



# Media Information 2018 - US \$

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# News Embedded

September 2018



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## eeNews 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 connects 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
- Corvus: More Power to ZigBee 3.0, Wi-Fi, ZigBee and Thread 'smashed'
- 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 uses 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
- SmartPower
- Joking
- Power
- Automotive
- Lighting
- Smart&Secure
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## eeNews Embedded

Level VI External Power Supplies

One of the widest product of low cost 'green' external AC-DC power supplies from 3 to 220 Watts

**First Nucleo-64 board with STM8 8-bit MCU**

STM8 Nucleo Board features Arduino-like connectors for expansion

**Real-Time Clock RV-3028-C7**

Power consumption: 80 nA  
Power backup: recharg.  
Accuracy: ± 1ppm @ 25°C

**NEWS**

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

**BREAKING NEWS eeNewsletters**

- Reverent and Cloudfogger 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 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 organized 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 SO, automotive and IoT
- Design Partner Program targets Life-based IoT
- STM8 Nucleo boards feature Arduino-like connectors for expansion
- Bluetooth 5 SP module for easier connectivity
- Reverent and Cloudfogger 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
- Cloud-powered robot could make autonomous vehicle safer
- Change for making chip market set for explosive growth
- EEP: Machine vision could revolutionize IP company
- Startup formed for open-based AI processor
- New software writes on professional Arduino site
- IoT fuel set for you: Top processors for IoT devices
- Intel unveils TEG SoC: multi-processes without connectivity
- OPIC and other SoCs of IoT: open system level components

**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	<b>EMV 2019</b> , Stuttgart, February 19-21 <b>Embedded World</b> , Nuremberg, February 26-28 <b>Mobile World Congress</b> , Barcelona, Feb 25-28 <b>DATE 2019</b> , Florence, Italy, March 25-29	2,000 Copies
May 6	April 24	Energy harvesting Low power computing Input and Output Devices	<b>PCIM</b> , Nuremberg, May 7-9 <b>SMT</b> , Nuremberg, May 7-9 <b>Display Week</b> , San Jose, CA, May 12-17	PCIM
September 9	August 28	IoT FPGA Wireless Technologies	<b>European Microwave Week</b> , Paris, France, September 29 - October 4 <b>34th European Photovoltaic Solar Energy Conference</b> , September <b>28th International Conference on Field Programmable Logic</b> , September	EuMW
November 4	October 24	Embedded for Automotive Medical Electronics Embedded Security	<b>Productronica 2019</b> , Munich, November 12-15 <b>SPS/IPC/Drives</b> , Nuremberg, November 26-28 <b>Trustech 2019</b> (incorporates Cartes), Cannes, November 26-28	Productronica

# RATES

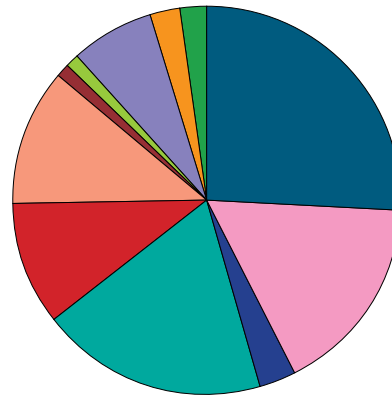
US \$ rate card 2018 (Effective 1st January 2018)

4 Colour	1x	3x	6x	10x
<b>Page</b> 210 mm x 297 mm	\$ 5,850	\$ 5,700	\$ 5,550	\$ 5,400
<b>Half island</b> 125 mm x 200 mm	\$ 3,940	\$ 3,820	\$ 3,700	\$ 3,580
<b>Half</b> Hor.: 190 mm x 136 mm Vert. 91 mm x 277 mm	\$ 3,450	\$ 3,345	\$ 3,240	\$ 3,135
<b>Third</b> Hor.: 190 mm x 90 mm Vert. 60 mm x 277 mm	\$ 2,765	\$ 2,660	\$ 2,590	\$ 2,520
<b>Quarter</b> Hor.: 190 mm x 66 mm Vert. 91 mm x 136 mm	\$ 1,970	\$ 1,910	\$ 1,850	\$ 1,790
<b>Eighth</b> 91 mm x 68 mm	\$ 985	\$ 955	\$ 925	\$ 895

Rates are subject to Belgian VAT (when applicable)

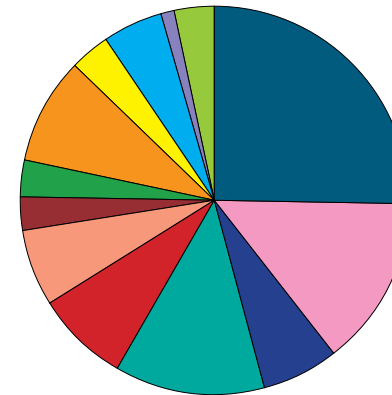
# READERSHIP DEMOGRAPHICS

**Total : 52,508\***



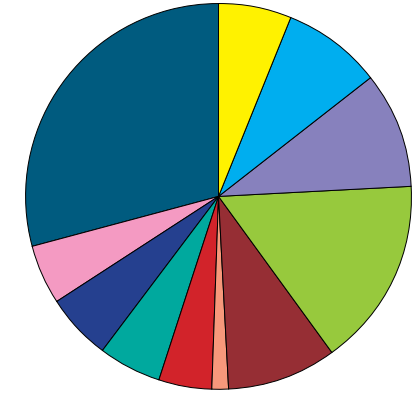
**CIRCULATION BY FUNCTION**

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%	■
<b>Total</b>	<b>52508</b>	<b>100,00%</b>	



**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%	■
<b>Total</b>	<b>52508</b>	<b>100,00%</b>	



**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%	■
<b>Total</b>	<b>52508</b>	<b>100,00%</b>	

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

\* Publisher's statement September 2018

**Home Page**

The screenshot shows the Home Page layout with several ad spots highlighted in yellow:

- Leaderboard 728 X 90**: Located at the top right of the page.
- Super Banner 940 x 170**: A large banner at the top of the main content area.
- IMU 300 X 250**: A square ad on the right side of the main content area.
- VIDEO CHANNEL 300 X 250**: A square ad on the right side, below the IMU ad.
- Leaderboard 728 X 90**: Located at the bottom of the page.

**Content Pages**

The screenshot shows a content page for an article titled "GaN-BASED ELECTRIC VEHICLE CHARGER BOOST OVER 97% EFFICIENCY, 2.6 KW/L POWER DENSITY". Ad spots are highlighted in yellow:

- Leaderboard 728 X 90**: Located at the top right of the page.
- Super Banner 940 x 170**: A large banner at the top of the main content area.
- Skyscraper 160 X 600**: A vertical ad on the left side of the article.
- IMU 300 X 250**: A square ad on the right side of the article.
- DOUBLE IMU 300 X 600**: A larger square ad on the right side, below the first IMU ad.
- IMU 300 X 250**: A square ad on the right side, below the Double IMU ad.
- Leaderboard 728 X 90**: Located at the bottom of the page.

**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](mailto: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: \$ 180
• Leaderboard	728 x 90	CPM: \$ 150
• Skyscraper	160 x 600	CPM: \$ 120
• IMU	300 x 250	CPM: \$ 120
• Double IMU	300 x 600	CPM: \$ 180
• Twig	1024 x 90	CPM: \$ 180
• Wall paper		CPM: \$ 300

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

- Video hosting per month: \$ 1150

**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**



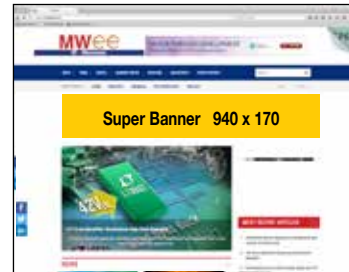
Dimensions: 160 x 600  
 File Size: 60K or less  
 Loop Limit: 5 Loop Limit  
 Formats: GIF, JPEG, HTML5  
 Alt Text: Cannot exceed 70 characters

**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:  
 \$1,150 /month  
 Interview at the show: \$1,700 /month  
 Package of full page ad + Logo + video: \$6,900

**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: \$ 300  
 Technical fee per one additional creative: \$ 300



**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	: \$ 1,500
3x	: \$ 1,450
5x	: \$ 1,360
10x	: \$ 1,300

1 week (5 consecutive days) : \$ 5,000

**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	: \$ 1,500
3x	: \$ 1,450
5x	: \$ 1,360
10x	: \$ 1,300

1 week (5 consecutive days) : \$ 5,000

**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	: \$ 975
3x	: \$ 910
5x	: \$ 850

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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