

Media Guide



The Power of our Network

Network

Engagement

Brands

Digital Offerings

Content Offerings

Enewsletters

Online Rates

Marketing Services

Content Calendars

Ad Specs

Contacts

Informing critical decisions. Engaging the KEY users. Advancing the way you succeed!

The collective resources of our brands reaches over 3.9 million design engineers and purchasing professionals every month, delivering on an inventory of hundreds of thousands of channel specific impressions.



1,799,585
MONTHLY PAGE VIEWS



723,969
MONTHLY
UNIQUE VISITORS



33,695,333
MONTHLY NEWSLETTER
DEPLOYMENTS



244,500
MAGAZINE
SUBSCRIBERS



105,207
SOCIAL FOLLOWERS



AVERAGE TIME PER
SITE VISIT
6 MINUTES

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purchasing

Audience Engagement

Network

Engagement

Brands

Digital Offerings

Content Offerings

Enewsletters

Online Rates

Marketing Services

Content Calendars

Ad Specs

Contacts

Penton's Design Engineering & Sourcing Group is the only network of brands that reach 100% of the design process, from intent to action. Whether it is the cars we drive, the planes we fly in or the electronics we depend on — design engineers and purchasing professionals touch every part of the process. When it comes to educating themselves on new applications, emerging technologies, and latest product trends, decision makers prefer our group of products to gain the information necessary to get their job done successfully.

Engineers most pressing work concerns:

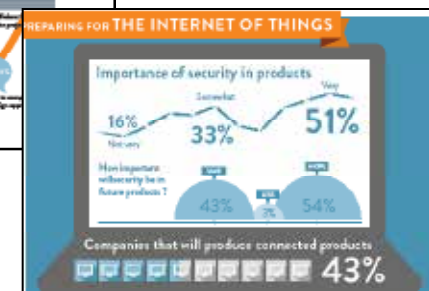
- Time to market pressures
- Staying current with new and emerging technologies
- Insufficient people resources to get the job done
- Finding the optimal components for their designs
- Product reliability & quality

Their top 5 online activities

1. Download app notes/white papers/data sheets
2. Read/comment on articles
3. Watch online videos
4. View webcasts
5. Browse websites on mobile devices

Fast Facts:

- 90% purchase through distributors
- In a search engine, 57% are more likely to click on a supplier listing whose advertisement they've seen before
- Consumption of information on mobile devices has increased 50% in the past twelve months
- 30% of respondents indicate their company plans to increase the number of engineering jobs in the coming year



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power
electronics

hydraulics &
pneumatics

global
purchasing

Our Brands

Network

Engagement

Brands

Digital Offerings

Content Offerings

Enewsletters

Online Rates

Marketing Services

Content Calendars

Ad Specs

Contacts

Serving the innovators of the new industrial revolution, our brands are at the forefront of technology providing design engineers and procurement professionals the tools, data and connections they need to succeed.

They design the future. We give them the information to do it!

ELECTRONIC DESIGN is the authority on existing and emerging technologies, providing the global electronic engineering community with a place to share ideas and access technical information, tools, and expert analysis at the component, chip, board, and system levels.

MACHINE DESIGN accelerates innovation by keeping today's engineer connected with the latest technology advances in mechanical, motion control, electrical/electronic, materials, fluid power, fastening & joining and the broad industrial market place.

MICROWAVES & RF continues to deliver high-quality content to design and development engineers and managers working with high-frequency and high-speed technologies and systems and serves as a worldwide community hub for microwave and radio-frequency engineers.

HYDRAULICS & PNEUMATICS perpetuates the knowledge of fluid-power components, systems, and applications across the world in diverse industries ranging from food processing and medical equipment to construction, mining, and offshore energy.

POWER ELECTRONICS covers the most critical and high-growth areas in the engineering industry, given the increased attention to power design in everything from smartphones to the smart grid.

SOURCEESB is the "Front of Mind Tool" for Purchasing & Design Engineers. It is a critical outlet for manufacturers and distributors to upload their inventory including assets like reference designs and data sheets. Our redesigned site offers unique new features and functionality.

GLOBAL PURCHASING is the fastest growing website for sourcing and supply chain managers, keeping them up-to-date on the latest news, trends, insights, sourcing strategies and global supply chain solutions.



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design

machine
design

sourceesb

microwaves
& rf

power
electronics

hydraulics
& pneumatics

global
purchasing

Digital Offerings

Network

Engagement

Brands

Digital Offerings

Content Offerings

Enewsletters

Online Rates

Marketing Services

Content Calendars

Ad Specs

Contacts

Showcase your thought leadership while driving high quality leads. Digital advertising is a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on brand awareness via our existing OEM/EOEM industry network of sites.

LEADERBOARD (728 X 90)

BOOMBOX (300 X 250)

MEDALLION (300 X 100)

TOWER ADS (300 X 600)

Tower ads are boombox ads that flex to accommodate slightly larger creative than a regular boombox.

PORTRAIT ADS (300 X 1050)

Portrait ads are displayed ROS and allow more space for a larger marketing message and creative.

NAVIGATION SPONSORSHIP (180 X 150)

Allows you to be seen each time a user scrolls over the navigation bar of the website. Categories: Technologies, News, Markets, Community, Learning Resources, and Companies.

WELCOME ADS (640 X 480)

Welcome ads are pre-site, high impact ads that appear before the user enters the site; these ads generate high response rates.

PAGE WRAP ADS

This unique position delivers excellent results for brand awareness and message association with an incredibly high-impact message. With our page wrap your message is anchored to the users experience. It stays with them as they scroll the page for even more impact!

SPONSORED GALLERIES

Image galleries are a popular way to display information to our audiences in a visual format. Include images to tell a story, promote a product or a piece of content, and much more!

To view online advertising options, go to admarketing.penton.com



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design

machine
design

sourceesb

microwaves&rf

power
electronics

hydraulics &
pneumatics

global
purchasing

Digital Offerings

Network

Engagement

Brands

Digital Offerings

Content Offerings

Enewsletters

Online Rates

Marketing Services

Content Calendars

Ad Specs

Contacts

DIRECT MARKETING/EPOSTCARDS

The perfect way to reach targeted prospects via email. ePostcards are a quick and straightforward way to promote your message to today's design engineers and purchasing professionals. This personalized, single-sponsored message is sent to a list of targeted subscribers.

SUPERCHARGED WHITE PAPER

Aggressive promotion that allows up to three* white papers, customized registration form posted in the White Paper Library for 12 months, three eNewsletter text ads and one direct email announcing your white paper is available. (*all white papers featured in one eblast)

- Receive full contact lead reports weekly
- Archive and long-tail leads for 1 year
- Single white paper programs also available

SINGLE SPONSOR ENEWSLETTER

Your company can be the sole sponsor of a special edition of an existing vertical newsletter. Your products, videos, white papers and other content is featured along with your ads.

- eNewsletters are a great way to have constant contact with thousands of design engineers, staying top of mind while they are in the design process

MULTI-SPONSOR PRODUCT SPOTLIGHT ENEWSLETTER

Each month, our subscribers receive instant product and service information in the Product Spotlight. The Product Spotlight offers a convenient and successful way to promote your products to this important audience.

EXCLUSIVE PRODUCT SPOTLIGHT ENEWSLETTER

The Exclusive Product Spotlight eNewsletter lets you "own" the newsletter. Your company content is featured exclusively to showcase your products.

INTERACTIVE CONTENT/POP QUIZ

Engineers love a challenge! Our POP QUIZ lets you test their knowledge and communicate in a fun, interactive way and generate high-quality leads. The POP QUIZ gives you incredible exposure to thousands of engineers and purchasing professionals. Plus, you can capture vital contact information on quiz participants while branding your company and engaging them with your product information in a multiple-choice format with an opportunity to win prizes. Participants are required to register and provide demographics.

IN-ARTICLE VIDEO

In-article video ads put your video messaging in front of the engineering and procurement audience in a highly effective and user-friendly way by placing your video directly within our editorial content pages.



electronic
design

machine
design

sourceesb

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power
electronics

hydraulics &
pneumatics

global
purchasing

Content Offerings

Network

Engagement

Brands

Digital Offerings

Content Offerings

eNewsletters

Online Rates

Marketing Services

Content Calendars

Ad Specs

Contacts

Our technical editors have perfected the ability to communicate complex engineering and procurement information and present it in print, digital or video formats. Their expertise leads to your success by always putting technology first.

DESIGN FAQ

This popular product gives our technical editors the opportunity to answer the most frequently asked technical questions from design engineers and managers. Created in PDF format, these handy, two-page guides are highly sought after in the design community because of their quick-read format and efficient presentation.

- Sponsor can include up to two qualifying questions on registration page
- Sponsor can position themselves along relevant and targeted content with $\frac{2}{3}$ page ad

BASICS OF DESIGN

Created by our editorial team, these handy 4-6 page PDF guides feature technical information that is the foundation of a given design and/or manufacturing discipline. This “ever-green” material can be saved and downloaded by the engineer for future reference. For fully customizable content, please refer to an eBook.

- Lead generation product
- Includes registration page users must fill out in order to download

eBOOKS

eBooks are a powerful tool to engage and educate customers and prospective customers. Typically written by an industry leader and sponsored by one company, content strategy is completely driven by the sponsor. eBooks are promoted via email blast, eNewsletter ads, and ads on our website.

- Thought Leadership - Showcase your industry expertise
- Lead generation product
- Content development - you own the distribution rights

WEBINARS

Webinars are a turnkey, cost-effective way to deliver in-depth technical information to a large, geographically diverse audience of design engineers. Our state-of-the-art webinars provide dynamic multimedia platforms to increase brand awareness, educate prospects about product capabilities, and reinforce a company's industry expertise.

- From audience development and registration through production and archiving, we handle all of the webinar logistics and guide you through the process step by step



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power
electronics

hydraulics &
pneumatics

global
purchasing

eNewsletters

ELECTRONIC DESIGN	Frequency	Circulation	Top	2nd	3rd	4th
ELECTRONIC DESIGN TODAY (exclusive)	Daily	60,000	\$2,500/day; \$10,000/week; \$20,000/10 days			
POWER & ANALOG UPDATE	Weekly	51,500	\$2,295	\$1,700	\$1,275	\$850
SINGLE SPONSOR ENEWSLETTER	Consult representative					
EXCLUSIVE PRODUCT SPOTLIGHT	Weekly	72,500	\$6,000			
MULTI-SPONSOR PRODUCT SPOTLIGHT	Monthly	72,500	\$950/Position			
MICROWAVES & RF	Frequency	Circulation	Top	2nd	3rd	4th
TEST & MEASUREMENT UPDATE	Monthly	26,000	\$1,700	\$1,200	\$950	\$700
MWRF UPDATE	Monthly	45,500	\$2,295	\$1,700	\$1,275	\$850
RF ESSENTIALS	Monthly	20,500	\$1,700	\$1,200	\$950	\$700
DEFENSE ELECTRONICS	Monthly	27,000	\$1,700	\$1,200	\$950	\$700
MWRF EDGE	Monthly	27,500	\$1,700	\$1,200	\$950	\$700
SINGLE SPONSOR ENEWSLETTER	Consult representative					
EXCLUSIVE PRODUCT SPOTLIGHT	Weekly	35,500	\$4,500			
MULTI-SPONSOR PRODUCT SPOTLIGHT	Monthly	35,500	\$750/Position			
POWER ELECTRONICS	Frequency	Circulation	Top	2nd	3rd	4th
PE TECH TIMES	Monthly	39,500	\$2,295	\$1,700	\$1,275	\$850
SINGLE SPONSOR ENEWSLETTER	Weekly	38,000	\$5,000			
EXCLUSIVE PRODUCT SPOTLIGHT	Weekly	38,000	\$4,500			

GLOBAL PURCHASING	Frequency	Circulation	Top	2nd	3rd	4th
GLOBAL PURCHASING WEEKLY	Weekly	29,500	\$1,000	\$900	\$800	\$700
SINGLE SPONSOR ENEWSLETTER	Weekly	49,000	\$5,000			
MULTI-SPONSOR PRODUCT SPOTLIGHT	Monthly	49,000	\$500/Position			

* Rates are net

* Circulation amounts are fluid



MACHINE DESIGN	Frequency	Circulation	Top	2nd	3rd	4th
MACHINE DESIGN TODAY (exclusive)	2x/week	60,000	\$2,500/day			
MOTION MONITOR MONTHLY	1x/month	26,000	\$3,000	\$2,750	\$2,500	\$2,000
MATERIALS MONTHLY	1x/month	18,500	\$2,295	\$1,700	\$1,275	\$850
FASTENING & JOINING MONTHLY	1x/month	19,000	\$2,295	\$1,700	\$1,275	\$850
SINGLE SPONSOR ENEWSLETTER	Consult representative					
EXCLUSIVE PRODUCT SPOTLIGHT	Weekly	27,500	\$4,500			
MULTI-SPONSOR PRODUCT SPOTLIGHT	Monthly	27,500	\$2,000/Position			
HYDRAULICS & PNEUMATICS	Frequency	Circulation	Top	2nd	3rd	4th
FLUID POWER UPDATE	2x/month	24,000	\$2,295	\$1,700	\$1,275	\$850
SINGLE SPONSOR ENEWSLETTER	Weekly	19,500	\$4,000			
EXCLUSIVE PRODUCT SPOTLIGHT	Weekly	19,500	\$3,000			
MULTI-SPONSOR PRODUCT SOURCE	Monthly	19,500	\$400/Position			

electronic
design

machine
design

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electronics

hydraulics &
pneumatics

global
purchasing

Online Rates

All rates are NET

electronic
design

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power
electronics

machine
design

hydraulics &
pneumatics

global
purchasing

Network

Engagement

Brands

Digital
Offerings

Content
Offerings

Enewsletters

Online Rates

Marketing
Services

Content
Calendars

Ad Specs

Contacts

Leaderboard Ads 728x90 ROS Homepage Channel	\$85/CPM \$90/CPM \$145/CPM	\$85/CPM \$90/CPM \$145/CPM	\$85/CPM \$90/CPM \$145/CPM	\$85/CPM \$90/CPM \$145/CPM	\$85/CPM \$90/CPM \$145/CPM	\$85/CPM \$90/CPM —
Rectangle Ads 300x250 ROS Homepage Channel	\$95/CPM \$100/CPM \$155/CPM	\$95/CPM \$100/CPM \$155/CPM	\$95/CPM \$100/CPM \$155/CPM	\$95/CPM \$100/CPM \$155/CPM	\$95/CPM \$100/CPM \$155/CPM	\$95/CPM \$100/CPM —
Banner Ads 300x100 ROS Homepage Channel	\$75/CPM \$80/CPM \$135/CPM	\$75/CPM \$80/CPM \$135/CPM	\$75/CPM \$80/CPM \$135/CPM	\$75/CPM \$80/CPM \$135/CPM	\$75/CPM \$80/CPM \$135/CPM	\$75/CPM \$80/CPM —
Tower Ads 300x600 ROS Channel	\$120/CPM \$180/CPM	\$120/CPM \$180/CPM	\$120/CPM \$180/CPM	\$120/CPM \$180/CPM	\$120/CPM \$180/CPM	\$120/CPM \$180/CPM
Portrait Ads 300x1050 ROS Channel	\$300/CPM \$350/CPM	\$300/CPM \$350/CPM	\$300/CPM \$350/CPM	\$300/CPM \$350/CPM	\$300/CPM \$350/CPM	\$300/CPM \$350/CPM
Page Wrap Ads ROS Exclusive Rate ROS Split Rate Homepage Only Channel Rate	\$11,000/wk \$5,500/wk \$1,500/wk \$2,500/wk	\$3,000/wk — — —	\$3,000/wk — — —	\$8,000/wk \$4,000/wk \$1,000/wk \$2,000/wk	\$3,000/wk — — —	\$2,000/wk — — —
Navigation Sponsorship	\$950/wk	\$950/wk	\$950/wk	\$950/wk	\$950/wk	\$950/wk
Welcome Ads Exclusive Rate Split Rate	\$11,000/wk \$5,500/wk	\$3,500/wk —	\$3,500/wk —	\$5,000/wk —	\$3,000/wk —	\$3,000/wk —
In-Article Video Ad	\$175/CPM	\$175/CPM	\$175/CPM	\$175/CPM	\$175/CPM	\$175/CPM
Sponsored Galleries/6 slide	\$9,000	\$6,000	\$6,000	\$9,000	\$6,000	\$6,000
Pop Quiz/Package 1	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Pop Quiz/Package 2	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Supercharged Whitepapers	\$6,500/each	\$5,500/each	\$5,500/each	\$6,500/each	\$5,500/each	—
Webinars	\$10,000/each	\$10,000/each	\$10,000/each	\$10,000/each	\$10,000/each	\$10,000/each
Lead Touch Program	\$6,000/each	\$6,000/each	\$6,000/each	\$6,000/each	\$6,000/each	\$6,000/each
Design FAQ	\$8,000/each	\$8,000/each	\$8,000/each	\$9,000/each	\$8,000/each	—
Basics Of Design	\$9,000/each	\$9,000/each	\$9,000/each	\$10,000/each	\$9,000/each	—

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design

machine
design

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power
electronics

hydraulics &
pneumatics

global
purchasing

Marketing Services

Network

Engagement

Brands

Digital Offerings

Content Offerings

Enewsletters

Online Rates

Marketing Services

Content Calendars

Ad Specs

Contacts

STRATEGIC INSIGHTS STUDY



The Strategic Insights Study is a custom-designed service that creates an actionable marketing plan out of audience-centered research. A team of seasoned analysts use business intelligence as a means to drive confident marketing programs that align messaging, content and media channels.

CUSTOM RESEARCH



Research provides valuable insight and guidance to more deeply understand your audience, expand into new markets, test product concepts or refine your strategic plans. Often the research can be released as an industry study – establishing your brand as an authority, which is also great for upgrading website content.

SMART REACH DIRECT MARKETING



Penton SmartReach enables marketers to target, engage and activate audiences from Penton's proprietary database of 18 million B2B decision makers. As your data and direct marketing partner, we'll connect you to buyers and deliver results-driven programs that optimize ROI for your marketing activities.

INFOGRAPHICS



Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. Adding infographics to your content strategy helps build awareness around your brand, drives traffic to your website and encourages social sharing of your content.

ON-LINE FOCUS GROUP



An on-line focus group gives you the insights of an in-person session while allowing clients and participants to simply log in from their desks, saving time and resources. The sophisticated on-line platform allows moderators and clients to view the participants in one consolidated screen, capturing all reactions.

RICH MEDIA AND NATIVE ADS



Penton's high impact ad formats are designed to drive engagement and awareness of an advertiser's brand and messaging. Using videos, photos, social media and animation, these highly engaging units offer a seamless, attention-grabbing way to tell brand and product stories.

BEHAVIORAL/RETARGETING



Penton's SmartReach Web Target is a sophisticated digital marketing that leverages content consumption and user behavior on the web to predict buying behavior in real time. It enables marketers to identify, target, and nurture business decision makers early in the buying process.

CONTENT CHANNELS



Content Channels give you an exclusive share of voice surrounding a relevant topic for your target audience. Content developed exclusively for you, in addition to relevant existing Penton content, will appear in a dedicated landing page that is embedded in the targeted DES website. Your company will have exclusive branding on the page, and options for adding additional content.

electronic
design

machine
design

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power
electronics

hydraulics &
pneumatics

global
purchasing

Marketing Services

Network

Engagement

Brands

Digital Offerings

Content Offerings

Enewsletters

Online Rates

Marketing Services

Content Calendars

Ad Specs

Contacts

TOP TEN CARDS



Top 10 Cards are brief, punch pieces that provide a series of tips or steps that help your customers solve a problem or guide them in a buying decision. Reinforce your credibility as a market expert by providing useful information in a no-nonsense format that aligns your products/services with customers/target audiences.

VIDEO BLOG



Take your blog to the next level with video blogging. Video blogs add compelling visual appeal to a standard blog, and increase sharing among business communities. Created specifically to cover topic areas that are relevant to your product or service, video blogs deliver brief, punchy content that engages your target audience.

VIRTUAL EVENTS



Virtual events bring buyers into an interactive environment that provides education, opportunities for networking, and interaction with providers of valued products and services—all online.

IN PERSON EVENTS



Network with your current and potential clients in person for educational learning to create an open and receptive environment for new product and service information. Penton Marketing has extensive experience in producing in-person events ranging from conferences with thousands of attendees to targeted, seminar-style events.

DIGITAL MAGAZINES



Featuring rich content, Digital Magazines are employed to establish you as an authority in your industry. Added to our site or yours, they are a great way to bring in new traffic and generate leads.

VIRTUAL BRIEFING CENTER



The Virtual Briefing Center takes your marketing, training and recruiting to a new level. It is designed for companies seeking an engaging, dynamic solution for high-quality lead generation, corporate training and recruiting. The Virtual Briefing Center is an interactive virtual environment providing a persistent online destination.

TARGETED LEAD ENGAGEMENT



A 4-touch nurturing program to expand information from generated leads and gather insights into customer intent and readiness to purchase. The Targeted Lead Engagement Program also helps accelerate leads through the sales funnel.

LEAD LIFECYCLING



Generating leads is only half the battle – you need to find ways to continue the conversations and help those leads move closer to a decision. Even if you know you have quality leads, they can go stale if they are not properly managed and nurtured. Lead Lifecycling uses a combination of expert content, targeted email communications and behavioral data to nurture, score and qualify prospects.

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power
electronics

hydraulics &
pneumatics

global
purchasing

ISSUE	Closes	Material	TECHNOLOGY	INDUSTRY TRENDS	PRODUCT TRENDS	ENGINEERING ESSENTIALS
JANUARY	12/1	12/8	Technology Forecast Analog/Power	Technology Forecast <i>*Embedded World 2/23-25</i>	Components	Communication
FEBRUARY	1/4	1/8	Test & Measurement Optical Technology	Sensors <i>*APEC 3/19-24</i>	Storage	IoT Security
MARCH	2/3	2/9	IoT Power Automotive Power	Board Power	Portable Power	Low Power Programming
APRIL	3/7	3/10	Robotics Analog	Wireless	Boards and Modules	Storage
MAY	4/5	4/11	Processing Technology Sensors	IoT Software <i>*IMS 5/22-27</i>	Mixed Signal	PCB Technology
JUNE	5/4	5/11	Industrial IoT Analog and SoCs	Storage	Software	Operating Systems
JULY	6/6	6/10	Top 101 Components Communication	Computer Interconnects	Imaging and Video	Power
AUGUST	6/30	7/7	Top 50 Employers	Test & Measurement	Development Tools	Graphics Technology
SEPTEMBER	8/4	8/11	Energy Technology Boards and Modules	Digital	Wireless	Medical IoT
OCTOBER	9/6	9/13	Salary Survey	Component Interconnects <i>*Electronica 11/8-11</i>	Embedded Systems	Industrial IoT Computing
NOVEMBER	10/4	10/11	Consumer IoT Consumer Electronics	Communication	Analog	Test and Measurement
DECEMBER	10/28	11/4	Best Electronic Design	Boards and Modules	RF and Microwaves	Displays

ISSUE	Closes	Material	TECHNOLOGY	INDUSTRY TRENDS	PRODUCT TRENDS	ENGINEERING ESSENTIALS	DIFFERENCE BETWEEN
JANUARY	12/17	1/4	Technology Forecast	IoT <i>*Pacific Design Show 2/9-11</i>	Technology Forecast	Technology Forecast	Adhesive, Corrosive & Abrasive Wear
FEBRUARY	1/22	2/1	CAD/CAM FEA	Motion & Instrumentation	Drives, Controllers, Switches	Transportation	ZigBee 3.0, ZigBee RF4CE & Zigbee Green Power
MARCH	2/12	2/22	Materials	Medical	Motors & Drives	Sensors	Car Brakes
APRIL	3/11	3/21	Fastening & Joining	Aerospace & Defense; Drones & UAVs	Connectors & Fasteners	IoT	Aluminum & Copper Wires
MAY	4/8	4/18	Motion Control Issue Fluid Power	Recreation	Motors & Actuators	3D Printing	Young's Modulus & the Utility Modulus
JUNE	5/13	5/23	Electrical/Electronic	Education/STEM	Valves, Cylinders, Hoses & Connectors	Instruments & Controls	Aviation Engines
JULY	6/2	6/10	IoT Sensing & Controls	Top 101 Components	Bearings & Mechanical Components	Motion Control	Shear, Stress & Tear Out
AUGUST	7/8	7/18	Mechanical	Packaging <i>*IMTS 9/12-17</i>	Couplings, Seals & Fasteners	Advanced Materials	Nickel Alloys
SEPTEMBER	8/4	8/12	Materials	Medical	Interconnects	Education/STEM	Engineering Degrees
OCTOBER	9/8	9/16	Salary Survey	Energy <i>Pack Expo 11/6-9</i>	IoT	Electrical/Electronic	Loading Senarios
NOVEMBER	10/6	10/14	Motion Control Issue How-To-Issue	Automation Robotics	How-To-Issue	How-To-Issue	ASTM Types & Classes for Rubbers
DECEMBER	11/4	11/11	Best of Machine Design	Construction & Off-Highway Equipment	Adhesives	Gears/Gearing	Robotic Arms

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ISSUE	Closes	Material	TECHNOLOGY	INDUSTRY TRENDS	PRODUCT TRENDS	ENGINEERING ESSENTIALS	DIFFERENCE BETWEEN
JANUARY	12/11	12/18	Technology Forecast	RF/MW and IoT	MM- Wave/THz Aps	Designing Filters	Attenuators & Terminations
FEBRUARY	1/8	1/15	Devices & ICs Defense Electronics	Discretes vs ICs	The Spread of SoCs	Diodes & Transistors	BAW & SAW Components
MARCH	2/5	2/12	Communications	UWB Technology	Antennas and Arrays	Frequency Conversion	Broadband & Narrowband Communication Systems
APRIL	3/10	3/17	IMS Preview Defense Electronics	Technologies to Watch <i>*IMS 5/22-27</i>	GaN Devices	Wireless Standards	Circuit CAE Simulators & System Simulators
MAY	4/8	4/15	Wireless Technologies	SDR Technology	Wireless for IoT	PCB Materials	Coaxial Cables & Waveguide
JUNE	5/3	5/10	Passive Components	Packaging	Filters	PIM	Flexible & Semi-rigid Coaxial Cables
JULY	6/3	6/10	Radar Defense Electronics	Commercialization of Radar	Test Software	Cables & Connectors	GaN & GaAs
AUGUST	7/11	7/18	Amplifiers & Oscillators	Trimming Power Consumption for IoT <i>*European Microwave 9/6</i>	Multifunction Modules	Material Measurements	Mechanical & Solid-state Switches
	7/1	7/11	ANNUAL U.S. & EUROPEAN WALL CHART				
SEPTEMBER	8/4	8/11	Military Electronics	Growth of GaN	Synthesizers	Signal Generation	Microstrip & Stripline
OCTOBER	9/9	9/16	Materials Defense Electronics	Satellite Communications	Absorbers & EMC	SAW/BAW Technology	MIMO & MMIC Components
NOVEMBER	10/10	10/17	Computer-Aided-Engineering (CAE)	Medical Microwaves	Simulator Choices	Understanding IoT Needs	Mixers & Frequency Multipliers
DECEMBER	11/7	11/14	Test & Measurement	In-field Testing	Top Products of 2016	Thermal Models	Pulsed & CW Amplifiers

*Tradeshows with bonus distribution

ISSUE	Closes	Material	TECHNOLOGY	INDUSTRY TRENDS	PRODUCT TRENDS	ENGINEERING ESSENTIALS	DIFFERENCE BETWEEN
JANUARY	12/22	12/5	Off-Highway Cylinders	Air Valves	Technology Forecast	Manufacturers' Index	Viscosity & Viscosity Index
FEBRUARY	1/26	1/27	Rail, Truck & Bus	Air Tubing & Fittings <i>*Work Truck Show 3/2-4</i>	Pressure Control Valves	Maintenance & Repair	Preventive & Proactive Maintenance
	1/19	1/2	COMPRESSED AIR WALL CHART				
MARCH	2/17	2/18	Construction Equipment Bauma Preview	Machine Automation <i>Bauma 4/11-17</i>	Hydraulic Fittings & Hoses	Hydraulic Seals	Pressure Compensation & Pressure Relief
APRIL	3/18	3/18	Marine & Offshore	Airline Filters <i>*OTC 5/2-5</i>	Reservoirs & Accessories	Heat Exchangers	Fittings & Couplings
MAY	4/17	4/18	Waste & Recycling Waste Expo Preview	Vacuum Technology <i>*Waste Expo 6/7-9</i>	High Pressure Systems	Linear Transducers	Torque Limiting & Power Limiting
JUNE	5/18	5/18	Agricultural Equipment	Air Cylinders	Flow-Control Valves	Maintenance & Repair	AC & DC Solenoids
JULY	6/17	6/20	Pumps & Motors	Machine Automation	Compact Hydraulics	Contamination Control	Hysteresis & Repeatability
	6/10	6/13	MOBILE HYDRAULICS WALL CHART				
AUGUST	7/20	7/20	Mobile Hydraulic Controls	Rotary Actuators <i>*IMTS 9/12-17</i>	Machine Tools IMTS Preview	Heat Exchangers	Closed- & Open-loop Control
SEPTEMBER	8/17	8/17	Mining Equipment	Air Regulations; <i>Mine Expo 9/26-28</i>	Electrohydraulics	Pressure Sensors	Absolute & Incremental Measurement
OCTOBER	9/19	9/19	Forestry & Lumber	Pack Expo Preview <i>Pack Expo 11/6-9</i>	Proportional Valves	Salary Survey	Overlapped & Underlapped Valves
NOVEMBER	10/18	10/18	Cartridge Valves	Machine Automation	Hydraulic Fluids	Maintenance & Repair	Aeration & Cavitation
DECEMBER	11/18	11/18	Hydraulic Hose & Tubing	Boosting Efficiency	Hydraulic Filtration	Smart Fluid Power Systems	Laminar & Turbulent Flow

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Submit print ad file with SendMyAd <https://penton.sendmyad.com>

With SendMyAd, you will be able to upload, preflight and approve your ads in a single process. SendMyAd flags quality issues that can affect reproduction on press and suggests resolutions. The ad portal allows you to check the ad and reposition the ad. You may revise and re-upload the ad one time. When the ad is ready to print as intended, you will be able to approve and sign off on the ad.

7.5 x 10.5 Trim	Non Bleed:	Bleed:	7.5 x 10.5 Trim	Non Bleed:	Bleed:
Full Page	7" x 10	7.5" x 10.5"	1/2 Pg Isl	4.5" x 7.25"	4.75" x 7.75"
Spread	14.5" x 10"	15" x 10.5"	1/2 Pg V	3.375" x 9.75"	3.625" x 10.5"
2/3 Pg Spread	14.5" x 6"	15" x 6.5"	1/2 Pg H	7" x 4.625"	7.5" x 5.125"
1/2 Pg Spread	14.5" x 4.625"	15" x 5.125"	1/3 Pg Square	4.5" x 4.625"	4.75" x 5.125"
1/3 Pg Spread	14.5" x 3.125"	15" x 3.625"	1/3 Pg V	2.3125" x 9.75"	2.5625" x 10.5"
2/3 Pg V	4.5" x 9.75"	4.75" x 10.5"	1/4 Pg V	3.375" x 4.625"	3.625" x 5.125"

* Ads with bleed – extend bleed 0.125" beyond the trim.

* All live matter not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.

ONLINE SPECS

Upload Material

<https://penton.sendmyad.com>

Info on Bleed Specs

<http://www.penton.com/sma/pgtrim.pdf>

Print Ad Specs and Guidelines

<http://www.penton.com/sma/PASG.pdf>

To view online advertising options, go to admarketing.penton.com

Contacts

Penton Design Engineering
and Sourcing

MANAGING DIRECTOR TRACY SMITH P | 913.967.1324 tracy.smith@penton.

Network	MACHINE DESIGN				
Engagement	AK, AZ, CA, CO, HI, ID, IA, KY, MN, MT, ND, NE, NV, OR, SD, TN, UT, WA, WI, WY, WESTERN CANADA PAUL MILNAMOW P 312.840.8462 paul.milnamow@penton.com	DC, DE, MD, NJ, NY, OH, PA, VA, WV BRANDY BISSELL P 234.678.8401 brandy.bissell@penton.com	CT, MA, ME, NH, RI, VT, EASTERN CANADA LIZ STOTT P 857.636.9737 liz.stott@penton.com	IL, IN, MI, CENTRAL CANADA MARTY MCCLELLAN P 312.343.9278 marty.mcclellan@penton.com	AL, AR, FL, GA, KS, LA, MO, MS, NC, NM, OK, SC, TX CARRIE HALBROOK P 317.358.9965 carrie.halbroom@penton.com
Brands	ELECTRONIC DESIGN, MICROWAVES & RF				
Digital Offerings	CT, DE, FL, GA, MA, MD, ME, NC, NH, NJ, NY, RI, PA, SC, VA, VT, WV, EASTERN CANADA SHANNON ALO-MENDOSA P 978.501.7303 shannon.alo-mendoza@penton.com	AL, AR, IA, IL, IN, KS, KY, LA, MI, MN, MO, MS, NE, OH, OK, TN PAUL MILNAMOW P 312.840.8462 paul.milnamow@penton.com	AK, CA, CO, ID, MT, NV, ND, OR, SD, UT, WA, WI, WY, WESTERN CANADA JAMIE ALLEN P 415.608.1959 jamie.allen@penton.com	AZ, NM, TX GREGORY MONTGOMERY P 972.740.0376 gregory.montgomery@penton.com	
Content Offerings	HYDRAULICS & PNEUMATICS				
Enewsletters	AZ, CA, CO, ID, MN, MT, ND, NM, NV, S/OH, OR, SD, UT, WA, WI, WY, WESTERN CANADA PAUL MILNAMOW P 312.840.8462 paul.milnamow@penton.com	AL, AR, CT, DE, FL, GA, IA, IN, KS, KY, LA, MA, MD, ME, MO, MS, NC, NE, NH, NJ, NY, N/OH, OK, PA, RI, SC, TN, TX, VA, VT, WV, EASTERN CANADA RONALD KLIMKO P 216.931.9662 ronald.klimko@penton.com	IL, MI MARTY MCCLELLAN P 312.343.9278 marty.mcclellan@penton.com		
Online Rates	SOURCEESB & GLOBAL PURCHASING				
Marketing Services	BRAND DIRECTOR/ KEY ACCOUNTS JOHN MANGIOLA P 949.838.2133 john.mangiola@penton.com	AL, AR, DC, FL, GA, IL, IN, LA, MD, MS, NC, OK, PA, SC, TX, VA, WI DON BOLICK P 803.631.5269 don.bolick@penton.com	DE, KY, MA, ME, MI, MN, ND, NH, NY, OH, VT, WV MOLLY SPRING P 843.815.4065 molly.spring@penton.com	AK, CA, IA, ID, KS, MO, MT, NE, NM, NV, OR, UT, WA, WY AZ, CA, CO, CT, NJ, CANADA NEMANJA JOKANOVIC P 949 838-2128 nemanja.jokanovic@penton.com	
Content Calendars	INTERNATIONAL				
Ad Specs	GERMANY, AUSTRIA, SWITZERLAND CHRISTIAN HOELSCHER P 011.49.89.95002778 christian.hoelscher@husonmedia.com	BELGIUM, NETHERLANDS, LUXEMBURG UNITED KINGDOM, SCANDINAVIA, FRANCE, SPAIN, PORTUGAL JAMES RHOADES-BROWN P 011.44.1932.564999 M 011.44.1932.564998 james.rhoadesbrown@husonmedia.com	BELGIUM, NETHERLANDS, LUXEMBURG UNITED KINGDOM, SCANDINAVIA, FRANCE, SPAIN, PORTUGAL RACHEL DISANTO P +011 44 1625 876622 M +011 44 7794 366887 rachel.disanto@husonmedia.com	ITALY DIEGO CASIRAGHI P 011.390.31.261407 F 011.390.31.261380 diego@casiraghi-adv.com	PAN ASIA HELEN LAI P 866.2.2727.7799 F 866.2.2728.3686 helen@twoway-com.com
Contacts					

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pneumatics

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