

# MEDIA KIT 2023

USD



# ECiNews

Electronique - Composants - Instrumentation

[www.ECINews.fr](http://www.ECINews.fr)

*The foremost media platform for the French B2B electronics Industry.*

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**ECiNews France is published collaboratively by Tim Global Media and European Business Press, SA. Both groups are headquartered in Belgium and have been championing the European Industrial and Electronics (respectively) Industries through print magazines, websites, and other digital media offerings.**



ECiNews magazine is delivered bi-monthly to 19,660 qualified readers and provides in-depth coverage of news, technologies, new products, application notes and more.

ECiNews.fr and daily Newsletters offer industry news and editorial that is timely and to-the-point, allowing for quick reading and decision making when looking for new products or technologies for a design.

In addition to on-going coverage of new products, technologies and economic news, you will find application specific articles, interviews, event coverage, white papers and webinars.

Moreover, as Automotive Electronics is becoming increasingly important, particularly with the electrification of vehicles, infotainment or autonomous driving, we have decided to devote a focus on this subject in each issue. All ECiNews issues feature several pages dedicated to New Products and Announcements in the Automotive field, in addition to the other special themes.



ISSUE	SHOWS	FOCUS	ORDERS	MAILING
January / February	<b>Mobile World Congress</b> , Barcelona 27/2 - 02/3 <b>Global Industrie</b> , Eurexpo Lyon 7 - 10/3 <b>Embedded World</b> , Nuremberg 14/3 - 16/3	Wireless Communications Embedded Electronics	February 2	February 20
March / April	<b>IoT World + MtoM</b> , Paris 19 - 20/04 <b>Analyse industrielle</b> , Paris 5 - 6/4 <b>PCIM</b> , Nuremberg, 9 - 11/5	IoT, IIoT, Edge, IA Power Electronics, SiC, GaN	March 23	April 17
May / June	<b>Sensor and Test</b> , Nuremberg, 9 - 11/5 <b>Salon du Bourget</b> , Le Bourget 19 - 25/06 <b>IoT World + MtoM</b> , Paris 29 - 30/06	Connected Sensors Space and Military Grade Devices	May 11	May 29
September	<b>Forum de l'électronique</b> , Toulouse xx - xx/9	Test & Measurement Automotive Electronics Feature	August 24	September 11
October	<b>Sepem</b> , Angers 10 - 12 Octobre <b>3D Print</b> , Lyon 6 - 8/6	Circuits and Components for IoT Connectors	September 21	October 9
November / December	<b>productronica</b> , Munich 14 - 17/11 <b>Semicon Europa</b> , Munich 14 - 17/11	Productronica Special Identification Technologies	October 26	November 13

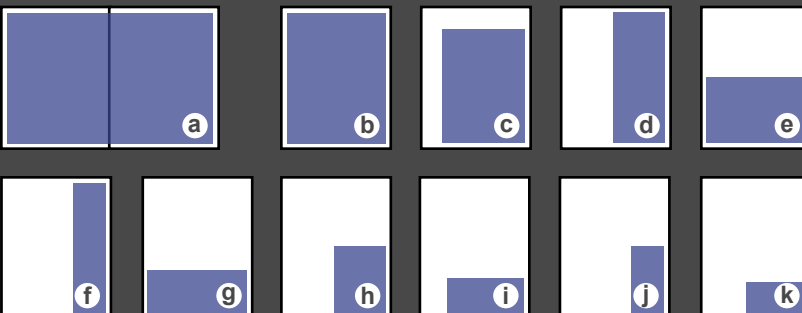
## 2023 ECI MAGAZINE RATES

AD	SIZE W x H (mm)	RATE €
<b>a. Double Page</b>	420 x 297	\$16,900
<b>Double Page Trim</b>	400 x 265	\$16,900
<b>b. Full Page</b>	210 x 297	\$10,000
<b>Full Page Trim</b>	190 x 265	\$10,000
<b>c. Junior Page</b>	123 x 176	\$6,500
<b>d. 1/2 Vertical</b>	90 x 265	\$5,000
<b>e. 1/2 Horizontal</b>	190 x 133	\$5,000
<b>f. 1/3 Vertical</b>	63 x 265	\$3,625
<b>g. 1/3 Horizontal</b>	190 x 86	\$3,625
<b>h. 1/4 Vertical</b>	90 x 133	\$3,125
<b>i. 1/4 Horizontal</b>	190 x 67	\$3,125
<b>j. 1/8 Vertical</b>	57 x 133	\$1,500
<b>k. 1/8 Horizontal</b>	90 x 60	\$1,500

Call our Sales Team for more information for special rates, closing dates, loose or bound-in insert.

See sales contacts on page 12.

ECI Rate Card N°10 valid from 01/01/22, rates can be updated at any time



## SPECS

Trim Size: 210 x 297 mm    Bleed: 5 mm    Type Size: 190 x 265 mm  
Preferred Material Format: High Resolution PDF

## 2023 CIRCULATION

### 19,660 Qualified Readers

Print - 10,000    Digital - 9,665

### INDUSTRY

### READERS

Industrial Controls.....	3721	18,9%
Communication Systems.....	1987	10,1%
IT Industries.....	1801	9,2%
Automotive & Transportation .....	2935	14,9%
Consumer Electronics .....	2214	11,3%
Test & Measurement.....	1212	6,2%
Medical Electronics.....	562	2,9%
Avionics & Defense .....	1274	6,5%
Components .....	1521	7,7%
Distribution.....	789	4,0%
Universities Research.....	1171	6,0%
Other.....	478	2,4%

### JOB FUNCTION

### READERS

Engineering/Design Management .....	3684	18,7%
D&Development Engineering .....	2687	13,7%
Purchasing.....	1216	6,2%
Corporate Management.....	5893	30,0%
Production .....	594	3,0%
R&D Engineering.....	2991	15,2%
Applications, Integration .....	287	1,5%
Quality Control.....	357	1,8%
Sales & Marketing .....	1048	5,3%
Consultancy.....	521	2,6%
Other.....	387	2,0%

Publisher's Statement October 2022



## ONLINE ADVERTISING

Rich content: the entire content of ECINews has been optimized to draw maximum traffic from search engines. In addition to news, the site also provides new product information and application articles.

The site has an average of 16,000 page views per month and has over 10,000 unique visitors.

### 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](mailto:adops@electronicseurope.net)

## CONTENT SPONSORSHIP

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

**Content Sponsorship w/Lead Gen**      **\$1100 NET**  
10,000 Page Impressions

400-600 words & 800 x 600 JPG



## WHITE PAPERS

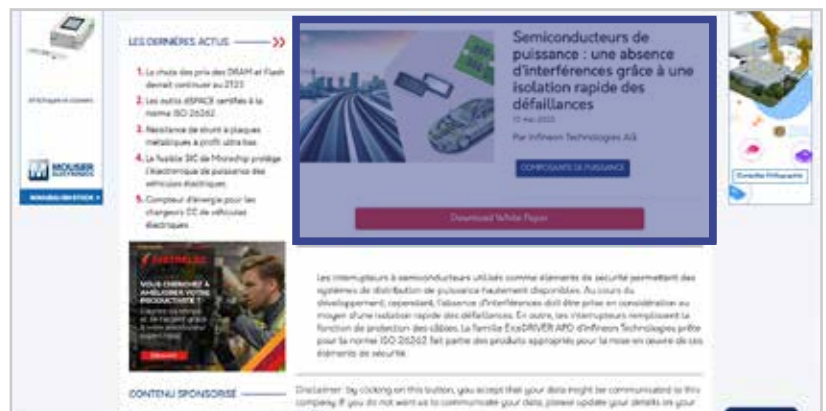
The ECINews White Paper library is a valuable reference for electronics engineers.

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**      **\$1300 NET**  
**Triple Pack Sponsorships**      **\$3500 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 ECINews servers and featured on the home page.

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

**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](mailto:adops@electronicseurope.net)



## NEWSLETTER & EMAIL ADVERTISING

### ECINews Daily

Our newsletters are broadcast each day to a list of ± 5,800 subscribers who are all qualified engineers or C level executives.

Each newsletter features a Top news of the day, market information, as well as technology news all handpicked by our editors to reflect the state of the industry. The new product section focuses on the most popular products and applications posted on ECINews.fr.

These daily newsletters are the ideal media for brand awareness campaigns as well as for promoting new products and events.

### LEADERBOARD

728 x 90

\$1000

\$2500 – 1 Week (5 consecutive days)

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

### TEXT BANNER

320 x 240 JPG & 50 character title and 200 character body copy.

\$650

### CUSTOMER CORNER SPONSORED NEWSLETTER

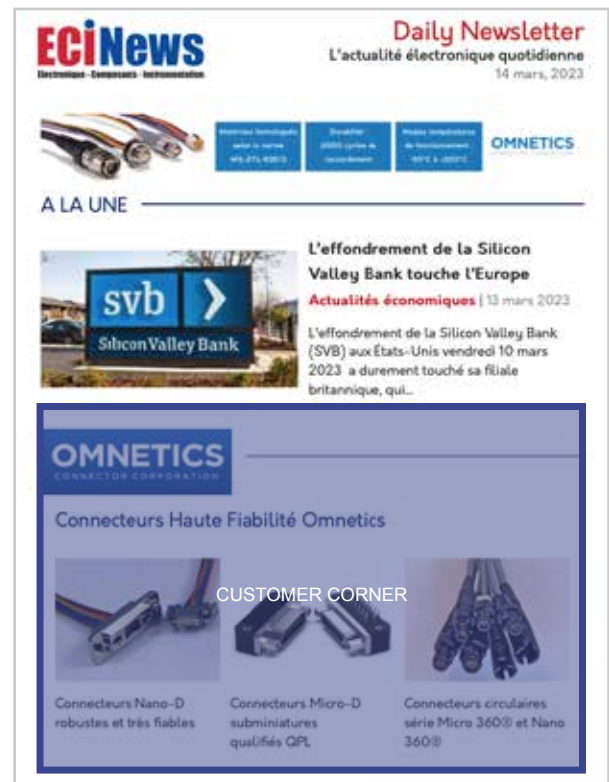
Our Customer Corner Sponsorship includes promotion of 3 products, each with a unique URL, along with a Leaderboard placement within the same issue.

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

ECINews Daily

\$1300



### CREATIVE DEADLINES

NL - Five business days prior to start date

CUSTOMER CORNER - Ten business days prior to start date

Send to: [adops@electronicseurope.net](mailto: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 French audience of 5,800+ 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.

## STANDARD SPONSORED NEWSLETTER

Word document with 5-10 unique products/features to be published, company logo (337 x 120) + URL, subtitle, images (800 x 600), leaderboard (728 x 90), IMU/boombox (300 x 250), subject line for email and test and seed email addresses.

## LAYOUT OPTIONS

Vertical - 2 Columns

Horizontal - 1 Column

ECiNews

\$2720



Vertical - 2 Columns



Horizontal - 1 Column

## CREATIVE DEADLINE

CUSTOM NEWSLETTER - Ten business days prior to start date

Send to: adops@electronicseurope.net

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