



newelectronics

2021/2022 MEDIA PACK

EDITORIAL EXCELLENCE

New Electronics works to keep designers and managers abreast of developments in the world's fastest moving industry. Its strong editorial provides design engineers with well researched and practical information that looks at the key issues, from research & development through to commercialisation and deployment.



Built on a platform of circulation excellence and editorial quality, New Electronics looks to track the universe of electronics designers as it changes shape and size and to that end our new monthly issue will look to broaden its scope with new in-depth features and sections looking at Science & Technology, Universities & Innovation and Business & Finance.

As the electronics industry continues to evolve so NE looks to better reflect those changes.

Neil Tyler EDITOR

Comment

The editor's overview of a particular innovation or recent developments affecting the broader electronics industry.

News & Analysis

Giving the story and outlining its significance.

Cover features

These features offer in-depth, well researched insight into important topics and developments.

NEW!

The Long Read

A detailed 2500 word article, The Long Read allows for much greater analysis of a specific topic or issue.

NEW!

Additional sections

New sections will now look at: Science & Technology; Universities & Innovation; and Business & Finance,

providing much greater depth and focus in each issue.

Technology Watch

A regular feature, it looks at advanced technologies from embedded design to communications and systems design.

Special Supplements

Where readers need a deeper insight into specific areas or particular industry issues New Electronics runs special supplements and extended reports throughout the year.

MA Business

PART OF

Mark Allen

www.markallengroup.com



14,683

Average circulation per issue

ABC 2020 Audit Certificate
With its high-quality content and database of extremely relevant potential customers, New Electronics is THE publication for electronic design engineers and the companies trying to reach them.

14k DEDICATED PRINT AND DIGITAL READERS

260k MONTHLY WEBSITE PAGE VIEWS

65K MONTHLY WEBSITE UNIQUE USERS

18k+ DEDICATED TWITTER FOLLOWERS

MULTI-CHANNEL MARKETING



Magazine & Digital Edition

New Electronics maintains its place as the market leading title for UK electronic design engineers. The publication and online digital edition provide the go-to resource for the latest news, analysis, comments and opinion affecting their day-to-day lives.



Special Supplements

Our annual Outlook supplement provides electronic design engineers with a series of features explaining the developments and challenges for specific technology areas within the coming year. The EDS Show Daily newspapers and the EDS Show Catalogue provide visitors with critical information to help them navigate their way around the Show efficiently.



Online

Complementing the market leading print publication, the New Electronics website is accessed by 65,000 + unique visitors each month, generating upwards of 260,000

monthly page views. Content is updated daily with breaking news and unique, in-depth technical articles. WWW.NEWELECTRONICS.CO.UK can provide the creative interactive marketing solution to suit your needs and budget.



E-Newsletters

Our weekly e-newsletters give you access to the inbox of more than 8,500 opted-in electronic design engineers, seeking the most important news, views & technology updates.



Technology Spotlights

Each Technology Spotlight is designed to provide information on topics important to electronic design engineers. Your full editorial article is hosted on the New Electronics website with an engaging brief emailed to 8,500 opted-in subscribers. Technology Spotlights are designed to get your editorial message in front of UK electronic design engineers whilst generating leads and create potential new customers.



Social

New Electronics hosts numerous social media routes to keep pace with the electronics industry. Our global reach across all platforms boasts upwards of 40,000 followers seeking the latest technology updates.



Solus e-shots

Our best lead generation product, solus e shots are timed to suit the client, and all response generated goes to one advertiser, together with a report of opens, clicks and comprehensive contact information on all respondents.



Webinars

New Electronics can host, promote and deliver your webinar to a unique pre-defined, relevant and engaged audience ensuring maximum benefit and attention is achieved.



PCB Design & Manufacturing Live

A 1 day 'roadshow' style event, designed

to connect electronic design engineers together with market leading suppliers of products and services needed to produce high quality PCB design. A cost effective, powerful way to reach designers and buyers.



BEEAs

Established in 2009 to promote the best of British engineering design, the British Engineering Excellence Awards have become a prestigious and sought-after award that recognises truly outstanding design innovation.



Electronics & Embedded Design Show

The Electronics & Embedded Design Shows combine to create the must-attend event for anyone involved in electronics design. The two-day event takes place at the Ricoh Arena, Coventry and offers a high level conference programme, practical workshop sessions and over 200 exhibitors. The exhibition is attended by more than 4,000 design engineers.

2021/22 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

Leaderboard	£3500
Top banner	£2500
Mid banner	£1900
Top message panel	£2500
Large message panel	£1950
Small message panel	£1350
Sidekick panel	£3500
Billboard	£5000
Native category sponsorship	£3500
Premium Video	£1500
Video	£950 PER VIDEO
Premium white paper	£1500
White paper	£950 PER WHITE PAPER

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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CONTACTS

ADVERTISING

Peter Ring PUBLISHER
 peter.ring@markallengroup.com
 07967 169102

James Creber SALES MANAGER
 james.creber@markallengroup.com
 07983 989684

EDITORIAL

Neil Tyler EDITOR
 neil.tyler@markallengroup.com

Chris Edwards CONTRIBUTING EDITOR
 editor@newelectronics.co.uk

PRODUCTION

Nicki McKenna
 PRODUCTION MANAGER
 nicki.mckenna@markallengroup.com

Chris Charles ART EDITOR
 chris.charles@markallengroup.com