

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](http://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	<b>Forum de l'Electronique</b> , Grenoble, 11 - 12/02 <b>Mobile World</b> , Barcelona, 24 - 27/02 <b>Embedded World</b> , Nuremberg, 25 - 27/02	Wireless Communications Power Components	January 30	February 17
March/April	<b>IoT World + M2M</b> , Paris 18 - 19/03 <b>Embedded Systems</b> , Paris 18 - 19/03	Real Time Processing Power Supplies AC/DC, Converters DC/DC	February 26	March 16
May/June	<b>PCIM</b> , Nuremberg 5 - 7/05 <b>SMT</b> , Nuremberg 5 - 7/05 <b>Sensor+Test</b> , Nuremberg 23 - 25/06	Sensors Microcontrollers	April 17	May 4
September	<b>European Microwave Week</b> , Utrechr, NL 13 - 18/09 <b>Measurement World</b> , Paris 22 - 24/09 <b>Forum de l'Electronique</b> , Avignon 29/09 - 01/10	Test & Measurement Equipments Optoelectronics, LED Lighting	August 21	September 7
October		Automotive electronics Cabling and Connectors	September 18	October 5
November/ D�cembre	<b>electronica 2020</b> , Munich 10 - 13/11 <b>Semicon Europa 2020</b> , Munich 10 - 13/11 <b>Trustech 2020</b> (Cartes), November24-26	Semiconducteurs Identification Technologies	October 16	November 2

## Circulation 2020: ECI et ECI-E

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

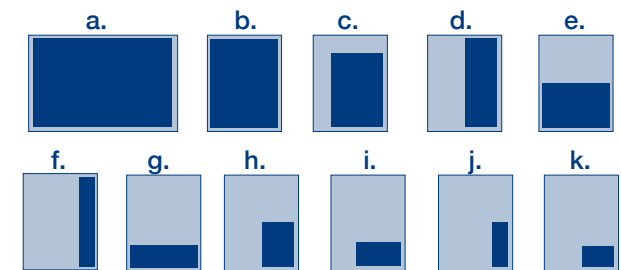
Industry	Readers	
Industrial Controls	3899	19,4%
Communication Systems	1961	9,8%
IT Industries	1897	9,4%
Automotive & Transportation	3145	15,6%
Consumer Electronics	2162	10,8%
Test and Measurement	1164	5,8%
Medical Electronics	562	2,8%
Avionics & Defense	1325	6,6%
Components	1463	7,3%
Distribution	821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

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%
<b>Total</b>	<b>20097</b>	<b>100,0%</b>

Publisher's statement September 2019

## ECI MAGAZINE: Rates 2020 USD rates

Ad sizes	Sizes W x H (in mm)	Rates \$
a. Double page	420 x 297	\$ 16,900
Double page trim	400 x 265	\$ 16,900
b. Full Page	210 x 297	\$ 10,000
Full Page trim	190 x 265	\$ 10,000
c. Junior Page	123 x 176	\$ 6,500
d. 1/2 Vertical	90 x 265	\$ 5,000
e. 1/2 Horizontal	190 x 133	\$ 5,000
f. 1/3 Vertical	63 x 265	\$ 3,625
g. 1/3 Horizontal	190 x 86	\$ 3,625
h. 1/4 Vertical	90 x 133	\$ 3,125
i. 1/4 Horizontal	190 x 67	\$ 3,125
j. 1/8 Vertical	57 x 133	\$ 1,500
k. 1/8 Horizontal	90 x 60	\$ 1,500



## Technical Specifications

Trim size :	210 x 297 mm
Bleed : 5 mmm	
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 Andr  Rousselot, International Sales Director at +32 27400053

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

Rates can be updated at any time



european  
business press

# The [electronique-eci.com](http://electronique-eci.com) web site

**Rich content** : the entire content of the [electronique-eci.com](http://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. It is further enhanced by video content as well as white papers and data sheets that can be downloaded by registered readers. Featured papers provide valuable sales leads.



**BANNER ADVERTISING** Sold on a cost per thousand CPM, all banners sizes on [electronique-eci.com](http://electronique-eci.com) deliver awareness and traffic to your site at a budget decided in advance. With the CPM model you only pay for what you get.

Banner Type	Size	Home Page	Run of Site	CPM	Rate per week in \$
Super Banner	940 x 170	✓	✓	\$ 180	
Leaderboard	728 x 90 px	✓	✓	\$ 150	
IMU (Boom Box)	300 x 250 px	✓	✓	\$ 130	
Skyscraper	160 x 600 px		✓	\$ 130	
Wall paper	1490 x 1200 px	✓	✓		\$ 2,200

*electronique-eci.com Rate Card valid from January 1st, 2020 Rates can be updated at any time*

## Weekly Newsletters

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](http://electronique-eci.com).

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

### There are 3 banners available on each Newsletter:

Leaderboard	728 x 90	\$ 1,000
IMU	300 x 250	\$ 1,000
Text Banner	\$ 650	(200 characters of text + picture 140 x 120 pixels)



**EUROPEAN BUSINESS PRESS SA** 533 Chaussée de Louvain - 1380 Lasne - Belgium - Tel: +32 (0)2 740 00 50 - Fax: +32 (0)2 740 00 59 - [www.eenewseurope.com](http://www.eenewseurope.com)

## ELECTRONIQUE

Composants & Instrumentation

[www.electronique-eci.com](http://www.electronique-eci.com) / ECI / ECI-E

### TIM Global Media

120 Rue Jean Jaurès - 92300 Levallois-Perret - France

#### Managing Director

**O. Erenberk**

[o.erenberk@tim-europe.com](mailto:o.erenberk@tim-europe.com)

+ 33 (0) 1 47 56 20 18

#### Publisher

**D. Cardon**

[cardon.dan@orange.fr](mailto:cardon.dan@orange.fr)

+ 33 688 27 06 35

#### Editor

**Alain Dieul**

[a.dieul@tim-europe.com](mailto:a.dieul@tim-europe.com)

+ 33 (0)6 83 65 59 96

#### Sales Inquiries North America & Canada

**PA, NJ & NY - Jim Lees**

+1-610-626 0540 - [jim@leesmedia.com](mailto:jim@leesmedia.com)

**East, Midwest, West, South Central & Canada**

**Lesley Harmoning**

+1-218.686.6438 - [lesley@lhmediainc.com](mailto:lesley@lhmediainc.com)

