

UBM Electronics | Embedded Systems Europe Digital Edition

Reach and influence more than 50,000 embedded systems designers in Europe.

About Embedded Systems European Digital Edition

The UBM Electronics Embedded Systems European Digital Edition gives you unparalleled access to senior-level embedded designers and their design teams on a daily basis. We provide in-depth product information and design needed to create the complex systems that drive so many of today's consumer, communication and industrial products.

The digital edition of Embedded Systems Design Europe reaches over 50,000 European web users:

- 25,000 global digital subscribers via email link.
- 30,000 Europe subscribers via email link.

Embedded System's digital edition is a screen-optimized feature-rich magazine giving readers an in-depth technical focus and plenty of resource links and reference points to guide their research on hot topics in embedded design.

Why Embedded Systems Europe Digital Editions?

- 50,000 global subscribers
- Sell into the \$320 billion EMEA electronics market
- Big impact, in an influential editorial environment
- Reach designers with buying power—in your target market



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.

| Issue Date | Featured Coverage | Events |
|--------------|--|---------------------------|
| February 22 | <ul style="list-style-type: none"> • Testing systems & software • Industrial computing • Intellectual property (IP) • Automotive | Embedded World, Nuremberg |
| April 19 | <ul style="list-style-type: none"> • Programming languages • FPGA • Operating systems (OS) • Safety & security | ESC Silicon Valley |
| June 14 | <ul style="list-style-type: none"> • Design software • COTS • Multicore • Networks & connectivity | ESC Israel |
| September 13 | <ul style="list-style-type: none"> • Microcontrollers • Development tools • Virtualisation • Consumer & mobile | ESC London |
| November 1 | <ul style="list-style-type: none"> • Power optimization • Displays & interfaces • Real-time systems • Medical & healthcare | Electronica Munich |

Contact your UBM Electronics sales representative or
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ubmelectronics.com/mediakit

Marketing Solutions that Power the Global Electronics Market

UBM Electronics | Embedded Systems Europe Digital Edition

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Digital Edition Advertising Rates

| Unit | Position | Specs | Rate |
|-----------------------|-------------------------------------|---------------------------|--------|
| Premium Page | Mid- features (advertiser's choice) | W2150 x H1518, max. 500KB | \$3750 |
| Full Page | Mid-features (publisher's choice) | W2150 x H1518, max. 500KB | \$3000 |
| Boombbox Banner (IMU) | Beside features x 2 | W336 x H280, max. 100KB | \$1500 |
| Leaderboard Banner | Top of feature pages x 2 | W728 x H90, max. 100KB | \$1500 |
| Skyscraper | Beside Features x 2 | W120 x H600, max. 100KB | \$1500 |

File Formats: EPS files, high resolution GIF/JPEG (with Embedded Flash or MPEG compatibility).

Allocation of Positions: Banners of digital magazine are inserted on a first-half page and a second-half page with the same material. The positions are allocated on a first-come, first-served basis in each half of the magazine. Please note that requested positions are not always allocated.

Special Reports

ESD will also publish European Special Report digital editions to advance specific topics or give a market sector extra prominence in Europe. Areas already under editorial discussion include energy harvesting, vehicle telematics, mobile embedded and space systems.

Each Special Report will be editorially driven for content, but will also provide an exceptional opportunity for companies or industry consortiums to enhance their reputation in the European market.

Special Report Sponsorship \$18,750 (LIMIT 3 SPONSORS)

Sponsors of the ESD Special Reports for Europe will receive:

- Official signage as the report sponsor.
- A full page ad plus rotation of banners within the digital issue.
- An Embedded.com European newsletter sponsorship.
- 50,000 impressions across Embedded RON (Run of Network).
- Official sponsor of the invitation email deployment to 30,000 subscribers.
- Sole sponsorship of one Teardown.

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