

CIE

COMPONENTS IN ELECTRONICS

CIE is the first place designers turn to for in-depth coverage of the latest devices and developments in the electronics industry.

In its 25th year, CIE has established itself as the leading UK Monthly by being more than a magazine that accounts facts. It is an essential tool for readers, providing market analysis and technological developments that electronics design engineers, specifiers and buyers need for their jobs.

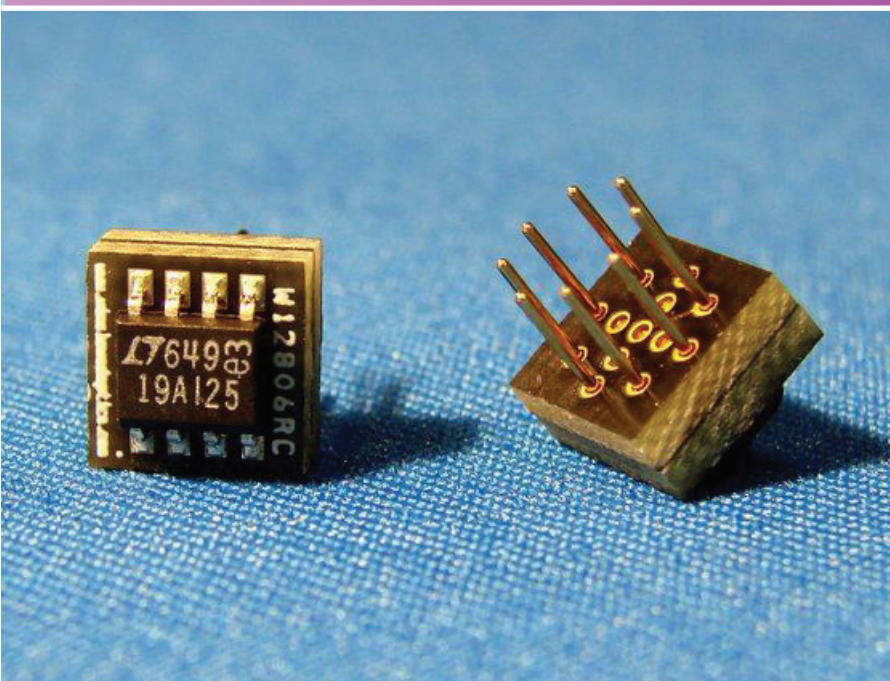
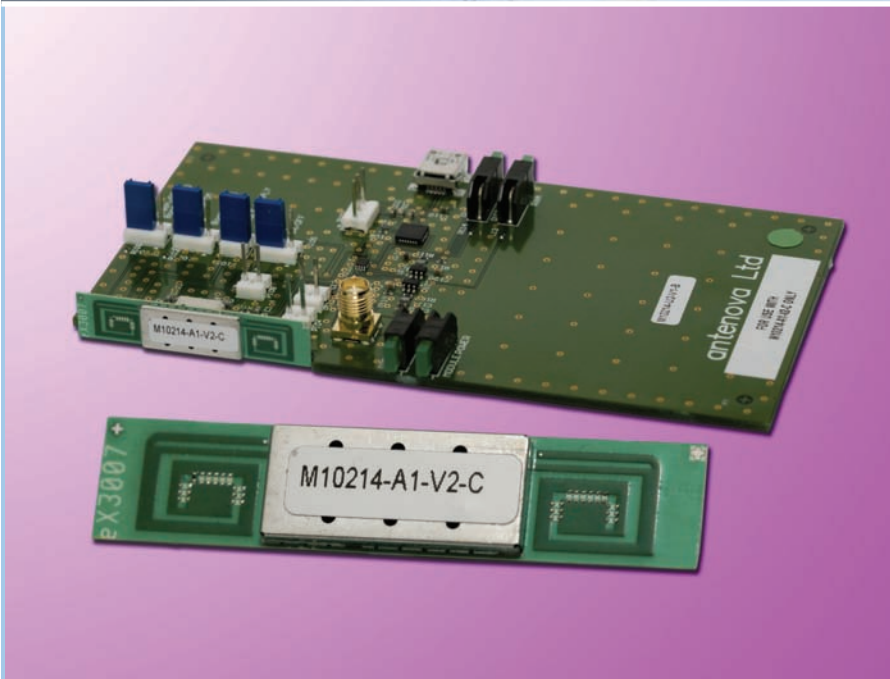
CIE's distinctive format has drawn favourable comment from across the industry, it differentiates the title and offers interesting advertising opportunities. Once a reader sees CIE, it becomes instantly recognisable from the pile of standard A4 offerings. The bigger page size also allows technical articles to be accommodated without the reader losing interest, having to turn over page after page. From the commercial point of view, the large format ensures that advertisements appear within the relevant editorial sections, helping the reader to find the information they require.

CIE is also available as a digital version which provides the same comprehensive coverage in an easy to read on-screen format.

CIE offers a host of advertising opportunities across different media formats. From the magazine to our website; from roundtables and forums to emails alerts, we can offer a truly joined up platform to support your media campaign.

CIE is recognised as the number one publication sitting at the centre of business transactions in the UK electronics market. This is why every month we are supported by businesses large and small including:

- Semiconductors** Agilent Technologies, Altera, Fairchild, Linear Technology, Microchip
- Passives** Murata, Schurter, PEI Genesis, Charcroft
- Connectors** Martec, Fischer, Harting
- Power** Lambda, Vicor, Powersolve, Mitsubishi
- Distribution** Acal, Anglia, Arrow, Digi-Key, EBV, Ecomal, Farnell, RS Components, Rutronik



2010 Media Information

	Deadlines	Features	Shows/Events	In every issue
FEBRUARY	Editorial Copy: 16/01/10 Ad Copy: 19/01/10	Defence & Obsolescence Frequency Control Interconnection LED Technology Southern Supplement	<ul style="list-style-type: none"> • <i>Southern Electronics, Farnborough, Feb. 10-11</i> 	<ul style="list-style-type: none"> • ICs & Semiconductors: Memory, ASICs, FPGAs, Programmable Logic, Analogue and Mixed-Signal, Microprocessors, Microcontrollers, DSPs, Wireless Comms, Telecoms • EDA & Development Tools: Design Tools, Development Software, Design and Development Hardware, Intellectual Property, Reference Designs, Design Services, Design Methodologies • Interconnection: Terminal Blocks, Power Connectors, PCB Connectors, Hybrid Connectors, Backplanes, Plugs and Sockets, Cables and Wires • Passive Components: Capacitors, Resistors, Inductors, Frequency Control, Electromechanical, Circuit Protection, EMC • Sub-Assemblies: Displays, Enclosures, Fans, Heatsinks, Keyboards, Switches, Human/Machine Interfaces • Power Electronics: DC-DC Converters, AC-DC Supplies, DC-AC Inverters, Batteries, Power Management, Power Control, UPS • ICs & Semiconductors: Memory, ASICs, FPGAs, Programmable Logic, Analogue and Mixed-Signal, Microprocessors, Microcontrollers, DSPs, Wireless Comms, Telecoms • EDA & Development Tools: Design Tools, Development Software, Design and Development Hardware, Intellectual Property, Reference Designs, Design Services, Design Methodologies • Interconnection: Terminal Blocks, Power Connectors, PCB Connectors, Hybrid Connectors, Backplanes, Plugs and Sockets, Cables and Wires • Passive Components: Capacitors, Resistors, Inductors, Frequency Control, Electromechanical, Circuit Protection, EMC • Sub-Assemblies: Displays, Enclosures, Fans, Heatsinks, Keyboards, Switches, Human/Machine Interfaces • Power Electronics: DC-DC Converters, AC-DC Supplies, DC-AC Inverters, Batteries, Power Management, Power Control, UPS • ICs & Semiconductors: Memory, ASICs, FPGAs, Programmable Logic, Analogue and Mixed-Signal, Microprocessors, Microcontrollers, DSPs, Wireless Comms, Telecoms • EDA & Development Tools: Design Tools, Development Software, Design and Development Hardware, Intellectual Property
MARCH	Editorial Copy: 20/02/10 Ad Copy: 23/02/10	Distribution Wireless Communications Power Management Human Machine Interfaces Infrarail Supplement	<ul style="list-style-type: none"> • <i>Embedded World, Nuremberg, March. 2-4</i> • <i>Avionics, Amsterdam, March. 24-25</i> 	
APRIL	Editorial Copy: 20/03/10 Ad Copy: 23/03/10	Security & Monitoring Systems MPUs & MCUs EMC & Circuit Protection Batteries & Fuel Cells	<ul style="list-style-type: none"> • <i>DATE, Nice, April.</i> • <i>Infrarail, NEC Birmingham, April 13-15</i> 	
MAY	Editorial Copy: 24/04/10 Ad Copy: 27/04/10	Capacitors, Resistors & Inductors Enclosures & Thermal Management Medical Electronics PCIM supplement Euroled Preview NEW Preview	<ul style="list-style-type: none"> • <i>PCIM, Nuremberg, May. 4-6</i> • <i>NEW, Birmingham, May 18-19</i> 	
JUNE	Editorial Copy: 29/05/10 Ad Copy: 01/06/10	Switching Technology Interconnection Optoelectronics Automotive Electronics	<ul style="list-style-type: none"> • <i>Euroled, Birmingham, June. 3-4</i> 	
JUL & AUG	Editorial Copy: 03/07/10 Ad Copy: 06/07/10	Distribution Power Supplies Short range wireless		
SEPTEMBER	Editorial Copy: 14/08/10 Ad Copy: 17/08/10	Multimedia Devices EMC & Circuit Protection Boards & Modules RF & Microwave Rail Industry		
OCTOBER	Editorial Copy: 18/09/10 Ad Copy: 21/09/10	Distribution Power Management Interconnection Display Technology Electronica supplement	<ul style="list-style-type: none"> • <i>EMC UK, Newbury, October</i> • <i>Symbian Smart Phone Show, London, October</i> • <i>Biometrics 2010, London, October</i> 	
NOVEMBER	Editorial Copy: 16/10/10 Ad Copy: 19/10/10	Defence & Obsolescence Human Machine Interfaces Switching Technology Sensors & Transducers	<ul style="list-style-type: none"> • <i>Electronica, Munich, November 9-12</i> 	
DEC & JAN	Editorial Copy: 13/11/10 Ad Copy: 16/11/10	Medical Electronics RFID Electronics Market Round-up DSP Technology		

Circulation



MAIN COMPANY ACTIVITY

Computer & Computer Systems	1053	Instrumentation	1205	Consumer Products	695
Computer Peripherals	276	Automotive	505	Sub Assemblies	948
Software Manufacturer & Equip	365	Office & Business Machines	101	Production Equipment	142
Communications Systms & Equip	1675	Military & Defence Electronic	1265	Education	684
Broadcast	358	Avionics & Space Electronics	448		
Industrial Control Equipment	1639	Marine Electronics	236		

MAIN JOB TITLE

Design Engineer/Engineering	6717	Consultant	782	Education	370
Engineering Management	1798	R&D Engineer	1051	Director/Chief Executive/MD	1496
Buyer/Purchaser	1669	Sales & Marketing	1432	Engineer	830

DIGITAL EDITION

CIE digital provides the same comprehensive coverage of the electronics industry – distribution, semiconductors, connectors or power supplies, in a **easy to read on-screen format**.

You can click straight through to websites of interest, easily magnify photos or diagrams, or find the most relevant parts of the magazine for your area of the industry more quickly via our interactive contents page. From a commercial point of view readers are able to click straight through to advertisers websites.

To find out more please contact **Satbinder Dhillon** sat.dhillon@cieonline.co.uk



EMAIL ALERTS - Sponsored CIE News Alerts

A promotional opportunity from CIE – offering advertisers a valued medium to target their key audience by email.

THE CONCEPT

- An email message to a responsive population of c7000 CIE registered readers from the highly respected Editor Neil Tyler.
- Your marketing message will be incorporated into the Alert, as embedding marketing into useful editorial helps to ensure the maximum opportunities for interest and response.

THE RESULTS

- We will be able to tell you how many people clicked through from the email.
- Response rates vary but click-throughs to advertising on newsletters is normally about 2-5%.
- The emails are sent both in HTML and plain text. If the receiver's system does not support HTML, then the plain text version will be delivered instead.
- We set up all the HTML coding so you do not need to worry about this.



DISTRIBUTOR DIRECTORY

CIE publishes an annual Distributor Directory in association with Afdec.

For the past 18 years, buyers and engineers have relied on the CIE Distributor Directory to source electronic components, products and services available in the UK. The CIE Distributor Directory 2009 is the comprehensive source for electronic components, with detailed information on distributors, the manufacturers represented, and the products and services provided.



The ultimate in product procurement; this year's CIE Distributor Directory is a guide to all that's available in the UK electronic components supply chain. Listing over 500 Distributors, this guide will help you source over 1,400 products from manufacturers around the globe.

Its well-established format provides a simple, yet effective link between components supply and demand. The Manufacturer Guide lists over 8,500 world-wide principles and the distributors who handle them. For more in-depth information, the Distributor Guide provides key information about each Distributor and highlights principal manufacturers and product types. Also, if you're sourcing obsolete or discontinued components, the Obsolete Semiconductors section can be a life saver.

To find out more about the Distributor Directory please contact **Satbinder Dhillon** sat.dhillon@cieonline.co.uk



WEBSITE DIRECTORY

A quick-reference, alphabetical listing of company names and their web addresses.

Provides your company with a cost-effective opportunity to promote your website address to a constantly growing web-user market.

Offering a dedicated service where our readers will look first when they need to get in touch via the web.

You can enhance your standard entry of company name and web address with a 25-word introduction to the contents of your site, inviting potential customers to browse and purchase.

For further information contact the Sales team 08450 138 426 or email sat.dhillon@cieonline.co.uk

NO HASSLE | QUICK SERVICE | QUICK CUSTOMERS



CLASSIFIED

A cost-effective way to promote a broad range of capabilities and services. Indicative campaigns: Cable Assembly – Transformers – Windings – Component Sourcing & Procurement – Excess Stock – Custom Manufacture to reach thousands of specifiers and buyers within the UK electronics industry every month.

For further information contact the Sales team 08450 138 426 or email sat.dhillon@cieonline.co.uk



Sales Contacts for bookings and further information

Satbinder Dhillon, Head of Sales | sat.dhillon@cieonline.co.uk | 08450 138 426

Display advertising rates

INSERTIONS:	1	6	10
Full page	£2,500	£2,350	£2,200
Half page	£1,750	£1,650	£1,550
Quarter page	£1,350	£1,250	£1,200
50mm Horizontal strip	£1,450	£1,350	£1,300
50mm Double-page horizontal strip	£3,150		
Double-page spread	£4,725		
Fire-place (Half-page centre spread)	£3,570		
Half-page double spread	£3,360		
Covers & inserts	Prices available on request		

Classified advertising rates

	1 INSERTION
50mm (wide) x 54.5mm (high)	£140
50mm (wide) x 120.5mm (high)	£260
103.5mm (wide) x 54.5mm (high)	£260
103.5mm (wide) x 120.5mm (high)	£525

Website directory

All prices are annual (10 issues)

Company name, web address, 25 words & logo	£285
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Email newsletter

	PER MONTH
Banner: 468 pixels (wide) x 60 pixels (high)	£575
Sponsor's message (100 words, logo and hyperlink)	£575
Button: 150 pixels (wide) x 48 pixels (high)	£420

Online advertising

	PER MONTH
MPU: 300 pixels (wide) x 250 pixels (high)	£840
Leaderboard: 728 pixels (wide) x 90 pixels (high)	£575
Skyscraper: 120 pixels (wide) x 600 pixels (high)	£720
Button: 120 pixels (wide) x 90 pixels (high)	£420

Production Contact

To obtain detailed information on artwork file specifications, please contact:

08450 138 426 | production@cieonline.co.uk

Online advert specifications

MPU	250 pixels (wide) x 300 pixels (high)
Leaderboard	728 pixels (wide) x 90 pixels (high)
Skyscraper	120 pixels (wide) x 600 pixels (high)
Button	150 pixels (wide) x 90 pixels (high)

Display advert specifications

	TYPE	TRIM	BLEED
FRONT COVER AD		238mm (Wide) x 182mm (High)	244mm (Wide) x 188mm (High)
FULL-PAGE BLEED AD	211mm (Wide) x 264mm (High)	239mm (Wide) x 309mm (High)	245mm (Wide) x 315mm (High)
DOUBLE-PAGE SPREAD	446mm (Wide) x 264mm (High)	478mm (Wide) x 309mm (High)	484mm (Wide) x 315mm (High)
HALF-PAGE (Horizontal)	210mm (Wide) x 130mm (High)		
HALF-PAGE (Vertical)	103mm (Wide) x 264mm (High)		
FIREPLACE	225mm (Wide) x 150mm (High)		
QUARTER-PAGE (VERTICAL)	103mm (Wide) x 130mm (High)		
50mm HORIZONTAL STRIP AD	210mm (Wide) x 50mm (High)		
50mm DOUBLE-PAGE HORIZONTAL STRIP AD	446mm (Wide) x 50mm (High)	478mm (Wide) x 50mm (High)	484mm (Wide) x 56mm (High)
HALF-PAGE DOUBLE SPREAD (HORIZONTAL)	446mm (Wide) x 130mm (High)	478mm (Wide) x 149.5mm (High)	484mm (Wide) x 155.5mm (High)

Classified advert specifications

50mm (wide) x 54.5mm (high)
50mm (wide) x 120.5mm (high)
103.5mm (wide) x 54.5mm (high)
103.5mm (wide) x 120.5mm (high)