement in sensors, test, measurement and control based instrumentation products.



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