

eeNews Europe publishes 5 vertical Design Centers connecting engineers with expert sources of knowledge, from vendors, consultants, independent designers and application engineers. These dedicated web sites deliver breaking news, reviews, product announcements, in-depth product research tools, expert advice and analysis, insights into industry trends, and hands-on how-to details.



### eeNews - Design Centres help Engineers

In the detailed design phase of a project, engineers tackle the practical, technical and software challenges required to bring their product to its specifications. During this time constrained phase, where speed and ease are essential, engineers go online and search dedicated web sites for information. In fact, according to a Global Media Usage Study, over 79% of engineers go to search a web site first to gather the targeted technical articles and product information they need. With eeNews – Design Centre web sites, engineers can find the highly focused, “how-to” technical and product information on today’s hot application and technology areas.

#### How does it work?

- When looking for information engineers go online. Proof of that need is exemplified by the fact that eeNews Europe’s web sites, have an average of 300,000 page views

per month and deliver over 4 million page views/year.

- Search is the first source turned to when looking for specific technical information.
- Each eeNews Europe - Design Centre targets specific areas of engineering technology and provides the engineers with dedicated online resource of contributed articles, “how-to” design solutions, news and updates on industry standards.

#### Why Sponsor?

eeNews Europe – Design Centre allow advertisers to direct specific messaging at engineers during the product definition and design & layout stage. Sponsoring eeNews Europe - Design Centre allows unfettered access to engineers when they are making crucial decisions on components, systems and other design parts in highly targeted market segments.

### Site Sponsorship: 3200 € per month

Package includes:

- 30,000 Page Impressions across Leader boards, IMUs and Skyscraper. Depending on inventory, some of the impressions may be served as Run On Network on eeNews Europe sites
- 1 newsletter sponsorships per month with either a Leader board or an IMU

### CPM programs depending on site availability

**Leader board + Bottom banner CPM: 150€**  
minimum buy is 10,000 Page Impressions per month

**IMU or Skyscraper CPM: 120€**  
minimum buy is 10,000 Page Impressions per month

**Full Banner CPM: 80€**  
minimum buy is 10,000 Page Impressions per month

### Newsletter sponsorship:

**Leader Board: 1000€**  
**IMU: 1000€**  
**Text Banner 800€**



**ANALOG**

**Audience :**  
**Site : 30,000 page views/month**  
**Newsletter : 27,000**

Peter Clarke,  
*site editor*

eeNews Europe Analog is the design, news, and product resource for engineers involved in the design or implementation of analog, power, sensor, data converter, signal processing, and RF ICs and components. The target audience includes both the engineers and the project managers involved in the design of analog circuits, systems, interfaces, and functions. Its mission is to serve both the analog designer, as well as the digital designer involved with analog system attributes, with technical information that will improve, ease, and speed the design process.

[www.eenewsanalog.com](http://www.eenewsanalog.com)



**POWER MANAGEMENT**

**Audience :**  
**Site : 18,000 page views/month**  
**Newsletter : 15,000**

Nick Flaherty,  
*site editor*

eeNews Europe Power Management focuses on the variety of day-to-day design, news, and product issues that face engineers involved in the design or implementation of power management technologies including power supplies, power components, batteries, fuel cells, solar cells and UPS systems. The target audience comprises both the engineers and the project managers involved in the design and implementation of power management solutions. The goal is to provide a mix of technical information that helps make the power management design process simpler to implement and faster to achieve.

[www.eenewspower.com](http://www.eenewspower.com)



**AUTOMOTIVE**

**Audience :**  
**Site : 25,000 page views/month**  
**Newsletter : 15,000**

Christoph Hammerschmidt,  
*site editor*

eeNews Europe Automotive is the premier European design resource for engineers and engineering managers involved in the development of automotive systems and equipment. The site provides engineers and engineering managers with detailed technical information that will improve and ease design of power train systems, chassis and suspension systems, automotive safety and security systems, body electronics, and automotive infotainment systems.

[www.eenewsautomotive.com](http://www.eenewsautomotive.com)



**LED LIGHTING**

**Audience :**  
**Site : 8,000 page views/month**  
**Newsletter : 10,000**

Julien Happich,  
*site editor*

eeNews Europe LED Lighting addresses the rapid breakthrough of LED technology in every field where lighting solutions are required, from display backlighting in Monitors and TVs to automotive lights and home as well as industrial lighting. Products and technologies covered include LEDs, OLEDs, drivers, LED modules, lamps, optics... The target audience comprises both the engineers and the project managers involved in the design and implementation of power management solutions.

[www.eenewsled.com](http://www.eenewsled.com)



**TEST & MEASUREMENT**

**Audience :**  
**Site : 3,000 page views/month**  
**Newsletter : 12,000**

Nick Flaherty,  
*site editor*

eeNews Europe Test is the only European resource for Design Engineers who are in charge of qualifying and testing new developments and products. The site provides engineers with comprehensive information about all kinds of sensor technologies including MEMS and wireless sensor networks, data acquisition, measurements and signal analysis. The site also discusses testing equipment including the latest in digital oscilloscopes, signal generators and bench-top as well as field testers and meters. The site is supported by a weekly newsletter with over 14,000 subscribers.

[www.eenewstest.com](http://www.eenewstest.com)



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