



newelectronics

2025/2026 MEDIA PACK

INCLUDING

newelectronics

EUROPE

73% would choose **NE** if they could only read one electronics design magazine

96% rate content in **NE** as good to excellent

DELIVERING EDITORIAL EXCELLENCE FOR OVER 50 YEARS

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

Built on a platform of circulation excellence and editorial quality,

New Electronics tracks developments in the industry and looks to identify and explain new trends and innovations helping electronics designers to better understand this exciting and fast-changing industry.



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.

Interviews

NE talks with leading figures from within the industry.

Cover features

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

The Long Read

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

Features

Well researched features that provide analysis of industries, trends and new technologies.

Science & Technology; Universities & Innovation; and Business & Finance

These sections provide much greater depth and focus across 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 industry issues New Electronics runs special supplements and extended reports throughout the year.

MA Business

PART OF

Mark Allen

www.markallengroup.com



12,010

Average circulation per issue

ABC 2023 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.

57% choose their supplier

71% read more than half of each issue of **NE**

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 16,000 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 25,000 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.



Engineering & Manufacturing Awards

The Awards will offer a showcase for the very best that UK engineering has to offer. Takes place annually at a prestigious UK venue with sponsorship packages available.



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 in October 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

43% pass **NE** onto their team or a colleague

2025/2026 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 <i>per video</i>
Premium white paper	£1500
White paper	£950 <i>per white paper</i>

(Rates per month)

E-NEWSLETTER

Sponsored news	£1200 <i>per insertion</i>
Banner	£1200 <i>per insertion</i>
Webinar	£4950 <i>per campaign</i>

LEAD GENERATION

Technology Spotlight	£1200 <i>per insertion</i>
Solus HTML e-shot	£2500 <i>per email</i>

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

Cover Image: @Tohamina - stock.adobe.com

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97% of our customers expressed a need for a New Electronics European product

The same quality audience, now in Europe

The New Electronics brand has been providing vital information for electronic design engineers and managers in the UK for almost 60 years. At the beginning of 2024 we expanded our reach to offer a dedicated product accessing the same types of individuals based within Europe.

It is imperative electronic design engineers are kept up to date with the latest information and developments in the world's fastest moving industry.

New Electronics Europe's 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.

Your new partner

New Electronics Europe offers access to a truly exclusive audience of electronic design engineers, electronic design managers and buyers of electronic components across European countries. We've undertaken extensive research to develop a dedicated audience of 20,000 individuals that match our strict terms of control. These terms of control ensure that your content is only reaching individuals involved in electronics design and electronics purchasing, delivered in the format that best suits you and them.

Our detailed audience

The New Electronics Europe terms of control are second to none. The individuals you'll be reaching are defined by our award-winning Database Operations team to ensure your marketing message is reaching people responsible for electronic design, electronic design management or for purchasing electronic components. Our Database Operations team continually update and refresh these companies and contacts to guarantee your content is seen by the correct people. This constant research enhances the value you receive by marketing your brand through New Electronics Europe.

20,000 Contacts – The Analysis

40% - Germany 

20% - France, Italy, Spain 

10% - Denmark, Finland, Sweden 

10% - Austria, Poland, Switzerland 

10% - Belgium, Netherlands, Luxemburg, Israel, Turkey 

10% - Rest of Europe



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

96% rate New Electronics content as good to excellent

Don't just take our word for it...

Those that have utilized our digital delivery and lead generation products within the UK know the high number of views, opens and leads we're able to supply. That's why we're expanding to provide these services in Europe. Here are a few testimonials from some of our existing customers:

'We've used a range of digital products including e-shots and newsletters for a variety of campaigns. The response has always been great, and we've collected lots of signups for our webinars and whitepaper downloads. The ability to see the GDPR compliant data and contact interested companies is a massive plus too.' – **Mark Rushton – Marketing Manager, Harting Ltd**

'We have used New Electronics lead generation products for years. The stats are great and leads convert to genuine business' – **Anonymous**

'We have used the New Electronics UK database a number of times with great success in terms of lead generation, their traffic reporting is of the highest standard, and we will continue to work with New Electronics' – **Harvey Davis – CEO, Coda Systems Ltd**

'Audience quality is second to none. Its nice to receive the tracking report from our E-shots and Technology Spotlights just two weeks after they are sent. We will definitely include in our next campaign. Thanks to the New Electronics team!' – **Anonymous**

European Events

New Electronics Europe will have close collaborations with the following industry events across the continent. We'll be previewing each show, so please contact the New Electronics team to discuss how we can raise your profile & generate further leads for you around the time of each event:

Embedded World – 11-13th March, Nuremberg, Germany

European Microwave Show – 21-26 September, Jaarbeurs Utrecht, The Netherlands

E-Tech Europe – 15-16th April, Bologna, Italy

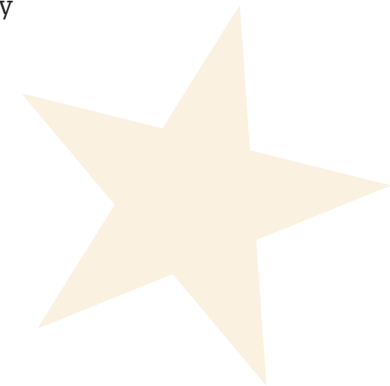
PCIM – 6-8th May, Nuremberg, Germany

The Battery Show Europe – 3-5th June, Stuttgart, Germany

Productronica – 18-21th November, Munich, Germany

SPS Drives – 25-27th November, Nuremberg, Germany

Electronica – 15-17th November, Munich, Germany



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

Product Portfolio

Technology Spotlights

These are our topic specific, lead generation products published once per week. We host your full article on the New Electronics website with a brief sent out to our New Electronics Europe audience on the topic you specify. We track the GDPR compliant individuals who click on your content and provide a tracking report highlighting those individuals which act as leads to follow up with. Our full programme is available separately.

Solus E-shot

Our flagship product – these typically take an HTML style format where you determine the content and subject line, mailed on a date of your choice. We only ever send one per day to ensure the best possible response is generated. 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.

Weekly E-zine

New Electronics Europe publishes a weekly e-zine, mailed every Monday. This provides our audience with the latest news and industry updates, technology features and blogs, mailed to our full circulation. The Sponsorship package includes two banner positions at, top and tailing the E-zine for that week providing a massive branding opportunity and encouraging click throughs to your website.

Digital Alert

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 20,000 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.

* please note, audience segmentation not available at this time

** GDPR compliant leads supplied in line with policy relating to each specific country



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

2025/2026 Rate Card

Technology Spotlight	€1600
Solus E-shot	€4000
Weekly E-zine Sponsorship	€1600
Digital Alert	€5550
Website Display	€POA

**discounts available for series bookings*

MA Business

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www.markallengroup.com

image @iStockwave Studio - iStock/Adobe.com

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