



CONNECTING THE COMMUNITY

**POWER
ELECTRONICS
WORLD**

MEDIA PACK 2016

CONNECTING THE POWER ELECTRONICS COMMUNITY

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WWW.POWERELECTRONICSWORLD.NET



It's All About Power

Electrical and electronic power play increasingly critical and changeable roles in our lives. How we obtain energy, use it and conserve it shapes today as well as tomorrow.

Electrical energy manifests itself through access. We bring power to us for energising stationary applications. And we take power with us in everything from electric vehicles to smartphones, tablets, medical devices and wearable technology.

The principal ways to utilise electrical power differ dramatically in size, cost, purpose and infrastructure. But whether the goal is heating and cooling, manufacturing products or enhancing video game playtime, power electronics are essential to optimal user experiences.

How and where power is generated matters as much as availability and efficiency. Today, decentralised renewable energy including photovoltaic solar has become the fastest growing generation technology. Analysts foresee it becoming the world's dominant power source by mid-century.

The implications of moving from centralized to decentralized power generation are staggering, with annual growth now measured in gigawatts. China alone expects to add 7-13 GW this year. Germany generated half its power (primarily through solar) in the summer of 2014. All these changes demand advanced management and distribution tools enabled by new power electronics.

'Power Electronics World' focuses on the rapidly changing technology of how we generate, manage, distribute and utilize electrical energy. More than ever, this story will include examining new technologies that enable both fossil-fueled and renewable energy.

Efficiency is another central topic we explore because it directly impacts end user experiences and the business of power. While silicon-based products remain a mainstay, higher efficiency gallium nitride (GaN) and silicon carbide (SiC) hold promise to not only reduce component size but also create more powerful inverters, capacitors, switches and amplifiers. Storage solutions are also rapidly evolving thanks to advanced lithium and new redox flow batteries that may redefine portability.

'Power Electronics World' is your best resource for looking beyond product announcements for in-depth analysis that demonstrates how individuals, communities and populations are impacted by technology. 'Power Electronics World' goes beyond headlines to explore managing and maximizing electrical power to impact our futures, and our fortunes.

The Power Electronics World portfolio includes:

PEW Power Electronics World Digital Magazine – our new format magazine

PEW Power Electronics World Website – www.powelectronicsworld.net

PEW Power Electronics Weekly Newsletter – global broadcast to 53,000

PEW SemiSolarJobs.net - Recruitment portal





Every issue will include research, analysis, news, reviews, opinions, and new technology for the whole power electronics value chain from materials, through devices, including applications and systems.

PEW will consider the industry drivers and report on changes that could affect the industry. Each issue will cover an aspect of:

Power Semiconductors | Power Management | Power Supply Design | Energy | Components | Applications/Systems

Primary themes in 2016 will include, but are not limited to:

- Tomorrow's power circuits: Si, GaN or SiC?
- Fusion power: recent breakthroughs point to potential outside the lab
- Growth of power semiconductors – it's all about IoT
- New materials will enable new applications. But by how much?
- How the reshaping world economy is impacting the need and manufacturing of power circuits/systems
- EV & Hybrids: How will power electronics reshape transportation?

YEAR	AD COPY DEADLINE	SECONDARY THEMES
2015/ 2016	December/January - 20th Dec	GaN, Power Modules, MOSFETS, RF Switches, Automation, Energy Generation/Power Distribution
2016	February/March - 20th Feb	Super Junction (SJ), IGBTs/MOSFETs, Power ICs, Solar, LEDs, Test & Measurement, Transportation
2016	May/June - 2nd May	SiC, Power Modules, Transducers, Inverters, Power Transmission, Automotive, Industrial Automation, Renewable Energy/Smart Grid
2016	July/August - 20th July	SiC, Connectors, IGBTs, Rectifiers, Lighting, Communications, Military/Aerospace
2016	September/October - 20th September	Wide Bandgap Materials, Capacitors, MOSFETs, Converters, Motor Drives, Consumer Electronics, Industrial

The editorial calendar is subject to change



Reaching the whole value chain worldwide

Power Electronics World magazine (alongside www.powerelectronicsworld.net) is the primary information resource for professionals working within power electronics industry.

Each issue of the magazine is distributed to 53,000+ professionals worldwide.

Global Distribution

Continent	Subscribers	Percentage
North America	17490	33%
Southeast Asia/Pacific Rim	16430	31%
Europe	15370	29%
Middle East/North Africa	2120	4%
Others	1590	3%

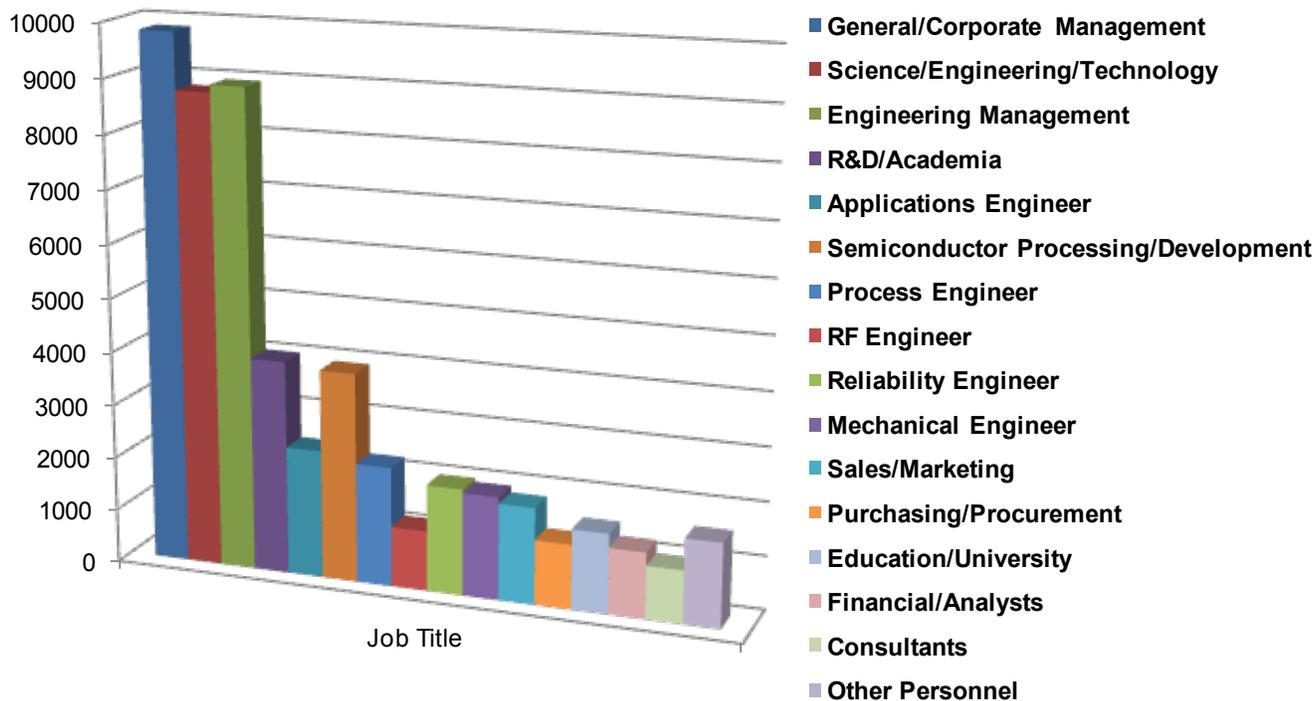
Industrial Analysis

Sector	Subscribers	Percentage
Power Device Manufacturers	11130	21%
Power Module Makers	10070	19%
Other Semiconductor Companies	7950	15%
Material and Substrate Suppliers	6360	12%
Power Device Manufacturing Foundries Services	5300	10%
Inverter Manufacturers	4770	9%
Investors/Analysts	3180	6%
R&D Laboratories	2650	5%
Other	1590	3%

Business sector	Percentage
Aircraft, Space and Defence	6%
Automotive	12%
Communications	10%
Computer & Datacentres	7%
Consumer	8%
Industrial Motor Control	13%
Medical	4%
Motion Control	14%
Others	1%
Power Supply /Power grid	5%
Renewable Energy	5%
Research Institutes	2%
Robotics	3%
Test & Measurement	4%
Transportation	6%



Breakdown by Job Title



www.powerelectronicsworld.net

Job Title	Subscribers
General/Corporate Management	9833
Science/Engineering/Technology	8790
Engineering Management	8927
R&D/Academia	3999
Applications Engineer	2399
Semiconductor Processing/Development	3910
Process Engineer	2234
RF Engineer	1123
Reliability Engineer	1988
Mechanical Engineer	1923
Sales/Marketing	1801
Purchasing/Procurement	1209
Education/University	1492
Financial/ Analysts	1233
Consultants	991
Other Personnel	1578
Total	53430





The Next Generation

In a rapidly developing technology community, just printing and distributing a PDF magazine to readers is not enough, as more users embrace and rely on the mobile Web. One of the greatest benefits HTML5 can provide is that it allows for digital editions to be viewed on any PC, Mac, Laptop, Tablet or Smartphone (including for example the Apple iPad or iPhone).

Power Electronics World in HTML5 will provide readers with new, meaningful ways to see content which is quick to download and view compared to traditional formats.

(A major advantage is file size. A HTML5 based publication is between a tenth and a fifth of the size of the equivalent PDF format).

With an immersive full screen experience with easy navigation, you can zoom in with no pixelation as well as copying and pasting text should you wish. You can search for key words in any feature and use on screen readers.



Digital Magazine Advertising

Advert Type	Size (pixels)	Format	Price (£)	Price (\$)	Price (€)
Full Screen	2000 x 1000	HTML, JPG, PNG	£2,300	\$3,510	€2,670
1/2 Screen	1000 x 1000	HTML, JPG, PNG	£1,750	\$2,700	€2,000
1/3 Screen	800 x 1000	HTML, JPG, PNG, GIF	£1,250	\$1,910	€1,450
Inline	728 x 90	JPG, PNG, GIF	£1,450	\$2,220	€1,690
Expander	728 x 180	JPG, PNG, GIF	£1,590	\$2,430	€1,850
Footer	728 x 90	JPG, PNG, GIF	£1,050	\$1,600	€1,220
Bellyband	-	HTML, JPG, PNG	£1,550	\$2,500	€1,950

Digital Magazine Advertorial

Content	Format	Price (£)	Price (\$)	Price (€)
700 words and 2 pictures	HTML, JPG, PNG	£1,450	\$2,220	€1,690
1400 words and 2-4 pictures	HTML, JPG, PNG	£2,300	\$3,510	€2,670

Digital Bellyband

- This allows for your message to be presented over and over as the band reconnects every time the magazine is opened.
- You can change your message during the month so multiple messages can be seen.
- In addition you could tie it into an advertorial within the magazine.

Digital Advertising plus Advertorial

Please add the rates for your preferred package and get a 25% discount.

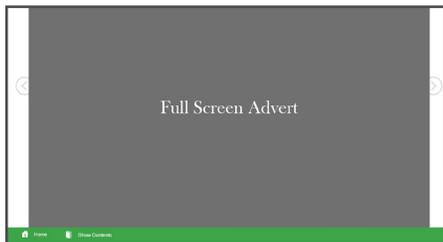
For example: If you would like some digital advertising and some advertorial coverage you could have this package:

1/3 Screen €1,450 PLUS 700 words and 2 pictures €1,690. Total €3140. Now apply 25% discount.

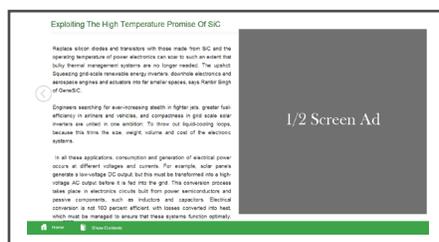
HTML Documents

- HTML file with images attached with the copy, or fully referenced from the HTML document.
- Sizes need to be in percentages, to display correctly on all devices such as tablets, desktops and mobile phones.
- You can also attach a CSS file if required.

Full Screen Ad



1/2 Screen Ad



1/3 Screen Ad



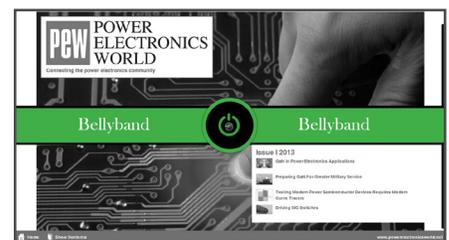
Inline Banner



Expander Banner



Bellyband



Disclaimer: Whilst every effort is made to ensure that advertisements are produced to the highest standards, Angel Business Communications will not accept responsibility for the reproduction of adverts that have not been supplied to our specification.





Leaderboard
728 x 90 pixels

Skyscraper Banner
183 x 300 pixels

News Banner
468 x 60 pixels

Button Banner
215 x 250 pixels

Skyscraper Banner
100 x 400 pixels

Corporate Partner
160 x 160 pixels

www.powerelectronicsworld.net

Page Impressions – PCM	52,920
Ad Impressions - PCM	52,920
Visits – PCM	46,602 per month
Unique User	38.49%

***All rates quoted are per month**

- **Leader Board** (728 x 90 pixels) £1740 / €1996 / \$2644
- **News Banner** (468 x 60 pixels) £ 1200 / €1375 / \$1825
- **Skyscraper Banner** (183 x 300) £1100 / €1260 / \$1750
- **Button Banner** (160 x 60) £600 / €685 / \$900
- **Button Banner** (215 x 250) £800 / €920 / \$1200
- **Skyscraper** (100 x 400 pixels) £1000 / €1145 / \$1500
- **Video Presentations Position** £600 / €690 / \$910
- **Ask us about a Peel Ad**
- **Ask us about a Floating Banner**

Corporate Partnership £1750 / €2100 / \$2800
12 months corporate partnership, giving you:

- 12 months promotion on the website, with your logo 160 X 60 pixel linking back to your website.
- Your logo listed on every weekly email news alert
- Sponsorship of an email news alert (worth £1500)
- Logo appears in every edition of our magazine, on the corporate partners page.

Floating Banner appears when a user enters the website for the first time by floating in and being displayed in the middle of the screen. It then allows users to either click through or it disappears after 10 seconds.

Having trouble viewing this email? [Open it in your browser](#)

NEWS ALERT

468 x 60
Banner

LATEST INDUSTRY NEWS - VIEW ALL

- IGE Releases 150mm GaN On SiC
- Yole: SiC Rescues The Power Device Market
- SEMI Highlights The Need For InP And GaAs
- Yole: SiC Rescues The Power Device Market
- Chroma Announces Multiple Phase Power Meters
- Toshiba Starts Volume Production Of SiC Power Devices
- Infineon's New 2EDL EiceDRIVER Supports A Multitude Of Power Applications
- Vishay Introduces Metalized Polypropylene Film Snubber Capacitor
- Electric Vehicle Go-Slow Hits SiC Power Devices
- Major Milestone For GaN Power Electronics

468 x 60
Banner

- Intel Foundry Services To Manufacture Microsemi's Digital IC Solutions
- UK Could Lead The World In Power Electronics Sector Worth £135 Billion Annually
- IXYS Introduces Smallest Footprint Surface Mount Package For 1.2KV To 1.8KV Power Semiconductors
- Infineon And Partners Collaborate To Strengthen Semiconductor Industry In Europe
- Acquisition Strengthens ICNexergy's Position In Rechargeable Power Systems
- Alpha And Omega Semiconductor Delivers New 150V Power MOSFET
- TriQuint's GaN-On-Diamond Technology Is Cutting Edge
- GaN And SiC Power Device Market Set To Boom By 18 Times
- Bridgelux To Sell Toshiba Its GaN-On-Silicon Related Assets
- ABB And Power One Merge To Create Inverter Giant

468 x 60
Banner

THE LATEST EDITION OF POWER ELECTRONICS WORLD MAGAZINE

Latest Issue

View Archive

If you would like to see your news in next weeks alert please contact

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SEMISOLARJOBS.NET

The only recruitment site dedicated exclusively to Silicon Semiconductor, Compound Semiconductor and Solar Professionals

Deliver your recruitment vacancies to the best talents using semisolarjobs.net - the industries most powerful online recruitment tool.

semisolarjobs.net has been launched by the publishers of Silicon Semiconductor, Compound Semiconductor, China, Compound Semiconductor Taiwan and Solar International magazines with a combined readership of over 165,000 worldwide.

semisolarjobs.net will be promoted across all our specialist websites, magazines, conferences, events and email news alerts to ensure you reach the right candidate to fill your job vacancy.

Employers Sign Up and start adding your jobs and get your ideal candidates

Candidates Sign Up free of charge, start searching and applying for your ideal job today.

If you have any queries and want to know more please contact

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[Forward to a colleague](#)

companyinfo

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Weekly Email News Alert

The Power Electronics World email news alerts are sent out on a weekly basis to over 53,000 + industry professionals.

Weekly newsletter alerts deliver the latest industry news direct into the inboxes of our subscribers, and provide our news alert sponsors a fantastic opportunity to get their message seen by 53,000+ industry professionals.

Sponsors enjoy:

- A sponsors message at the top of the news alert (up to 250 words).
- A 468 x 60 banner displayed at the top, middle and bottom of the alert

COST: £1,500 / \$2,400 / €1,900

Special HTML email shots

Are you launching a new product?

Would you like your company, products or services to reach 53,000+ industry professionals?

If the answer is yes, then our special HTML email shots are for you. This service will allow you to send a email shot, branded within your corporate style to our database. This will give your company a massive exposure to your target market.

You can create the html newsletter and we send it out, alternatively you can use our in-house multimedia team to create the HTML for you.

COST: £2,200 / \$3,500 / €2,800

All banners and logos must be supplied as GIF, JPG or Flash adverts with "alt" text and a URL to which to link the banner or logo.

The following additional specifications apply to Flash adverts:

An alternative GIF or JPEG image file must be provided as a graceful degradation option for browsers that do not support Flash. A tracking link provided by Power Electronics World should be embedded within the flash file.

Advertisers must warrant that they have tested adverts for technical stability on Internet Explorer, Firefox, Opera, Safari and Google Chrome browsers prior to supply. For the purposes of these guidelines, stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

Total Recipients – 51829

Average Total delivery -49061

Average open rate – 8830 (approx. 18%)

Average click rate – 2944 (approx. 6%)





What's included?

- Cover image with your branding
- Editorial article within magazine
- Full screen advertisement
- WWW address on contents page
- Magazine hosted on website for 10 weeks
- An e-shot of the article as a HTML emailed to database of 53,000+
- HTML document of your cover and article for web promotion

Price on application

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CORPORATE PARTNERSHIP PROGRAM 1

Promoting your products or your brand through a Corporate Partnership Program in is an economical way to generate interest and drive prospects. Your message will reach over 49,000 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

What will you get?

- **Newsletter: One sponsored newsletter**

A sponsors message (up to 250 words)

A 468 x 60 banner displayed at the top and bottom of the alert (*As an additional free service we can create the banner at no extra charge*)

- **Magazine: Listing in 6 issues**

A position on the Corporate Partners page for company logo, contact details and web address 300 x 150 pixels (approximate).

- **Website: A button banner 160 x 54 pixels for 12 months plus sponsor logo: 24/7 and 365 days(.jpg or .gif; max. file size: 15k click-thru URL,).** All Corporate Partners are included in online buyers guide

Price: \$2600/2050€

CORPORATE PARTNERSHIP PROGRAM 2

Corporate Partnership 2 will include all Program 1 benefits PLUS the following:

- 2 x one half page display advertisement
- 2 x one page Vendor View Features which includes 400 words and a photograph of product or program.
- Contact information will be included in digital magazine and website in a specially designed CORPORATE PARTNERS section - to be included on the home page
- All Corporate Partners are included in online buyers guide

Price: \$4200/3150€

CORPORATE PARTNERSHIP PROGRAM 3

Corporate Partnership Program 3 will include all of Program 1 benefits PLUS the following:

- 2 x one full page advertisement
- 2 x two page Vendor View Feature (1,000 to 1,200 words) and several photos of product or program including contact information.
- Features will be included in digital issues AND the website in the specially designed CORPORATE PARTNERS section as detailed above
- All Corporate Partners are included in online buyers guide

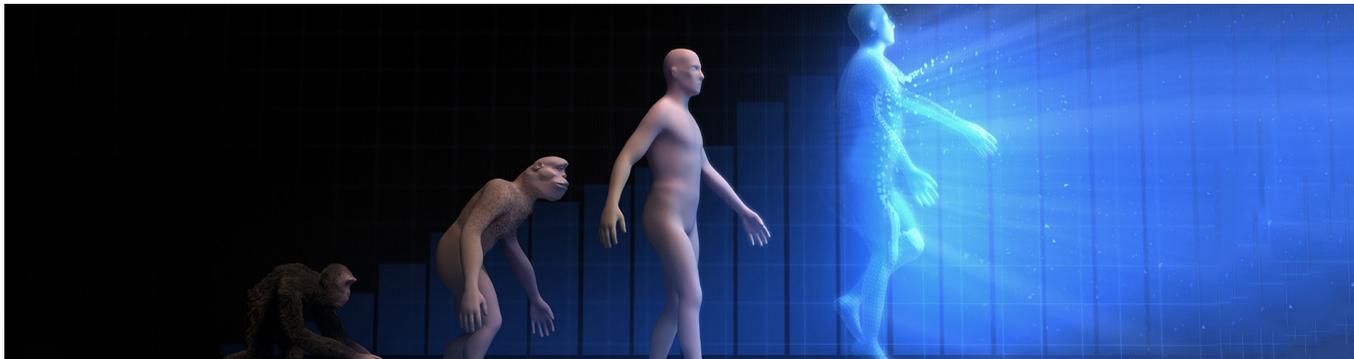
Price: \$6200/4650€

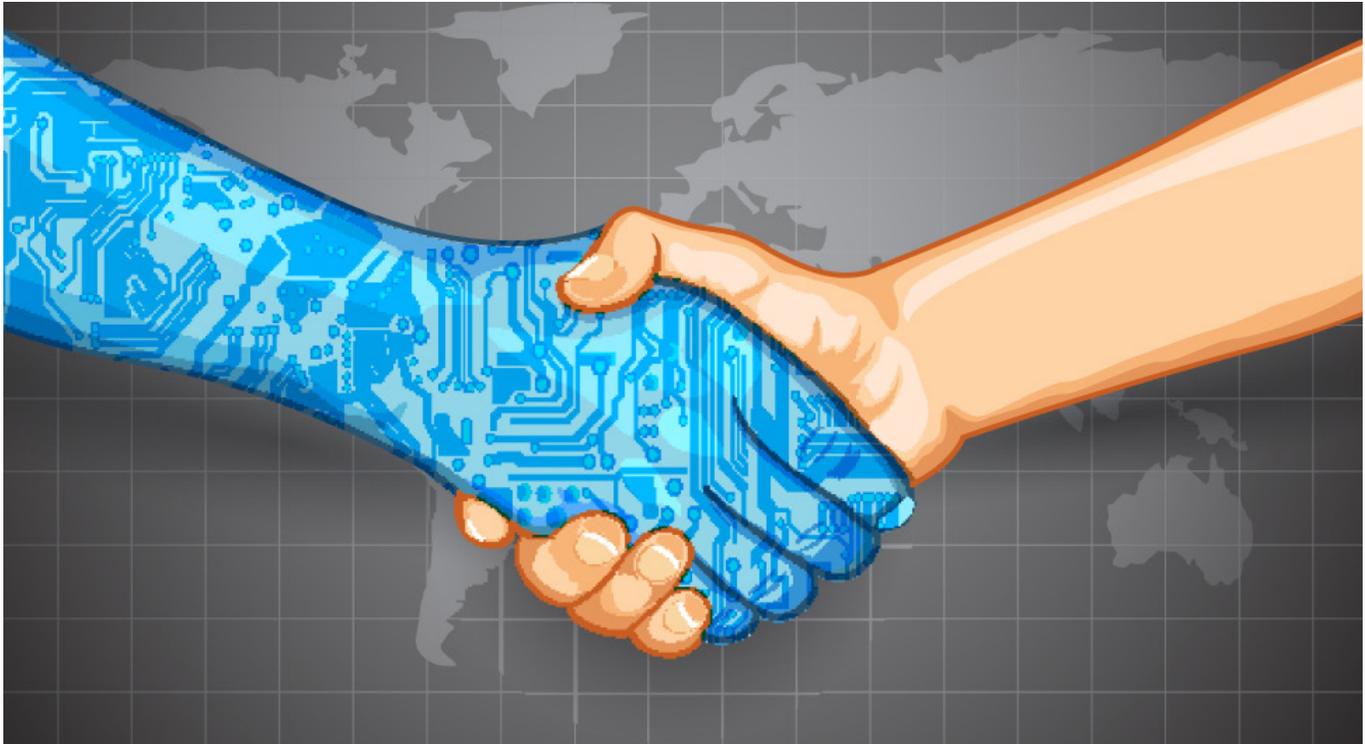
CORPORATE PARTNERSHIP PROGRAM 4

Corporate Partnership - DIGITAL Level - will include all of Program 1 benefits PLUS the following:

- Four custom e-blasts per year - one per quarter
- One banner - 468 x 60 in news section for 12 months
- 2 x two page Vendor View Feature (1,000 to 1,200 words) and several photos of product or program.
- Contact information will be included in digital magazine and website in a specially designed CORPORATE PARTNERS section - to be included on the home page detailed above
- All Corporate Partners are included in online buyers guide

Price: \$7700/5775€





SemiSolarjobs.net

SemiSolarjobs.net is the only recruitment site dedicated exclusively to power electronics, compound semiconductor, silicon semiconductor and solar professionals globally.

The concept is SIMPLE. Through our print and web portals we reach 165,000 professionals weekly. As a company you can reach skilled professionals with managerial, engineering, product design, R&D, sales and marketing capabilities.

Deliver your vacancies to the best talents using semisolarjobs.net - the industries' most powerful online recruitment tool.

From the publishers of Power Electronics World, Compound Semiconductor, Silicon Semiconductor and Solar International, with a combined readership of over 165,000 worldwide, SemiSolarJobs.net will give you access to the most relevant professionals the industry has to offer for £495.

- We reach, through our newsletters, over 165,000 visitors weekly. A highly targeted audience for your jobs.
- Our website has over 300,000 page views per month.

Let us create the perfect recruitment package

To find out how you can be involved contact:
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PEW joins a powerful portfolio including:

