MicroWaves&RF

2013 MEDIA GUIDE

WHERE TECHNOLOGY COMES FIRST

ELECTRONIC DESIGN | MACHINE DESIGN | MICROWAVES & RF | MEDICAL DESIGN | HYDRAULICS & PNEUMATICS
ELECTRONIC DESIGN EUROPE | DEFENSE ELECTRONICS | AUTO ELECTRONICS |
POWER ELECTRONICS TECHNOLOGY | MOBILE DEV & DESIGN | SOURCE ESB | GLOBAL PURCHASING

Penton
Design Engineering & Sourcing Group

TRUSTED ENGINEERING RESOURCE FOR OVER 50 YEARS

ACTIONS TAKEN

In the past 12 months, what actions have you taken as a result of seeing articles and/or ads in *Microwaves & RF*?

We provide engineers with "need to know" information on the latest microwave technology, as well as applications for design engineers. *Microwaves & RF* offers engineering professionals the latest news in the industry, in order to stay current in their field.

WHO WE ARE

Microwaves & RF serves as a continuing-education guide for engineering professionals involved in the design of components, software, subsystems, and test equipment for automotive, commercial, industrial, medical, and military applications for high-frequency electronics. The magazine provides articles on RF and microwave technology and applications for design engineers and engineering managers working from approximately 10 MHz through millimeter-wave frequencies and optical wavelengths in both analog and digital areas.

WHO WE REACH

With over 50 years covering the industry, *Microwaves & RF* continues to deliver high-quality editorial content to 48,000 design and development engineers and managers working with high-frequency and high-speed technologies and systems. Our audience touches primary end products from the following industries: Aerospace, Automotive, Weapons/Electronics Warfare, Computers/Computer Networks, Communications/Cellular/Broadcast, Consumer Electronics, ICs and Semiconductors, Medical, Industrial, and Test Equipment.

HOW WE ENGAGE WITH OUR AUDIENCE

Microwaves & RF focuses on key relevant information for engineers as opposed to theoretical coverage more appropriate for academics. It continues to be the most useful, most read publication among people designing in the automotive, commercial, industrial, medical and military industries.

VISITED	63%	visited an advertiser's website for more information
DISCUSSED	39%	discussed an ad with someone else in the company
SAVED	36%	saved an advertisement on file for future reference
RECOMMENDED	32%	recommended the purchase of advertised/editorialized products or services
REFERRED	32%	referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue
CONSIDERED	31%	considered business with an advertised/editorialized company
BOUGHT	23%	bought products or services advertised or editorialized
SOUGHT	22%	sought additional info from a company, slaes rep, or a distributor, by mailing, emailing, faxing or calling
USED	22%	used the Web site to request further information

Source: Baxter Research

EDITORIAL EXCELLENCE

Our expert editorial staff provides articles on RF and microwave technology and applications for design engineers and engineering managers working from approximately 10 MHz through millimeter-wave frequencies and optical wavelengths in both analog and digital areas.

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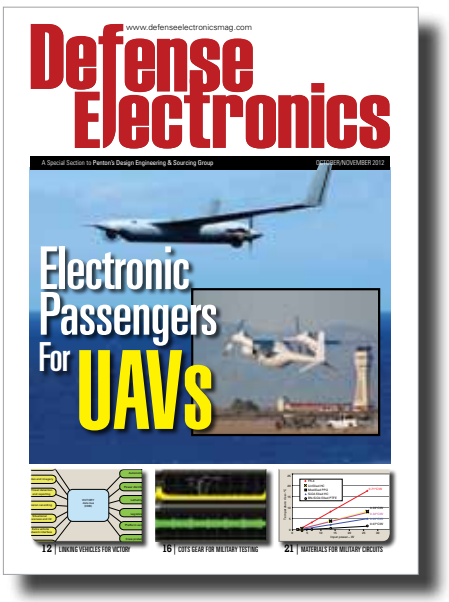
Technical Editor

Jeremy Cohen
Managing Editor

Paul Whytock
European Editor

Sally Ward-Foxton
European Associate Editor

Drones. Smart homes. LTE-A. Small cells. IEEE 802.11ac. Wireless medical electronics. These are just some of the applications and technologies driving advances in the RF/microwave industry. In 2013, such rapid progress will certainly continue. To keep you abreast of the latest advances, the *Microwaves & RF* editorial team has carefully crafted our editorial calendar for next year. From themed issues to Design Features, trend coverage, and product write-ups, we plan to keep you up-to-date with the hottest development areas in the industry and how they are impacting real-world designs and business opportunities. See our full calendar on the last page.



Defense Electronics is a print supplement published four times annually that provides the latest news, applications, and technology of interest to 56,000 design and development engineers and managers working for military, Homeland Security, and other government customers and their contractors. Our circulation is derived from subscribers of *Microwaves & RF, Electronic Design* and *Power Electronics Technology* who have identified themselves as working on solutions for defense and aerospace components, subsystems, software and test equipment. Each issue is carefully written and edited to provide readers with the key facts and relevant information. Please see our editorial calendar on page seven for details on 2103 issue dates. For an even greater reach into this audience, ask about our NEW monthly *Defense Electronics* eNewsletter! The eNewsletter has a circulation of over 38,000 readers, and deploys the third Thursday of every month, with 3 positions available.

ONLINE OFFERINGS

Microwaves & RF's newly redesigned website includes new features and functions to better serve its online readers. The site now offers improved navigation capabilities, allowing users to effortlessly browse through the website's newest technological categories, editorial from Contributed Technical Experts, increased social media networks and much more. In addition, the website now offers a company directory, which allows engineers access to information and articles about companies within the microwave & RF industry

ONLINE

Completely redesigned, our site serves the working design engineers with in-depth, tutorial features as well as up-to-date coverage of new technologies in the microwaves and RF marketplace.

BENEFITS

- Excellent choice for both branding and for direct response
- Great exposure throughout the ***Microwaves & RF*** website

ROS 728px X 90px: $85 net CPM
ROS 300px X 250px: $95 net CPM

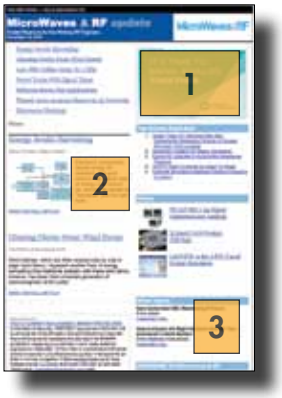
WELCOME ADS

Welcome ads are featured in the "can't be missed" position *PRIOR* to the visitor's first sight of the home page. Seen for a maximum of 10 seconds no matter what page of the website you enter in, they offer a unique platform to capture audience attention.

BENEFITS

- Full screen ads that intrigue the visitor and can't be ignored
- 640px X 480px, high-impact ad

RATE: $2,500 net/week exclusive



MWRF eNEWSLETTERS

Microwaves & RF newsletters cover key application areas such as wireless infrastructure, industrial and satellite–but also investigate hot new technologies such as GaN, 4G and the latest in test & measurement.

BENEFITS

- Prepared by the staff of ***Microwaves & RF***
- Includes a banner ad or a text box with an image
- ***Microwaves & RF*** Update (monthly)
- ***Defense Electronics*** Update (monthly)
- ***Test & Measurement*** Update (monthly)
- ***Microwaves & RF*** Edge (monthly)

TEXT BOX OR BANNER:

- 1ST POSITION: (Text or 300 x 250 Banner) $1,700 net
- 2ND POSITION: (Text only) $1,200 net
- 3RD POSITION: (Text only) $950 net

SINGLE SPONSORSHIP eNEWSLETTER:

Your company can be the sole sponsor of a special edition of ***Microwaves & RF*** Update. Content is tied to one topic of your choice. ***Microwaves & RF*** editors pick the articles on that topic. Your products, videos, whitepapers and other content is featured along with your ads. $4,500 net (monthly)

SUPERCHARGED WHITE PAPER

Aggressive promotion that allows up to three* white papers, customized registration form posted in the **White Paper Library** for 12 months, three newsletter text ads and exclusive one direct email announcing your white paper is available. (*All white papers featured in one eblast if using supercharged option). For single white paper promotions, you can appear in our monthly **Engineering Resources** eblast. You'll receive a customized registration form, archival for one year and one newsletter text ad.

BENEFITS

- Receives full contact lead reports upon request
- Archive and long-tail leads for 1 year
- 24/7 access to leads

RATE FOR SUPERCHARGED WHITE PAPER: $5,500 net

RATE FOR SINGLE WP: $2,500 net

WEBINARS

Webinars are a turnkey, cost effective way to deliver in-depth technical information to a large, geographically diverse audience of design engineers and managers working with high frequency and high-speed technologies and systems. Our state-of-the-art webinars provide dynamic multimedia platforms to increase brand awareness, educate prospects about product capabilities, or reinforce a company's industry expertise.

BENEFITS

- From audience development and registration through production and archiving, *Microwaves & RF* handles all webinar logistics and guides you through the process step by step.

RATE: $10,000 net

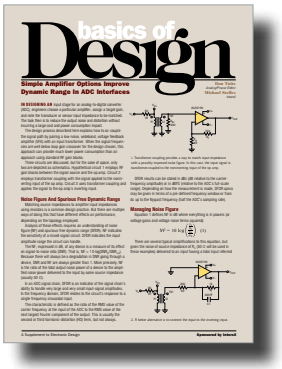
ePOSTCARDS

ePostcards offer high-impact messaging, and allows you to speak directly to our brands or technology sectors by targeting your message to up to 40,000 design engineers and managers. You have the option to customize your own message, have a lead-based program and an option to include a white paper or webcast link in your ePostcard. There is also an added option of targeting your ePostcard to specific promotional lists such as ***Defense, Test & Measurement*** and ***Wireless***. Create a personalized postcard and ***Microwaves & RF*** will ensure it gets into the right hands.

BENEFITS

- Direct email is a quick and straightforward way to promote your message to today's design engineers

RATE: $3,800 net per blast



BASICS OF DESIGN

Created by our editorial team in PDF format, these handy 4-6 page guides feature technical information that is the foundation of a given design and/or manufacturing discipline. This "ever-green" material can be saved and downloaded by the engineer for future reference.

BENEFITS

- Lead generation product
- Includes registration page users must fill out in order to download
- Requires little time investment from sponsor
- Full page, 4c ad on final page of PDF

RATE: $8,000 net

DESIGN FAQ

This popular product gives our technical editors the opportunity to answer the most frequently asked technical questions from design engineers and managers working with high frequency and high-speed technologies and systems. Created in PDF format, these handy, two-page guides are highly sought after in the design community because of their quick-read format and efficient presentation.

BENEFITS

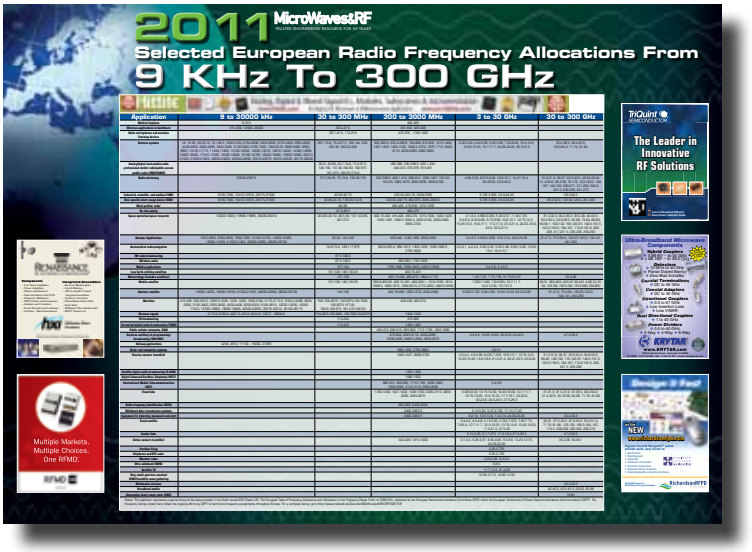
- Sponsor can include up to two qualifying questions on registration page
- Sponsor can position themselves along relevant and targeted content
- Lead generation product

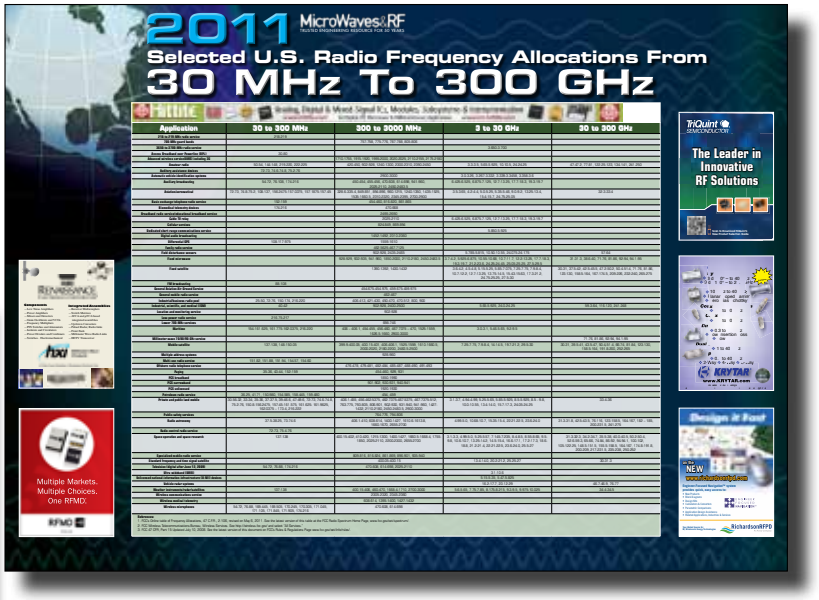
RATE: $7,000 net

WALL CHART

Microwaves & RF offers a special sponsorship opportunity to be featured in *Microwaves & RF*'s annual **U.S. & European Frequency Allocation Wall Chart**. This exciting opportunity raises your company's profile as a leader in the wireless industry, reaching over 48,000 engineers. The poster displays the various frequency ranges used by a multitude of wireless applications in both the US and Europe.

From 30 MHz to 300 GHz, for example, the U.S. side of the poster details applications ranging from automatic vehicle identification to radio astronomy. Both sides of the wall chart also will be posted on the *Microwaves & RF* website in a downloadable format for a full year. In addition, each wall-chart sponsor will receive a bonus 100 copies of the wall chart for their usage.





DIRECTORY

Microwaves & RF publishes their annual **Product Data Directory** every December, and reaches 48,000 qualified subscribers in the engineering community. The **Product Data Directory** guides high-frequency engineers to the products they need.

This premier directory includes:

- Comprehensive listings of high frequency suppliers
- Complete product categories
- New reference directory for specifiers

The directory features product categories organized by function, such as low-noise amplifiers, and contains contact information for manufacturers of each product type. As an advertiser, you can reach these active specifiers in the **Product Data Directory** with your message all year long.

MicroWaves&RF Editorial Calendar 2013

ISSUE/ AD CLOSE	THEME	INDUSTRY INSIGHT	PRODUCT TRENDS	RF ESSENTIALS	INDUSTRY EVENTS *BONUS DISTRIBUTION
JANUARY DECEMBER 14	Test & Measurement	Broadband Test Components	Cables & Connectors	Generating Signals	
	Frequency-Allocation Wallchart				
FEBRUARY JANUARY 14	Semiconductors	Process Technologies	Probes & Fixtures	Comparing Semiconductors	*Mobile World Congress, Feb. 25-28 *Barcelona, Spain*
	Defense Electronics supplement				
MARCH FEBRUARY 15	Passive Components	Satcom Components	Industrial, Scientific, & Medical	Couplers & Dividers	Satellite 2013, March 18-21 *Washington, DC*
APRIL MARCH 15	Wireless Infrastructure	Thermal Management	Vacuum Tubes	Automotive Design Requirements	Wamicon, April 14-16 *Orlando, FL*
	Defense Electronics supplement				
MAY ARPIL 15	IMS Show Preview Issue	IMS Product Highlights	Vector Network Analyzers	What Are MEMS?	CTIA, May 21-23 *Las Vegas, NV*
JUNE MAY 15	Radar & Surveillance	SDR Technology	Antennas	Shielding	*International Microwave Symposium June 2-7 *Seattle, WA*
JULY JUNE 17	Industrial/Medical Applications	Multifunction Modules	Modular Instruments	Cables & Connectors	
	Defense Electronics supplement				
AUGUST JULY 15	Emerging Wireless Technologies	Microwave Legends	Data Converters	Oscillator Types	
SEPTEMBER AUGUST 16	Military Electronics	European Microwave Week (EuMW) Preview Association of Old Crows (AoC) Preview	Amplifier Systems	Radar Systems	*EuMW, Oct. 6-11 *Nuremberg, Germany*
OCTOBER SEPTEMBER 17	Amplifiers & Oscillators	Energy-Efficient Components	Testing Automotive Components	Portable Testers	AOC: Association of Old Crows 50th Symposium Convention, Oct. 27-30 *Washington. D.C.*
	Defense Electronics supplement				
NOVEMBER OCTOBER 14	Software	IEDM Preview	Test Software	PCB Materials	MilCom, Nov. 19-21 *San Diego, CA*
DECEMBER NOVEMBER 15	Technology Forecast	Wireless Standards Update	Top Products of 2013	3D Semiconductors	IEDM, Dec. 6-13 *Washington, DC*
	Special Issue: 2013 Product Data Directory				

Ad Readership Study

Penton
Design Engineering & Sourcing Group

THE MOST TRUSTED SOURCE FOR OVER 50 YEARS

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