

2008

MICROWAVE ENGINEERING EUROPE

**PUBLISHING
SCHEDULE 2008**



Microwave Engineering Europe is the leading medium for reaching design engineers and management working in the RF, microwave and wireless industry in 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 enabling technologies as well as hardware and software components.

Microwave Engineering Europe evolves with the fast paced RF

and microwave markets, helping European engineers to stay at the forefront of their profession. As the demand for development in wireless products continues to grow, the demand on engineers intensifies and time-to-market cycles continue to shorten. Today engineers need to be able to quickly source components and software as well as test equipment from the global market and Microwave Engineering Europe is where they go for such information.

The highest quality editorial in MWEE guarantees that the magazine plays a pivotal role in designers' and developers' jobs, updating them on the latest technologies and allowing them to make valued and informed recommendation and buying decisions.

As a member of the Techinsights information network, MWEE draws on the global presence of the group to provide up to date news, analysis and technical contents. The mwee.com website together with the newsletters deliver practical design techniques, daily industry news, how-to features and new product updates.

MICROWAVE ENGINEERING EUROPE - Editorial Program 2008

Issue	Publishing	Application Focus	Technology Focus	Editorial Deadline	Advertising Deadline	Material Deadline	Shows 2008
Jan/Feb	February 4	RF Sensors	Radio	January 11	January 18	January 21	Mobile World Congress , Barcelona, February 11-14 Radio & Wireless , Orlando, FL, January 22-24
March	March 3	Wireless Infrastructure	RF Amplifiers	February 8	February 15	February 18	ESC , Silicon Valley, San Jose, April 14-18
April	April 7	Test & Measurement	Military & Aerospace	March 14	March 21	March 24	CTIA Wireless Las Vegas, Nevada, April 1-3
May	May 5	Wireless Networks	GPS & Satellite	April 11	April 18	April 21	IEEE Radar Conference Rome, May 26-29
June	June 9	Antennas	Radar	May 16	May 23	May 26	MTTS , Atlanta, GA, June 15-20
July/Aug	July 14	CAD/EDA	CMOS & RF	June 20	June 27	June 30	
September	Sept 15	Test & Measurement	WiMAX & LTE	August 22	August 29	September 1	RF & Hyper , Paris-Nord, September 30 - October 2 European Microwave Week Preview
October	October 13	RFID	Filters & Frequency Synthesis	September 19	September 26	September 29	European Microwave Week Amsterdam, October 26-31
November	November 10	MMICs Microwave Components	MEMS/Nanotech	October 17	October 24	October 27	electronica , Munich, November 11-14
December	December 8	Electromagnetics & Modelling	Microwave Materials	November 14	November 21	November 24	

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techinsights
Inspiring the creators of technology

2008

MICROWAVE

ENGINEERING

EUROPE

MATERIAL SPECIFICATIONS & CONTACTS

TECHNICAL & COMMERCIAL DATA

		Height	Width	Depth	Width
Double page spread	Trim	11in	16½in	282mm	420mm
	Type area	10in	14in	254mm	362mm
Full page	Trim	11in	8¾in	282mm	210mm
	Type area	10in	7in	254mm	178mm
Half page spread	Trim	5½in	16½in	140mm	420mm
	Type area	4¾in	14½in	124mm	362mm
Half page vertical		10in	3¾in	254mm	86mm
Half page horizontal		5in	7in	124mm	178mm
Half island		7¾in	5in	195mm	132mm
Third island		4¾in	5in	122mm	128mm
Third of a page		10in	2¾in	254mm	57mm
Quarter Page		5in	3¾in	124mm	86mm
Catalogue		2½in	3¾in	55mm	85mm
Bleed Size	add 5mm or ¼in on each side				
Preferred Position	10% extra on mono rate				
Bleed Cost	10% extra on mono rate				
Inserts	Accepted loose or bound in – prices available on request				

Material in Electronic Format

Software: Acrobat Professional, InDesign, Photoshop.

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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EUROPE

RATES & READERSHIP

RATES

Euro rate card 2008 (€)

(Effective 1st January 2008)

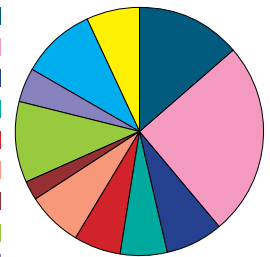
	1x	3x	6x	10x
Quarter				
Mono	1250	1210	1175	1135
2 colour	1560	1515	1465	1420
4 colour	1680	1630	1580	1530
Third				
Mono	1750	1680	1645	1575
2 colour	2170	2135	2065	1995
4 colour	2345	2275	2205	2135
Third island				
Mono	1875	1800	1800	1725
2 colour	2325	2250	2175	2100
4 colour	2550	2475	2400	2325
Half				
Mono	2190	2120	2055	1985
2 colour	2730	2650	2565	2485
4 colour	2940	2855	2765	2680
Half island				
Mono	2500	2420	2350	2270
2 colour	3120	3030	2930	2840
4 colour	3360	3260	3160	3060
Half page spread				
Mono	4125	3960	3960	3795
2 colour	5115	4950	4785	4620
4 colour	5610	5445	5280	5115
Page				
Mono	3750	3600	3600	3450
2 colour	4650	4500	4350	4200
4 colour	5100	4950	4800	4650
Double page spread				
Mono	7500	7260	7050	6810
2 colour	9360	9090	8790	8520
4 colour	10080	9780	9480	9180
Catalogue				
Mono	625	605	588	568
2 colour	780	758	733	710
4 colour	840	815	790	765

Rates are subject to Belgian VAT (when applicable)

READERSHIP

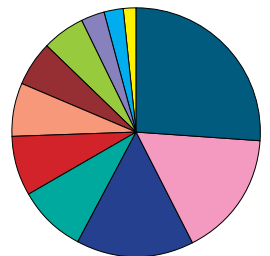
CIRCULATION BY INDUSTRY *

Industrial Controls	13,9%	1737
Communications	25,3%	3167
Information Technology	7,5%	936
Automotive & Transportation	6,1%	764
Consumer Products	6,1%	767
Test & Measurement	7,1%	884
Medical Electronics	2,6%	321
Defence Electronics	10,5%	1316
Distribution	4,5%	560
Universities / Research	9,9%	1238
Other	6,7%	835
Total	100,0%	12525



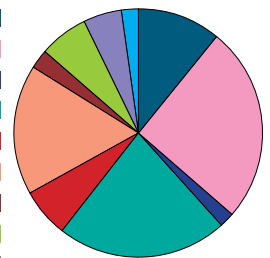
CIRCULATION BY COUNTRY *

France	26,2%	3287
Germany	16,3%	2042
UK & Ireland	15,3%	1920
Italy	9,0%	1129
Scandinavia	7,7%	970
Benelux	6,9%	863
Spain/Portugal	5,7%	711
Eastern Europe	5,6%	705
CH & Austria	3,2%	404
Middle East	2,5%	318
Other	1,4%	176
Total	100,0%	12525



CIRCULATION BY FUNCTION *

Design Management	10,9%	1360
Design Engineering	25,5%	3197
Purchasing	2,1%	257
Corporate Management	22,1%	2765
Production	6,5%	811
Research & Development	17,0%	2134
Quality Control	2,5%	317
Sales & Marketing	6,4%	806
Education And Consultancy	4,9%	618
Other	2,1%	260
Total	100,0%	12525



* Publisher's projection BPA November 2007

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MICROWAVE ENGINEERING EUROPE

WEBSITE &
NEWSLETTER

ONLINE ADVERTISING & SPECIFICATIONS



WEB SITE

The www.mwee.com website is the entry point to a wealth of information about RF and microwave related news and design issues. It also provides access to the Suppliers Directory — an essential tool for the engineers looking for manufacturers of RF and microwave products and equipment. The site has over 10,000 qualified unique visitors per month.

Banner sizes and prices

Home page and across the site

Top banner	728 x 90 pixels	2300 € per month (Max 4)
Bottom	468 x 60 pixels	1500 € per month (Max 3)
Tile	125 x 125 pixels	800 € per month (Max 3)

Other pages across the site

Skyscraper	125 x 600 pixels	1500 € per month (Max 3)
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NEWSLETTER



The Microwave Engineering newsletter reaches over 11,000 electronics engineers

The Microwave Engineering Europe full HTML newsletters reach over 11,000 subscribers twice per month. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going on in the specific area of microwave and RF of the electronics industry.

The demographics are similar to those of the publication. Each issue of the newsletter contains the following items:

- New Products
- Design Articles
- News Stories

Banner sizes and prices

- Leader board 728 X 90 : 800 €
- Top banner 468 X 60 : 600 €
- Middle banner 468 X 60 : 600 €
- Tiles 125 X125 : 400 €
- Skyscraper 125 X 680 : 800 €

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