

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 2020.

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 2020	Bonus Distribution
February 17	February 5	Development Tools MCUs, DSPs and SoC SBC and Modular Computing	DATE 2020 , Grenoble, France, March 9-13 Embedded World , Nuremberg, February 25-27 Mobile World Congress , Barcelona, Feb 24-27	Embedded World
May 4	April 22	Energy Harvesting and Low Power Computing AI and Machine Learning IoT and Edge Technologies	PCIM , Nuremberg, May 5-7 SMT , Nuremberg, May 5-7 Display Week , San Francisco, CA, June 7-12	PCIM
September 7	August 26	Sensors, HMI and Industrial Technology Wireless Technologies FPGA	European Microwave Week , Utrecht, September 13-18 Sensors and Instrumentation Live, NEC , Birmingham 23-24 September Arm Techcon , San Jose, CA, 8th - 10th October	EuMW
November 2	October 21	Embedded for Automotive Medical Electronics Embedded Security	electronica 2020 , Munich, November 10-13 SPS/IPC/Drives , Nuremberg, November 24-26 Trustech 2020 (incorporates Cartes), Cannes, November 24-26	electronica 2020