

PowerElectronics[®]

Media Guide 2018

State-Of-The-Art Power Electronics Solutions



#FIERCELYINDEPENDENT

Comprehensive Coverage

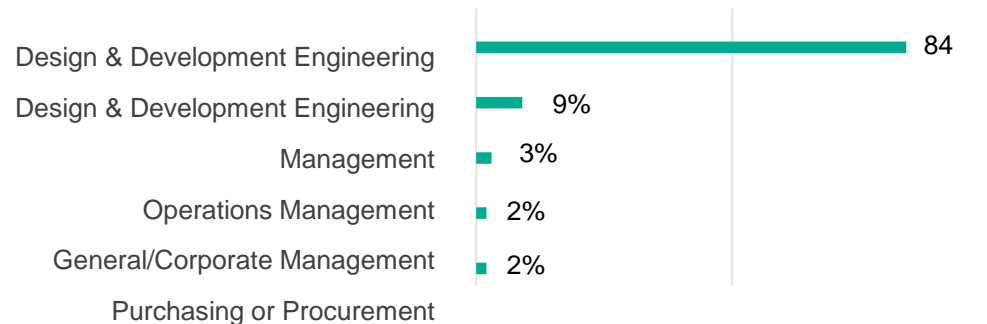
Informing critical decisions. Engaging the KEY users. Advancing the way you succeed!

Power is one of the most critical and high-growth areas in the engineering industry, given the increased attention to power design in everything from smartphones to the smart grid. Our expert editors present the engineering, design and integration of power electronic system applications, such as battery-powered systems, consumer, commercial and industrial power electronic systems; and power systems for electric and automotive transportation. Topics include semiconductors, passive components, power management, packaging, energy efficiency, magnetics, thermal management and more.

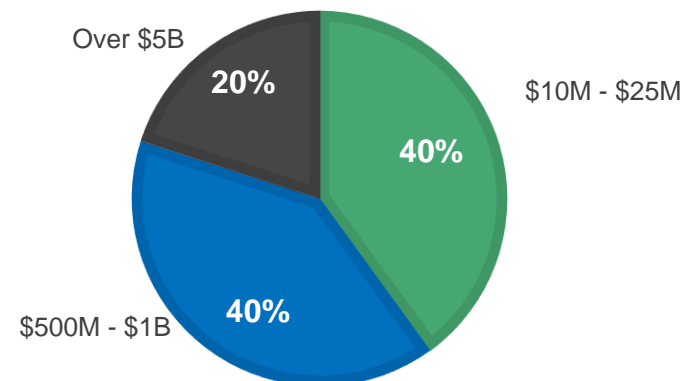
Our expert editors cover the full spectrum on products, markets and technologies:

- Semiconductors
- Passive Components
- Power Management
- Packaging
- Energy Efficiency
- Magnetics
- Thermal Management
- Power Electronics Systems
- Alternative Energy
- Automotive

We reach the key job functions in the key companies across industry



Annual revenue of our readers



Audience Reach

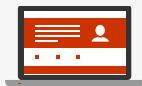
145,787

Power Electronics Monthly Audience Reach

Our highly engaged and targeted database lets you reach the right people at the right time with the content and format they want.

102,769

Monthly Page Views



50,510
Monthly Unique Visitors

4:00 min
Average Time On Site

43,018

Newsletter Distribution



17
Monthly Deployments

74% YOY

Increase in Social Visits



Companies that engage with us!

2018 Digital Options

PowerElectronics[®]

728x90

ROS Top

ROS Interscroller

Channel Top

Channel Interscroller

ROS Rich Media Pushdown

Channel Rich Media Pushdown

300x250

ROS Left

ROS Right

Channel Right

300x600

ROS Right

Channel Right

ROS Rich Media Right

Channel Rich Media Right

Native

Left Text

In-Article Channel Specific

Home Page (Mon-Sun)

Premium & Add Ons

In-Article Video

Floor Ad 1200 x 90

Audience Extension

eDirect Mail (list rental)

Content

Design FAQ

Basics of Design

Infographic

StoryScape

Top Tips

eBooks

Webinars

Engineering Resources

Pop Quiz

White Papers

eNewsletters

PE Tech Times Special Edition

Analog and Power Source (exclusive)

Frequency

Custom

4x/week

Reach

21,000

43,000

RATES AND SPECS

[Contact your representative](#)

New In-Person Event

Forge new relationships, generate leads and build brand awareness

Join us for a new business event that supports electronics designers and engineers. You'll forge new relationships while demonstrating value your company adds to the electronics engineering community and value chain.

Electronic Design CONNECT brings together the full value chain of electronics design and manufacturing. Whether it's analog, EDA/CAD, high-speed digital, materials, microwave, PCB, packaging, power, sensors, semiconductor, test & measurement or total systems solutions, EDC presents the opportunity to forge new relationships with designers and engineers in a creative, unique event format.

Why choose Electronic Design Connect?

- ▶ **Powerful, Relevant Content.** Conference content is informed by Electronic Design readers and innovators. The editorial staff and advisory council ensure meaningful, relevant, cutting edge education talks.
- ▶ **Best-in-Class Conference.** Engaging conference with talks by real people who will get your creative juices flowing while illuminating new ideas and technologies.
- ▶ **Smooth and Easy. The Way It Should Be.** From booth reservation through the live event, the ONLY thing you need to worry about is communicating your company's message. We do EVERYTHING else, without additional charges!
- ▶ **What You See is What You Get.** No hidden or surprise fees. No hassles. Your booth package includes EVERYTHING you need to participate. Enjoy a smooth experience with your interests placed ahead of everything else.
- ▶ **Bye, Bye Paperwork and Logistics.** Single point of contact for every aspect of event participation — no more exhibitor service manuals! No more endless reminders to buy this or that from the event organizer or third-party vendors.
- ▶ **No Barriers and No Separation.** Exhibitors are invited to participate alongside attendees — joining them in all aspects of the event, including workshops, networking activities and more — making it easier than ever to connect to the people you signed up to meet.

Electronic Design
connect | CONFERENCE +
TECH SHOWCASE

SEPTEMBER 18-20, 2018

HYNES CONFERENCE CENTER, BOSTON, MA

Sponsorship & Exhibiting Opportunities:

LONNIE GONZALES
Informa Global Exhibitions
lonnie.gonzales@informa.com
(661) 523-5024

Ad Specs/Contacts

Print Specs (All measurements shown in inches)

7.5x10.5 Trim	Non Bleed	Bleed*
Full Page	7 x 10	7.5 x 10.5
Spread	14.5 x 10	15 x 10.5
2/3 Pg Spread	14.5 x 6	15 x 6.5
1/2 Pg Spread	14.5 x 4.625	15 x 5.125
1/3 Pg Spread	14.5 x 3.125	15 x 3.625
2/3 Pg Vertical	4.5 x 9.75	4.75 x 10.5
1/2 Pg Island	4.5 x 7.25	4.75 x 7.75
1/2 Pg Vertical	3.375 x 9.75	3.625 x 10.5
1/2 Pg Horizontal	7 x 4.625	7.5 x 5.125
1/3 Pg Square	4.5 x 4.625	4.75 x 5.125
1/3 Pg Vertical	2.3125 x 9.75	2.5625 x 10.5
1/4 Pg Vertical	3.375 x 4.625	3.625 x 5.125

*Ads with bleed – extend bleed 0.125” beyond the trim. All live matter not intended to bleed should be kept 0.25 from trim. Spread ads should allow a total of 0.1875 safety in gutter.

- Upload materials: <https://informa.sendmyad.com>

With SendMyAd, you will be able to upload, preflight and approve your ads in a single process. SendMyAd flags quality issues that can affect reproduction on press and suggests resolutions. The ad portal allows you to check the ad and reposition the ad. You may revise and re-upload the ad one time. When the ad is ready to print as intended, you will be able to approve and sign off on the ad.

- Info on bleed specs: <http://www.penton.com/sma/pgtrim.pdf>
- Print ad specs/guidelines: <http://www.penton.com/sma/PASG.pdf>
- Online specs/guidelines: <http://engage.informa.com/ad-marketing/ad-types/>

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