


European
business press

MEDIA KIT 2025



USD



News

EUROPE

www.eeNewsEurope.com

The leading platform for the European B2B electronics community.

INCLUDING THESE PUBLICATIONS BY
EUROPEAN BUSINESS PRESS

ECiNews
Electronique - Composants - Instrumentation

eeNews
WIRELESS

eeNews
EMBEDDED

eeNews
SMART2.0

CONTENTS

ABOUT European Business Press + Demographics + Key Stats	3
MEDIA BRANDS	4
ONLINE ADVERTISING	5
eeNews Europe Banners, Native Ad, Video Channel Hosting, Welcome Ad, Book Ends, Revolving Double IMU/Boombox, Multi-Message Double IMU/Boombox Content Sponsorship, White Paper, On Demand Webinar & Design Centres.	5
NEWSLETTER & EMAIL ADVERTISING eeNews Europe Daily, eeNews Embedded, eeNews Wireless and Smart2.0. Customer Corner Sponsored Newsletter, Custom Co-branded Newsletter and eMail List Rental.	9
SALES CONTACTS	13

EDITORIAL TEAM

PUBLISHER

Erik Jansen • +31 464389444
erik.jansen@electronicseurope.net

ADVERTISING PRODUCTION / FINANCE & CIRCULATION

Luc Desimpel • +32 2 740 0055
luc.desimpel@electronicseurope.net

ART MANAGER

Patrick Wielders • +31 464389444
patrick.wielders@elektor.com

EDITOR IN CHIEF

EDITOR / POWER & T&M

Nick Flaherty • +44 07710 236368
nick.flaherty@electronicseurope.net

EDITOR / ANALOG

Peter Clarke • +44 776 786 55 93
peter.clarke@electronicseurope.net

EDITOR / AUTOMOTIVE

Nick Flaherty • +44 07710 236368
nick.flaherty@electronicseurope.net

EDITOR / MICROWAVE

Jean-Pierre Joosting • +44-7800 548133
jean-pierre.joosting@electronicseurope.net



ABOUT

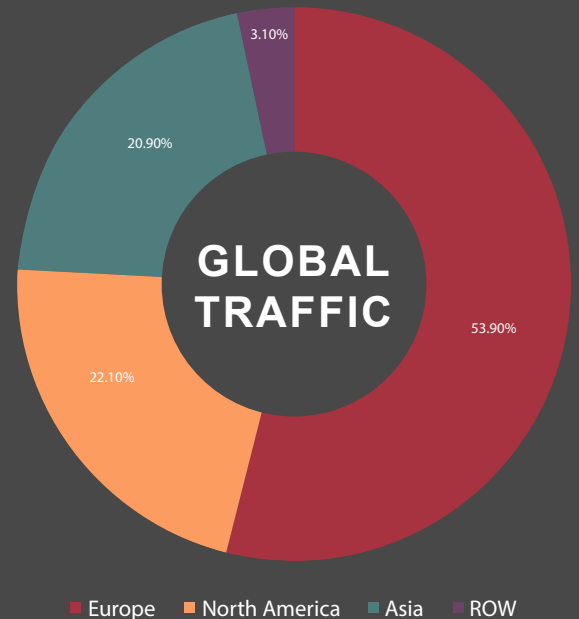
European Business Press + Demographics + Key Stats

European Business Press (EBP) focuses on design engineers and decision-makers in the European B2B electronics industry.

Founded in 1998 as Electronics Express, the platform has grown into a leading source for the European B2B electronics community. In 2017, it rebranded as eeNews Europe, becoming a forward-thinking force that transitioned to an online-only platform in 2020, serving its audience and clients with a highly targeted approach.

With a strong emphasis on digital growth, EBP offers expanded content, newsletters, and advanced lead-generation opportunities. Our editorial team delivers in-depth coverage of the global electronics market, with a focus on Europe. The specialized channels for power management, analog, automotive, and RF technologies are renowned as trusted and highly comprehensive sources for professionals in these fields.

In 2024, EBP was acquired by Elektor International Media, another leading European brand in the industry, known for its practical approach to helping modern-day electronics engineers stay informed about new developments and hardware innovations.



JOB FUNCTION

Business/Corporate Management	24.46%
Engineering/Design Management	19.70%
Design & Development Engineering	14.98%
R & D Engineering	10.36%
Sales & Marketing	7.35%
Production	6.56%
Other	4.81%
Purchasing	4.32%
Consultancy	4.31%
Applications, Integration	1.60%
Quality Control	1.44%
Software Development	0.14%

INDUSTRY

Industrial Controls	23.11%
Automotive & Transportation	12.03%
Communication Systems	10.42%
Consumer Electronics	8.68%
IT Industries	8.61%
Components	8.22%
Universities / Research	6.25%
Other	5.88%
Test and Measurement	5.84%
Avionics & Defense	4.06%
Medical Electronics	2.75%
Distribution	2.47%
Alternative Energy	1.70%

AVERAGE MONTHLY PAGE VIEWS 250,000

AVERAGE MONTHLY UNIQUE VISITORS 115,000

DAILY NEWSLETTER SUBSCRIBERS 43,000

MEDIA BRANDS



In late 2023, eeNews consolidated its various websites under the single eeNews URL to strengthen brand identity, enhance SEO, and streamline the user experience. This unification simplified access to specialized content and increased visibility for both eeNews and its clients. The distinct verticals—Embedded, Wireless, and Smart 2.0—now complete eeNews’ navigation, each still offering dedicated weekly newsletters and maintaining their focus on key areas within the electronics industry.

This move solidified eeNews as the leading news platform for engineers and technical managers, providing a more complete experience. eeNews Europe attracts over 115,000 unique visitors monthly, delivering timely news, expert analysis, and focused sections on trending industry topics.

eeNewsEurope.com



Focused on embedded systems, eeNews Embedded offers in-depth coverage of both hardware and software developments, including RTOS, IoT, and board-level components, providing essential insights for engineers.

eeNewsEmbedded.com



A key resource for RF, microwave, and wireless professionals, eeNews Wireless highlights cutting-edge design strategies, methodologies, and products to help engineers stay competitive.

eeNewsWireless.com



Smart2.0 covers innovations in IoT, smart grids, electric vehicles, and connected devices, providing a global view of how these technologies are shaping the future.

Smart2Zero.com



ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD

728 x 90 - Desktop & Mobile

CPM: \$150

SUPER BANNER

940 x 170 - Desktop

728 x 90 - Mobile

CPM: \$180

EXPANDABLE SUPER BANNER

Two creative sizes needed - Desktop only.

940 x 170 - Initial Display

940 x 340 - Expanded Display

CPM: \$210

IMU / BOOMBOX

300 x 250 - Desktop & Mobile

CPM: \$120

NATIVE AD

300 x 250

JPG or PNG, Text: 50-60 words + URL

CPM: \$150

VIDEO CHANNEL HOSTING

300 x 250 YouTube Compatible Formats

HOSTING OF YOUR OWN VIDEO: \$1150/month



CREATIVE SPECIFICATIONS

GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

CREATIVE DEADLINE

Five business days prior to start date
Send to: adops@electronicseurope.net

DISPLAY – HIGH IMPACT

WELCOME AD

The welcome ad will display over the page when a user goes to the home page or section of choice. It will remain in view for 15 seconds unless the user clicks on or closes the ad.

800 x 600 - Desktop
300 x 250 - Mobile

JPG + URL

CPM: \$300

BOOK ENDS

Book Ends follow users as they scroll down the page. Separate graphics and URLs may be provided for the left and right side.

160 x 600 - Desktop
728 x 90 - Mobile

GIF, JPG, HTML5, Max File Size: 60 Kb,
5 Loop Limit, Max Alt Text: 70 characters + URL

CPM: \$300

REVOLVING DOUBLE IMU / BOOMBOX

Allows for rotation of 2-4 Images, each with a unique URL.

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200

MULTI-MESSAGE DOUBLE IMU / BOOMBOX

A large format display ad to showcase up to 4 separate products/features, each with a unique URL.

Logo & Title: 5 words, 4 Message: 150 characters each,
4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200



CREATIVE DEADLINE

Five business days prior to start date
Send to: adops@electronicseurope.net

CONTENT SPONSORSHIP

Sponsored Content is hosted front and center on eeNews EU and is promoted across the relevant pages/ sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen \$2200 NET
 20,000 Page Impressions

400-600 words & 800 x 600 JPG



WHITE PAPERS

The eeNews EU White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

Individual Sponsorship \$2200 NET
Triple Pack Sponsorships \$5500 NET

PDF of White Papers(s), Title, Short Description:
 80-120 words and 800 x 600 JPG or PNG



ON DEMAND WEBINAR

OnDemand webinars are hosted on the eeNews EU servers and featured on the home page.

Webinars are promoted via weekly newsletters and through eeNews EU social networks to drive user engagement and generate sales leads.

Interested in hosting a live webinar or giving new life to an existing recording with live moderation? Our experienced team has successfully organized webinars with up to 1,500 live participants, and we're ready to collaborate with you to find the best solution for your needs.

90-Day On Demand Webinar + Leads \$3500 NET

Standard Video File, Short Description: 200-400 words and 800 x 600 JPG or PNG



CREATIVE DEADLINE

Five business days prior to start date
 Send to: adops@electronicseurope.net



DESIGN CENTERS // eeNewsEurope.com

eeNews Europe publishes several content verticals, such as eeNews Analog, eeNews Power, and eeNews Automotive, that connect engineers with expert knowledge sources like vendors, consultants, independent designers, and application engineers. These specialized sections offer everything from breaking news and product announcements to in-depth research tools, expert advice, industry trend insights, and hands-on, how-to guidance.

During the detailed design phase of a project, engineers face practical, technical, and software challenges to meet specifications. Speed and ease of access to information are crucial during this phase. According to a Global Media Usage Study, over 79% of engineers turn to the internet first to gather technical articles and product data. eeNews' verticals aim to help engineers quickly and efficiently find the information they need to keep their projects on track.

WELCOME AD

800 x 600 - Desktop
300 x 250 - Mobile
JPG + URL
CPM: \$300

BOOK ENDS

160 x 600 - Desktop
728 x 90 - Mobile
GIF, JPG, HTML5 + URL(s)
CPM: \$300

SUPER BANNER

940 x 170 - Desktop
728 x 90 - Mobile
CPM: \$180

EXPANDABLE SUPER BANNER

Two creative sizes needed - Desktop only.
940 x 170 - Initial Display
940 x 340 - Extended Display
CPM: \$210

LEADERBOARD

728 x 90 - Desktop & Mobile
CPM: \$150

IMU / BOOMBOX

300 x 250 - Desktop & Mobile
CPM: \$120

DOUBLE IMU / BOOMBOX

300 x 600
CPM: \$180

NATIVE AD

300 x 250 JPG or PNG, Text: 50-60 words + URL
CPM: \$150

REVOLVING DOUBLE IMU / BOOMBOX

2-4 Images: 300 x 600 - Desktop & Mobile, JPG or PNG + URL(s)
CPM: \$200

MULTI-MESSAGE DOUBLE IMU / BOOMBOX

Logo & Title: 5 words, 4 Messages: 150 characters each, 4 Images: 300 x 200 - Desktop & Mobile, JPG or PNG + URL(s)
CPM: \$200

VIDEO CHANNEL HOSTING

300 x 250 YouTube Compatible Formats

HOSTING OF YOUR OWN VIDEO: \$1150/month



CREATIVE SPECIFICATIONS

GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

CREATIVE DEADLINE

Five business days prior to start date
Send to: adops@electronicseurope.net

NEWSLETTER & EMAIL ADVERTISING

European Business Press publishes daily, weekly and monthly newsletters with unique audiences and subject matter.

eeNews Daily Feature

A concentrate of industry news, design and new products important to EU engineers.

Each issue features a unique vertical section:

- Monday: Power Management
- Tuesday: RF & Microwave
- Wednesday: Analog & MEMS
- Thursday: Automotive
- Friday: Embedded

eeNews Technical Weekly

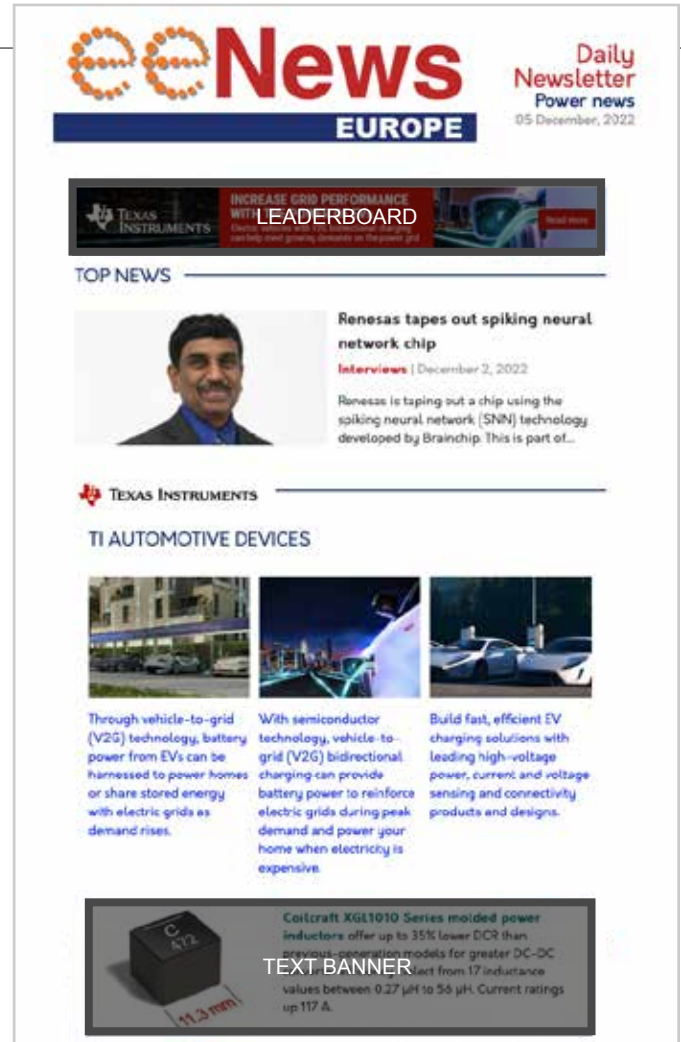
Sent to an audience of 12,500 subscribers and contains the latest White Papers being promoted on eeNews EU.

eeNews Embedded Daily

Sent to a unique audience of 25,100 subscribers and contains lead stories, embedded design news, MPU & dev tools, along with top new products and white papers.

eeNews Wireless Weekly & Smart2.0 Weekly

Subscribers receive a once-per-week update on news, products and data relevant to the RF and IoT industries, respectively.



	SUBSCRIBERS	LEADERBOARD 728 x 90	TEXT BANNER 320 x 240, 50 char title & 200 char body copy	CUSTOMER CORNER
eeNews Daily Feature				
Monday: Power Management	45,000	\$2,000	\$1,700	\$3,500
Tuesday: RF and Microwave	43,000	\$2,000	\$1,700	\$3,500
Wednesday: Analog and MEMS	43,250	\$2,000	\$1,700	\$3,500
Thursday: Automotive	43,000	\$2,000	\$1,700	\$3,500
Friday: Embedded	52,000	\$2,000	\$1,700	\$3,500
eeNews Technical Weekly - Tuesday	12,500	\$1,100	NA	NA
eeNews Embedded Daily	25,100	\$1,500	\$1,300	\$2,500
eeNews Wireless Weekly - Thursday	7,900	\$1,000	\$1,000	\$2,000
Smart2.0 Weekly - Friday	29,200	\$1,500	\$1,300	\$2,500

GIF, JPG, HTML5, Max File Size: 60 Kb, 5 Loop Limit,
Max Alt Text: 70 characters + URL

CREATIVE DEADLINE

Five business days prior to start date
Send to: adops@electronicseurope.net

CUSTOMER CORNER SPONSORED NEWSLETTER

Our Customer Corner Sponsorship includes promotion of 3 products, each with a unique URL, along with a Leaderboard placement within the same issue.

Company Logo (200 x 60), 3 Product Entries: Product Images (320 x 240), 100 characters each + URL(s) and Leaderboard (728 x 90) + URL.

GIF, JPG, PNG, Max File Size: 60 Kb

eeNews Daily Feature	\$3,500
eeNews Embedded Daily	\$2,500
eeNews Wireless Weekly	\$2,000
Smart2.0 Weekly	\$2,500

CREATIVE DEADLINE

CUSTOMER CORNER - Ten business days prior to start date
Send to: adops@electronicseurope.net



CUSTOM CO-BRANDED NEWSLETTER

The Custom Co-Branded Newsletter is a terrific vehicle for promoting your products and services directly to a receptive Pan-European audience of design engineers and C-level personnel.

Our standard sponsored newsletter is unique to one customer with 1-10 products or services linking to your website. In addition to the product entries, there is a leaderboard and IMU/boombox available for branding.

MATERIAL SPECIFICATIONS

Word Document (no HTML) with 5-10 unique products/features, Company Logo (337 x 120) +URL, Subtitle, Images (800 x 600), Leaderboard (728 x 90), IMU / Boombox (300 x 250) – 2 Column Version Only and Subject Line for email and test and seed email addresses.

LAYOUT OPTIONS

Vertical - 2 Columns
Horizontal - 1 Column

	LIST SIZE	COST
eeNews Europe	52,000	\$9,450
Smart2.0	29,200	\$6,650
eeNews Embedded	25,100	\$6,125
Wireless	7,900	\$3,000
Analog	7,200	\$2,700
Power	9,000	\$2,700
Automotive	7,200	\$2,550
T&M	4,000	\$1,875



Vertical - 2 Columns



Horizontal - 1 Column

CREATIVE DEADLINE

CUSTOM NEWSLETTER - Ten business days prior to start date
Send to: adops@electronicseurope.net



eMAIL LIST RENTAL

eeNews Europe’s direct marketing lists will help you target your market more effectively and reach ± 19,000 subscribers - selectable on function, industry, buying authority and country.

PER 1000 ADDRESSES \$745 NET
SETUP \$210 NET
EXTRA LANGUAGE \$7 NET PER

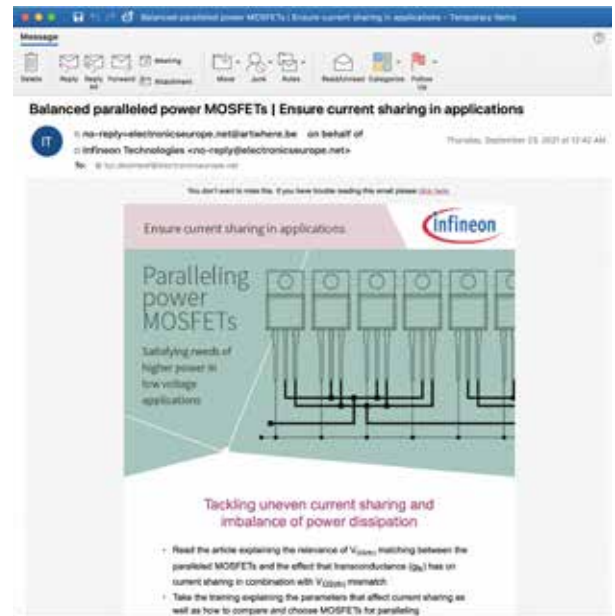
MINIMUM CHARGE - \$1,000

REQUIRED MATERIALS

Email message (HTML), subject line and test and seed email addresses.

Will be available 5 business days before mailing.

Campaigns are exclusively deployed by our servers.



CREATIVE DEADLINE

EMAIL LIST RENTAL - Ten business days prior to start date
 Send to: adops@electronicseurope.net

SALES CONTACTS

EUROPE

GERMANY & AUSTRIA

Jutta Plantenberg • +49 89 5507 9907
j.plantenberg@pms-plantenberg.de

UK, IRELAND, ISRAEL & THE NETHERLANDS

Nick Walker • +44 (0) 1442 864191
nickjwalker@btinternet.com

SWITZERLAND

Monika Ailingner • +41-41-850 4424
m.ailingner@marcomedia.ch

ITALY

Andrea Rancati • +39-02-70300088
arancati@rancatinet.it

SCANDINAVIA

Nick Walker • +44 (0) 1442 864191
nickjwalker@btinternet.com

FRANCE, SPAIN & PORTUGAL

Daniel Cardon • +33 688 27 06 35
cardon.d@gmail.com

BELGIUM

Nadia Liefsoens • +32-11-224 397
n.liefsoens@fivemedia.be

USA & CANADA

Lesley Harmoning • +1-218-686-6438
lesley@lhmandco.com

Jill Thibert • +1-218-280-2821
jill@lhmandco.com

Kristin Hamre • +1-218-280-5865
kristin@lhmandco.com

ASIA

JAPAN

S. Nagatomo • +81-3-6824-9386
nagatomo-pbi@gol.com

HONG KONG & CHINA

Judy Wang, Worldwide Focus Media Co., Ltd
00852-30780826
judywang2000@vip.126.com

SOUTH KOREA

J. W. Suh • +82-2-7200-121
hauintl@chol.co

TAIWAN

Charles Yang, Lotus Business Information Company
886-4-23223633
medianet@ms13.hinet.net



**european
business press**

533 Chaussée de Louvain • 1380 Lasne • Belgium

T +32 (0)2 740 00 50

info@electronicseurope.net • www.eeNewsEurope.com