

# UBM Electronics | Brands

Engage the global engineering community with industry-leading brands.

## Brands that Bring the Electronics Industry Together

UBM Electronics respected media brands and world-class content are at the center of the electronics community. Our brands deliver decision-critical content to a loyal audience of over 1.1 million executives and engineers. We're committed to finding innovative ways to both foster our community within the context of editorial independence and editorial trust. As a marketer, the UBM Electronics brands gives you broad, deep, cross-platform engagement with the entire electronics industry.

## EE Times: Leading the Electronics Industry



EE Times has led the electronics industry in print market share since 1987 and in online market share since 1994.

We're *the* trusted source for the entire electronics industry. We address the information needs of technology decision makers at every level of the organization with timely and relevant information. From the

bench designer looking for just the right component for his next design to the CEO looking for the next big market to tackle, EE Times delivers the actionable information they need to take their designs and stay ahead of the competition. In addition to design engineers and technical managers, EE Times also reaches influential financial and industry analysts.

- EETimes.com provides comprehensive, customizable access to electronics industry information and tools, from breaking news to product reviews to task-focused channels to community forums, blogs and virtual events.
- EE Times Events are exclusive executive meetings focused on the new technologies and solutions that will drive our industry
- Twice a month, *EE Times* magazine tackles strategic industry issues and challenges.

## Brands that Bring the Electronics Industry Together, *continued*

[ubmelectronics.com/mediakit](http://ubmelectronics.com/mediakit)

Marketing Solutions that Power the Global Electronics Market

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## About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.



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## Embedded Systems Design and Embedded.com: Unparalleled Access to Embedded Designers



The Embedded Systems brands provide the in-depth product information and design insight that embedded designers need to create the complex systems that drive so many of today's consumer, communication and industrial products. Our audience has rewarded us with tremendous loyalty and high levels of participation in our many events and programs.

- Embedded Systems Design is the original and preferred source of information for designers of embedded systems.
- Embedded.com is the #1 source for the embedded development community, with breaking news, the latest products, practical design information and access to archives of every product and design issue covered by our editors over the years.

## ESC: The Biggest and Best Embedded Events. The Industry's Most Strategic Global Locations.



ESC brings together the largest audience of systems-level design engineers around the world. ESC attendees come to our events to be educated, and to find solutions to immediate design challenges.

Silicon Valley • Boston • Chicago • UK • India • France