



newelectronics

2023/2024 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



13,562

Average circulation per issue

ABC 2021 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

25k+ 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.

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 13,500 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. 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.

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. Next year is on March 23 2023 at The British Motor Museum, Gaydon, Warwickshire.

Engineering & Manufacturing Awards

The Awards will offer a showcase for the very best that UK engineering has to offer. On the 19th May 2023 at the London Marriott Hotel, Grosvenor Sq.

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 on October 11 & 12 2023 at the CBS Arena, Coventry and offers a high level conference programme, practical workshop sessions and over 200 exhibitors. The exhibition is attended by more than 3,000 design engineers.

MA Data Services

MA Data Services is the data division of Mark Allen Group, it's the database that drives New Electronics circulation. The website www.madataservices.com allows you to 'Build' the data you need to succeed. Our exclusive proprietary database holds information on 18,278 UK sites and over 310,000 job functions. Contact Donna Shepherd, Data Sales Director: 07522 946097 Donna.shepherd@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

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ONLINE

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Large message panel £1950

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PER VIDEO

Premium white paper £1500

White paper £950
PER WHITE PAPER

[Rates per month]

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PER INSERTION

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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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