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# EciNews

Electronique - Composants - Instrumentation

www.EciNews.fr

The foremost media platform for the French B2B electronics Industry.

ALSO PUBLISHED BY  
EUROPEAN BUSINESS PRESS



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ECiNews France is published by European Business Press, SA (EBP) headquartered in Belgium. EBP has been championing the European Electronics 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 26/2 - 29/2 <b>Global Industrie</b> , Villepinte, Paris 25 - 28/3	Wireless Communications Embedded Electronics	February 1	February 19
March / April	<b>Embedded World</b> , Nuremberg 9/4 - 11/04 <b>S.O.C. + Objets connectés</b> , Paris 3 - 4/4 <b>Analyse Industrielle</b> , Paris, 3&4 April	IoT, IIoT, Edge, IA High Reliability Devices	March 21	April 8
May / June	<b>PCIM</b> , Nuremberg 11 - 13/6 <b>Sensor and Test</b> , Nuremberg 11 - 13/6 <b>SMTconnect</b> , Nuremberg 11 - 13/6	Sensors and MEMs Power Electronics, SiC, GaN	May 9	May 27
September	<b>Forum de l'électronique</b> , Toulouse 24 - 26/9	Test & Measurement Automotive Electronics Feature	August 22	September 9
October	<b>Sepem</b> , Angers 10 - 12 October <b>3D Print</b> , Lyon	Circuits and Components for IoT Connectors	September 19	October 7
November / Décembre	<b>Electronica</b> , Munich 12 - 15/11 <b>Semicon Europa</b> , Munich 12 - 15/11	Electronica Special Identification Technologies	October 17	November 4

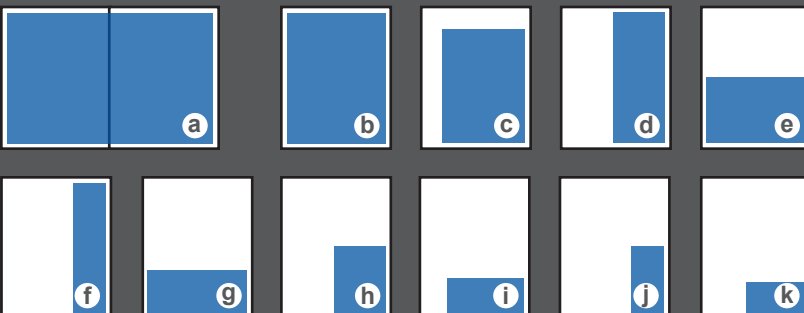
## 2024 ECI MAGAZINE RATES

AD	SIZE W x H (mm)	RATE €
<b>a. Double Page</b> Double Page Trim	420 x 297 400 x 265	\$16,900 \$16,900
<b>b. Full Page</b> Full Page Trim	210 x 297 190 x 265	\$10,000 \$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°11 valid from 01/01/23, 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

## 2024 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 2023

# 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



## 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

The screenshot shows the ECINews homepage with a navigation menu and search bar. The main content area features a sponsored banner for TAOGLAS (Transformateurs magnétiques séries Exos LAN et Stratos BMS) and TRACO POWER (Alimentations compactes CC/CE converties 50 W). Below the banner, there are sections for 'LES DERNIÈRES ACTUS', 'À LA UNE', and 'CONTENU SPONSORISÉ'. The 'LES DERNIÈRES ACTUS' section lists five news items related to DRAM prices, dSPACE tools, shunt resistance, Microchip SiC, and energy meters. The 'À LA UNE' section highlights a new site in Lynned with an 85 M€ investment. The 'CONTENU SPORISÉ' section features a Traco Power article about compact power supplies. The page also includes a sidebar with 'Infographie' and 'Mouser se démarque...' and a footer with 'Actualités économiques | 12 mai 2023 - Par Daniel Cardon'.

## 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

The screenshot shows the ECINews white paper section. The main content area features a large blue banner for 'Semiconducteurs de puissance : une absence d'interférences grâce à une isolation rapide des défaillances' by Infineon Technologies AG. Below the banner, there is a 'Download White Paper' button. The 'LES DERNIÈRES ACTUS' section lists five news items related to DRAM prices, dSPACE tools, shunt resistance, Microchip SiC, and energy meters. The 'CONTENU SPONSORISÉ' section features a disclaimer: 'Disclaimer: by clicking on this button, you accept that your data might be communicated to this company. If you do not want us to communicate your data, please update your details on your...'. The page also includes a sidebar with 'Affichages et claviers' and 'Mouser se démarque...' and a footer with 'Actualités économiques | 12 mai 2023 - Par Daniel Cardon'.

## 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

The screenshot shows the ECINews webinar section. The main content area features a large blue banner for 'Petits connecteurs à configuration mixte' by Gecko-MT. Below the banner, there is a 'Download White Paper' button. The 'LES DERNIÈRES ACTUS' section lists five news items related to DRAM prices, dSPACE tools, shunt resistance, Microchip SiC, and energy meters. The 'CONTENU SPONSORISÉ' section features a disclaimer: 'Disclaimer: by clicking on this button, you accept that your data might be communicated to this company. If you do not want us to communicate your data, please update your details on your...'. The page also includes a sidebar with 'Affichages et claviers' and 'Mouser se démarque...' and a footer with 'Actualités économiques | 12 mai 2023 - Par Daniel Cardon'.

## CREATIVE DEADLINE

Five business days prior to start date  
Send to: 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

**ECINews**  
Electronique - Composants - Instrumentation

**Daily Newsletter**  
L'actualité électronique quotidienne  
09 mai, 2023

**LEADERBOARD**  
Diltronc | SIMPLE BAND | TRIPLE BAND | DRES, OPS | GLASS | ARIDUM OEM | FULL DRES | TALLYS MAN

**A LA UNE**

**NXP et Infineon participeraient à la fab prévue par TSMC et Bosch à Dresde**  
**Actualités économiques** | 7 mai 2023  
NXP Semiconductors et Infineon Technologies AG seraient partie prenante du projet dirigé par TSMC qui...

**LES DERNIÈRES ACTUALITÉS** >>

**Infineon augmente ses perspectives pour 2023 à 16,5 milliards €**  
**Actualités économiques** | 6 mai 2023  
Infineon Technologies relève ses prévisions financières pour 2023 après un très bon premier semestre.

**Gamme de capteurs GO** Le capteur de courant GO, isolé, précis, miniature et d'un rapport qualité/prix exceptionnel dynamise vos applications basées sur **TEXT BANNER** esse.

**ECINews**  
Electronique - Composants - Instrumentation

**Daily Newsletter**  
L'actualité électronique quotidienne  
14 mars, 2023

**OMNETICS**  
CONNECTOR CORPORATION

Historique homologué selon le norme MIL-DTL-83513 | Durabilité: 2000 cycles de raccordement | Réalis température de fonctionnement: -55°C à +200°C

**A LA UNE**

**L'effondrement de la Silicon Valley Bank touche l'Europe**  
**Actualités économiques** | 13 mars 2023  
L'effondrement de la Silicon Valley Bank (SVB) aux États-Unis vendredi 10 mars 2023 a durement touché sa filiale britannique, qui...

**Connecteurs Haute Fiabilité Omnetics**

**CUSTOMER CORNER**

Connecteurs Nano-D robustes et très fiables | Connecteurs Micro-D subminiatures qualifiés QPL | Connecteurs circulaires série Micro 360® et Nano 360®

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

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