



Media Information 2019 - Euro

www.eenewsembedded.com



News Embedded

September 2018



Access to **8.1 Million+** Products Online

Digi-Key selected

DIGIKEY.COM/EUROPE

eeNews Embedded Embedded Newsletter
February 28, 2018
Wherever you are, stay informed!

TOP NEWS

- Automotive Ethernet testing suite ensures standards-compliance
- Design win: Samsung Gear Fit 2 Pro comes with water-resistant pressure sensor from ST
- BrainChip supplies neural network card to European car maker
- IAR Systems & Secure Thing collaborate on IoT security

TECHNICAL PAPERS

- Security for the IoT
- Curio: More Power to Zigbee 3.0, Wi-Fi, Zigbee and Thread 'smartest'
- Meritor Graphics: Design reuse for PCBs

EVENTS

- Design for Healthcare Seminar, by ADC, London, 7th November
- Proteus, Munich 14th - 15th November 2017

PRODUCTS

- Pressure sensor evaluation kit zeros Arduino format - in distribution
- Dual-band Wi-Fi + Bluetooth radio module - throughput & low power
- LynxBasic: hypervisor now at v. 0.5, runs on ARM v8 architecture
- Power analyzer checks out multi-media supply performance

EET Search The Smarter Search Engine

Well our leading authors recommend:

- SmartZigbee
- SmartSense
- Joining
- Power
- Automotive
- Lighting
- Smart&Sense
- Search Engine

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eeNews Embedded Level VI External Power Supplies
One of the selected products of our most 'green' external AC-DC power solutions from 3 to 220 Watts

First Nucleo-64 board with STM8 8-bit MCU
STM8 Nucleo Board features Arduino Uno connectors for expansion

Real-Time Clock RV-3028-C7
Power consumption: 80 nA
Power backup switch
Accuracy: ±1 ppm @ 25°C

NEWS

- STMicro and Bosch partner on MEMS for 5G, automotive and IoT
- Design Partner Program targets Life-based IoT
- STM8 Nucleo boards feature Arduino Uno connectors for expansion
- Bluetooth 5 SP module for easier connectivity

BREAKING NEWS eeNewsletters

- Reverent and Clarity chosen for early multi-display designs
- Replacing green screens with AR
- MAOP: EMACON PFC CW Lowers
- 4x TIA: REACTA-31499
- Demonstration of 200G and 400G optical modules at ECOC 2018
- Partnership formed to mark an next-generation of PAIX additive manufacturing
- Quicker development of low power location trackers

INTERVIEW

Synthetic data sets boost AI

With synthetic data, Autodesk-based AI startup researchers propose to make optimized data sets a breeze to access for AI training, with powerful analytics and built-in references.

MOST RECENT ARTICLES

- Software and Bosch partner on MEMS for 5G, automotive and IoT
- Design Partner Program targets Life-based IoT
- STM8 Nucleo boards feature Arduino Uno connectors for expansion
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- Reverent and Clarity chosen for early multi-display designs
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- Quicker development of low power location trackers

MOST READ

- SmartChip features striking neural network SOC
- Flexible software-driven circuit boards to be printed at home
- Global connectivity rules could make Autonomous vehicles safer
- Change for making chip market and for improving growth
- EEPW receives annual award from Semiconductor Industry Association
- Startup formed for open-based AI processor
- New website serves as professional Arduino site
- IoT fuel set for you: Top 100 products for IoT devices
- Intel unveils TEG that enables precision ultrasound connectivity
- OPIC and other circles of affairs systems level comparisons

READER OFFER

Online, Print, Digital, Videos, Newsletters

eeNews Embedded a new member in the eeNews family builds on the strength of eeDesign (formally EDN Europe) to offer advertisers a premium media to reach the pan-European community of design engineers working on Embedded projects. With a total circulation of 52,508 of which 20,162 are print it is the largest Embedded publication in Europe.

The editorial focus is on Embedded hardware and software including RTOS dedicated to avionics and automotive and development tools. Also part of the editorial mix are IoT (Internet of Things) Industrial IoT, smart power, as well as electronics modules and board level computers. The publication combines the important aspects of technical information about Embedded Computing with Technical Know-How, new Products Trends and Applications.

eeNews Embedded brings a new focus on Embedded Systems both online with its

www.eeNewseembedded.com web site, a daily newsletter and a quarterly print and Digital magazine that will debut at the Embedded World exhibition in Nuremberg and will include the eeNews Embedded World show guide.

The pan-european circulation of over 52,508 (print + digital) will be increased to over 80,000 on the occasion of major exhibitions such as Embedded World and electronica 2019.

Readership includes engineering management and development as well as decision makers and prescribers.

The enhanced web site includes an exclusive Video channel dedicated to interviews, product presentations and highlights of stands at exhibitions. Special exhibition packages including display advertising, show guide presence and video are available.

| Publishing Date | Material & Edition Deadline | Feature | Exhibitions & Conferences 2019 | Bonus Distribution |
|-----------------|-----------------------------|--|---|--------------------|
| February 18 | February 6 | Development Tools 8-16-32 bit MCUs SBC and Modular computing | EMV 2019 , Stuttgart, February 19-21 Embedded World , Nuremberg, February 26-28 Mobile World Congress , Barcelona, Feb 25-28 DATE 2019 , Florence, Italy, March 25-29 | 2,000 Copies |
| May 6 | April 24 | Energy harvesting Low power computing Input and Output Devices | PCIM , Nuremberg, May 7-9 SMT , Nuremberg, May 7-9 Display Week , San Jose, CA, May 12-17 | PCIM |
| September 9 | August 28 | IoT FPGA Wireless Technologies | European Microwave Week , Paris, France, September 29 - October 4 34th European Photovoltaic Solar Energy Conference , September 28th International Conference on Field Programmable Logic , September | EuMW |
| November 4 | October 24 | Embedded for Automotive Medical Electronics Embedded Security | Productronica 2019 , Munich, November 12-15 SPS/IPC/Drives , Nuremberg, November 26-28 Trustech 2019 (incorporates Cartes), Cannes, November 26-28 | Productronica |

RATES

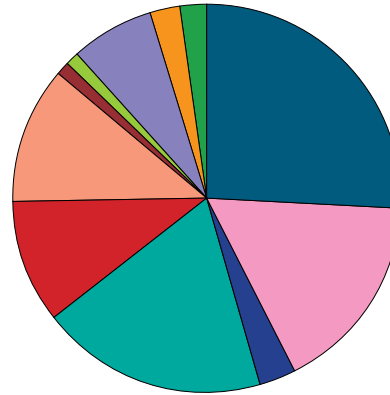
Euro rate card 2019 (Effective 1st January 2019)

| 4 Colour | 1x | 3x | 6x | 10x |
|--|---------|---------|---------|---------|
| Page 210 mm x 297 mm | 5,100 € | 4,950 € | 4,800 € | 4,650 € |
| Half island 125 mm x 200 mm | 3,360 € | 3,260 € | 3,160 € | 3,060 € |
| Half Hor.: 190 mm x 136 mm Vert. 91 mm x 277 mm | 2,940 € | 2,855 € | 2,765 € | 2,680 € |
| Third Hor.: 190 mm x 90 mm Vert. 60 mm x 277 mm | 2,345 € | 2,275 € | 2,205 € | 2,135 € |
| Quarter Hor.: 190 mm x 66 mm Vert. 91 mm x 136 mm | 1,680 € | 1,630 € | 1,580 € | 1,530 € |
| Eighth 91 mm x 68 mm | 840 € | 815 € | 790 € | 765 € |

Rates are subject to Belgian VAT (when applicable)

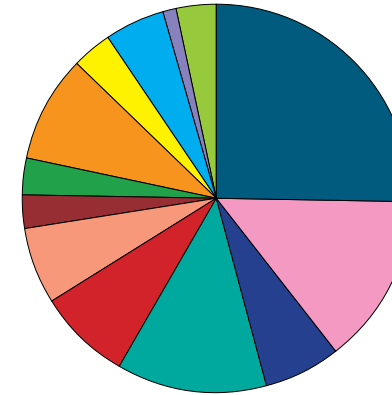
READERSHIP DEMOGRAPHICS

Total : 52,508*



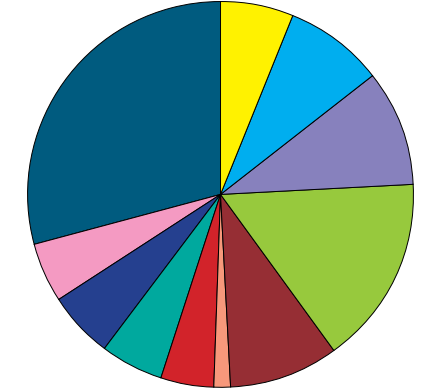
CIRCULATION BY FUNCTION

| | | |
|-------------------------------|--------------|----------------|
| Engineering/Design Management | 13603 | 25,91% |
| D&D Engineering | 8725 | 16,62% |
| Purchasing | 1597 | 3,04% |
| Corporate Management | 9949 | 18,95% |
| Production | 5463 | 10,40% |
| R&D Engineering | 5889 | 11,22% |
| Applications, Integration | 622 | 1,18% |
| Quality Control | 655 | 1,25% |
| Sales & Marketing | 3552 | 6,76% |
| Consultancy | 1359 | 2,59% |
| Other | 1094 | 2,08% |
| Total | 52508 | 100,00% |



CIRCULATION BY INDUSTRY

| | | |
|-----------------------------|--------------|----------------|
| Industrial Controls | 13325 | 25,38% |
| Communication Systems | 7415 | 14,12% |
| IT Industries | 3387 | 6,45% |
| Automotive & Transportation | 6513 | 12,40% |
| Consumer Electronics | 4121 | 7,85% |
| Test and Measurement | 3324 | 6,33% |
| Medical Electronics | 1512 | 2,88% |
| Avionics & Defense | 1675 | 3,19% |
| Components | 4641 | 8,84% |
| Distribution | 1758 | 3,35% |
| Universities Research | 2624 | 5,00% |
| Alternative Energy | 512 | 0,98% |
| Other | 1701 | 3,24% |
| Total | 52508 | 100,00% |



CIRCULATION BY COUNTRY

| | | |
|-----------------------|--------------|----------------|
| Benelux | 3267 | 6,22% |
| Eastern Europe | 4321 | 8,23% |
| France | 5209 | 9,92% |
| Germany | 8276 | 15,76% |
| Italy | 4812 | 9,16% |
| Middle East | 672 | 1,28% |
| Other Europe | 2434 | 4,64% |
| Scandinavia | 2705 | 5,15% |
| Spain & Portugal | 2991 | 5,70% |
| Switzerland & Austria | 2601 | 4,95% |
| UK & Ireland | 15220 | 28,99% |
| Total | 52508 | 100,00% |

* Print : 20,162 - Digital : 32,346

* Publisher's statement September 2017

Home Page

Leaderboard 728 X 90

Super Banner 940 x 170

IMU 300 X 250

VIDEO CHANNEL 300 X 250

Skyscraper 160 X 600

Leaderboard 728 X 90

Content Pages

Leaderboard 728 X 90

Super Banner 940 x 170

IMU 300 X 250

DOUBLE IMU 300 X 600

IMU 300 X 250

Leaderboard 728 X 90

IMU 300 X 250

Creative Deadlines

- GIF, JPEG – Five business days prior to start date
- HTML5 – Five business days prior to start date
- Maximum File Size : 60k

Submission Guidelines

- Send all creative to : adops@electronicseurope.net
- Linking URL must be submitted with creative

Banner Advertising Rates

eeNewsEmbedded is a key information source for engineers and technical managers in Europe. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

eeNewsEmbedded has ± 30,000 PIs/month by ±14,000 unique visitors

Rates:

- Super Banner 940 x 170 CPM: 150 €
- Leaderboard 728 x 90 CPM: 120 €
- Skyscraper 160 x 600 CPM: 100 €
- IMU 300 x 250 CPM: 100 €
- Double IMU 300 x 600 CPM: 150 €
- Twig 1024 x 90 CPM: 150 €
- Wall paper CPM: 250 €

All banners are available on a Cost Per Thousand (CPM) basis:

- Video hosting per month: 1000 €

LEADERBOARD 728 x 90



Dimensions: 728 x 90
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

SKYSCRAPER 160 x 600



Dimensions: 160 x 600
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

IMU (BOOMBOX) 300 x 250



Dimensions: 300 x 250
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

SUPER BANNER 940 x 170



Dimensions: 940 x 170
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

Video channel



The video ads are a new interactive way of promoting new products, presence at shows and a perfect way for broadcasting interviews of CEOs, CTOs project managers etc. The attractive video content is hosted on our eeNewsEmbedded site as well as on our dedicated Embedded youtube video channel to maximise SEO and traffic.

Reach: home page, youtube, newsletters
 Material: youtube compatible formats

Hosting of your own videos:
 1000 € /month
 Interview at the show: 1500€ /month
 Package of full page ad + Logo + video: 6000€

Wall Paper



The wall paper ad format is ideal for branding campaigns as it dominates the entire screen and stays in the background while visitors read content and move from page to page. In addition to a large size background image, the ad provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Reach : Surrounds all pages and cannot be closed.
 Material:
 Width: 1490 pixels
 Height: 1200 pixels
 Useful space:
 - Top: 1490 x 180pixels
 - Columns (2) 260 x 1020 pixels
 - Center (empty - white): 970 x infinite
 URL Link

CPM Rate: 250€
 Technical fee per one additional creative: 250€



eeNews Embedded newsletters reach over ±32,000 Embedded Design engineers

The eeNews Embedded newsletters reach over ±32,000 subscribers in Europe. Qualified subscribers have opted to receive this unique newsletter providing up to date information on what's going on in the embedded field.

Each issue of the newsletter contains the following items:

- Lead story of the day
- Embedded Design News
- Business News
- MPU and development tools
- Embedded Consumer Design
- Communications
- Automotive

Also included are top new products of the day and new White Papers available for download.

Three advertising formats are available:

- Leaderboards
- IMU
- Text Banner

Leaderboard 728 x 90 pixels

The Leaderboard

The large graphics format allows advertisers to dominate the page and create a powerful message.

Rates:

| | |
|-----|-----------|
| 1x | : 1,200 € |
| 3x | : 1,120 € |
| 5x | : 1,050 € |
| 10x | : 1,000 € |

1 week (5 consecutive days) : 4,000 €

IMU 300 x 250 pixels

The IMU

The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.

Rates:

| | |
|-----|-----------|
| 1x | : 1,200 € |
| 3x | : 1,120 € |
| 5x | : 1,050 € |
| 10x | : 1,000 € |

1 week (5 consecutive days) : 4,000 €

Text Banner up to 200 characters + optional picture 140 x 120

The Text Banner

The text banner provides a more subtle editorial like presence and is ideal for promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics.

Rates:

| | |
|----|---------|
| 1x | : 750 € |
| 3x | : 700 € |
| 5x | : 650 € |

1 week (5 consecutive days) : 2,000 €

Guidelines to book HTML/HTML5 banners

- When booking an HTML banner in ADTECH IQ, do not build the basic structure of an HTML file (the elements html, head, title, body etc.). The banner will almost always be delivered within a TAG that is part of the website with an existing HTML file structure.
- Put all necessary scripts within the index.html file (root directory).
- Put all files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Use adserver variables only within the index.html file. The adserver will not replace adserver variables within .js files, additional HTML files or any other file types.
- Adserver variables are used for example to count clicks or to define the correct path to images.
- One option for linked files could be to store the necessary files on a server and to use the absolute path.

HTML banner code example with adserver variables

```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></a>
```

Charset settings for HTML/HTML5 banners

When booking an HTML banner in ADTECH as index.html file the default Charset is set to UTF-8 and should not be changed, unless the website delivering the banner is using a different charset code. Available charset options are:

- UTF-16
- UTF-8
- US-ASCII
- ISO08859-1
- ISO08859-2
- ISO08859-3

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