



Power Electronics Technology from Penton

Power Electronics Technology covers power semiconductors, mixed- signal ICs, DSP and controllers, passive components, magnetics, power protection, inrush limiters, TVSS, thermal management, and electronic sensors.

SEGMENTS

38,577	Total Universe / Universe Rate	\$150.00/M
34,725	Records with Phones	+ \$60.00/M
21,090	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

DESCRIPTION

Power Electronics has delivered timely information to professionals in the power electronics industry for more than 30 years. No other online or print content source compares in industry knowledge, insight, and following. Originally a print publication, Power Electronics successfully transitioned to an online site in 2013, giving viewers the most up-to-date information on the rapidly changing power electronics industry. More than 40,000 unique visitors come to our website.

Power Electronics expert editors present the engineering, design and integration of power electronic system applications, such as battery-powered systems, consumer, commercial and industrial power electronic systems; and power systems for electric and automotive transportation. Topics include semiconductors, passive components, power management, packaging, energy efficiency, magnetics, thermal management and more.

Primary Job Function Postal Email

Engineering Management	22324	4776
Engineering	45091	10546
Executive Or Operating Management	13658	2823
Professor / Instructor - Academic	174	69
Student	135	78
Other	1029	285

Title Category Postal Email

Top Management	12091	2186
Middle/administrative Management	5747	954
Financial Management	372	65
Sales & Marketing Management	1707	300
Information Technology (it) Professionals	3640	766

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/20/2015
Counts Through	07/20/2015

DATA CARD MAINTENANCE

New To System	07/20/2015
Last Update	07/29/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

Production Management	2166	321
Engineering Management	25328	4577
Professionals	3910	861
All Other Management	196	42
Vp-level	1618	277
Director-level	1861	319
Manager-level	6946	1162
Assistant -level	327	73
Human Resources	48	6
Purchasing	183	30
Retired	3	1
Senior (c-level Or Higher)	7664	1415
Students	49	18
Education	365	95
Medical	533	126
Lawyers	10	3

Year Started	Postal	Email
Prior To 1900	128	12
1901-1950	654	82
1951-1975	2180	265
1976-1990	4385	646
1991-2000	4635	736
2001-2005	2956	524
2006-2010	5357	1021
2011+	3417	594

Involved in Design	Postal	Email
No	40351	10969
Yes	44396	7908

Digital Edition Interest	Postal	Email
No	70527	14171
Yes	14220	4706

Engineering Functions	Postal	Email
Aviation	10764	2456
Automotive	10979	2535
Weapons / Electronic Warfare	8344	2069
Computers / Computer Network	13011	3540
Communications / Cellular / Broadcast	14065	3418

Consumer Electronics	11804	3261
Ics & Semiconductors	6711	1848
Medical	9231	2246
Industrial	24663	5669
Test Equipment	9859	2660
Other	4891	1441

Specify or Authorize Postal	Email
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Components / Interconnections	62947	13199
Power	66752	14018
Embedded Hardware	47484	10103
Communications	47402	9699
Eda Tools	36296	7140
Materials	49419	10031
Test & Measurement	62686	13473
Digital Ics	54338	11851
Analog Mixed Signal	53542	11359
None Of The Above	2473	661

State	Postal	Email
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Alberta	207	120
Alaska	81	25
Alabama	1006	166
Arkansas	388	73
Arizona	1629	403
British Columbia	327	169
California	12879	3030
Colorado	1624	341
Connecticut	1307	279
District Of Columbia	218	32
Delaware	155	38
Florida	3455	818
Georgia	1428	294
Hawaii	88	21
Iowa	791	125
Idaho	395	77
Illinois	3976	762
Indiana	1781	317
Kansas	780	158
Kentucky	654	121
Louisiana	485	83
Massachusetts	3162	685
Manitoba	55	25
Maryland	1703	384
Maine	272	52

Michigan	2899	623
Minnesota	1915	336
Missouri	1302	209
Mississippi	380	74
Montana	225	39
New Brunswick	15	11
North Carolina	1842	371
North Dakota	207	36
Nebraska	439	84
New Hampshire	787	152
New Jersey	2224	474
Newfoundland	4	4
New Mexico	598	143
Nova Scotia	30	13
Northwest Territories	1	0
Nevada	448	100
New York	4448	860
Ohio	3458	645
Oklahoma	679	143
Ontario	1182	631
Oregon	1274	266
Pennsylvania	3426	660
Prince Edward Island	2	0
Puerto Rico	196	56
Quebec	470	248
Rhode Island	325	61
South Carolina	783	173
South Dakota	161	33
Saskatchewan	25	15
Tennessee	1135	240
Texas	5242	1156
Utah	829	157
Virginia	1959	444
Virgin Islands	6	3
Vermont	197	34
Washington	1830	377
Wisconsin	2066	370
West Virginia	277	48
Wyoming	93	18
Yukon	1	0

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

Their diverse portfolio of properties can help you reach your target audience.




Advertising:

For other Advertising opportunities please

visit: <http://www.penton.com/OurMarkets/DesignEngineeringandSourcing/tabid/178/Default.aspx>

(machinery, machines, automobiles, transportation, electric, expert)

PROFILE**Job Function** (15.00/M)

Engineering Mgt	10,007	
Engineering	19,112	
Executive or Operating Mgt	5,882	
Professor/Instuctor - Academic	83	

State (10.00/M)

	Postal	Email
Alberta	207	120
Alaska	81	25
Alabama	1,006	166
Arkansas	388	73
Arizona	1,629	403
British Columbia	327	169
California	12,879	3,030
Colorado	1,624	341
Connecticut	1,307	279
District Of Columbia	218	32
Delaware	155	38
Florida	3,455	818
Georgia	1,428	294
Hawaii	88	21
Iowa	791	125
Idaho	395	77
Illinois	3,976	762
Indiana	1,781	317
Kansas	780	158
Kentucky	654	121
Louisiana	485	83
Massachusetts	3,162	685
Manitoba	55	25
Maryland	1,703	384
Maine	272	52
Michigan	2,899	623
Minnesota	1,915	336

Missouri	1,302	209
Mississippi	380	74
Montana	225	39
New Brunswick	15	11
North Carolina	1,842	371
North Dakota	207	36
Nebraska	439	84
Newfoundland	0	0
New Hampshire	787	152
New Jersey	2,224	474
New Mexico	598	143
Nova Scotia	30	13
Northwest Territories	1	0
Nevada	448	100
New York	4,448	860
Ohio	3,458	645
Oklahoma	679	143
Ontario	1,182	631
Oregon	1,274	266
Pennsylvania	3,426	660
Prince Edward Island	2	0
Puerto Rico	196	56
Quebec	470	248
Rhode Island	325	61
South Carolina	783	173
South Dakota	161	33
Saskatchewan	25	15
Tennessee	1,135	240
Texas	5,242	1,156
Utah	829	157
Virginia	1,959	444
Virgin Islands	6	3
Vermont	197	34
Washington	1,830	377
Wisconsin	2,066	370
West Virginia	277	48
Wyoming	93	18
Yukon	1	0

Title Category

	<i>Postal</i>	<i>Email</i>
<i>Top Management</i>	12,091	2,186
<i>Middle/administrative Management</i>	5,747	954
<i>Financial Management</i>	372	65
<i>Sales & Marketing Management</i>	1,707	300
<i>Information Technology (it) Professionals</i>	3,640	766
<i>Production Management</i>	2,166	321
<i>Engineering Management</i>	25,328	4,577
<i>Professionals</i>	3,910	861
<i>All Other Management</i>	196	42
<i>Vp-level</i>	1,618	277
<i>Director-level</i>	1,861	319
<i>Manager-level</i>	6,946	1,162
<i>Assistant -level</i>	327	73
<i>Human Resources</i>	48	6
<i>Purchasing</i>	183	30
<i>Retired</i>	3	1
<i>Senior (c-level Or Higher)</i>	7,664	1,415
<i>Students</i>	49	18
<i>Education</i>	365	95
<i>Medical</i>	533	126
<i>Lawyers</i>	10	3

Year Started

	<i>Postal</i>	<i>Email</i>
<i>Prior To 1900</i>	128	12
<i>1901-1950</i>	654	82
<i>1951-1975</i>	2,180	265
<i>1976-1990</i>	4,385	646
<i>1991-2000</i>	4,635	736
<i>2001-2005</i>	2,956	524
<i>2006-2010</i>	5,357	1,021
<i>2011+</i>	3,417	594

Engineering Functions

	<i>Postal;</i>	<i>Email</i>
<i>Aviation</i>	10,764	2,456
<i>Automotive</i>	10,979	2,535

<i>Weapons / Electronic Warfare</i>	8,344	2,069
<i>Computers / Computer Network</i>	13,011	3,540
<i>Communications / Cellular / Broadcast</i>	14,065	3,418
<i>Consumer Electronics</i>	11,804	3,261
<i>Ics & Semiconductors</i>	6,711	1,848
<i>Medical</i>	9,231	2,246
<i>Industrial</i>	24,663	5,669
<i>Test Equipment</i>	9,859	2,660
<i>Other</i>	4,891	1,441

Specify or Authorize

	<i>Postal</i>	<i>Email</i>
<i>Components / Interconnections</i>	62,947	13,199
<i>Power</i>	66,752	14,018
<i>Embedded Hardware</i>	47,484	10,103
<i>Communications</i>	47,402	9,699
<i>Eda Tools</i>	36,296	7,140
<i>Materials</i>	49,419	10,031
<i>Test & Measurement</i>	62,686	13,473
<i>Digital Ics</i>	54,338	11,851
<i>Analog Mixed Signal</i>	53,542	11,359
<i>None Of The Above</i>	2,473	661

SELECTS

Job Function	\$15.00/M
Number of Employees	\$15.00/M
Phone Number	\$60.00/M
Purchasing Influence	\$15.00/M
SCF	\$10.00/M
SIC Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Power Electronics Technology	\$15.00/M
Bus/Industry Type	\$15.00/M
Sales Volume	\$15.00/M
One Per Company	\$15.00/M
Title Category	
Year Started	
Engineering Functions	
Specify or Authorize	

GENDER

Male	%
Female	%

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%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges	\$50.00/F
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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

FTP **\$75.00/F**

EMAIL **\$75.00/F**

SPECIAL INSTRUCTIONS

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