

CIE

COMPONENTS IN ELECTRONICS

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



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

December/ January

Deadline: 5th January 2024

Digital & Communication Technology
Distribution
Interconnection
Market Review
Sustainable Electronics
Southern Manufacturing Show Preview
Supplement: CIE 40th anniversary

February

Deadline: 19th February 2024

Display Technology
Distribution
Enclosures
LED Technology
Automotive
Electronics Live Review
Supplement: Power Electronics

March

Deadline: 18th March 2024

Distribution
Embedded Technology
Interconnection
Internet of Things
Security & Monitoring
PCBs
Supplement: Aerospace, Military & Defence

April

Deadline: 19th April 2024

Batteries & Fuel Cells
Distribution
Interconnection
MPUs & MCUs
Test & Measurement
Industrial
Supplement: Enclosures

May

Deadline: 20th May 2024

Display Technology
Distribution
EDA
Human Machine Interface
Switches
Medical Electronics
Supplement: Semiconductors Supplement

June

Deadline: 20th June 2024

Distribution
EMC & Thermal Management
Frequency & Microwave
Optoelectronics
Power
Standards & Regulations
Supplement: Interconnection

July/ August

Deadline: 14th August 2024

Automotive
Distribution
Enclosures
Interconnection
Wireless Technology
Wearable Electronics
Supplement: Embedded Technology

September

Deadline: 19th September 2024

Display Technology
EMC & Circuit Protection
Interconnection
Optoelectronics
electronica Show Preview
Focus: Distribution
Supplement: Electronics Industry Awards Finalists

October

Deadline: 18th October 2024

Artificial Intelligence Technology
Contract Manufacturing
Distribution
Sensor Technology
Switches
Test & Measurement
Supplement: Internet of Things

November

Deadline: 20th November 2024

Distribution
Enclosures
Human Machine Interface
Interconnection
LED Technology
Power
Supplement: Medical Electronics

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
Additional extras available on request	

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



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Display advert specifications

	TYPE	TRIM (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	1	6	10
FRONT COVER AD	238mm x 182mm	244mm x 188mm		Prices on application		
FULL-PAGE BLEED AD	211mm x 264mm	239mm x 309mm	245mm x 315mm	£2500	£2350	£2200
DOUBLE-PAGE SPREAD	446mm x 264mm	478mm x 309mm	484mm x 315mm	£4725		
HALF-PAGE (Horizontal)	210mm x 130mm			£1,750	£1,650	£1,550
HALF-PAGE (Vertical)	103mm x 264mm			£1,750	£1,650	£1,550
QUARTER-PAGE (VERTICAL)	103mm x 130mm			£1,350	£1,250	£1,200
HORIZONTAL STRIP AD	210mm x 50mm			£1,450	£1,350	£1,300
HALF-PAGE DOUBLE SPREAD (HORIZONTAL)	446mm x 130mm	478mm x 149.5mm	484mm x 155.5mm	£3,360		

EVENTS

Electronics Industry Awards: Sponsorship Packages – Price available upon request

Electronics Live Exhibition: Prices available on request

Contacts

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