



newelectronics

2023/2024 DIGITAL MEDIA

NEW ELECTRONICS DIGITAL MEDIA

New Electronics is the authority on the people, ideas, and technologies that are constantly changing the way we live. With increased onshoring, the UK electronics sector has experienced the fastest growth of any manufacturing sector in recent years. It is imperative electronic design engineers are kept up-to-date with the latest information and developments in the world's fastest moving industry.

Our digital platforms offer just that. Direct delivery to our electronic design engineering audience instantly, whether that be online, email, content delivery, social media or a combination of the lot.

Our audience

Over **13,500** electronic design engineers and managers available by email

The facts

91% of our audience are directly involved in the purchasing decision

88% access New Electronics digital content at least once per week

95% of our existing customers were either pleased or very pleased with response rates/leads and would use again

How can you reach this influential audience?

WEBSITE

- Billboard - £4,500
- Leader board -£2,500
- Large Message Panel - £1,950
- Premium White paper - £1,500
- Sponsored post - £750

E-NEWSLETTER

- Banner - £1,200
- Sponsored News - £1,200

SPONSORED SOCIAL POST **NEW!**

Reach our entire social media audience via a series of sponsored post across all of our social channels including LinkedIn and Twitter. Our current reach stands at 20,000 individuals. An enhanced post includes your content (written or video) being posted on our website, which will continue to generate exposure indefinitely.

- Standard Post - £500 each or £1,250 for 3 or £2,000 for 5
- Enhanced Post - £950 each

DIGITAL ALERT **NEW!**

Engage with our electronic design engineering audience in real time. Your message reaches our entire universe, on the same day, at the same time to provide maximum

impact. This Digital Alert includes a sponsored post on New Electronics website, delivery to the 13,500 email based audience plus posts on the New Electronics LinkedIn, Twitter and socials to drive further traffic. Click throughs can be directed to your website, or content on the New Electronics website with full campaign reporting including GDPR compliant leads.

£2,950



NEW ELECTRONICS DIGITAL MEDIA

SOLUS E-SHOT

Our flagship lead generation product. Your exclusive promotion sent to 13,500 electronic design professionals in an HTML or text format. Full stats on the number sent, number opened, number who clicked and a GDPR compliant report which gives you the opportunity to follow-up every individuals who has opened and clicked on your content.

£2,500

WEBINAR

New Electronics provides end-to-end Webinar delivery including audience marketing plus reporting after the event. Can be a pre-recorded presentation or hosted live by an industry professional from your company allowing you to share your expertise with new and existing customers.

£4,950

ONLINE PANEL DISCUSSION

A technical expert or senior leader from your company is one of 3 or 4 industry experts with a presentation opportunity. We have close ties with a number of high profile industry bodies who can assist with defining a topic with the panel being introduced and hosted by the New Electronics editor. The live event is recorded, edited and delivered to our electronic design engineering audience through our website, email and social channels.

£5,950

ASK THE EXPERT NEW!

A series of bite-sized, content rich, video interviews delivered to over 100,000 viewers. Each 10-20 minute video is hosted by the Editor of New Electronics in discussion with an industry expert from your organisation. The interview will deliver lead generation, thought leadership and will be an innovative way to associate your



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organisation with an important industry topic. Hosted on the New Electronics website, delivered by email, e-newsletter and socials

Price - £1,850 or £4,500 for a series of 3

A variety of further lead generation, print, events and content delivery options are available and can be tailored to your requirements to match your priorities. We understand the pressures on your marketing budget to perform, which is why the New Electronics team work in conjunction with you to deliver the best solution to for what you're trying to achieve.

To discuss you requirements in more detail please contact James Creber (james.creber@markallengroup.com) on 07983 989684 or Peter Ring (peter.ring@markallengroup.com)



2023/24 RATE CARD

PRINT

Display

Full page	£3200
Half page	£1950
Quarter page	£1250 PREMIUM POSITION SURCHARGE + 10%

Advertorial

Double page spread	£6500
Full page	£3500

Other options

Bellyband	£8000
Barn door	£10000
Cover wrap	£10000

ONLINE

Website

Billboard	£4500
Leaderboard	£2500
Top message panel	£2500
Large message panel	£1950
Premium Video	£1500
Video	£950 PER VIDEO
Premium white paper	£1500
White paper	£950 PER WHITE PAPER

(Rates per month)

E-NEWSLETTER

Sponsored news	£1200 PER INSERTION
Banner	£1200 PER INSERTION
Webinar	£4950 PER CAMPAIGN

LEAD GENERATION

Technology Spotlight	£1200 PER INSERTION
Solus HTML e-shot	£2500 PER EMAIL

**Further options on request:
 please contact Peter Ring
 or James Creber**

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