

UBM Electronics | Audience

Reach and influence the designers, systems architects and business leaders shaping the future of technology.

Reach and Influence the \$1.5 Trillion Global Electronics Market

Our audience—the designers, the system architects, and the business leaders—decides how and where products are designed and which technologies and standards will prevail in the \$1.5 trillion global electronics market. UBM Electronics serves the diversity of information needs they have—from business and economic trends to new product and technology introductions to design tips and practical applications support. Through our wide portfolio of products, we provide you, the marketing professional, unparalleled access to the men and women that will shape the future of technology.

Here is an overview of the audiences we access and their information needs to help you target your unique marketing messages.



Design Engineer

- New products
- Design tips & tricks
- Applications support & reference designs
- Evaluation & modeling tools
- Technical documentation of design



Design Manager

- Specs, schedule & budget
- Identifying new technology & new products
- Design best practices & tools
- Make vs. buy issues
- Developing skills of design team



Office of the CTO

- Company's technology posture
- Competitive trends
- Design methodology improvements &
- EDA breakthroughs



Executive Suite

- Business trends & market conditions
- Competitive strategy
- Product & technology strategy
- Financials

The Biggest Audience of Electronics Decision Makers Worldwide

- **1 million** monthly unique visitors to EE Times
- **536,000+** print and digital subscribers to EE Times globally
- **100,000+** subscribers to ESD globally
- **15,000+** events attendees
- **42,000+** webinar attendees

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.