

2008

Embedded Systems Design

europa

**PUBLISHING
SCHEDULE 2008**



Embedded Systems Design Europe is the premier technical resource for embedded design engineers and engineering managers throughout Europe. The magazine highlights the significant design methodologies, strategies and new products engineers need to gain a competitive advantage.

Each issue carries a balance of how-to editorial material through feature articles, news and new products for designers responsible for defining systems, selecting the critical hardware and software components, building the systems, and integrating the hardware and firmware designs.

Embedded Systems Design Europe magazine evolves with the market, helping to keep European engineers at the forefront of their profession. As

the demand for development in embedded products continues to grow, the demand on engineers intensifies. These designers need to source components, software, debug tools and other specialist equipment and Embedded Systems Design Europe magazine is where they go to do just that.

The quality editorial in Embedded Systems Design Europe guarantees that the magazine plays a pivotal role in designers' and developers' jobs, updating them on the latest technology and allowing them to make valued and informed buying decisions.

By working with our US sister title we can access the best information and articles worldwide. A companion to Embedded Systems Design Europe, Embedded.com is the global online authority for embedded designers and technical managers and this site plus the weekly Embedded Newsletter provide practical design techniques, daily industry news and new product updates, how-to technical features, and weekly columns and polls.

Editorial Program 2008

Issue	Publishing Date	Editorial Focus	Editorial Deadline	Advertising Deadline	Material Deadline	Conferences and Exhibitions
Jan/Feb	February 18	Design Software Embedded World Preview	January 25	February 1	February 4	Embedded World , Nuremberg, February 26-28 DATE , Munich, March, 10-14
March	March 17	FPGAs & PLDs Boards & Modules	February 22	February 29	March 3	RTS-Display , Paris, April 1-3 ESC Silicon Valley , San Jose, April 14-18
April	April 21	Mezzanine Buses Debug & Test	March 28	April 4	April 7	
May	May 19	Embedded Operating Systems Processors & Microcontrollers	April 25	May 2	May 5	PCIM Europe , Nuremberg, May 25-29
June/July	June 16	Wireless connectivity Displays and Interfaces	May 23	May 30	June 2	Wireless Connectivity , June
Aug/Sept	September 8	Digital Signal Processors Automotive Design	August 15	August 22	August 25	ESC Boston , September 16-18
October	October 6	Smart Cards and Security Embedded at Electronica	September 12	September 19	September 22	ESS , Birmingham
Nov/Dec	November 3	Embedded Power Design System on Chip	October 10	October 17	October 20	electronica , Munich, November 11-14 Cartes , Paris, November

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techinsights
Inspiring the creators of technology

2008

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**MATERIAL
SPECIFICATIONS
& CONTACTS**

Magazine size (trim size) : 8 x 10 7/8 "

Size	Width	Depth
1/4 page V	3 1/4"	4 1/2"
1/4 page H	6 3/4"	2 1/4"
1/3 page V	2"	9 1/4"
1/3 page H	4 3/8"	4 1/2"
1/2 page V	3 1/4"	9 1/4"
1/2 page H	6 3/4"	4 1/2"
1/2 page Island	4 3/8"	7"
Page Live	6 3/4"	9 1/4"
Page Trim (Add 1/4" bleed)	8"	10 7/8"
Double Live	14 5/8"	9 1/4"
Double Trim (Add 1/4" bleed)	16"	10 7/8"

Material in Electronic Format

Software: Acrobat Professional, InDesign , Photoshop, Illustrator, .

Digital Image Formats: PDF High Res, TIFF, EPS, JPEG.
300 dpi resolution; CMYK colours or B/W
Please use CMYK colours only
convert PMS and RGB colours into CMYK

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RATES & READERSHIP

RATES

US Dollar rate card 2008 (\$)

(Effective 1st January 2008)

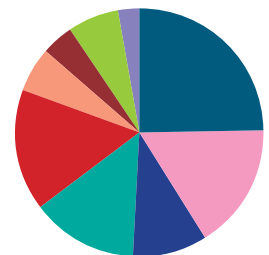
	1x	3x	6x	10x
Quarter				
Mono	1680	1630	1580	1530
2 colour	1960	1900	1840	1785
4 colour	2100	2035	1975	1910
Third				
Mono	2190	2130	2070	2010
2 colour	2550	2490	2400	2340
4 colour	2730	2640	2580	2490
Third island				
Mono	2550	2475	2400	2325
2 colour	2925	2850	2775	2700
4 colour	3150	3075	3000	2850
Half				
Mono	2940	2855	2765	2680
2 colour	3430	3325	3220	3125
4 colour	3675	3560	3455	3345
Half island				
Mono	3360	3260	3160	3060
2 colour	3920	3800	3680	3570
4 colour	4200	4070	3950	3820
Half page spread				
Mono	5610	5445	5280	5115
2 colour	6435	6270	6105	5940
4 colour	6930	6765	6600	6270
Page				
Mono	5360	5200	5040	4880
2 colour	6240	6080	5920	5680
4 colour	6720	6480	6320	6080
Double page spread				
Mono	10080	9780	9480	9180
2 colour	11760	11400	11040	10710
4 colour	12600	12210	11850	11460
Catalogue				
Mono	840	815	790	765
2 colour	980	950	920	895
4 colour	1050	1018	988	955

Rates are subject to Belgian VAT (when applicable)

READERSHIP

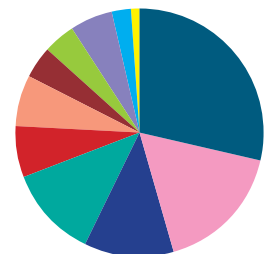
CIRCULATION BY INDUSTRY (Publisher's own data)

Industrial Controls	25,0%	3749
Communication Systems	16,3%	2445
IT industries	9,8%	1467
Automotive & Transportation	13,7%	2062
Consumer Electronics	15,8%	2373
Test & Measurement	5,9%	889
Medical Electronics	4,2%	636
Defence Electronics	6,6%	992
Other	2,6%	387
Total	100,0%	15000



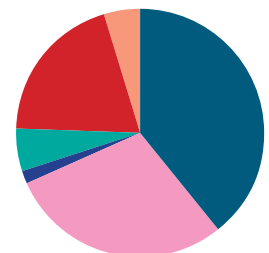
CIRCULATION BY COUNTRY (Publisher's own data)

Germany	28,8%	4319
UK & Ireland	16,8%	2520
France	11,6%	1747
Italy	12,0%	1796
Benelux	6,7%	1009
Scandinavia	6,7%	1009
Switzerland/Austria	4,1%	617
Spain/Portugal	4,1%	608
Eastern Europe	5,7%	862
Middle East	2,3%	349
Other	1,1%	164
Total	100%	15000



CIRCULATION BY FUNCTION (Publisher's own data)

Engineering/Design Mgmt	39,4%	5904
D&D Engineering	29,2%	4376
Purchasing	1,7%	250
Business & Corporate Mgmt	5,4%	806
R&D Engineering	19,7%	2959
Software Development	4,7%	705
Total	100,0%	15000



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