Celebrating 40 years

Looking into the future of electronics

- AUTOMOTIVE
- DISPLAY TECHNOLOGY
- DISTRIBUTION
- EMBEDDED TECHNOLOGY
- ENCLOSURES
- INDUSTRIAL
- INTERCONNECTION
- INTERNET OF THINGS
- POWER
- TEST & MEASUREMENT
Media Information 2024

CIE provides relevant and informed editorial that can be used by the engineering community to better understand the trends and developments taking place in the industry. Each month, we offer news and industry expert commentary, interviews, company profiles, product announcements and technical articles that cover the stories and developments that matter most to the electronics industry.

Delivered monthly, CIE’s distinctive format helps differentiate it from its competition, and its content can be delivered in the format that suits the reader best, whether that’s as a magazine, an app, or in digital format.

Together with the magazine, CIE also offers daily updates via the website, a weekly content-based newsletter, as well as direct marketing opportunities and supplements throughout the year.

Features List

<table>
<thead>
<tr>
<th>Month</th>
<th>Deadline</th>
<th>Categories</th>
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<tbody>
<tr>
<td>February</td>
<td>19th February 2024</td>
<td>Display Technology, Distribution, Enclosures, LED Technology, Automotive, Electronics Live Review, Supplement: Power Electronics</td>
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<tr>
<td>April</td>
<td>19th April 2024</td>
<td>Batteries &amp; Fuel Cells, Distribution, Interconnection, MPUs &amp; MCUs, Test &amp; Measurement, Industrial, Supplement: Enclosures</td>
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<td>May</td>
<td>20th May 2024</td>
<td>Display Technology, Distribution, EDA, Human Machine Interface, Switches, Medical Electronics, Supplement: Semiconductors Supplement</td>
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<td>June</td>
<td>20th June 2024</td>
<td>Distribution, EMC &amp; Thermal Management, Frequency &amp; Microwave, Optoelectronics, Power, Standards &amp; Regulations, Supplement: Interconnection</td>
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<td>July/August</td>
<td>14th August 2024</td>
<td>Automotive, Distribution, Enclosures, Interconnection, Wireless Technology, Wearable Electronics, Supplement: Embedded Technology</td>
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<td>October</td>
<td>18th October 2024</td>
<td>Artificial Intelligence Technology, Contract Manufacturing, Distribution, Sensor Technology, Switches, Test &amp; Measurement, Supplement: Internet of Things</td>
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<tr>
<td>November</td>
<td>20th November 2024</td>
<td>Distribution, Enclosures, Human Machine Interface, Interconnection, LED Technology, Power, Supplement: Medical Electronics</td>
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CIE ONLINE

www.cieonline.co.uk  www.ciedirectory.co.uk

DIGITAL EDITION – Circulation of 15,251

- Easy to read on-screen format sent direct to the registered email names.
- You can click straight through to the websites of interest, easily magnify photos or diagrams, or find the most relevant parts of the magazine for your area of the industry more quickly via our interactive contents page. From a commercial point of view readers are able to click straight through to advertisers’ websites
- Sponsorship opportunities are available for the digital edition to have your adverts delivered directly to the digital subscriber’s inboxes.

WEEKLY NEWSLETTER - Circulation of 14,064

- A promotional opportunity from CIE - offering advertisers a valued medium to target their key audience by email alongside the latest industry news from CIE editor Catherine Hackett.
- Your marketing message will be incorporated into the Alert, as embedded marketing into useful editorial helps to ensure the maximum opportunities for interest and response from CIE’s readership

SPONSORED EMAIL ALERT

- Your email message can be sent directly to CIE’s 5,036 CIE requested subscribers as an exclusive third-party email.

CIEONLINE.CO.UK

- Updated daily news stories - original content - across the board of the Electronics Components industry.
- Sponsored opportunities - Banner; Skyscraper; MPU; Button positions.
- Video opportunities - products; presentation; tutorials; online interviews
  Bespoke packages for print and online available on request.

CIRCULATION

TOTAL MONTHLY AVERAGE NET CIRCULATION: 10,925

CIE targets Design Engineers, Buyers and Specifiers within the Medical, Automotive, Defence/Military and Aerospace industries

DISTRIBUTOR DIRECTORY

Designed to provide buyers and engineers with a comprehensive list of distributors, the manufacturers they represent and the products and services that they provide. CIE’s annual Distributor Directory gives users the information they need to source the electronics components they require.

Clear and concise the Directory is easy to use and highlights the range of services that are available to the engineering community across the UK. The Distributor Directory is a guide to all that’s available in the UK electronic components supply chain and provides a unique source of information to help companies make an informed decision. It highlights principal manufacturers and product types including the sourcing of obsolete or discontinued components. Reliable and trusted the Distributor Directory also enjoys the support of the Electronic Component Supply Network (ECSN) and the Association of Franchised Distributors or Electronic Components (AFDEC). CIE’s Distributor Directory 2024 directory coming early 2024, supporting the UK’s engineering community. To find out more about the Distributor Directory please call 0844 381 4235

For bookings and further information please call 0844 381 4235
Online advertising

- MPU: 300 pixels (wide) x 250 pixels (high) £800
- Leaderboard: 728 pixels (wide) x 90 pixels (high) £900
- Skyscraper: 120 pixels (wide) x 600 pixels (high) £700
- Button: 120 pixels (wide) x 90 pixels (high) £400
- Bottom Banner £500

Website directory

- All prices are annual
- Company name, web address, description & logo £600
- Ultimate Entry/Listing £1100

Email newsletter

- Banner: 468 pixels (wide) x 60 pixels (high) £500
- Button: 150 pixels (wide) x 48 pixels (high) £400
- Sponsored Email Alert available on request
- Product Entry: 800 words, logo, image, hyperlink £350

Display advert specifications

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<th>10</th>
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<tr>
<td>FRONT COVER AD</td>
<td>238mm x 182mm 244mm x 188mm</td>
<td>Prices on application</td>
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<tr>
<td>FULL-PAGE BLEED AD</td>
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<td>DOUBLE-PAGE SPREAD</td>
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<td>HALF-PAGE (Horizontal)</td>
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<td>446mm x 130mm 478mm x 149.5mm 484mm x 155.5mm</td>
<td>£3,360</td>
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Events

- Electronics Industry Awards: Sponsorship Packages – Price available upon request
- Electronics Live Exhibition: Prices available on request

Contacts

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