



eeDesignIt



PartProcurer

elevated engineering

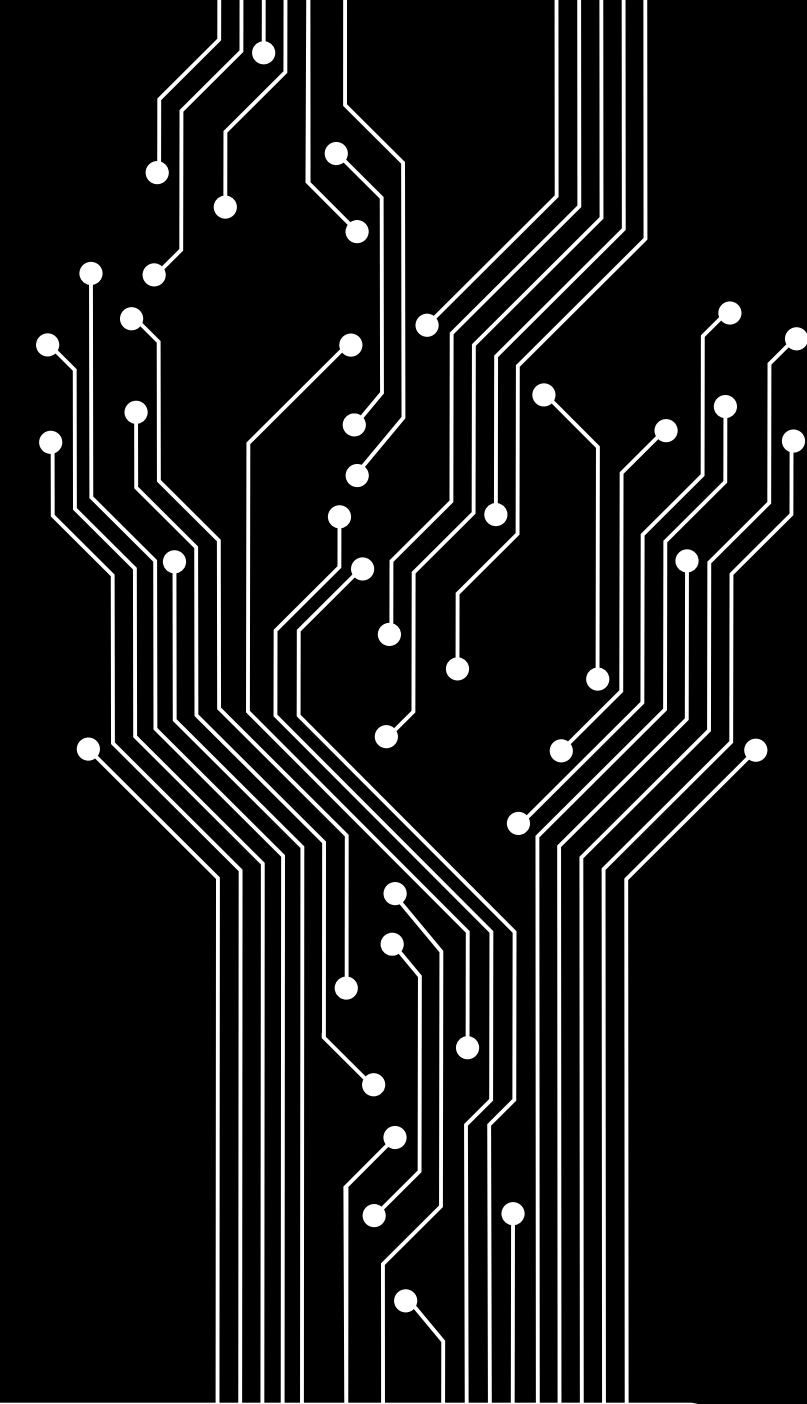
Media Solutions

eedesignit.com // partprocurer.com

2024 MEDIA KIT



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

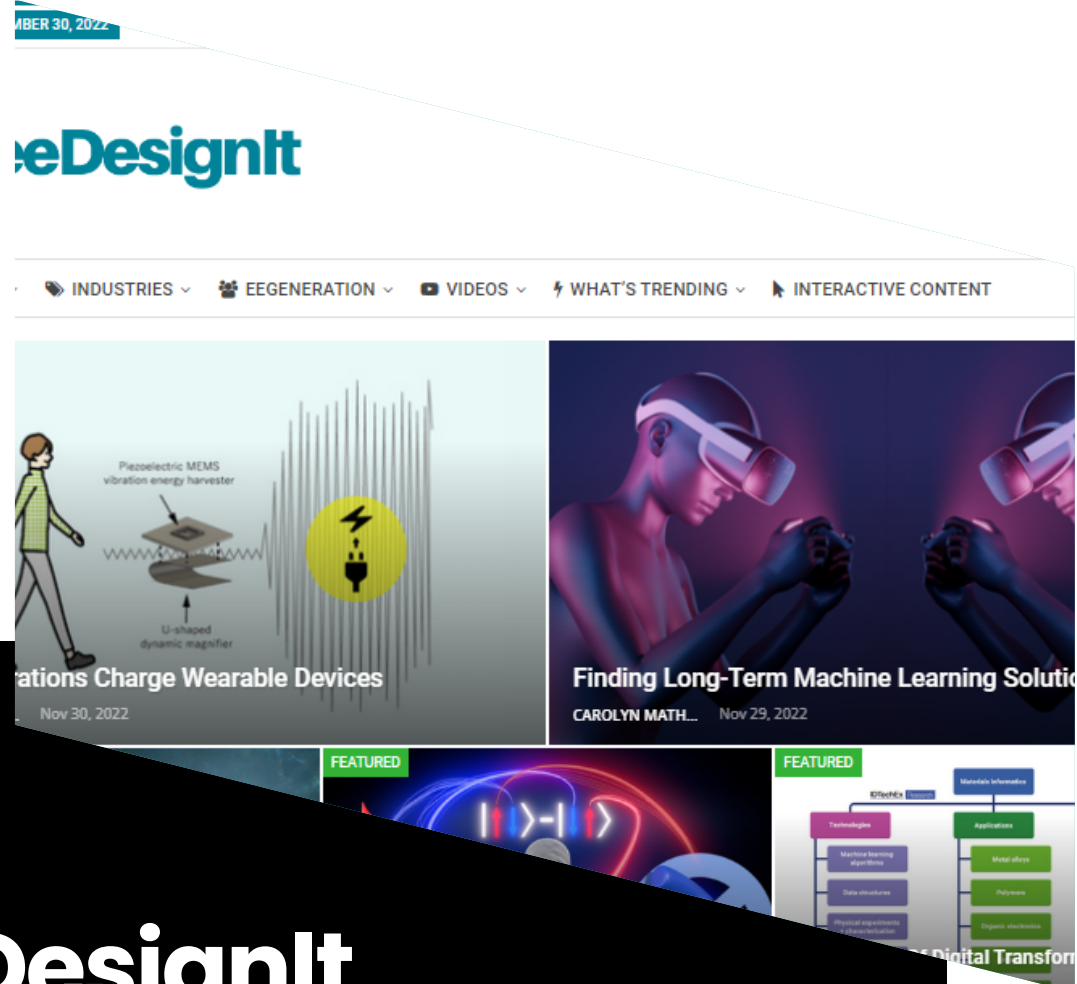
edinventory

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

Student Circuit

250 attendees
200 submissions
1.6 mill reach

HUSTLE 22
AWARDS
PRESENTED BY STARTUPS MAGAZINE



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.

our audience

The engine that powers...

With nearly 300,000 GDPR compliant names across our properties, we can target by product specified, markets, job function and country.

the #1

differentiator between us and other media companies.

PRODUCTS	INDUSTRY	JOBFUNCTION
A/D, D/A Converters	Academic And Independent R&D Laboratories	Company/corporate management
Analog/Mixed Signal ICs	Aerospace technology	Development Hardware
ASICs/Custom ICs	Automotive/transportation	Development Software
Assemblies and subsystems	Banking and insurance sector	Design
AGSPs (Application-specific standard products)	Building/Construction	Design engineering
Automatic Test Equipment	Communications And Networking Systems Or Equipment	Planning / operations scheduling
Automotive	Computing/software	Manufacturing / production
Batteries	Consumer Electronics Or Appliances	Quality control/assurance, testing
Casing technology	Data-systems technology (OCM)	Purchasing / procurement
Communication ICs	Defense	Marketing / advertising / PR
Communications Test Equipment	Education	Sales and distribution
Components	Electronic Instruments Or Test Equipment	Basic Research
Computer Boards	Electronics for other consumer goods	Finance / financial controlling / ac
Computers/Peripherals	e-mobility	Consulting
Control Systems	Energy	Administration / organisation / per
Data Acquisition Hardware/Software	Energy Generation supply/Mainstream grids	Stock-keeping / materials manag
Design Services	Government Electronics	Basic / maintenance
Digital signal processors (DSPs)	Industrial Communications	
Displays	Industrial Controls	
Distributions	Lighting	
Electromechanical Components	Marine Electronics	
Electronic-Design (ED/EDA)	Medical Devices	
Embedded Development Tools (Embedded Software)	Military electronics	
Embedded systems	Photovoltaics	
Entertainment	Renewable energies	
Foundry Services	Security/Safety	
Hardware IP including processor cores	Semiconductors and Other Electronics Components	
IC Design Tools	Service sector	
Interconnection components	Telecommunications	
Interconnection/Packaging Products	Test Measurement, Electronic Instruments	
IP	Trade (specialised retail, retail, distribution)	
Logic/Waveform Analyzers	Wireless	
Memory		
Memory ICs		
MEMS		
Microcontrollers/Microprocessors		
Micronano-systems		

display advertising



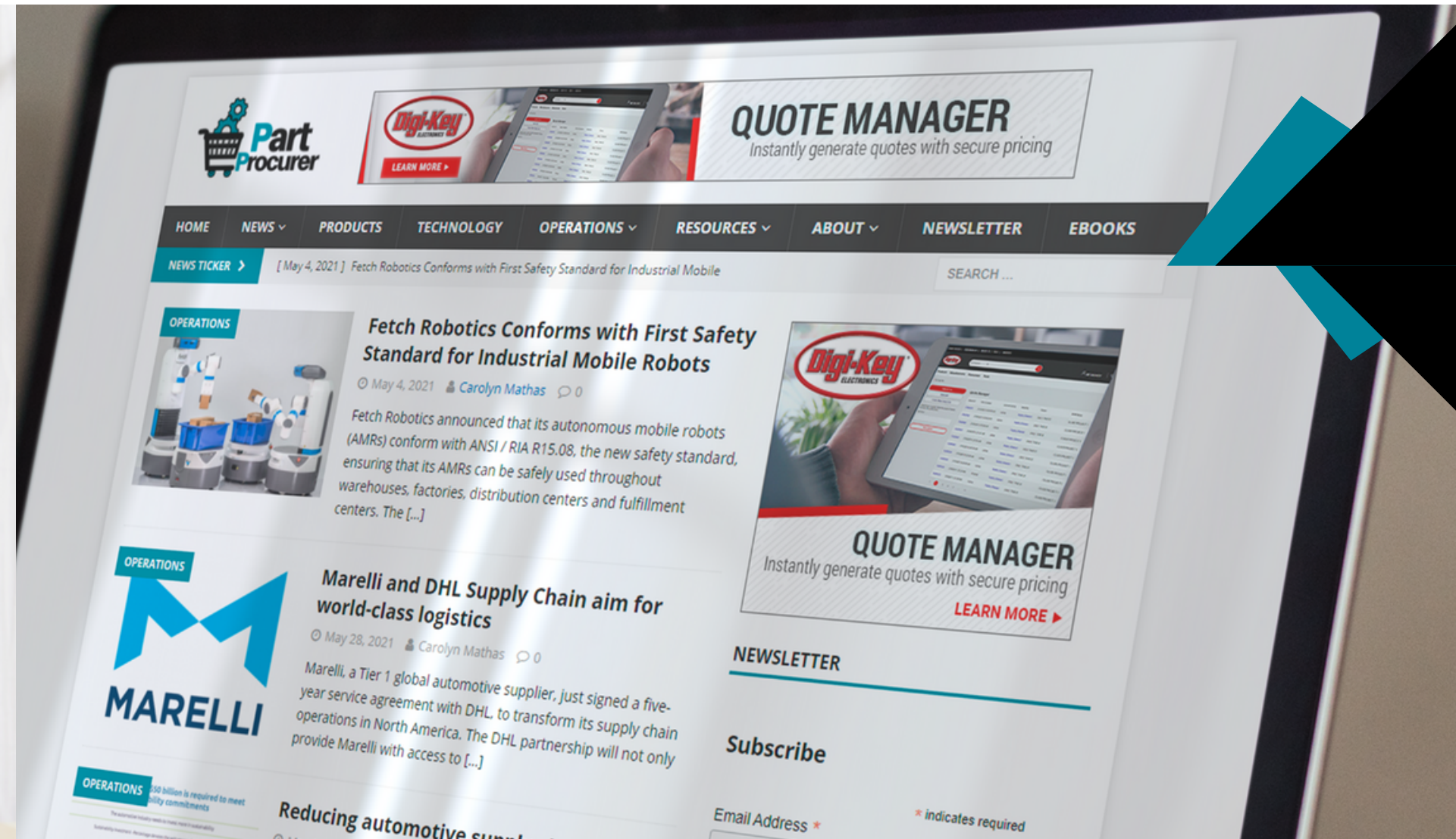
Leaderboard



Medium Rectangle



Wallpaper Banner





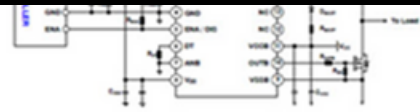
Tech News & More, Quickly.

You're in a hurry, so we'll sum up today's top tech news.

We hope you've got something great planned for this weekend. We've got a plethora of pieces for you today:

- How close to human vision can artificial vision get?
- Robotists and Economists agree: robots might take these jobs over.
- Can less smartphone time mean better mental health?
- Compete for the \$7M prize by accelerating zero-knowledge cryptography.

On to the stories!



Download now

A Guideline on the Usage of an Isolated Gate Driver to Efficiently Drive SiC MOSFETs

nomophobia

Used to describe a group of psychological symptoms in which a person experiences fear or anxiety of being without access to a working, connected cell phone.



Our Top Picks



DIGIKEY DIGITAL SOLUTIONS Take your eProcurement to the next level!

RARE EARTH SCARCITY ADDS FUEL TO SUPPLY CHAIN FIRES

20.1797 10
2s²2p⁶
Ne
Melting point: -248.7°C
Boiling point: -248.59°C
NEON

Rare Earth Scarcity Adds Fuel to Supply Chain Fires
Chip manufacturers can't seem to catch a break... [WHAT'S GOING ON WITH NEON?](#)

Accounts Payable Yet?

Accounts Payable handles so much more than just paying incoming bills and invoices, particularly given today's unrelenting global challenges. [READ NOW](#)

How 5G Unleashes a Digital Revolution that Powers Industry 4.0

Read Now

Inflation and Supply Chain Top List of Americans [STATE OF THE ECONOMY](#)

newsletters

Reach the eeDesignIt Audience

Newsletter Audience:
35,000 subscribers.

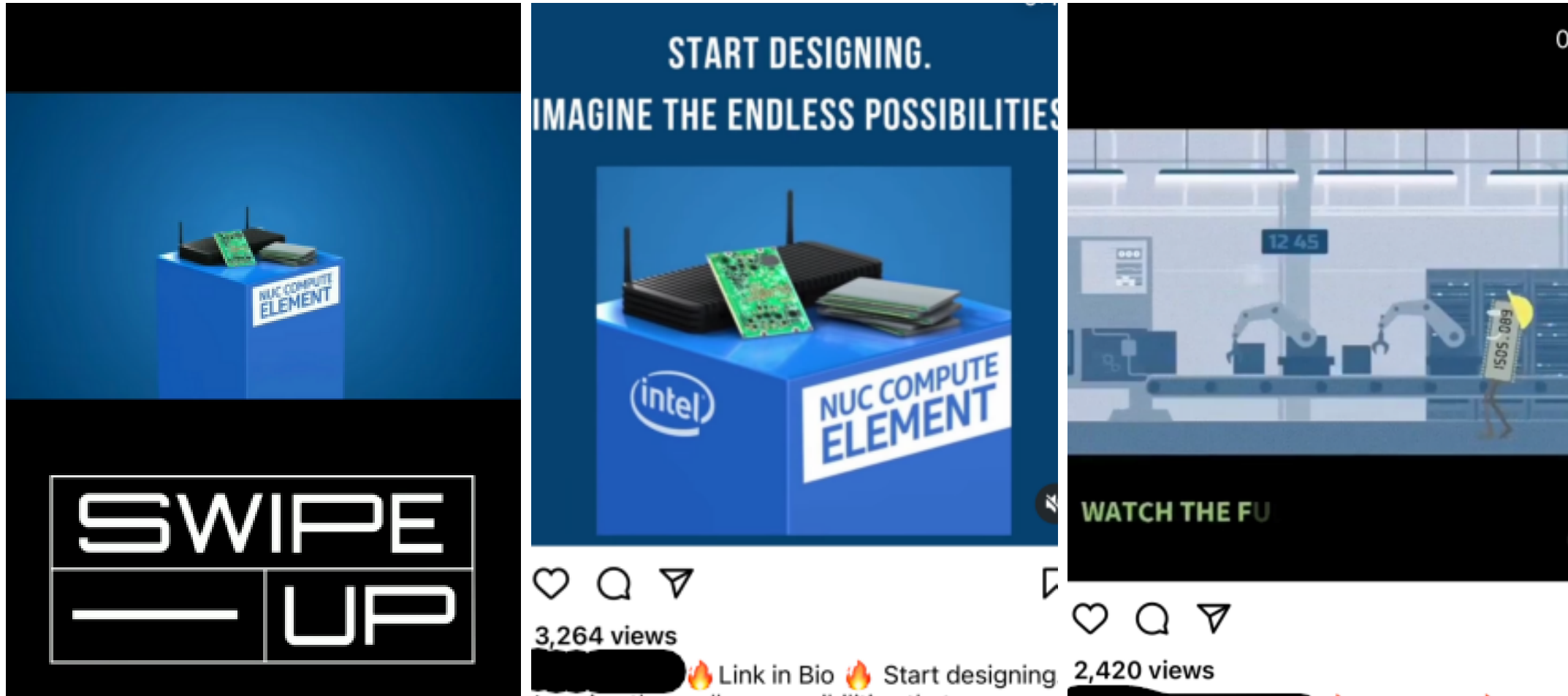
Reach the PartProcurer Audience

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

rates

Newsletter leaderboard 728 x 90	\$1500
Newsletter rectangle 300x250	\$1500
Newsletter native post with URL	\$1700

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

rates

1 Million Impressions: \$5,000
3 Million Impressions: \$10,000

video production



types of videos



Sponsored Video Series

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

NPI Unboxing Videos

High-energy videos allow you to showcase new products, components, dev kits, eval boards, equipment, etc. in a unique way using personalities.

Q&A Videos

Take high level or specific topics and answer approx. 5-10 questions about them in a quick video.

Procurement Videos

We'll conduct interviews with industry experts who can speak to different facets of sourcing. We can speak to your guests, industry pros, etc.

Custom/On-Site Videos

Custom videos and on-site videos are also available. For example, corporate videos, documentaries, or animated videos that tell your story.

Turnkey Videos

We know you're short on time. From scripting to using b-roll and producing the final product, ensuring a hassle-free experience for you.

get creative

From "Top 5" videos to animated videos to on-site film crews and everything in between, we can meet any video production need you can think up.

live chats

An interactive approach to webinars...

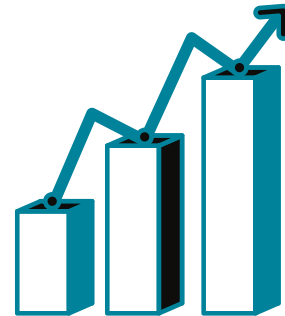
Let's pick a topic for your target audience. Supply a panelist from your company. Suggest other experts you'd like us to reach out to, or let us connect with industry thought leaders. Provide logo, key takeaways, and a 15-second intro video (if desired). Webinar Includes eBlast promotion. Client receives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

*Targeted or Editorial Options Available

rates

Starting at \$7,500

2,000
AVG LEADS



400 AVG
REGISTRANTS



REGISTER NOW
OCTOBER 14, 2021
2:00 PM EST

HOW DATA DRIVES THE INDUSTRIAL AUTOMATION PROCESSES

PHOENIX CONTACT
MOUSER

Guadalupe Chelas
Dave Eifert
Michael Bowne

Digital Transformation
WEBINAR

API PUNCH-OUT EDI SOLUTIONS

K

Andrew Zanelli
President, VCC

Michael Knight
SVP Business Development
President TTI Semiconductor Group

Lisa Anderson
President, LMA Consulting Group

Seth Denson
Co-Founder, GDP Advisors

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

Sponsored by
RFMW
tj
Symmetry ELECTRONICS

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).

rates

Starting at \$5,000

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

NPI hubs

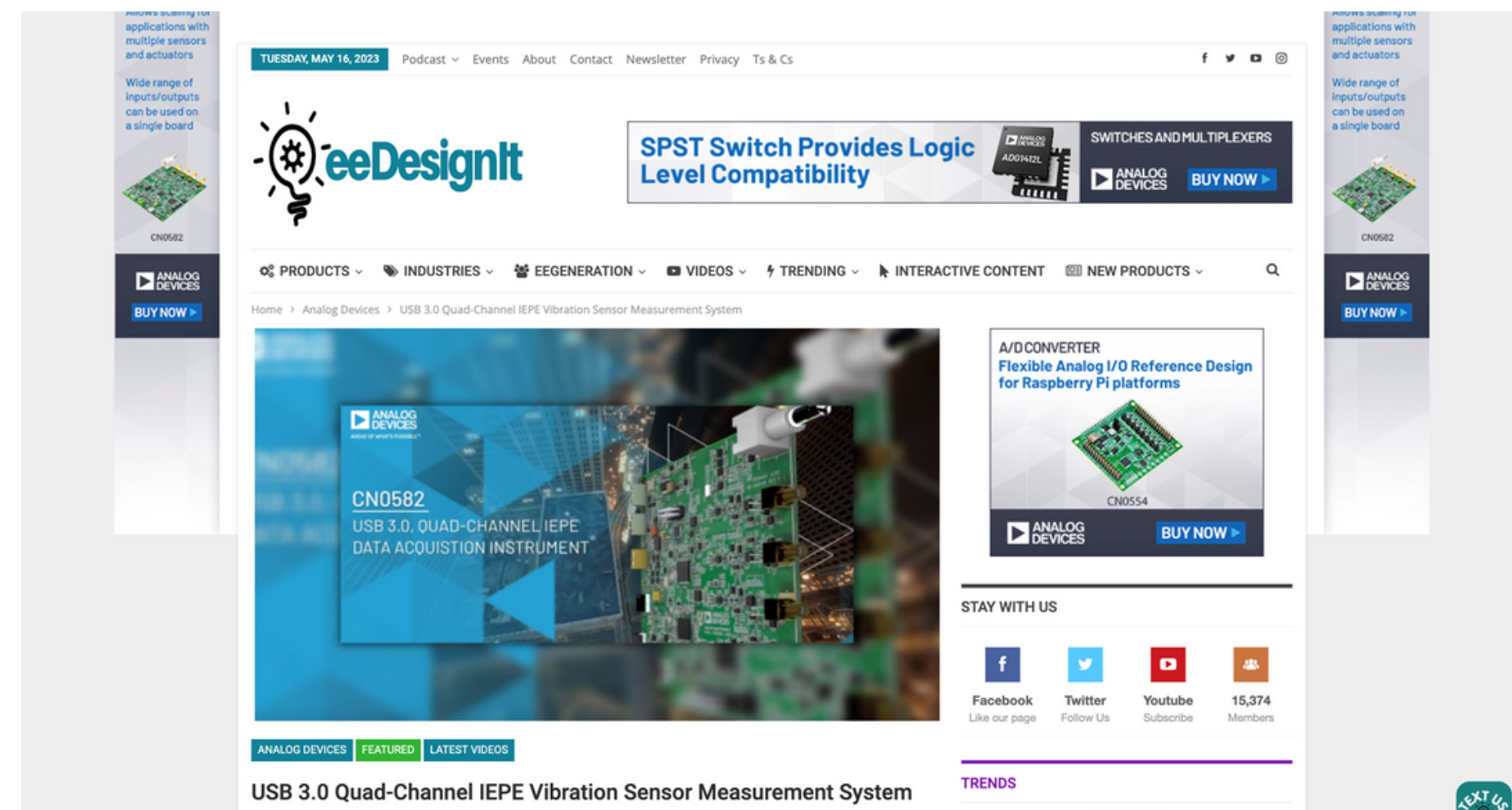
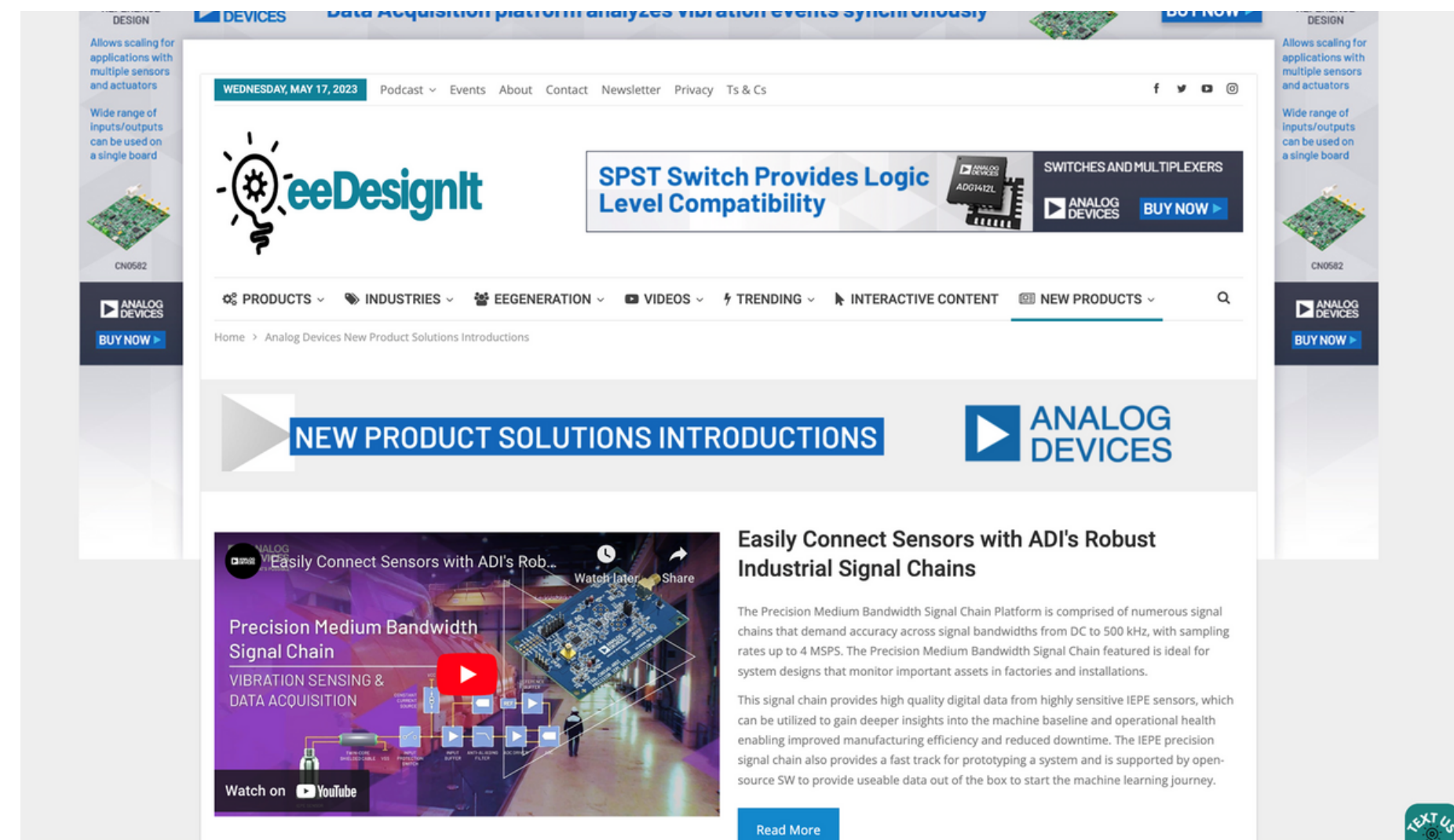
Company or application specific...

Introducing the dedicated new product introduction hubs (company or applications specific sections) on eeDesignIt, offering users the opportunity to explore a wide range of company products, videos, and other engaging content directly on our website.

Promotion and content development built into programs for further reach and value.

rates

Starting at \$5,000/month



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). Types of Content: Quizzes, New Product Introductions, eBooks, etc.

rates

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

lead generation

Focus on your lead generation goals. eeDesignIt uses a variety of techniques including newsletter and display ads, as well as social promotion.

Sensing and Connectivity: The Keys to Intelligent Building Design

By Emma Nicolette — Last updated Jan 7, 2021

Join our panel of experts from TE Connectivity for a look behind the scenes into the technology enabling smarter buildings and the controls within them. You'll learn how efficient management of energy consumption and security, optimization and user convenience are just a few benefits component technology provides.

Expert Panelists

Christian Koehler
Senior Product Manager, RF Antenna Solutions
TE Connectivity, Data and Devices

Christian Koehler specializes in antenna technology, helping engineers to design antennas for their applications.

Devin Brook
Manager, Product Knowledge and Training
TE Connectivity, Sensors

Devin Brook has over 25 years of sensor-related experience and was most recent within TE Sensors.

Sameer Trikha
Global Product Manager
TE Connectivity, Industrial

Sameer Trikha holds global product responsibility for the industrial signal connectivity.

To watch the webinar, fill out the form below and receive instant access.

Sensing and connectivity: the keys to intelligent b

Fields marked with an * are required

First Name *

Last Name *

PRODUCTS | **INDUSTRIES** | **EEGENERATION** | **VIDEO NETWORK** | **TRENDING** | **INTERACTIVE CONTENT**

Home > Uncategorized > An Engineer's Guide to SiC Power Solutions

Infineon | **AVNET**

Need new SiC Options?
Get our **Interactive Selector Guide.**
DOWNLOAD NOW

UNCATEGORIZED

An Engineer's Guide to SiC Power Solutions

By Emma Nicolette — Last updated Dec 23, 2021

Need energy-efficient technology that can save you money while boosting power density? SiC technology could be the answer.

Designers today are looking to stay competitive and lower long-term system costs by turning to SiC-based technologies.

SiC could be the answer to some of your most vexing design challenges. Among the most popular applications using SiC technology are energy storage systems, electric vehicle charging, main inverters and electric drivetrain.

SiC technology has reached the tipping point and you don't want to be left behind!

Download Avnet's new Infineon CoolSiC™ Solutions Selector Guide* to discover the latest SiC solutions available. You can thumb through our broad portfolio which has been optimized for your specific application's requirements.

Fill out form below:

An Engineer's Guide to SiC Power Solutions

Fields marked with an * are required

First Name *

Last Name *

NEW IN STOCK

SGAS06/60 AC-DC
space-saving 6W or
60W wall-mounted
industrial adapters

MW
MEAN WELL

STAY WITH US

Facebook | 234 | YouTube | 15,372

TRENDS

FEATURED

3D Printed FUS Transducer For U
Accurate...

CAROLYN MATH... 11 hours

EEGENERATION

Does A Planet Have A Mind

CAROLYN MATH... 5 days

EEGENERATION

Survey: 77% Against Facebook Ov

rates

Starting at \$30/lead



eeDesignIt



PartProcurer

get in touch

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☎ 218-280-2821

eedesignit.com // partprocurer.com