

## *Looking into the future of electronics*

- AUTOMOTIVE
- DISPLAY TECHNOLOGY
- DISTRIBUTION
- EMBEDDED TECHNOLOGY
- ENCLOSURES
- INDUSTRIAL
- INTERCONNECTION
- INTERNET OF THINGS
- POWER
- TEST & MEASUREMENT



# Media Information 2021

CIE provides relevant and informed editorial that can be used by the engineering community to better understand the trends and developments taking place in the industry. Each month, we offer news and industry expert commentary, interviews, company profiles, product announcements and technical articles that cover the stories and developments that matter most to the electronics industry.

Delivered monthly, CIE's distinctive format helps differentiate it from its competition, and its content can be delivered in the format that suits the reader best, whether that's as a magazine, an app, or in digital format.

Together with the magazine, CIE also offers daily updates via the website, a weekly content-based newsletter, as well as direct marketing opportunities and supplements throughout the year.

## Features List

### December/ January

**Deadline: 14 December 2020**

Artificial Intelligence Technology  
 Digital & Communication Technology  
 Interconnection  
 Market Review  
**Industry Focus: Medical Electronics**

### February

**Deadline: 18 January 2021**

Display Technology  
 EMC & Thermal Management  
 Enclosures  
 Interconnection  
 LED Technology  
 Mobile Technology  
 Power  
**Industry Focus: Automotive**

### March

**Deadline: 15 February 2021**

Distribution  
 Embedded Technology  
 Internet of Things  
 Security & Monitoring  
 PCBs  
**Industry Focus: Aerospace, Military & Defence**

### April

**Deadline: 22 March 2021**

Batteries & Fuel Cells  
 Enclosures  
 Interconnection  
 MPUs & MCUs  
 Switches  
 Test & Measurement  
**Industry Focus: Industrial**

### May

**Deadline: 19 April 2021**

Automotive  
 Design & Technology (Circuit Components)  
 Display Technology  
 Human Machine Interface  
 LED Technology  
 Switches  
**Supplement: Electronics Industry Awards 2021**  
**Industry Focus: Medical Electronics**

### June

**Deadline: 17 May 2021**

EMC & Thermal Management  
 Frequency & Microwave  
 Interconnection  
 Optoelectronics  
 Power  
 Standards & Regulations  
**Industry Focus: Rail**

### July/ August

**Deadline: 5 July 2021**

EDA  
 Embedded Technology  
 Enclosures  
 Wireless Technology  
 Wearable Electronics  
**Industry Focus: Aerospace, Military & Defence**

### September

**Deadline: 16 August 2021**

Distribution  
 Display Technology  
 EMC & Circuit Protection  
 Optoelectronics  
**Industry Focus: Industrial**

### October

**Deadline: 20 September 2021**

Contract Manufacturing  
 Interconnection  
 Internet of Things  
 Medical Electronics  
 Test & Measurement  
**Industry Focus: Space**

### November

**Deadline: 18 October 2021**

Enclosures  
 Human Machine Interface  
 LED Technology  
 Power  
 Sensor Technology  
 Short Range Wireless  
**Industry Focus: Automotive**



## CIE ONLINE

[www.cieonline.co.uk](http://www.cieonline.co.uk) [www.ciedirectory.co.uk](http://www.ciedirectory.co.uk)

### DIGITAL EDITION

- Easy to read on-screen format sent direct to the registered email names.
- You can click straight through to the 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.
- Sponsorship opportunities available for the digital edition.

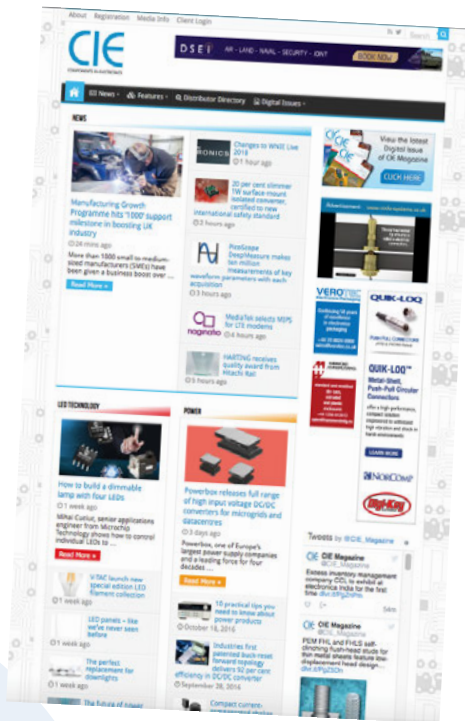
### WEEKLY NEWSLETTER

- A promotional opportunity from CIE - offering advertisers a valued medium to target their key audience by email.
- An email message to CIE's registered readers from the highly respected Editor Niamh Marriott.
- Your marketing message will be incorporated into the Alert, as embedded marketing into useful editorial helps to ensure the maximum opportunities for interest and response.

### SPONSORED EMAIL ALERT

- Your email message can be sent directly to over 10,000 CIE registered readers as a third party email.

- Updated daily news stories
  - original content - across the board; IC's semiconductors; distribution.
- Sponsored opportunities
  - Banner, Skyscraper; MPU; Button positions.
- Video opportunities
  - products; presentation; tutorials; online interviews.
- Bespoke packages for print and online available on request.



## CIRCULATION

TOTAL MONTHLY AVERAGE NET CIRCULATION: 10,925

**CIE targets Design Engineers, Buyers and Specifiers within the Medical, Automotive, Defence/Military and Aerospace industries**

### DISTRIBUTOR DIRECTORY

Designed to provide buyers and engineers with a comprehensive list of distributors, the manufacturers they represent and the products and services that provide, CIE's annual Distributor Directory gives users the information they need to source the electronic components they require.

Clear and concise the Directory is easy to use and highlights the range of services that are available to the engineering community across the UK.

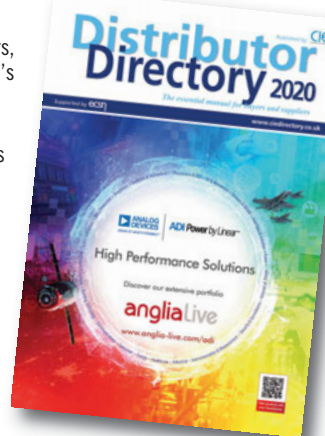
The Distributor Directory is a guide to all that's available in the UK electronic components supply chain and provides a unique source of information to help companies make an informed decision.

It highlights principal manufacturers and product types including the sourcing of obsolete or discontinued components.

Reliable and trusted the Distributor Directory also enjoys the support of the Electronic Component Supply Network (ECSN) and the Association of Franchised Distributors or Electronic Components (AFDEC).

*CIE's Distributor Directory 2019, supporting the UK's engineering community.*

To find out more about the Distributor Directory please call 0844 381 4235



**For bookings and further information please call 0844 381 4235**



## Classified advertising rates

1/8 page	1 INSERTION
50mm (wide) x 120.5mm (high)	£180
103.5mm (wide) x 54.5mm (high)	£180

1/4 page	
103.5mm (wide) x 120.5mm (high)	£300

## Online advertising

	PER MONTH
MPU: 300 pixels (wide) x 250 pixels (high)	£800
Leaderboard: 728 pixels (wide) x 90 pixels (high)	£900
Skyscraper: 120 pixels (wide) x 600 pixels (high)	£700
Button: 120 pixels (wide) x 90 pixels (high)	£400
Bottom Banner	£500

## Website directory

All prices are annual

Company name, web address, description & logo	£600
Ultimate Entry/Listing	£1100
Additional extras available on request	

## Email newsletter

	PER MONTH
Banner: 468 pixels (wide) x 60 pixels (high)	£500
Button: 150 pixels (wide) x 48 pixels (high)	£400
Sponsored Email Alert available on request	
Product Entry: 800 words, logo, image, hyperlink	£350

## Display advert specifications

	TYPE	TRIM (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	1	6	10
FRONT COVER AD	238mm x 182mm	244mm x 188mm		Prices on application		
FULL-PAGE BLEED AD	211mm x 264mm	239mm x 309mm	245mm x 315mm	£2500	£2350	£2200
DOUBLE-PAGE SPREAD	446mm x 264mm	478mm x 309mm	484mm x 315mm	£4725		
HALF-PAGE (Horizontal)	210mm x 130mm			£1,750	£1,650	£1,550
HALF-PAGE (Vertical)	103mm x 264mm			£1,750	£1,650	£1,550
QUARTER-PAGE (VERTICAL)	103mm x 130mm			£1,350	£1,250	£1,200
HORIZONTAL STRIP AD	210mm x 50mm			£1,450	£1,350	£1,300
HALF-PAGE DOUBLE SPREAD (HORIZONTAL)	446mm x 130mm	478mm x 149.5mm	484mm x 155.5mm	£3,360		

## EVENTS

Electronics Industry Awards: Sponsorship Packages – Price available upon request

Electronics Industry Live Exhibition: Stand Prices on request – Shell Scheme: £299sqm – Space Only: £275sqm

## Contacts

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