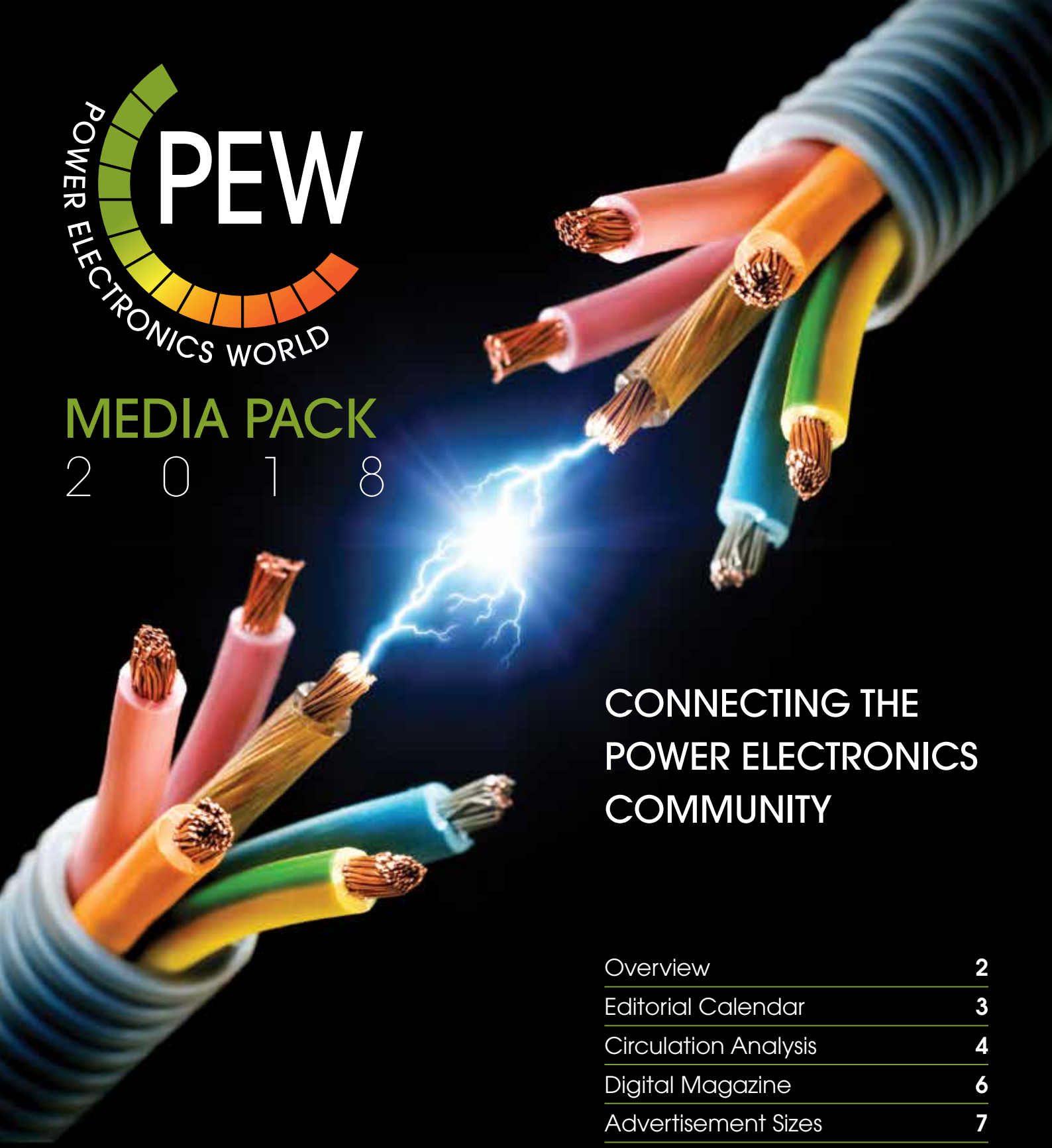
PEW
POWER ELECTRONICS WORLD

MEDIA PACK
2018



CONNECTING THE POWER ELECTRONICS COMMUNITY

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WWW.POWERELECTRONICSWORLD.NET

The changing face of power electronics

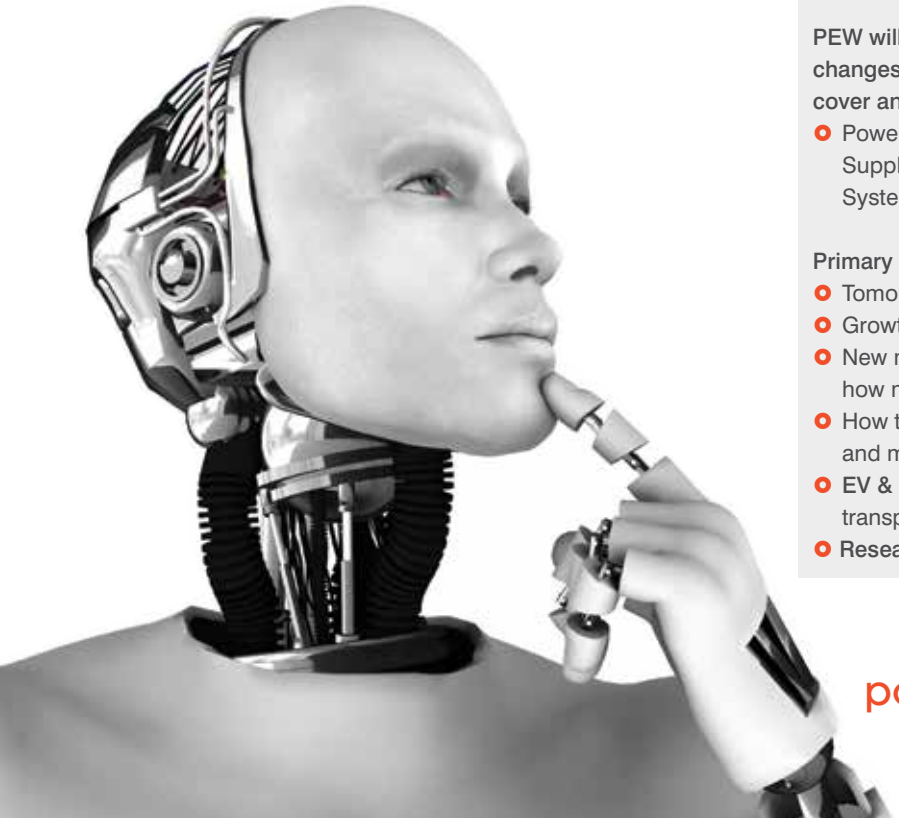
POWER TRANSISTORS are the primary growth engine in the (USD) $23 billion discrete semiconductor market, contributing $13.6 billion (60 percent) to this year's overall forecast total. Power devices owe this status to their vital role controlling and conditioning electricity for all types of electronic products, utility-scale grids, EVs and hybrid electric vehicles as well as the ongoing growth in worldwide electricity demands.

Power Electronics World is focused on the latest technological breakthroughs, market trends and innovations shaping the future of power transistors and related systems. How we obtain energy, use it and conserve it directly impacts both quality of life and the lifetime possibilities of future generations.

While most analysts agree that the power electronics market will continue to grow in the next ten years, how fast and how dramatically this growth unfolds remains to be seen. Growth has in fact been uneven during the last 10 years—a departure from historic norms, which is further evidence that this market bares careful examination. Look to Power Electronics World to understand these economic forces and ways that emerging technologies like silicon carbide (SiC) and gallium nitride (GaN) are on course to fundamentally change the industry. While SiC and GaN ascend, manufacturers of incumbent silicon-based transistors are developing their own new products to compete. How will this dynamic unfold and could the likely winners and losers already be on course?

Power Electronics World magazine examines the rapidly changing technology that enables how we generate, manage, distribute and store electrical energy. Another important market shift we regularly explore is the role that energy storage plays in both traditional utility-scale power generation and renewable energy. Storing power was a nascent market five years ago, but is now exploding in comparison; double-digit growth through 2025 is forecast. What is driving this demand? The answer is multi-faceted, including growth in electric vehicle (EV) sales, utilities' needs to balance loads and reduce peak power requirements, plus a growing commitment by the world's major vehicle manufacturers to make EVs their primary products by the middle of this century.

Power Electronics World is your best resource for looking beyond product announcements for in-depth analysis. We explore managing and maximizing electrical power so you can anticipate its impacts on our futures, and our fortunes. Stay ahead of the rest by understanding the implications of new technology through the pages of Power Electronics World.



The Power Electronics World portfolio includes:

- **Power Electronics World Digital Magazine**: Our new format magazine
- **Power Electronics World Website**: www.powerelectronicsworld.net
- **Power Electronics Weekly Newsletter:** Global broadcast to 53,000
- **SemiSolarJobs.net**: Recruitment portal

Every issue will include research, analysis, news, 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 2018 will include, but are not limited to:

- Tomorrow's power circuits: Silicon, GaN or SiC?
- 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?
- **Research and analysis:** What's new in the lab?

PEW editorial calendar

Issue	Copy Deadline	Pre Show Issue	Secondary Themes
Feb/ March 2018	AD Deadline 20 Feb Mails 27 Feb	PCIM ASIA	Silicon, IGBTs/MOSFETs, Power ICs, Storage, Solar, LEDs, Test & Measurement, Transportation
May/ June 2018	AD Deadline 1 May Mails 5 May	PCIM ASIA APEC Intersolar Europe	SiC, Power Modules, Transducers, Inverters, Power Transmission, Automotive, Industrial Automation, Renewable Energy/Smart Grid
July/ Aug 2018	AD Deadline 20 June Mails 27 June	SEMICON West	GaN, Connectors, IGBTs, Rectifiers, Batteries, Power Resistors, Communications, Military/Aerospace
Oct/Nov 2018	AD Deadline 13 Oct Mails 20 Oct	SEMICON Europa, SPS/IPC/ DRIVES, Productronica	Capacitors, MOSFETs, Converters, Motor Drives, Consumer Electronics

The editorial calendar is subject to change

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.

PEW circulation analysis

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%

INDUSTRY ANALYSIS

Sectors	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%

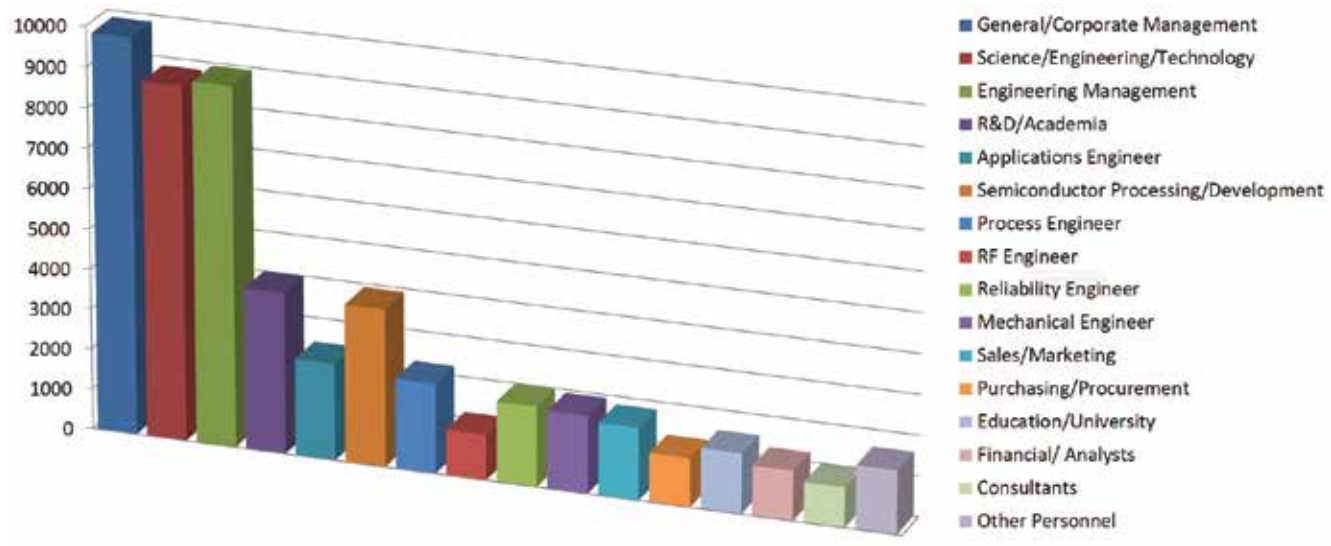
INDUSTRY ANALYSIS

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%

Business Sector	Percentage
Others	1%
Power Supply /Power grid	5%
Renewable Energy	5%
Research Institutes	2%
Robotics	3%
Test & Measurement	4%
Transportation	6%

circulation **analysis**

BREAKDOWN BY JOB TITLE



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

Advertisement **size & rates**

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 ADVERTISING

Advert type	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

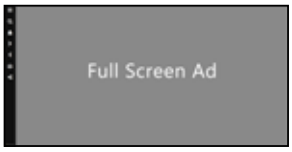
This allows for your message to be presented over and over as the band reconnects every time the magazine is opened. You can change your message during the month so multiple messages can be seen. In addition you could tie it into an advertorial within the magazine.

Digital Advertising plus Advertorial

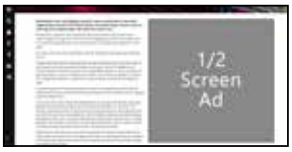
Please add the rates for your preferred package and get a 25% discount. For example: If you would like some digital advertising and some advertorial coverage you could have this package: 1/3 Screen €1,450 PLUS 700 words and 2 pictures €1,690. Total €3140. Now apply 25% discount.

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

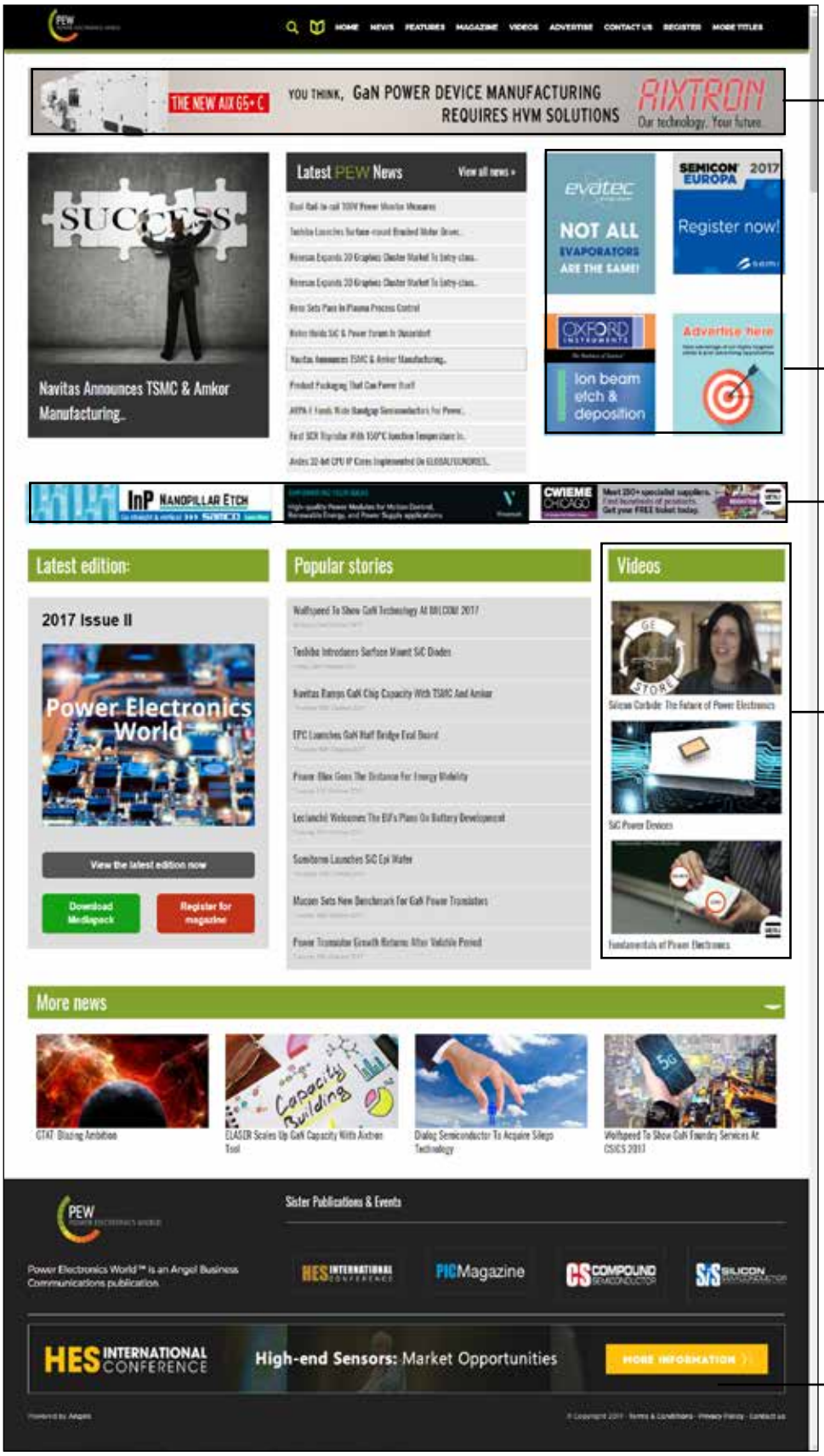
Inline Banner

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.

website **home page** advertising options



Leaderboard Banner
(1484 x 122 Site wide)
This is the most prominent position available

Home Page MPU
300 x 600

Standard News Banner
426 x 90

Video
340 x 170
Bring your company and products to life via sight, sound, and motion

Corporate Partnership includes:

- 12 months of promotion on the PEW website.
- Logo will be hyperlinked.
- Logo on weekly e-news alerts and in 4 issues of PEW.
- Sponsorship of one e-news alerts.

Floor Banner
1484 x 122
Always present in the browser window, the Floor Banner draws users' attention to the same place, regardless of how they interact with the page. Floor Banner runs site wide.

website **news page** advertising options

Floating Banner
(400 x 300)
Appears when a user enters the website for the first time by floating in and being a display in the middle of the screen. It then allows users to either click through or it disappears after 10 seconds. POA.

News Page MPU Banner
(350 x 300 Site wide)

Skyscrapper Banner
(215 x 530 Site wide)

News Page Banner
(852 x 126 Site wide)
A high impact banner position to promote your company or product, available on home pages and other pages.

Corporate Partnership
Corporate partnership provides: 12 months of promotion on the PEW website. Your company logo will be hyperlinked.
Logo will also appear on weekly e-news alerts and in the 4 issues of PEW. Included in package is sponsorship of one of the weekly e-news alerts.

Website **advertising** rates

DIGITAL MAGAZINE ADVERTISING

Advert type	Size (pixels)	Price (£)	Price ($)	Price (€)
Leader Board	1484 x 122 pixels	£1740	€1996	$2644
News Banner Homepage	426 x 90 pixels	£1200	€1375	$1825
MPU Home page	300 x 600	£1300	€1460	$1750
MPU News page	350 x 300	£1200	€1375	$1825
News page banners	852 x 126	£1300	€1460	$1750
Video Presentations Position	340 x 170	£600	€690	$910
Floor Banner (1484 x 122 pixels	£1740	€1996	$2644	
Ask us about a Peel Ad				
Ask us about a Floating Banner				

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.

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

* All rates quoted are per month

weekly**email**news**alerts**

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

Total Recipients: 51829
Average Total delivery: 49061
Average open rate: 8830 (approx. 18%)
Average click rate: 2944 (approx. 6%)

[stand out from the crowd]

frontcoverpromotionpackage

THE FRONT COVER of PEW Magazine is the most prestigious position in the magazine. It allows for an image and a technology story connected to your company to be showcased in front of a global audience. PEW Magazine is distributed to over 53,000 professionals.

What do you get?

- 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

Contact us today for further information
Jackie Cannon
jackie.cannon@angelbc.com

US Account Managers
Janice Jenkins
jjenkins@brunmedia.com

Corporate **partnership**

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 53,000 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

What will you get?

- **Newsletter:** One sponsored newsletter
  A sponsor's 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 4 issues
  A position on the Corporate Partners page for company logo, contact details and web address 300 x 150 pixels.
- **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 Vender 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€

Marketing & communications package

Your message will reach over 53,000 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

What is included?

- One sponsored newsletter which includes your message (up to 150 words) and 468 x 60 static banner (As an additional service, we can create the banner)
- Classified listing in 4 issues. This is a position on the Corporate Partners page which allows for company logo, contact details and web address in a 1/8 format (included in Magazine, Newsletter & Website)
- Website: A button banner 160 x 60 pixels for 12 months (jpg or .gif; max. file size: 15k click-thru URL)
- All Partners are included in online buyer's guide
- One half page advertisement in issue of choice of PEW Magazine
- All press releases added to website within 48 hours with image, logo url plus contact details
- All press release will be included in the weekly newsletter which goes out to 53,000 professionals
- A company Q&A feature included in magazine and online in a month to be agreed. Editorial assistance included

Price: €3000 / $3550

PEW POWER ELECTRONICS WORLD

Angel Webinar

A webinar without the right audience is worthless!

Dedicated webinars for the power electronics industry:

Reach the right audience

Using our 30+ years' experience in B2B vertical technical markets, and as the publisher of Power Electronics portfolio we now offer effective webinars, webcasts and virtual events. We help you get your message, to your desired audience, by marketing to over 53,000 power electronics professionals. We offer access to the right audience at the right time.

In addition to organising and managing your webinar, we can also market your webinar to our specialist power electronics database.

We deliver the audience!

In a dedicated 6 week program we will promote through our magazine, newsletters, LinkedIn group and website.

We can also provide the webinar moderator, from our team of highly respected editors and researchers. Not sure what to say? Let our editors work with you and help you with the content.

Harness the power of a webinar

- **Brand Awareness**
  Increase the global awareness and reach of your brand by running sponsored webinars, webcasts and virtual events which also have the possibility of generating revenue
- **Lead Generation**
  Generate and mature leads through the use of online events. Then analyse, qualify, and understand their buying behaviour
- **Thought Leadership**
  Become the voice of knowledge by generating compelling content via online events

Don't take our word for it. We organised and marketed a webinar for Oxford Instruments and we managed to deliver over 350 highly targeted participants. Here is what they had to say:

"The webinar organised through Angel was handled extremely professionally and ran very smoothly, from organising the presentations, to briefing our speakers and the actual webinar itself on the day. We were very pleased with the number of participants we attracted on the day, and the fact that the webinar is now available to view on demand, as this in itself is a useful marketing tool for us."

Susie Williams, Marketing Communications Manager, Oxford Instruments

Find out how Angel Webinar can help you organise and run a webinar within the power electronics industry

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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 pixilation as well as copying and pasting text should you wish. You can search for key words in any feature and use on screen readers.

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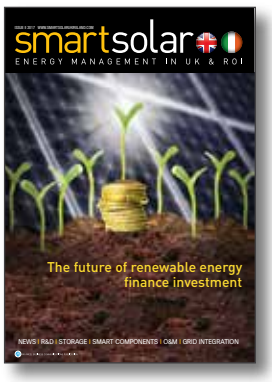
PEW joins a powerful portfolio including: