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business press

MEDIA KIT 2022

EURO



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ABOUT

European Business Press + Demographics + Key Stats

European Business Press (EBP), SA, is the leading publishing group for design engineers and decision makers in the European B2B electronics industry.

EBPs flagship site started out as Electronics Express when launched by publisher Andre Rousselot in 1998. The publication has seen myriad changes since then, including rebranding from Electronics Express to EETimes Europe to eeNews Europe in 2017, and most recently the discontinuation of its print edition at the close of 2020.

With the departure of print, there is new energy behind our broadening digital offerings including new content, email and eNewsletter opportunities and improved lead-gen capabilities for all of the EBP media brands including eeNews Embedded, Smart2Zero, Microwave Engineering Europe and ECI France.

Our team of editors continue to deliver timely and comprehensive coverage of the global electronics market through industry and product news features, technology and business analysis, and through specialized channels for power management, analog, automotive and RF.



JOB FUNCTION

Business/Corporate Management	28.89%
Engineering/Design Management	18.78%
Design & Development Engineering.....	14.44%
R&D Engineering.....	8.89%
Purchasing.....	7.69%
Sales & Marketing	7.19%
Other.....	4.33%
Consultancy.....	3.47%
Production	3.43%
Quality Control.....	1.64%
Applications, Integration	1.25%

INDUSTRY

Industrial Controls.....	24.49%
Automotive & Transportation	11.87%
Consumer Electronics	11.22%
IT Industries.....	9.82%
Communication Systems.....	9.61%
Components	6.54%
Universities Research.....	6.01%
Other.....	5.01%
Test and Measurement	4.39%
Avionics & Defense	4.12%
Distribution.....	2.94%
Medical Electronics.....	2.67%
Alternative Energy	1.31%

AVERAGE MONTHLY

PAGE VIEWS 332,133

AVERAGE MONTHLY

UNIQUE VISITORS..... 171,049

DAILY NEWSLETTER

SUBSCRIBERS 55,000

MEDIA BRANDS



eeNews Europe is the premier online news source for engineers and technical managers in Europe with 170,000+ unique visitors and 300,000+ page impressions each month. News is reported as it happens, then followed up with insightful analysis and opinions on and how it will affect your business.

eeNewsEurope.com



eeNews Embedded Europe combines the important aspects of technical information about embedded computing with technical know-how, new product trends and applications.

Editorial focus is on embedded hardware and software including RTOS dedicated to avionics, automotive and development tools. IoT, smart power, electronic modules and board level components are also part of the mix.

eeNewsEmbedded.com



Microwave Engineering Europe is the leading medium for reaching design engineers and managers working in the RF, microwave and wireless industries across Europe. They highlight the significant design methodologies, strategies and new products engineers need to gain a competitive advantage.

MWEE.com



Smart2Zero is a global website dedicated to the 2.0 revolution. Reporting on advances in the IoT, smart grid, lighting, electric vehicles, 3D printing plus all the new connected devices from smart phones and watches to drones and home automation.

Smart2Zero.com



ONLINE ADVERTISING

BOOK ENDS

160 x 600 JPG + URL(s)

CPM: 250 €

SUPER BANNER

940 x 170

CPM: 150 €

EXPANDABLE SUPER BANNER

940 x 340

CPM: 180 €

LEADERBOARD

728 x 90

CPM: 120 €

IMU

300 x 250

CPM: 100 €

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

NATIVE AD

140 x 120 JPG or PNG, Text: 50-60 words + URL

CPM: 120 €

REVOLVING DOUBLE IMU

2-4 Images - 300 x 600 JPG or PNG + URL(s)

CPM: 170 €

MULTI-MESSAGE DOUBLE IMU

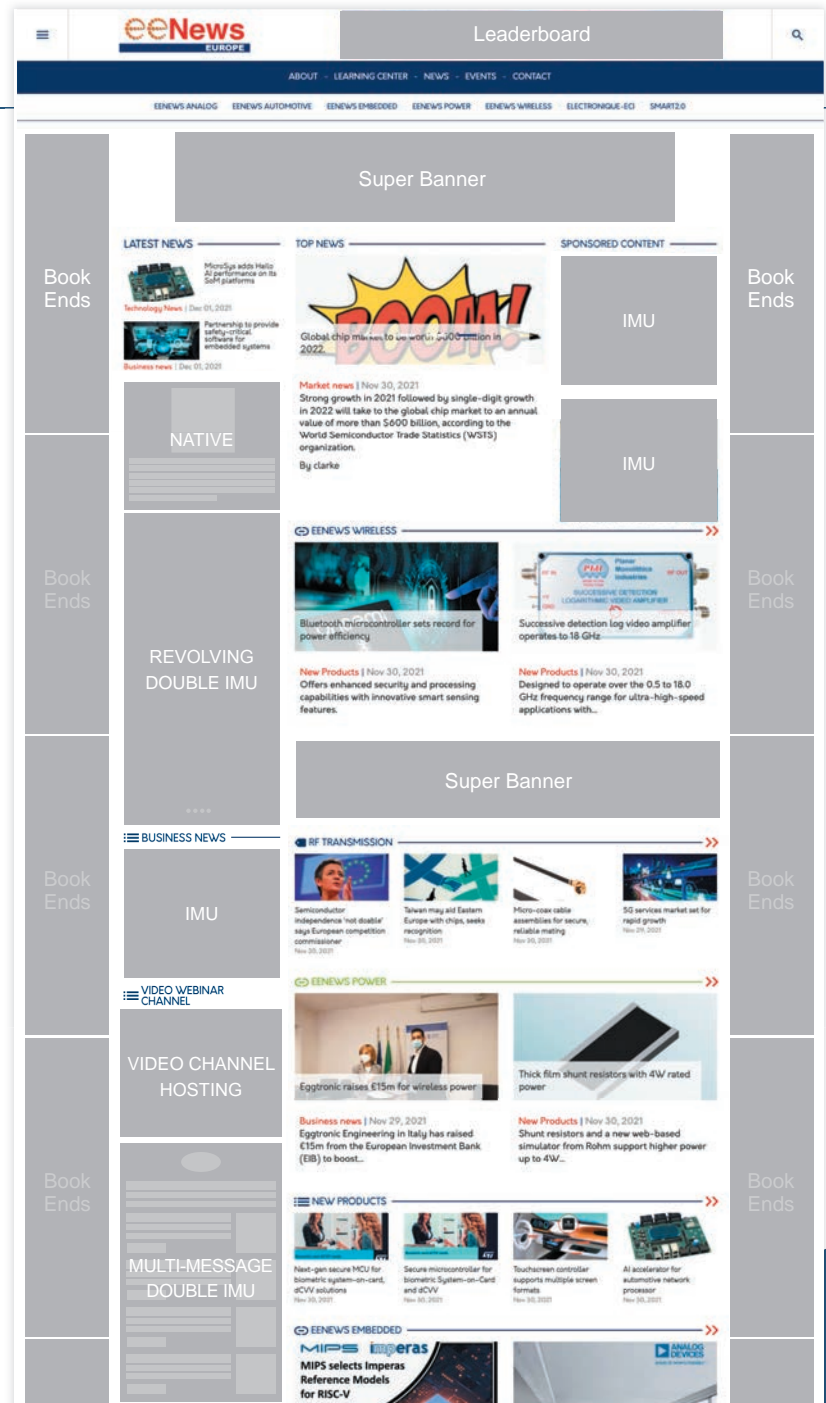
Logo & Title: 5 words, 4 Messages: 150 characters
each, 4 Images: 300 x 200 JPG or PNG + URL(s)

CPM: 170 €

VIDEO CHANNEL HOSTING

300 x 250 YouTube Compatible Formats

HOSTING OF YOUR OWN VIDEO: 1000 €/month



CREATIVE DEADLINES

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 **100 €CPM**
20,000 Impression Minimum

400-600 words and a good quality illustration.

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 **2000 €NET**
Triple Pack Sponsorships **4000 €NET**
Additional Language **1300 €NET/mo**

PDF of White Papers(s), Title, Short Description:
 80-120 words and JPG or PNG 600 x 400

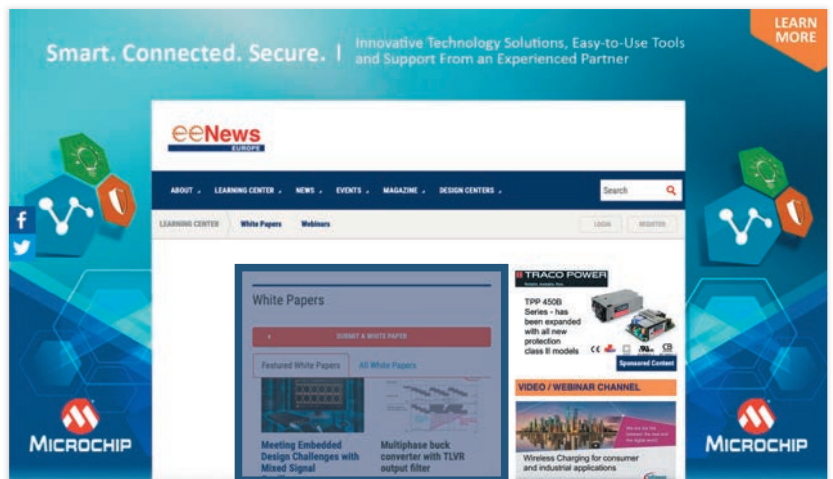
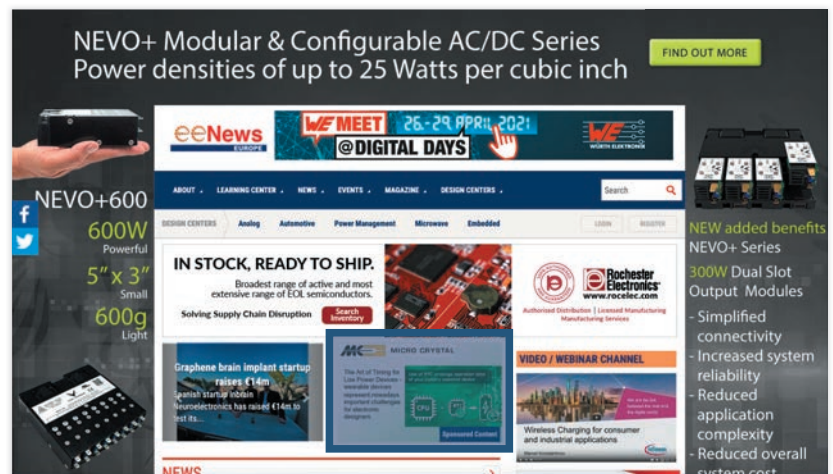
ON DEMAND WEBINAR

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

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

90-Day On Demand Webinar + Leads **3200 €NET**

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



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DESIGN CENTRES

eeNews Europe publishes three vertical design centres that connect engineers with expert sources of knowledge, such as vendors, consultants, independent designers and application engineers.

These dedicated websites deliver everything from breaking news, reviews, product announcements, in-depth product research tools, expert advice and analysis, insights into industry trends and hand-on, how-to details.

During an engineer's detailed design phase of a project they tackle the practical, technical and software challenges required to bring their product to its specifications. It is during this constrained phase that speed and ease are essential. According to a Global Media Usage Study, over 79% of engineers search the internet first to gather technical articles and product information.

BOOK ENDS

160 x 600 JPG + URL(s)

CPM: 250 €

SUPER BANNER

940 x 170

CPM: 150 €

EXPANDABLE SUPER BANNER

940 x 340

CPM: 180 €

LEADERBOARD

728 x 90

CPM: 120 €

IMU

300 x 250

CPM: 100 €

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

NATIVE AD

140 x 120 JPG or PNG, Text: 50-60 words + URL

CPM: 120 €

REVOLVING DOUBLE IMU

2-4 Images - 300 x 600 JPG or PNG + URL(s)

CPM: 170 €

MULTI-MESSAGE DOUBLE IMU

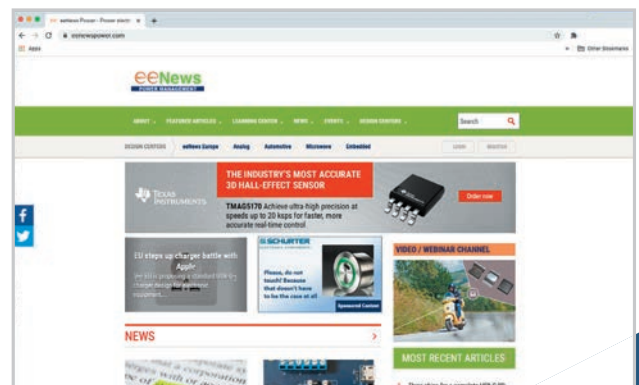
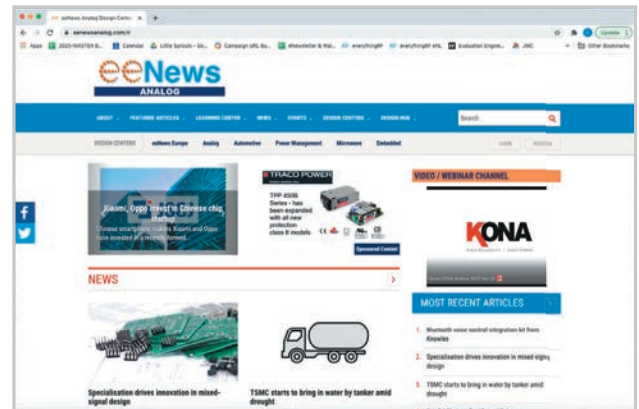
Logo & Title: 5 words, 4 Messages: 150 characters
each, 4 Images: 300 x 200 JPG or PNG + URL(s)

CPM: 170 €

VIDEO CHANNEL HOSTING

300 x 250 YouTube Compatible Formats

HOSTING OF YOUR OWN VIDEO: 1000 €/month



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ONLINE ADVERTISING

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EXPANDABLE SUPER BANNER

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2-4 Images - 300 x 600 JPG or PNG + URL(s)

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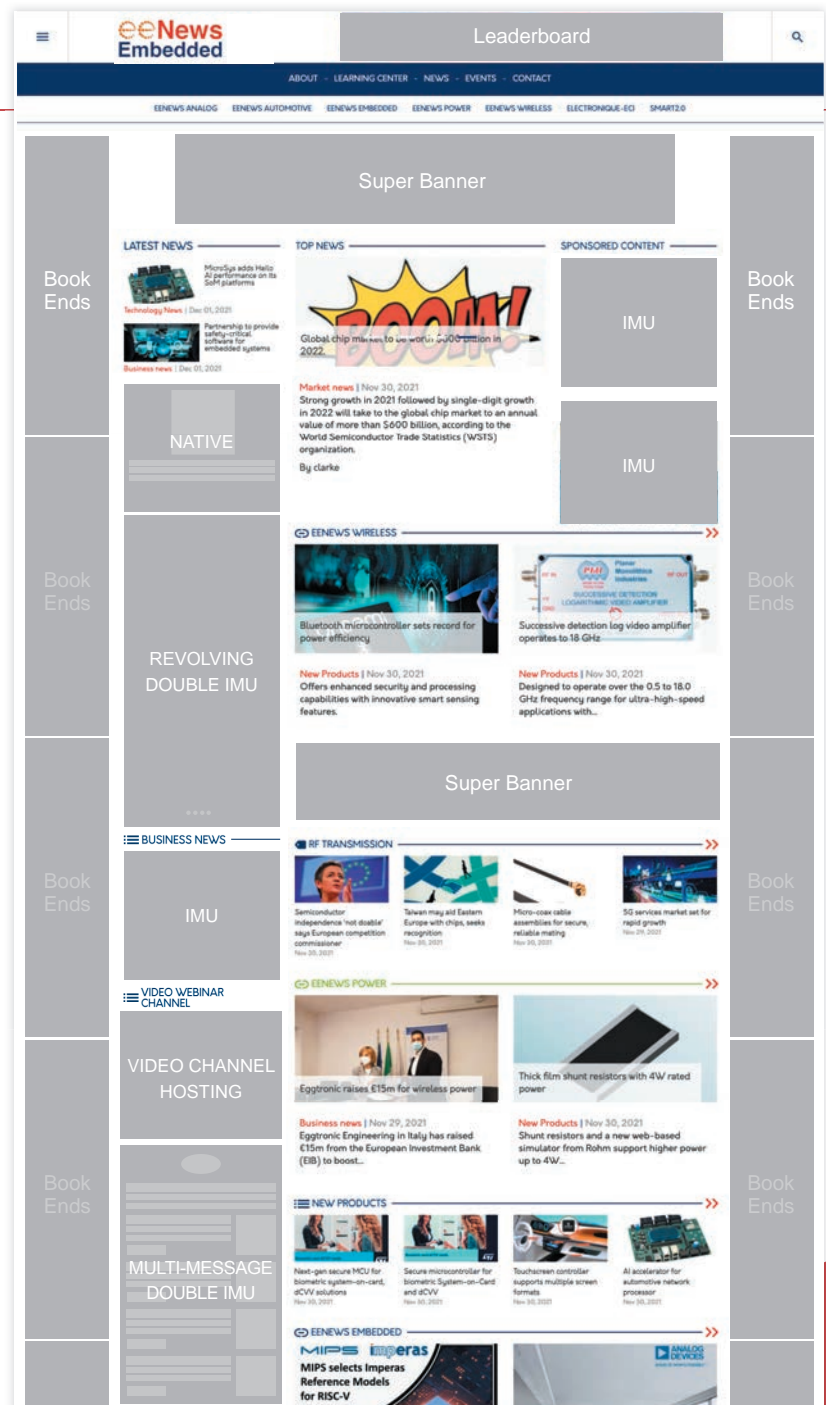
Logo & Title: 5 words, 4 Messages: 150 characters
each, 4 Images: 300 x 200 JPG or PNG + URL(s)

CPM: 170 €

VIDEO CHANNEL HOSTING

300 x 250 YouTube Compatible Formats

HOSTING OF YOUR OWN VIDEO: 1000 €/month



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

Content Sponsorship w/Lead Gen 100 €CPM

20,000 Impression Minimum

400-600 words and a good quality illustration.

WHITE PAPERS

The eeNews Embedded 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.

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Individual Sponsorship 2000 €NET

Triple Pack Sponsorships 4000 €NET

Additional Language 1300 €NET/mo

PDF of White Papers(s), Title, Short Description:

80-120 words and JPG or PNG 600 x 400

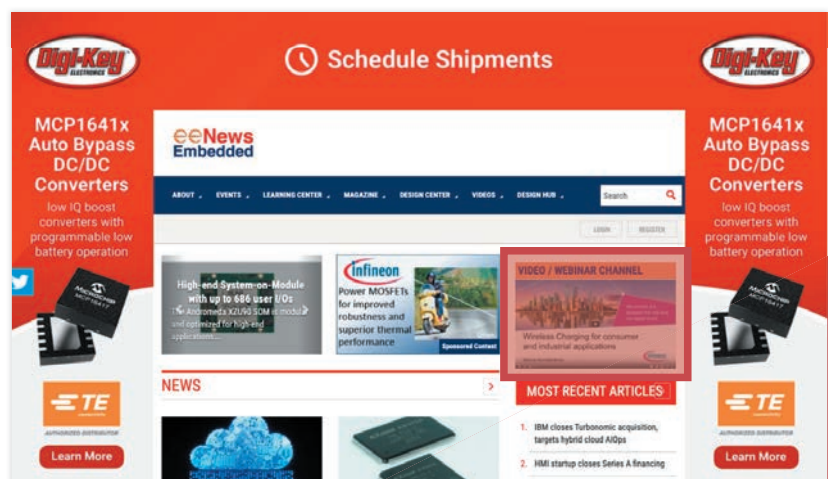
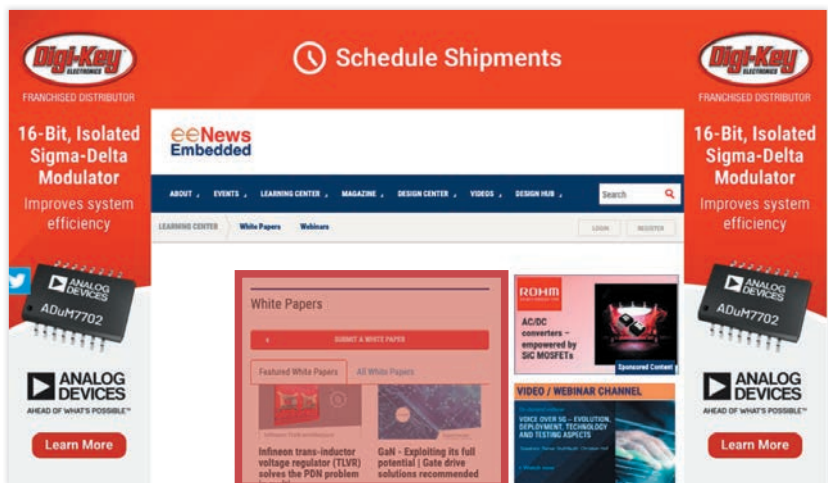
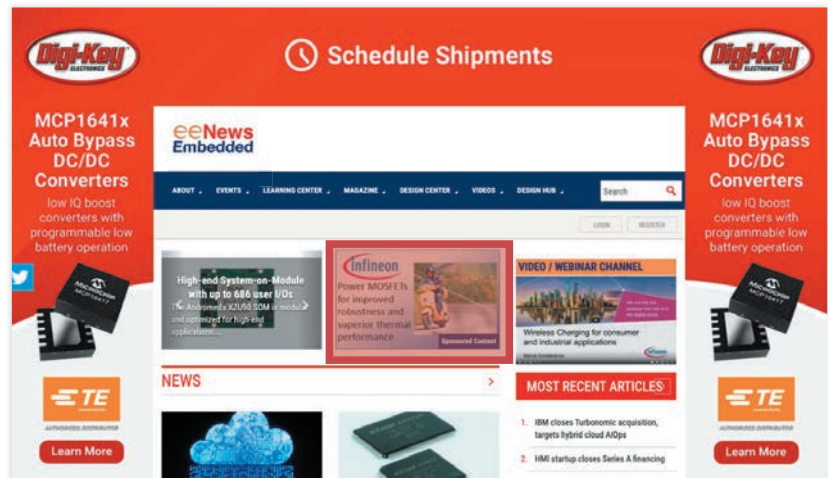
ON DEMAND WEBINAR

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

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

90-Day On Demand Webinar + Leads 3200 €NET

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



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ONLINE ADVERTISING

BOOK ENDS

160 x 600 JPG + URL(s)

CPM: 250 €

SUPER BANNER

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CPM: 150 €

EXPANDABLE SUPER BANNER

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CPM: 180 €

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CPM: 100 €

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5 Loop Limit, Max Alt Text: 70 characters + URL

NATIVE AD

140 x 120 JPG or PNG, Text: 50-60 words + URL

CPM: 120 €

REVOLVING DOUBLE IMU

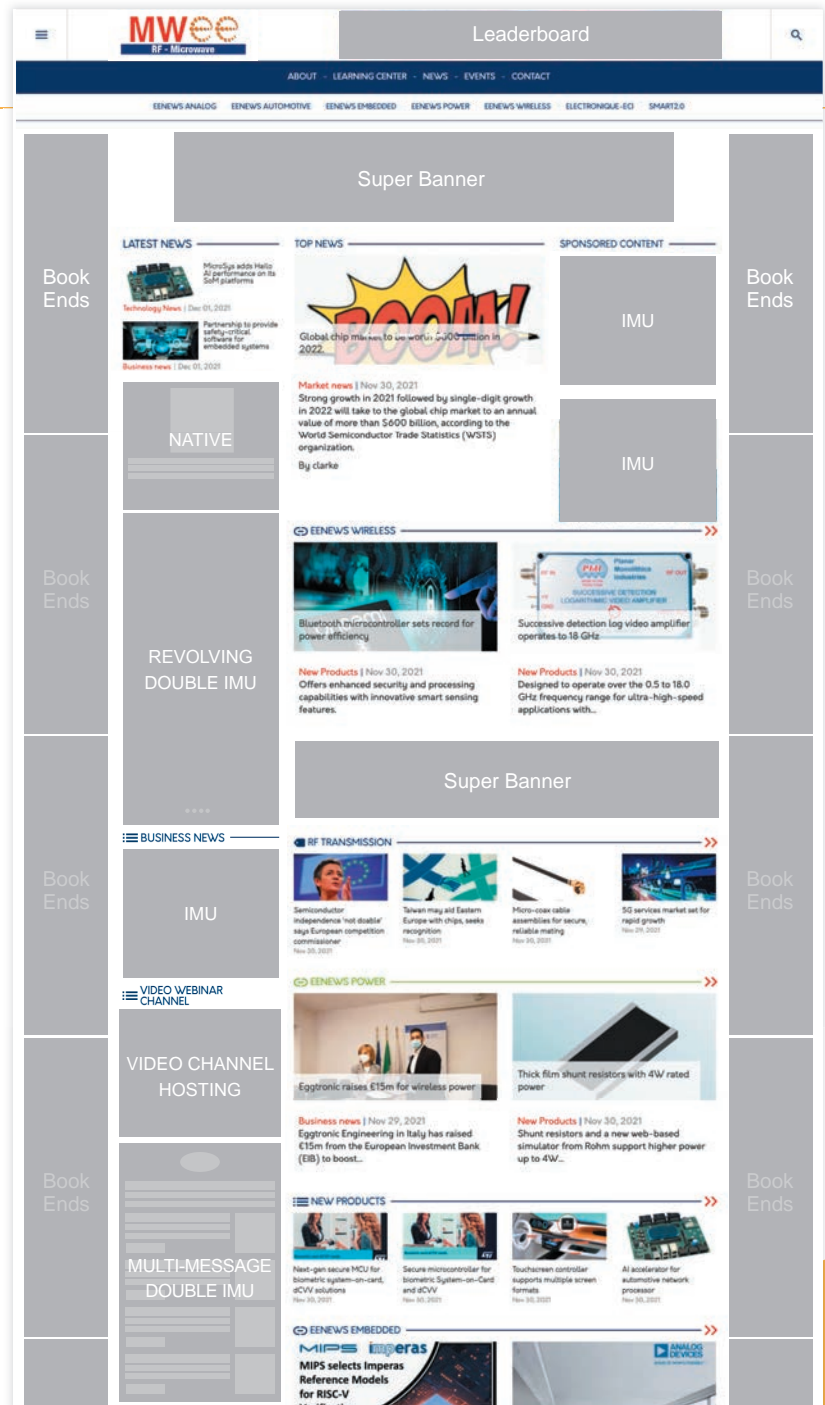
2-4 Images - 300 x 600 JPG or PNG + URL(s)

CPM: 170 €

MULTI-MESSAGE DOUBLE IMU

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

CPM: 170 €



CREATIVE DEADLINES

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

Content Sponsorship w/Lead Gen 100 €CPM

20,000 Impression Minimum

400-600 words and a good quality illustration.

WHITE PAPERS

The MWee 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 2000 €NET

Triple Pack Sponsorships 4000 €NET

Additional Language 1300 €NET/mo

PDF of White Papers(s), Title, Short Description:

80-120 words and JPG or PNG 600 x 400

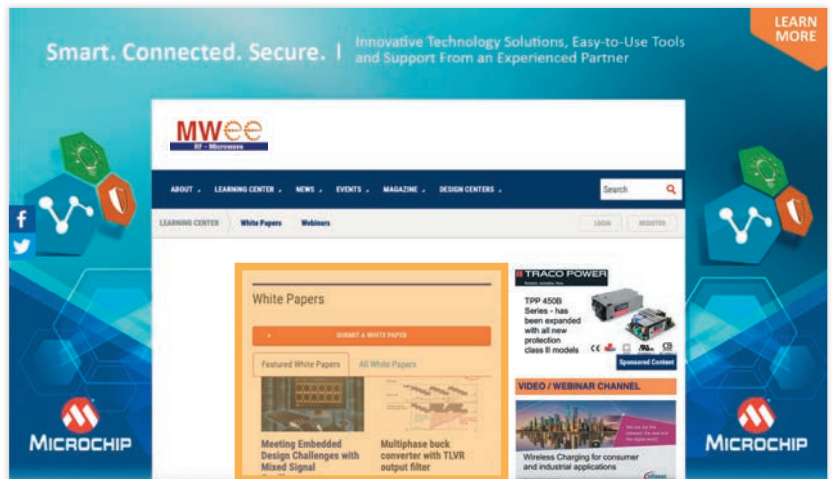
ON DEMAND WEBINAR

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90-Day On Demand Webinar + Leads 3200 €NET

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



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ONLINE ADVERTISING

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CPM: 120 €

REVOLVING DOUBLE IMU

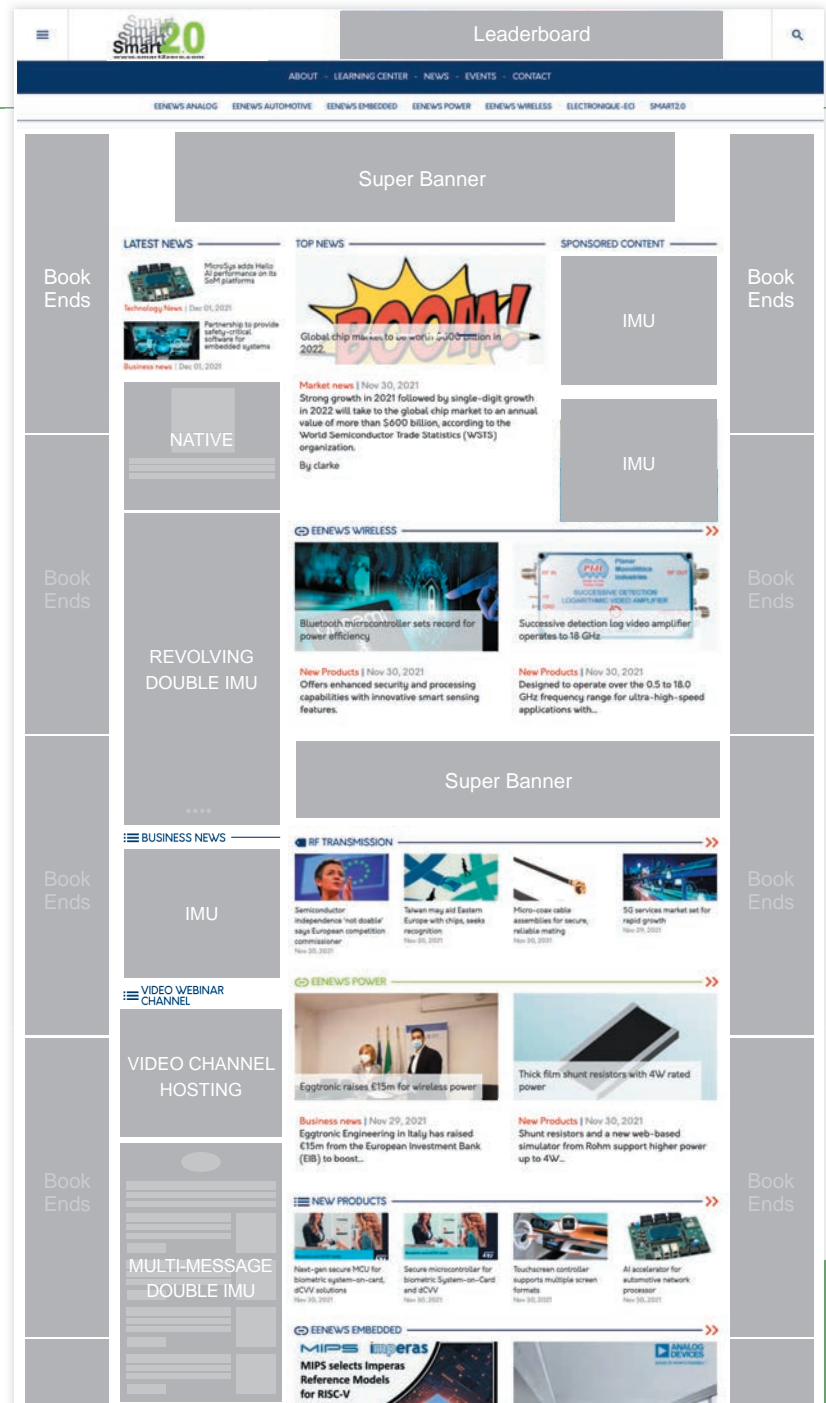
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CPM: 170 €

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

CPM: 170 €



CREATIVE DEADLINES

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CONTENT SPONSORSHIP

Sponsored Content is hosted front and center on Smart2.0 and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen **100 €CPM**
20,000 Impression Minimum

400-600 words and a good quality illustration.

WHITE PAPERS

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Triple Pack Sponsorships **4000 €NET**
Additional Language **1300 €NET/mo**

PDF of White Papers(s), Title, Short Description:
 80-120 words and JPG or PNG 600 x 400

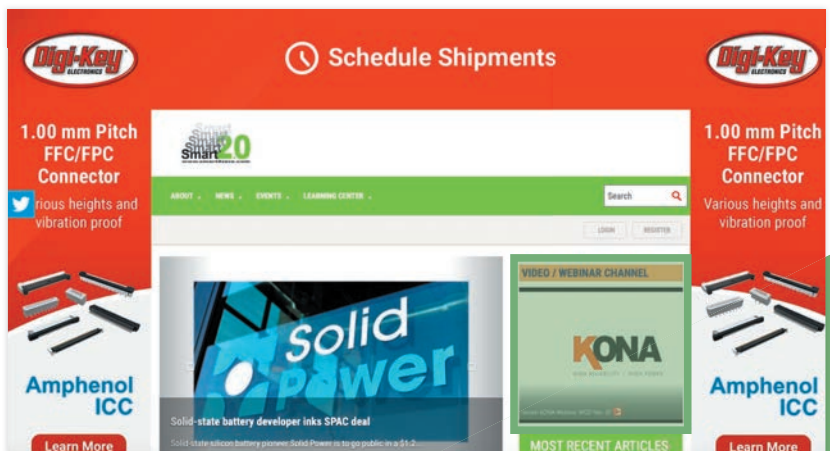
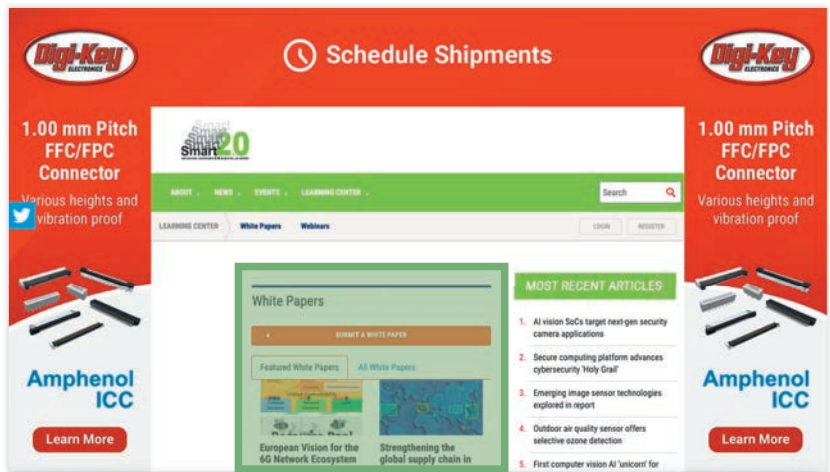
ON DEMAND WEBINAR

OnDemand webinars are hosted on the Smart2.0 servers and featured on the home page.

Webinars are promoted via weekly newsletters and through Smart2.0's social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads **3200 €NET**

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



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

TECHNICAL SPECIFICATIONS

HTML/HTML5 BANNER GUIDELINES

- When booking an HTML banner in ADTECH IQ, do not build the basic structure of an HTML file (the elements html, head, title, body etc.). The banner will almost always be delivered within a TAG that is part of the website with an existing HTML file structure.
- Put all necessary scripts within the index.html file (root directory).
- Put all files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Use adserver variables only within the index.html file. The adserver will not replace adserver variables within .js files, additional HTML files or any other file types.
- Adserver variables are used for example to count clicks or to define the correct path to images.
- One option for linked files could be to store the necessary files on a server and to use the absolute path.

HTML BANNER CODE EXAMPLE WITH ADSERVER VARIABLES

```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></a>
```

CHARSET SETTINGS FOR HTML/HTML5 BANNERS

When booking an HTML banner in ADTECH as index.html file the default Charset is set to UTF-8 and should not be changed, unless the website delivering the banner is using a different charset code. Available charset options are:

- UTF-16
- UTF-8
- US-ASCII
- ISO08859-1
- ISO08859-2
- ISO08859-3

NEWSLETTER & EMAIL ADVERTISING

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

eeNEWS EUROPE DAILY

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 12,300 subscribers and contains the latest White Papers being promoted on eeNews.

eeNEWS EMBEDDED EUROPE

Sent daily to a unique audience of 33,000 subscribers and contains lead stories, embedded design news, MPU & dev tools, along with top new products and white papers.

MWEE ENGINEERING & SMART 2.0

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

	SUBSCRIBERS	LEADERBOARD 728x90	TEXT BANNER 200x160, 50 char title & 200 char body copy	CUSTOMER CORNER
eeNEWS DAILY FEATURE				
Monday: Power Management	53,000	1500€	1500€	3500€
Tuesday: RF and Microwave	52,750	1500€	1500€	3500€
Wednesday: Analog and MEMs	52,500	1500€	1500€	3500€
Thursday: Automotive	52,500	1500€	1500€	3500€
Friday: Embedded	66,000	1500€	1500€	3500€
eeNEWS TECHNICAL WEEKLY	12,300	1000€	NA	NA
eeNEWS EMBEDDED DAILY	33,000	1200€	1200€	2500€
MICROWAVE ENGINEERING EUROPE - Thursday	10,000	800€	1200€	2000€
Smart2.0 - Friday	33,000	1200€	1200€	2500€

CREATIVE DEADLINES

Five business days prior to start date

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

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 a single issue.

3 Product Entries


500 x 300 company logo, 350 x 250 product image, 100 characters each + URL and leaderboard (728x90) + URL.

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

eeNEWS DAILY FEATURE	3,500€
eeNEWS EMBEDDED DAILY	2,500€
MWEE WEEKLY	2,000€
SMART2.0 WEEKLY	2,500€




Daily Newsletter
Power Focus
01 January, 2022







EUROPEAN MICROWAVE WEEK 2021
SIX DAYS • THREE CONFERENCES • ONE EXHIBITION
WWW.EUMW2021.COM

TODAY'S EDITOR PICK




3U VPX board for multi-channel, multi-protocol avionics
New Products | October 26, 2020
Vadatech's VPX339 3U board supports the latest avionics protocols with a DDC bus transceiver...




TSR 1.5E Series - 1.5 Amp POL switching regulators in a cost efficient open frame...
TMPW Series - Compact 5-50 Watt AC/DC modules for industrial and household applications
TMR 4(WI) Series - Compact 4 Watt DC/DC converter (SIP-8) for industrial applications



On your wavelength!
Micro-material processing in the laboratory. Structure or cut diverse materials quickly and cleanly. The laser wavelength used makes the UV laser a truly multifunctional tool.
[More information!](#)

SPONSORED CONTENT

By clicking on the links hereunder, you accept our [general conditions](#).



Best-in-class Real-Time Clock Module
Micro Crystal – The Art of Timing for Low Power Devices
Wearable devices represent nowadays important challenges for electronic designers. Power absorption must be kept to a minimum, guaranteeing long battery life...

CREATIVE DEADLINES

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 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 (300 x 250), subject line for email and test and seed email addresses.

LAYOUT OPTIONS

Vertical - 2 Columns

<https://www.eenewseurope.com/newsletter-sponsored/texas-sponsored-nl-april-222020>

Horizontal - 1 Column

<https://www.eenewseurope.com/newsletter-sponsored/digi-key-sponsored-nl-may13-2020>

	LIST SIZE	COST
eeNEWS	53,000	8170€
SMART2.0	33,000	5750€
eeNEWS EMBEDDED	33,000	5300€
RF/MW	10,000	2600€
ANALOG	9,000	2340€
POWER	9,000	2340€
AUTOMOTIVE	8,500	2200€
T&M	6,250	1620€



Vertical - 2 Columns



Horizontal - 1 Column

CREATIVE DEADLINES

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 more than 28,000 subscribers - selectable on function, industry, buying authority and country.

PER 1000 ADDRESSES	530 € NET
SETUP	150 € NET
EXTRA LANGUAGE	50 € NET PER

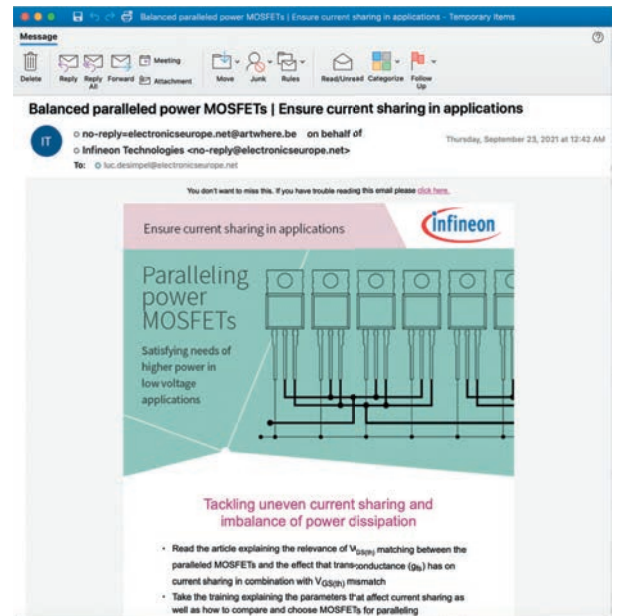
MINIMUM CHARGE - 750€

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 DEADLINES

Ten business days prior to start date

Send to: adops@electronicseurope.net

SALES CONTACTS

EUROPE

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