

# UBM Electronics|Embedded Systems Print and Digital Editions

Reach and influence more than 51,000 embedded systems designers.

## About the Embedded Systems Print and Digital Editions

The UBM Electronics Embedded Systems portfolio gives you unparalleled access to senior-level embedded designers and their design teams on a daily basis. We have built this audience over twenty years by providing them the in-depth product information and design insight that they need to create the complex systems that drive so many of today's consumer, communication and industrial products.

## First and Still the Leader

Published for over twenty years, Embedded Systems Design remains the leading print source of news, analysis, product information and design support. Each issue contains a mix of "how to" feature articles, regular design departments, new products news, as well as business news and analysis, and regular coverage of:

- Software/firmware design techniques
- Hardware design techniques
- System-level design techniques
- Algorithms
- Software and hardware programming languages
- Product evaluations including Microprocessors, DSPs and reconfigurable chips
- Business news and technology trends

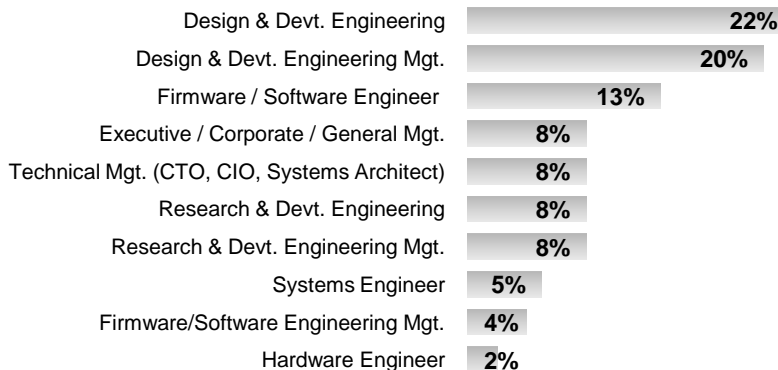
Published bi-weekly, ESD is the preferred source of in-depth design information and news of the industry, and the single best way for suppliers to reach this important, decision-making audience.



## Why Embedded Systems Print and Digital Editions?

- 51,173 North America subscribers
- Big impact, in an influential editorial environment
- Reach designers with buying power—in the most important industries

## Embedded Systems Design North America Print and Digital Edition Subscriber Job Functions:



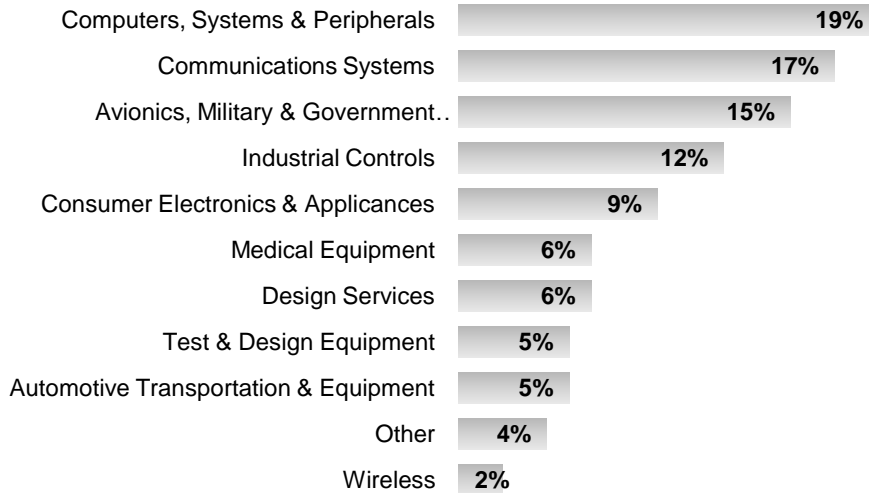
## About UBM Electronics

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.

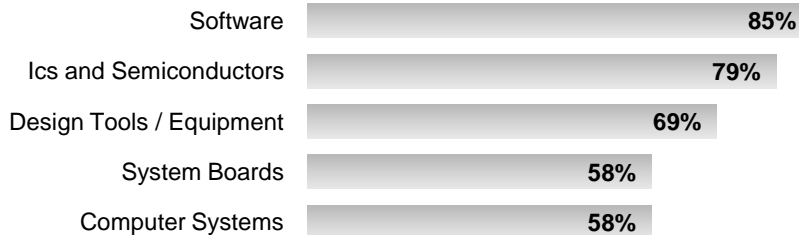
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## Embedded Systems North America Print and Digital Edition Subscriber Primary End Product:



## Embedded Systems Design North America Print and Digital Edition Subscribers Purchasing Involvement:



### What Readers Say About Embedded Systems Design:

*“ESD is the only publication that I regularly enjoy and extract info from. **I MAKE time to read through it each month.**”*

*“It’s my primary source of info for embedded development.”*

*“I read it from cover-to-cover.”*

Contact your EE Times sales rep or Alicia Fields [Alicia.Field@ubm.com](mailto:Alicia.Field@ubm.com).