

The background features a complex network of light grey circuit board traces, arrows, and various geometric shapes like squares and circles, creating a technical and futuristic aesthetic. The overall color palette is a mix of light greys, blues, and oranges.

ELECTRONICS FOR ENGINEERS

MEDIA PACK 2024

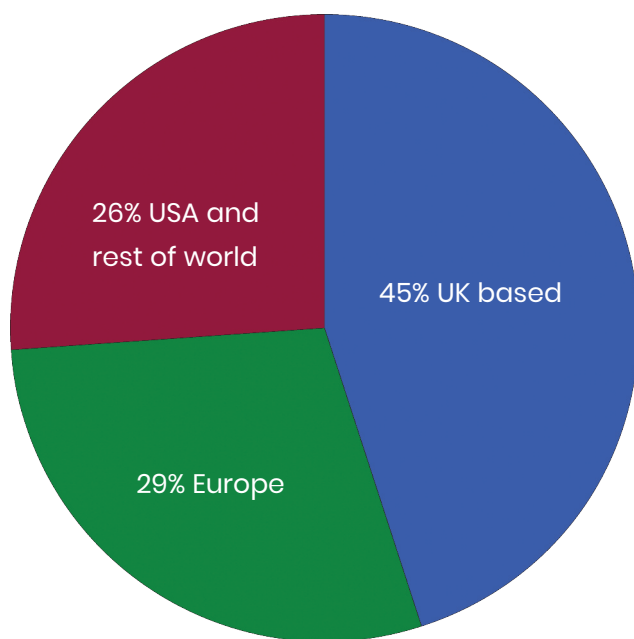
The lower half of the cover is dominated by several interlocking gears of various sizes and colors (white, blue, orange, green). These gears are set against a background of faint circuit traces and a large, semi-transparent circular graphic that resembles a globe or a data visualization. The overall composition suggests a blend of mechanical engineering and modern electronics.

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-for-engineers-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**

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	£900pm
Banner Bottom ad	£350pm
Button	£300pm
Skyscraper	£650pm
MPU	£800pm
Background	£1500pm
Article Banner	£700pm
Featured Event	£200pm
Enhanced Entry	£250
Pop Up	£800pm
Site Takeover	£1500pm

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
Sponsorships	Various and unique opportunities to build valuable company/brand awareness

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 For Engineers 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		

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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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