

ECI Mars - Avril 2019 N°2

ELECTRONIQUE

Composants & Instrumentation

www.electronique-eci.com

Plateforme de développement rapide pour imagerie thermique et détection infra-rouge (lire page 7)

Plate-forme embarquée pour des communications Gigabit Ethernet temps réel

Modules de puissance intégrés et intelligents pour l'automobile

Diagnostiques rapides de bus CAN

7,6 millions+ de produits en ligne

DIGIKEY.FR

www.electronique-eci.com

ISSN 2261-6126

Application

Les LED, chefs de file de l'éclairage horticoles

Max PAUCA, Mouser Electronics

Application

ECI Janvier - Février 2019 N°1

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ECI ELECTRONIQUE

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Electronique-ECI Newsletter

November 28, 2019

ACTUALITÉS

Des anciens de chez Apple et Google fondent une startup de processeurs

Marwin renforce son offre d'assemblages de câbles prêts à l'emploi

Nouvelle architecture permettant 1 PoUdps sur une puce

RASPBERRY

Boîtier pour ordinateur monocarte

NOUVEAUX PRODUITS

Boîtiers en plastique murale bureau conformes à IP65

API pour les modules d'acquisition de données LAN-XI de Briel & Kjaer

Würth Elektronik présente le joint CEM soudable

Convertisseur diviseur-déducteur efficace à 95 % prolonge la durée de vie de vos batteries

Digi-Key

La carte de démonstration ultra-basse consommation permet l'évaluation aisée de la technologie nanoPower

ECI ELECTRONIQUE

La carte de démonstration ultra-basse consommation permet l'évaluation aisée de la technologie nanoPower

News Embedded

DERNIER NUMÉRO

ACTUALITÉS

maxim integrated

EN SAVOIR PLUS

maxim integrated

EN SAVOIR PLUS

Apple

maxim integrated

EN SAVOIR PLUS

www.electronique-eci.com



A versatile media mix reaching design engineers, design management, procurement and decision makers in the French electronics industry.

- ECI : print magazine
- ECI-E : digital version of ECI
- www.electronique-eci.com : web site
- weekly newsletters : news & products

These 4 media are complementary and cater for the readers' needs at different times while designing a new system or product.



A maximum of news. Active components, passive components, interconnection devices, software, test & measurement, production equipment etc. And also permanent features:

- Power electronics
- Technology features
- Applications
- Interviews
- Distribution
- Show Previews
- People and careers
- Professional associations



ECI : the magazine offers news, technologies, new products, application notes and much more.

ECI and ECI-E offer editorial items that are :

- To the point
- Concise
- Accurate

Allowing for quick reading and decision making when looking for new products or technologies for a new design.

Readers' time is precious



Our editorial concept provides a quick and comprehensive overview of all the news, technologies, products and applications.


 ECI PUBLISHING CALENDAR 2020

Issue	Shows	Focus	Orders	Mailing
January/February	Forum de l'Electronique , Grenoble, 11 - 13/02 Mobile World , Barcelona, 24 - 27/02 Embedded World , Nuremberg, 25 - 27/02	Wireless Communications Power Components	January 30	February 17
March/April	IoT World + M2M , Paris 18 - 19/03 Embedded Systems , Paris 18 - 19/03	Real Time Processing Power Supplies AC/DC, Converters DC/DC	February 26	March 16
May/June	PCIM , Nuremberg 5 - 7/05 SMT , Nuremberg 5 - 7/05 Sensor+Test , Nuremberg 23 - 25/06	Sensors Microcontrollers	April 17	May 4
September	European Microwave Week , Utrechr, NL 13 - 18/09 Forum de l'Electronique , Avignon 29/09 - 01/10	Test & Measurement Equipments Optoelectronics, LED Lighting	August 21	September 7
October	Mesues Solutions Expo , Lyon 14 - 15/10	Automotive electronics Cabling and Connectors	September 18	October 5
November/ D�cember	electronica 2020 , Munich 10 - 13/11 Semicon Europa 2020 , Munich 10 - 13/11 Trustech 2020 (Cartes), November24-26	Semiconductors Identification Technology	October 16	November 2

CIRCULATION 2020: ECI et ECI-E

20,097 Qualified Readers
10,000 Print - 10,097 Digital

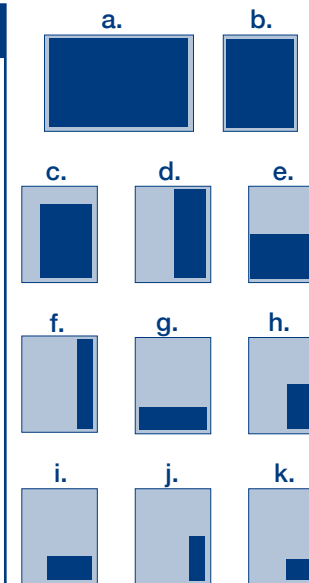
Industry	Readers	
Industrial Controls	3899	19,4%
Communication Systems	1961	9,8%
IT Industries	1897	9,4%
Automotive & Transportation	3145	15,6%
Consumer Electronics	2162	10,8%
Test and Measurement	1164	5,8%
Medical Electronics	562	2,8%
Avionics & Defense	1325	6,6%
Components	1463	7,3%
Distribution	821	4,1%
Universities Research	1199	6,0%
Other	499	2,5%
Total	20097	100,0%

Job Function	Readers	
Engineering/Design Management	3754	18,7%
D&Development Engineering	2687	13,4%
Purchasing	1216	6,1%
Corporate Management	6043	30,1%
Production	594	3,0%
R&D Engineering	2991	14,9%
Applications, Integration	287	1,4%
Quality Control	357	1,8%
Sales & Marketing	1145	5,7%
Consultancy	636	3,2%
Other	387	1,9%
Total	20097	100,0%

Publisher's statement September 2019

ECI MAGAZINE: Tarifs 2020 Euros (hors taxes)

Ad sizes	Sizes W x H (in mm)	Rates \$
a. Double page	420 x 297	13 000 €
Double page trim	400 x 265	13 000 €
b. Full Page	210 x 297	8000 €
Full Page trim	190 x 265	8000 €
c. Junior Page	123 x 176	5200 €
d. 1/2 Vertical	90 x 265	4000 €
e. 1/2 Horizontal	190 x 133	4000 €
f. 1/3 Vertical	63 x 265	2900 €
g. 1/3 Horizontal	190 x 86	2900 €
h. 1/4 Vertical	90 x 133	2100 €
i. 1/4 Horizontal	190 x 67	2100 €
j. 1/8 Vertical	57 x 133	1200 €
k. 1/8 Horizontal	90 x 60	1200 €



Technical Specifications

Trim size : 210 x 297 mm
 Bleed : 5 mm
 Type size : 190 x 265 mm
 Preferred material format: High Resolution PDF

For more information, please call

If you need any further information such as special rates, closing dates, loose or bound-in insert, please call our sales team or André Rousselot, International Sales Director at +32 27400053

ECI Rate Card N°9 valid from January 1st, 2020

Rates can be updated at any time



ONLINE ADVERTISING

Home Page

Leaderboard 728 X 90

Super Banner 940 x 170

IMU 300 X 250

IMU 300 X 250

Leaderboard 728 X 90

Content Pages

Leaderboard 728 X 90

Super Banner 940 x 170

Skyscraper 160 X 600

IMU 300 X 250

DOUBLE IMU 300 X 600

IMU 300 X 250

Leaderboard 728 X 90

Creative Deadlines

- GIF, JPEG – Two 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

Rich content : the entire content of the electronique-eci.com site has been optimized to draw maximum traffic from search engines. In addition to news, the site also provides new product information and application articles.

The site has an average of 16,000 page views per month and has over 10,000 unique visitors.

Rates:

• Super Banner	940 x 170	CPM: 150 €
• Expandable Super Banner	940 x 340	CPM: 180 €
• 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 €

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

ONLINE ADVERTISING & MATERIAL SPECIFICATIONS

LEADERBOARD 728 x 90



Dimensions: 728 x 90
 File Size: 100K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 chr

IMU (BOOMBOX) 300 x 250



Dimensions: 300 x 250
 File Size: 100K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 chr

SKYSCRAPER 160 x 600



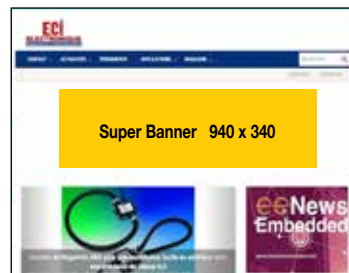
Dimensions: 160 x 600
 File Size: 100K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 chr

SUPER BANNER 940 x 170



Dimensions: 940 x 170
 File Size: 100K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 chr

EXPANDABLE SUPER BANNER 940 x 340



Dimensions: 940 x 340
 File Size: 100K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 chr

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 180 pixels

- Columns (2) 260 x 1020 pixels

- Center (empty - white): 970 x infinite

URL Link

CPM Rate: 250 €

Technical fee per one additional creative: 250 €

NEWSLETTER ADVERTISING RATES & SPECIFICATIONS



ECI-electronique bi-weekly Newsletter

The two weekly newsletters of ECI are broadcast on Tuesdays and Thursdays to ± 9000 subscribers. Each issue of Tuesday's newsletter features a Top news of the week, market information, as well as technology news while Thursday's newsletter focuses on most popular products and applications posted on electronique-eci.com.

The two newsletters are the ideal media for brand awareness campaigns as well as for promoting new products and events.

Leaderboard 728 x 90 pixels

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

Rates:

- 1x : 800 €
- 3x : 750 €
- 5x : 700 €
- 10x : 650 €

1 week (5 consecutive days) : 2,000 €
Static banner (JPEG or GIF 60 kb max) + url

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 : 800 €
- 3x : 750 €
- 5x : 700 €
- 10x : 650 €

1 week (5 consecutive days) : 2,000 €
Static banner (JPEG or GIF 60 kb max) + url

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 graphic

News Column

Rates: 1x : 500 €

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