

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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2008

MICROWAVE

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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

READERSHIP

US Dollar rate card 2008 (\$)

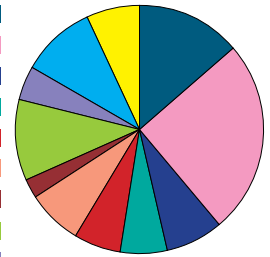
(Effective 1st January 2008)

	1x	3x	6x	10x
Double page spread				
Mono	8640	8370	8130	7860
2 colour	11070	10740	10410	10080
4 colour	11820	11460	11100	10740
Page				
Mono	4350	4200	4050	3900
2 colour	5550	5400	5250	5100
4 colour	5850	5700	5550	5400
Half page spread				
Mono	4785	4620	4455	4290
2 colour	6105	5940	5775	5610
4 colour	6435	6270	6105	5940
Half island				
Mono	2880	2790	2710	2620
2 colour	3690	3580	3470	3360
4 colour	3940	3820	3700	3580
Half				
Mono	2520	2440	2370	2295
2 colour	3230	3135	3035	2940
4 colour	3450	3345	3240	3135
Third island				
Mono	2175	2100	2025	1950
2 colour	2775	2700	2625	2550
4 colour	2925	2850	2775	2700
Third				
Mono	2030	1960	1890	1820
2 colour	2590	2520	2415	2345
4 colour	2765	2660	2590	2520
Quarter				
Mono	1440	1395	1355	1310
2 colour	1845	1790	1735	1680
4 colour	1970	1910	1850	1790
Catalogue				
Mono	720	700	680	655
2 colour	925	895	870	840
4 colour	985	955	925	895

Rates are subject to Belgian VAT (when applicable)

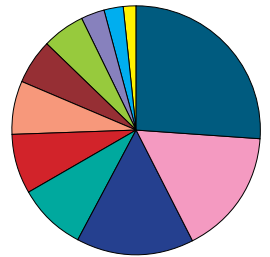
CIRCULATION BY INDUSTRY *

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



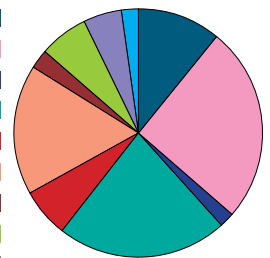
CIRCULATION BY COUNTRY *

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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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	\$ 3000 per month	(Max 4)
Bottom	468 x 60 pixels	\$ 2000 per month	(Max 3)
Tile	125 x 125 pixels	\$ 1000 per month	(Max 3)

Other pages across the site

Skyscraper	125 x 600 pixels	\$ 2000 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 : \$ 1,000
- Top banner 468 X 60 : \$ 800
- Middle banner 468 X 60 : \$ 800
- Tiles 125 X125 : \$ 500
- Skyscraper 125 X 680 : \$ 1,000

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