



Defense Electronics from Penton

Defense Electronics website and print supplement provide news, applications and technology to design and development engineers and managers working in the defense industry.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/28/2015
Counts Through	07/28/2015

DATA CARD MAINTENANCE

New To System	07/28/2015
Last Update	07/28/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

SEGMENTS

27,945 Total Universe / Universe Rate	\$150.00/M
23,964 Telemarketing	+ \$60.00/M
3,113 Email (call for counts	\$375.00/M
Transmission	+ \$50.00/M

DESCRIPTION

Defense Electronics is a digital magazine that provides the latest news, applications, and technology of interest to design and development engineers and managers working for military, Homeland Security, and other government customers and their contractors. Content is focused around providing solutions for defense and aerospace components, subsystems, software and test equipment.

Job Function	Postal	Email
Design & Develop Engineer	15684	792
Design & Develop Eng Mgmt	5773	304
Engineering Services	731	65
Engineering Svcs Mgmt	363	31
General &/or Corp Mgmt	2994	207
R&D Management	238	18
R&D Engineering	504	52
Mfg & Production Mgmt	143	16
Mfg & Production Engineer	199	17
Purchasing & Procurement	123	8
Educators	78	10
Other Engineering	242	18
Other Engineering Mgmt	91	10

Software/hardware Des/int	81	13
Other	645	62

Primary Product	Postal	Email
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Communications Syst Equip	2081	150
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Cellular Systems Equip	192	4
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Test & Measurement Equip	254	33
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Navigation Telemetry Syst	456	32
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Global Positioning System	194	25
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Electronic Warfare Systems	751	52
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Security/identification	38	5
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Radar Systems	777	56
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Consumer Electronics	552	48
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Computers/computer Systems	1185	94
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Weapons Control	300	24
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Ground Support Equip	539	24
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Components	511	29
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Materials Hardware	2	1
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Government/military	8676	482
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Medical Equipment	483	39
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Automotives/transportation	590	35
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Software Mfg/developer	235	15
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Office & Business Machines	47	0
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Networks/software -lan Etc	120	8
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Industrial Controls	1192	73
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Electronic Instruments	971	36
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Avionics Marine Space Elec	6070	216
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Ic's & Semiconductors	496	32
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Electronic Sub-assemblies	443	18
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Other	708	83
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Title Category	Postal	Email
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Top Management	4345	297
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Middle/administrative Management	2636	166
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Financial Management	107	5
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Sales & Marketing		
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Management	772	63
Information Technology (it) Professionals	2269	127
Production Management	663	38
Engineering Management	13757	731
Professionals	3336	200
All Other Management	85	7
Vp-level	661	50
Director-level	787	50
Manager-level	3035	171
Assistant -level	135	10
Human Resources	4	0
Purchasing	12	1
Senior (c-level Or Higher)	2215	157
Students	12	3
Education	97	7
Medical	401	21
Lawyers	1	1

Year Started	Postal	Email
Prior To 1900	31	3
1901-1950	195	10
1951-1975	444	18
1976-1990	774	49
1991-2000	1060	72
2001-2005	845	43
2006-2010	1262	69
2011+	907	40

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(engineering, security, machinery)

SELECTS

Phone Number	\$60.00/M
SCF	\$10.00/M
SIC Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Employee Size	\$15.00/M
Job Title/Function	\$15.00/M
Primary Product	\$15.00/M
Products	\$15.00/M

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%

GENDER
Male
Female

	Minimum Quantity	0
%	Run Charges	\$10.00/M
%		
EXCHANGES		
Exchange is not allowed		
REUSE		
Please inquire		
CANCELLATION		
	Charges	\$50.00/F
CANCELLATION INSTRUCTIONS		
All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.		
KEY CODING		
Key Coding is available		
	Charges	\$3.00/M
ADDRESSING		
	EMAIL	\$75.00/F
	FTP	\$75.00/F
SPECIAL INSTRUCTIONS		