

MEDIA KIT



2023



OUR FAMILY OF COMPANIES



299,000 Subscribers
591,000 Pageviews
385,000 Users

**electronic
specifier**



75,000 Subscribers
156,000 Pageviews
81,000 Users



15,000 Subscribers
30,000 Pageviews
15,000 Users



20,000 Subscribers
14,000 Pageviews
9,500 Users

iot insider
where IoT meets industry

37,000 Subscribers
286,000 Pageviews
202,000 Users

**electronics
datasheets**

17,000 Subscribers
48,000 Pageviews
30,000 Users

STARTUPS
MAGAZINE

2000 attendees
100 exhibitors
50 speakers



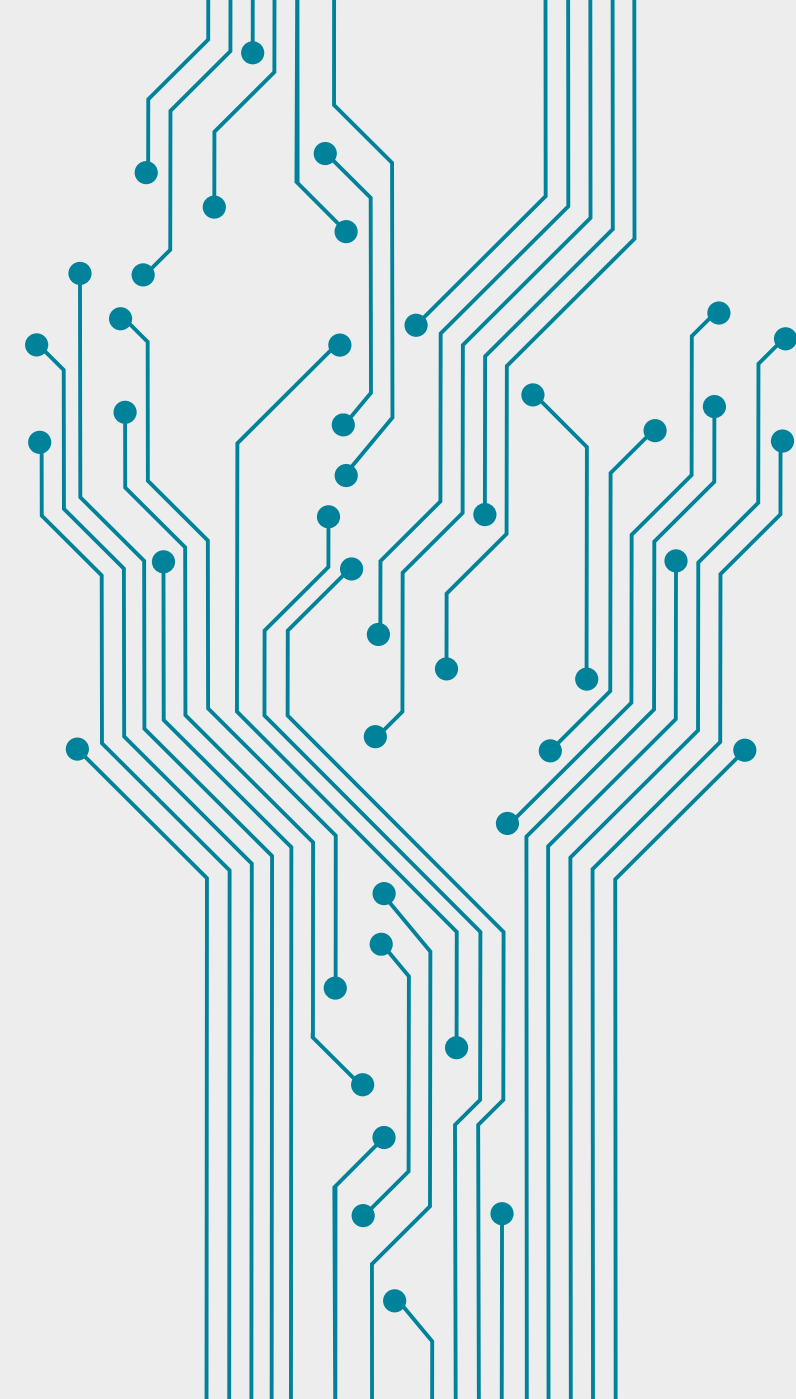
23,000 Subscribers
173,000 Pageviews
102,000 Users

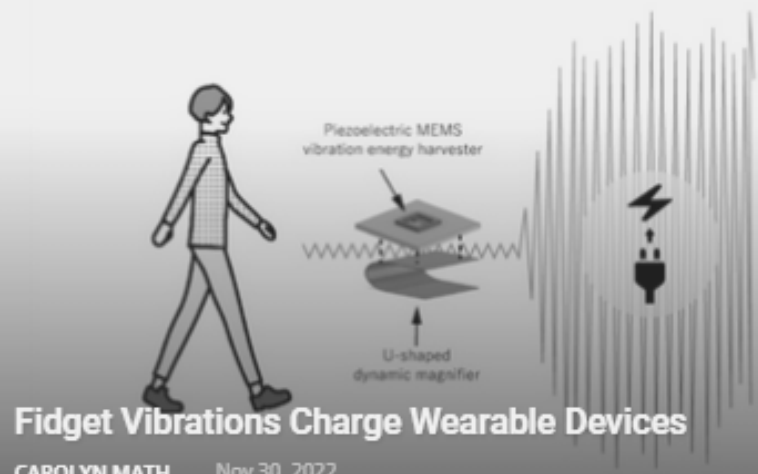
edinventory

18,000 Subscribers
33,000 Pageviews
22,000 Users

Student Circuit

250 attendees
200 submissions
1.6 mill reach





Fidget Vibrations Charge Wearable Devices

CAROLYN MATH... Nov 30, 2022



Finding Long-Term Machine Learning Solutions

CAROLYN MATH... Nov 29, 2022



EEDESIGNIT

eeDesignIt is an engineering resource dedicated to inspiring and educating professional electrical engineers, makers, students and anyone interested in innovation and technology.

Our core mission is to provide everything needed on the journey to achieving your innovative design goals. eeDesignIt covers every aspect of technology that our readers are most passionate about.

PARTPROCURER

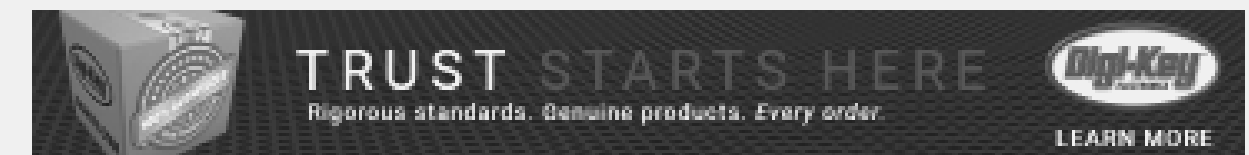
PartProcurer is an online resource dedicated to electronics procurement professionals and engineers who procure their own parts. PartProcurer equips professionals involved in the supply chain with buying, logistics, tech and product news, as well as tips, industry insights, market outlook, and all the resources needed to excel in the field.

Wednesday, November 30 2022 - Welcome

FEATURED POSTS

< > FETCH ROBOTICS CONFORMS WITH FIRST SAFETY STANDARD FOR...

f @ in



HOME NEWS ▾ PRODUCTS TECHNOLOGY OPERATIONS ▾ RESOURCES ▾ INVENTORY SEARCH ABOUT ▾ NEWSLETTER EBOOKS



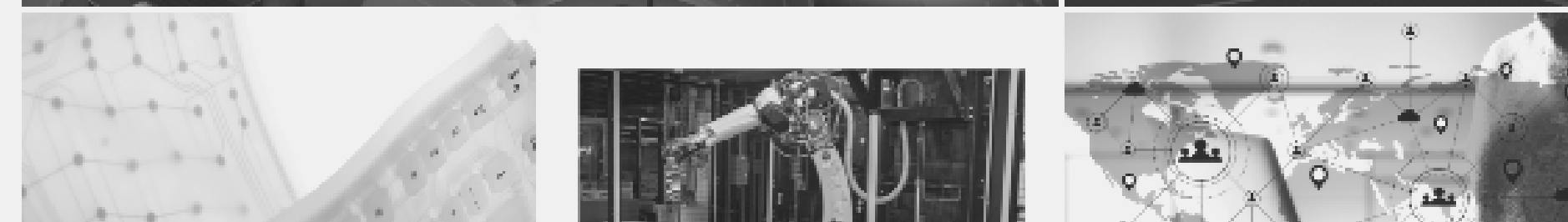
Edge Computing and Cloud-Based Support to Help Fleets Move

November 28, 2022 | 0 comment



Connected Logistics Market to Reach \$5775 Billion

November 25, 2022 | 0 comment





Display Advertising



Leaderboard



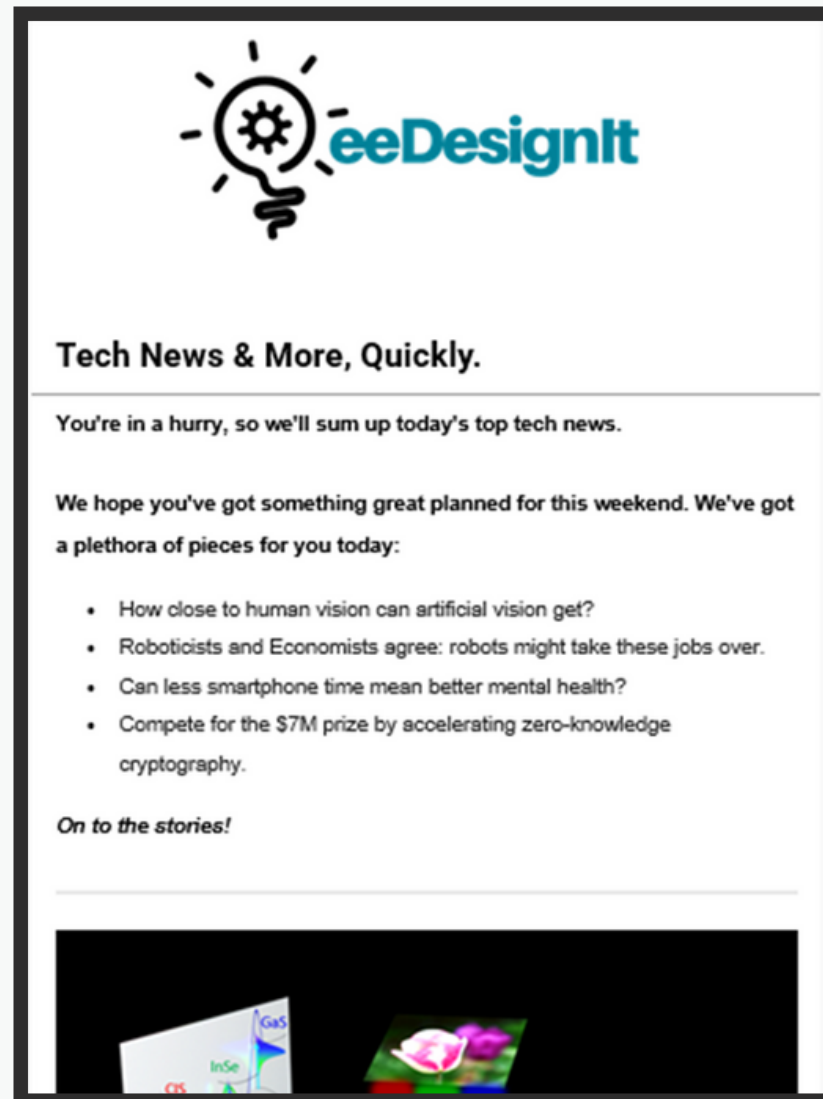
Medium
Rectangle



Wallpaper
Banner

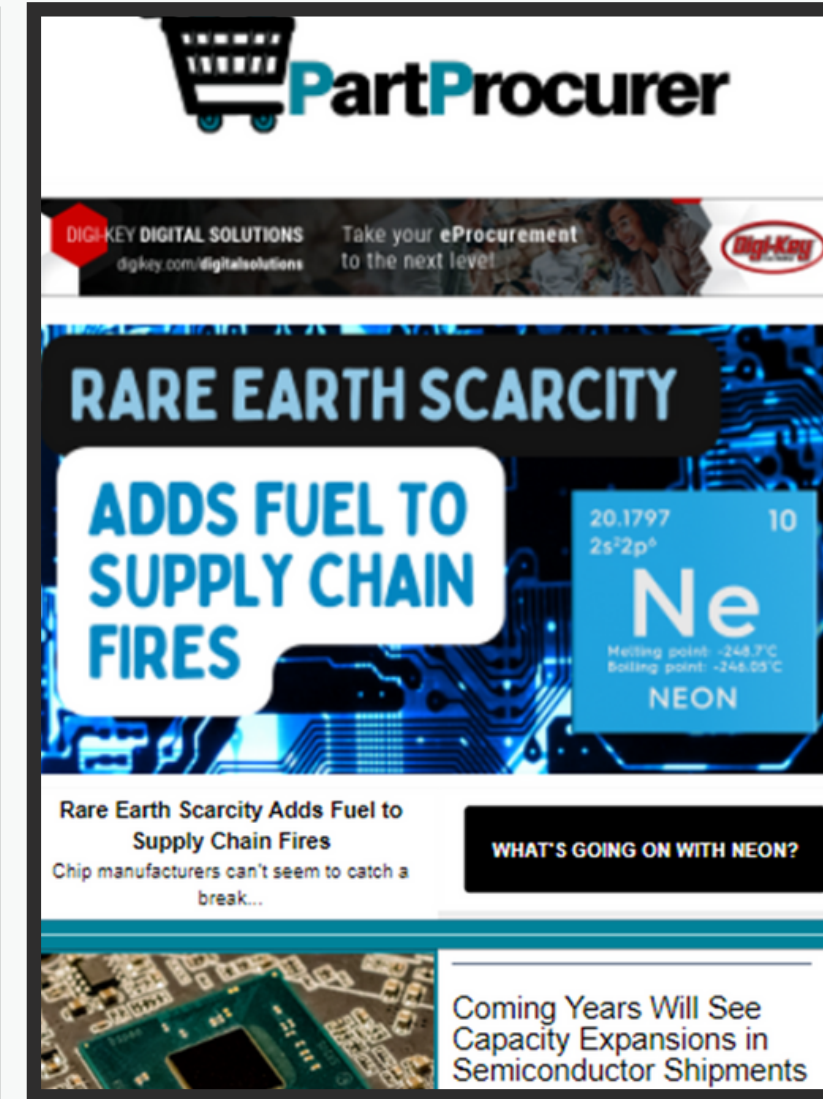
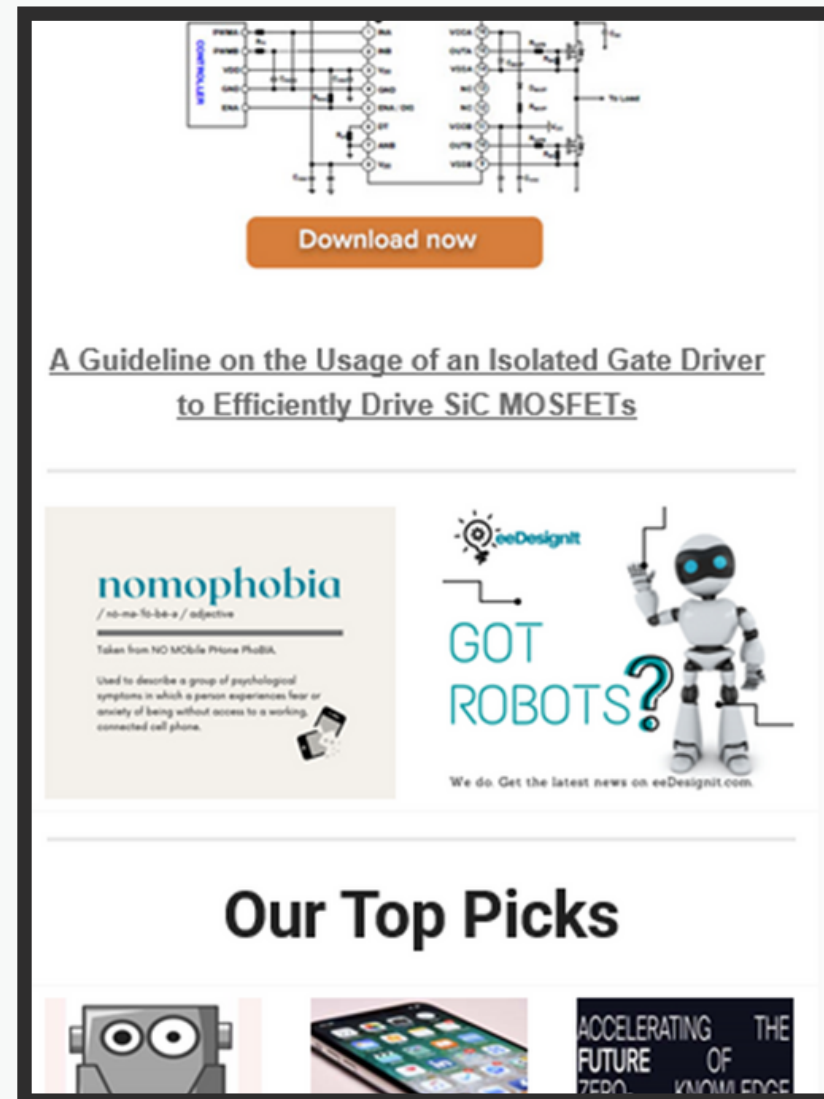


NEWSLETTERS



Reach the eeDesignIt Audience

Newsletter Audience:
35,000 subscribers.

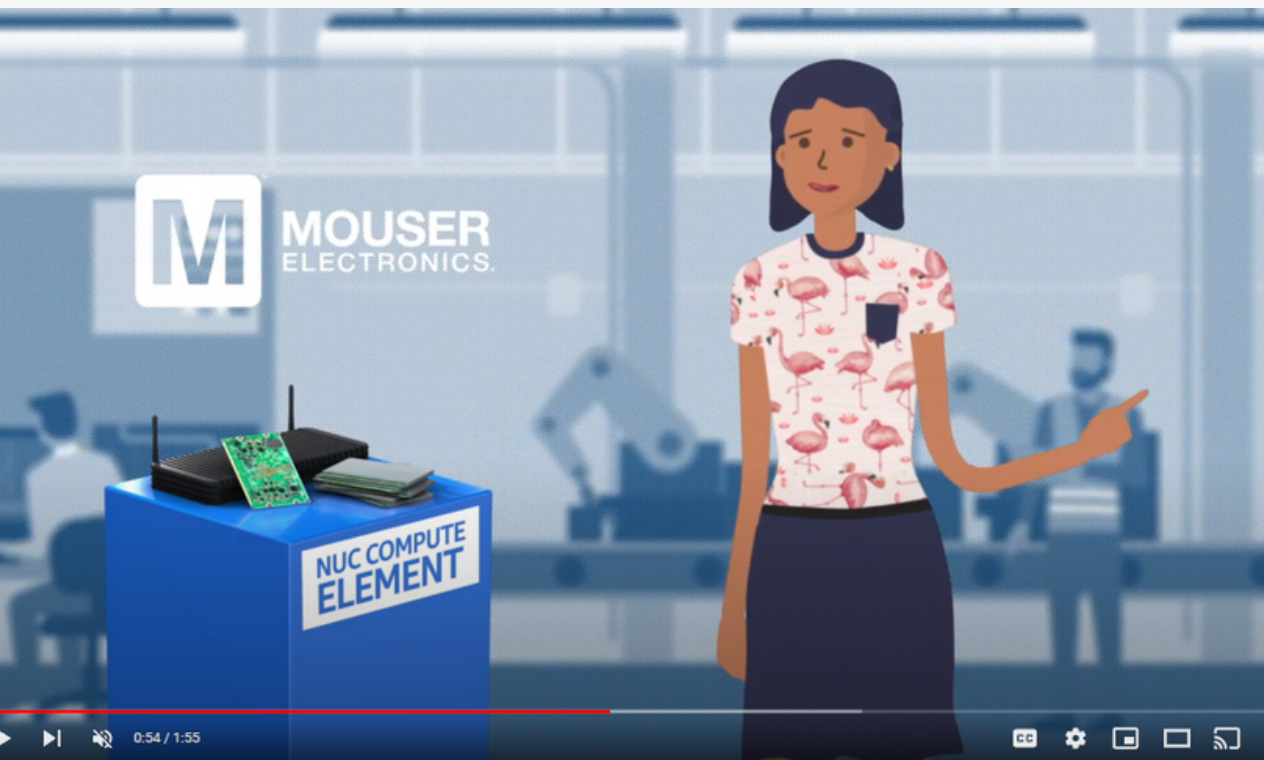


Reach the PartProcurer Audience

Newsletter Audience: 20,000
Open rates as high as 42.8%
CTR as high as 22.7%



VIDEO + INFLUENCER CAMPAIGN



What is it?

It's our experience that the best social campaigns excel with great videos! That's why we recommend a combination of video creation + social influencer reach.

We create short (up to 3 min) videos that tell an engaging story. We craft them in a way that they can be divided into smaller sections for use in reels, YouTube shorts, TikTok, or anywhere else you like to use smaller videos.

You can also publish the full video across your website and YouTube channel.

We share these visual stories (think animations, influencer unboxings, and more!) across our influencer network AND our social channels, to ignite some action -- landing page traffic, form sign ups, etc.

We create the social graphics and clips to share across all channels from that video!

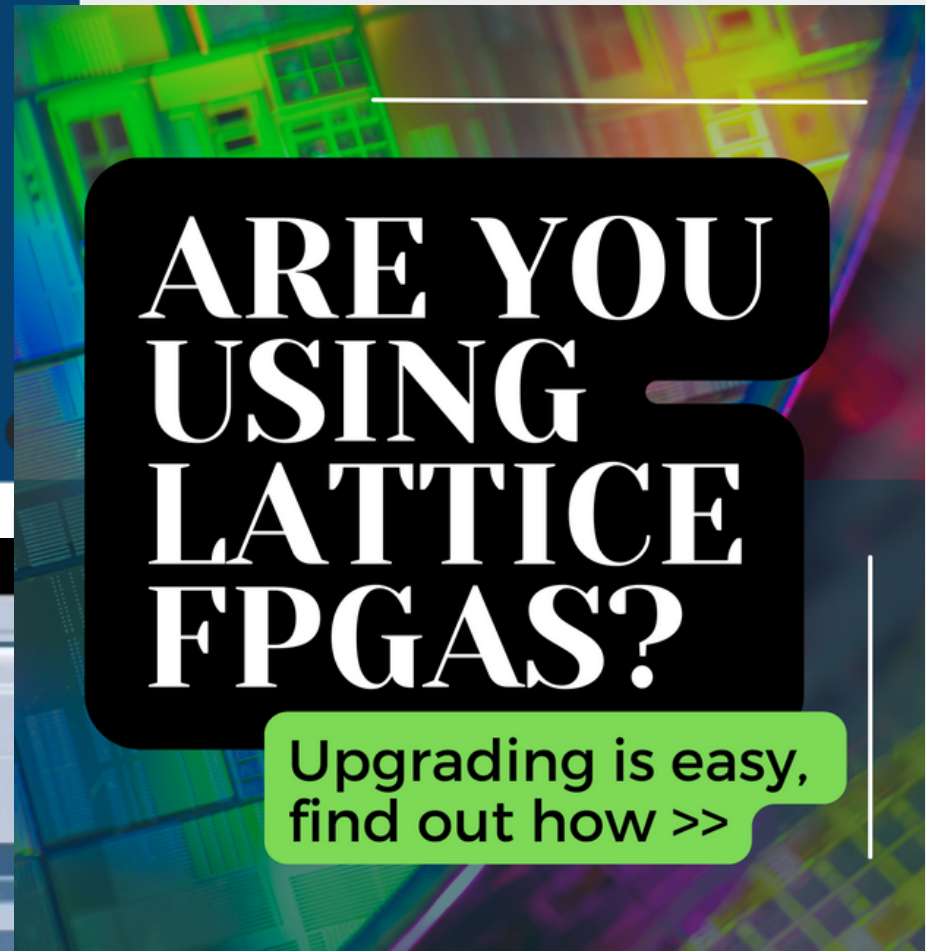
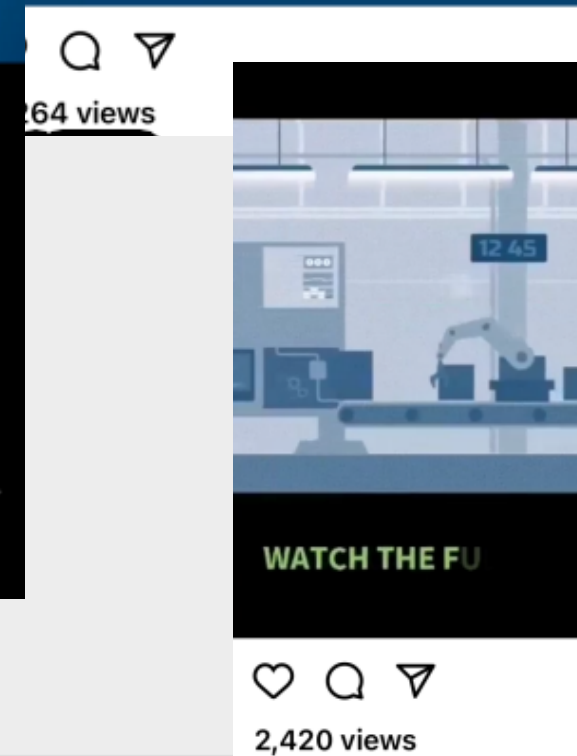
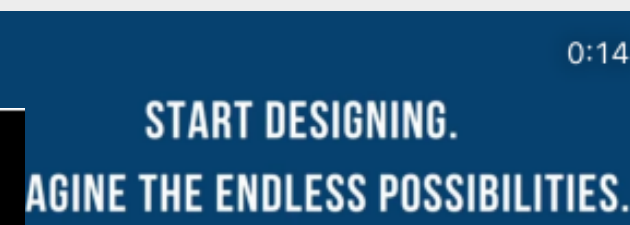
Rates:
\$17,000 for video creation, social post
development and guaranteed 3 Million
Impressions

SOCIAL

INFLUENCER

PROGRAMS

Our social influencer programs see incredible success. Not only do we tap into the power of eeDesignIt's wide social reach, but we gain access to tech + electronics influencers to tap into their audiences and get in front of new users.



SOME STATS

- PartProcurer and eeDesignIt have a monthly reach of over 18 Million combined.
- In previous campaigns, we see an average conversion rate of 0.4% to 1% (ranging from 5,000-15,000 clicks)
- Average Impressions ~3 Million

HOW DATA DRIVES THE INDUSTRIAL AUTOMATION PROCESSES

REGISTER NOW
OCTOBER 14, 2021
2:00 PM EST

PHOENIX
CONTACT

MOUSER



Guadalupe Cholas



Dave Eifert



Michael Bowne

Digital Transformation WEBINAR



THE FUTURE OF MANUFACTURING
IN THE UNITED STATES
May 19, 2020 @ 3:00 pm EST

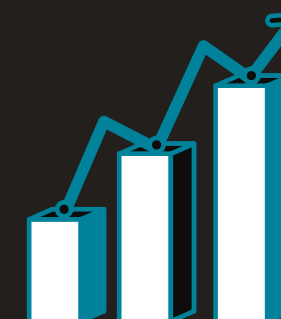


Live Chats

AN INTERACTIVE APPROACH TO WEBINARS

Let's pick a topic for your target audience. Supply a panelist from your company. Suggest other experts you'd like us to reach out to, or let us connect with industry thought leaders. Provide logo, key takeaways, and a 15-second intro video (if desired). Webinar Includes eBlast promotion. Client receives leads from e-mails and webinar registrants. Full video recording sent to client after webinar.*Targeted or Editorial Options Available

2,000
AVG LEADS



400 AVG
REGISTRANTS



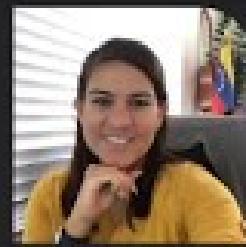
Rate: \$7,500

SECURING INDUSTRIAL ROBOTICS

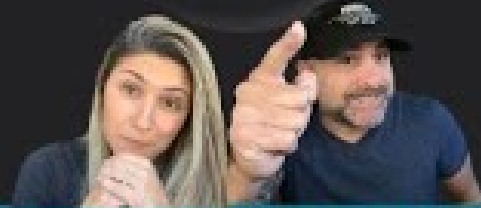
WHAT IT AND ENGINEERS NEED
TO WORK TOGETHER



DAVID SMITH
SAGER
ELECTRONICS



MARIAM COLADONATO
PHENIX
CONTACT



WATCH NOW

WIRELESS SOLUTIONS

For Manufacturing Challenges



BRIAN MORAN
SAGER



PAUL HEINE
Sensata
Technologies



WATCH NOW

CONSIDERATIONS USING DC-DC CONVERTERS IN INDUSTRIAL ROBOTIC AND AUTONOMOUS GUIDED VEHICLE APPLICATIONS



JOEL ZAENS
TDK-Lambda



LISA AUFFREY
SAGER



WATCH NOW

Video Briefs

Sponsored: Podcast Style

These podcast-style videos feature 1–2 experts from your company in a pre-recorded discussion with your hosts, Nicolette and Bryan!

A minimal lifting offering for clients (show up with your knowledge, we'll send some prep beforehand) with a large reach— guaranteed 3,000+ pageviews (or more, if you'd prefer).

Rate: \$5,000



eeDesignIt's New Video Opportunities

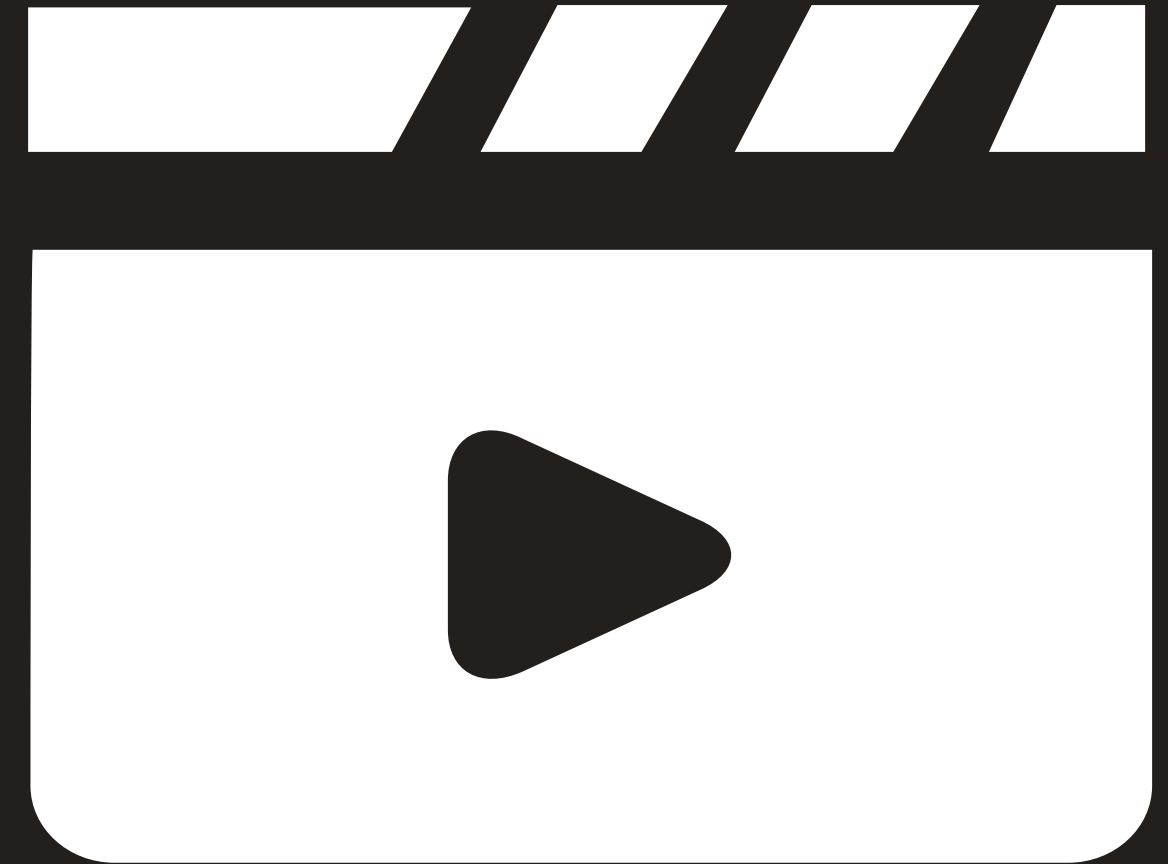
Sponsored Video Series – Supply Chain/Procurement Video Interviews
Game Show Style – Q&A Series – NPI Unboxings

SPONSORED VIDEO SERIES

A video series focused on a specific overarching theme, taking a broad concept and breaking it down into sub-episodes for a multi-part mini series.

For example, technology that changed the world, products that made the IoT possible, focus on application areas, etc.

Sponsorship in the form of supplier product discussion. Entire series sponsored by your company. Promoted across eeDesignIt website, social media, + newsletters.



EXAMPLE

when talking about monitoring oil and gas pipelines, discuss the benefits, how it's changing the world, etc. Interview someone in the industry on this topic. Second part of episode, call out a component making it happen, a specific sensor from X company. That company can supply someone to chat about it, provide a pre-recorded video, or simply give us the script to talk about it. We could even have one of our engineers discuss the technical aspect once they select the part for us.

NPI UNBOXING

An unboxing video series where your company sends Bryan and Nicolette parts!

- Bryan and Nicolette review the parts and specs
- Discuss how the parts are used
- Find creative ways to use the parts
- Talk with engineers or company experts to see if the ideas are feasible
- Possibly have people create the products as prototypes

Sponsorship in the form of supplier products + branding options. Entire series sponsored by Company. Can be promoted across eeDesignIt website, social media, + newsletters.



PROCUREMENT VIDEO SERIES

A series of 5–10 video interviews with an industry expert who can shed light on the current situation in a given parts areas or overall topic.

To enhance the procurement content and use for re-purposing. We'll conduct interviews with industry experts who can speak to different facets of sourcing. We can speak to your guests, industry pros, etc.

We will then use the recording to craft an article for use on your site or PartProcurer.

See example: [Challenges Faced When Sourcing Power Supplies](#)

Sponsorship Options:

May provide a representative from a supplier to be the guest.

- If so, can be sponsored by Distributor + Supplier in promotion phase.

Can be promoted across eeDesignIt website, social media, + newsletters.



Q&A VIDEO SERIES

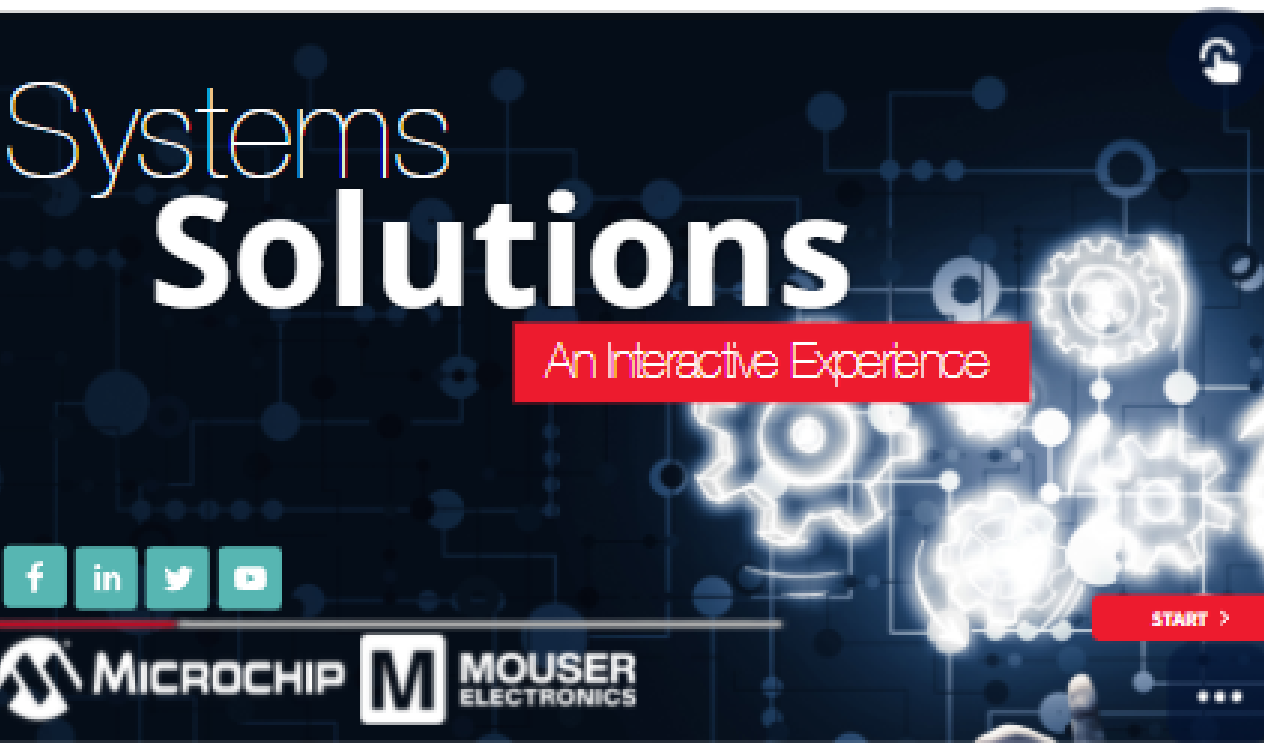
Take high level or specific topics and answer approx. 10 questions about them in a quick video.

- We create the video in a standardized format – sub 1:30 videos that are then converted into articles with an introduction/conclusion and the FAQs to maximize video usage.
- Embed the video on the page and assist with SEO by using the written version.
- Questions can be provided by a distributor/supplier, or engineer who will then answer/script them. Any product related questions will need to be answered by supplier.

Sponsorship in the form of eeDesignIt website, social media, + newsletters promotion.



INTERACTIVE CONTENT



Turnkey programming options allow you to create interactive information hubs without the need for a team of programmers. Simply embed like a YouTube video! (Or we'll provide HTML).

01. New Product Introductions
02. Interactive Ads
03. eBooks
04. Quizzes
05. Tons of Customization Options Available

Pricing dependent on # of pages: 10 pages or less/
\$5,000 Up to 20 pages/\$12,000 More pages for
additional cost Interactive Ads starting at \$2,500



PODCAST SPONSORSHIP

In its second season, the eeDesignIt podcast is growing steadily. Each month we talk to various technology and electronics experts to gain insight into different industries. From supply chain and shortages to artificial intelligence and powering robots in space, topics address many of the trending innovations and challenges within the tech space.

HOW TO SPONSOR:

- Sponsored by Mention/Logo
- 15-30 second verbal commercial OR
- 15-30 second video commercial.

EEDESIGNIT STATS:

- Number of episodes: 60+
- Subscribers 2,000+
- Downloads per month: 2,000

*Rates:

\$2,000 for 3 episodes
\$3,000 for 5 episodes
\$5,000 for 10 episodes

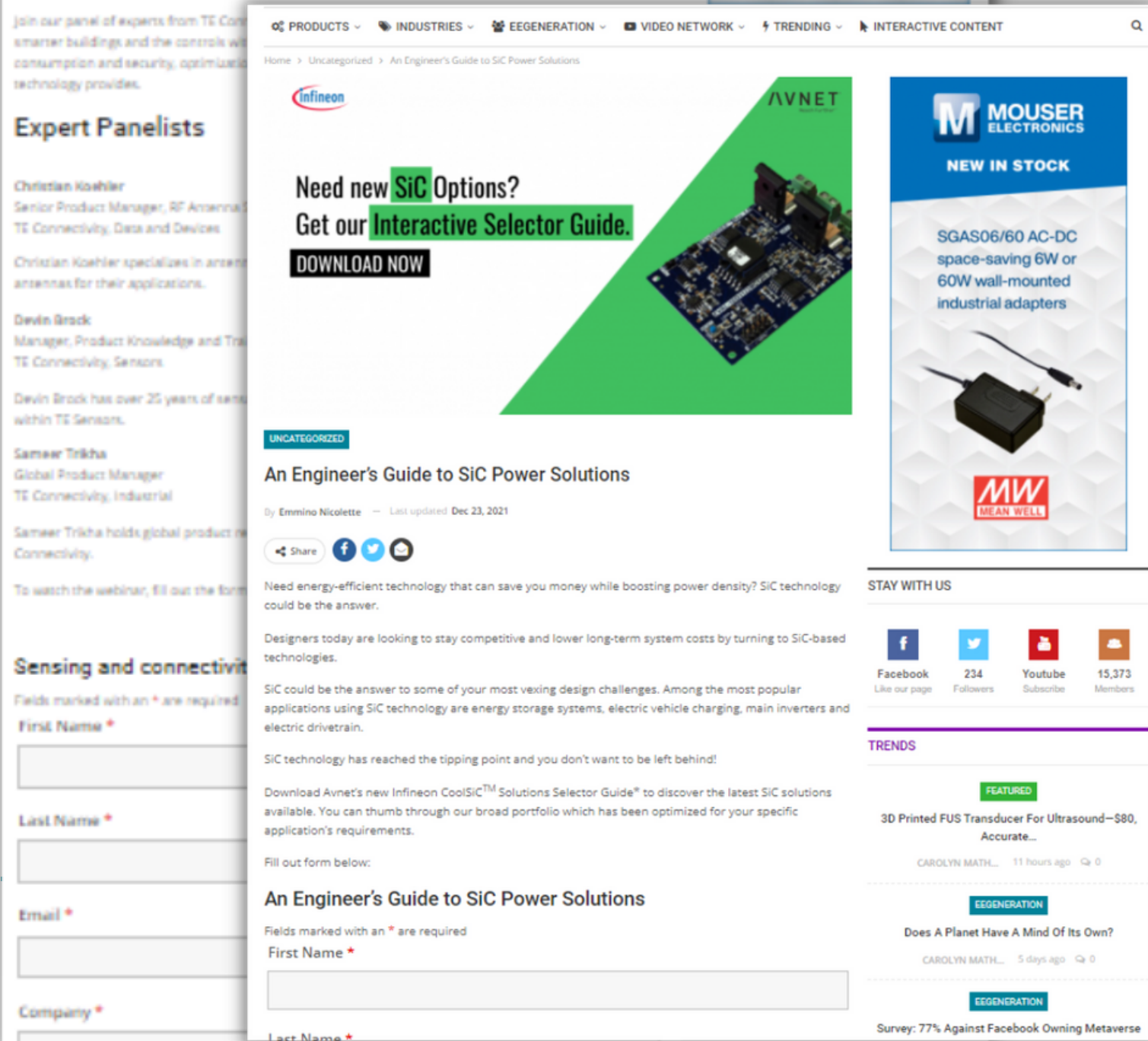
CONTENT CREATION

WITH HUNDREDS OF ENGINEERING EXPERTS AND SKILLED WRITING PROS, WE'RE READY TO TAKE ON ANY CONTENT DEVELOPMENT NEEDS.

eBooks, White Papers, Technical Articles, Short-form articles, blogs, video scripts, and more.

Article Type	Rate
Blogs	\$1100
Short-form Content	\$3000
White Papers	\$5000
eBooks	Starting \$6,000





LEAD GENERATION

eeDesignIt uses a variety of techniques including newsletter and display ads, as well as social promotion.

Rate: Starting at \$30/lead