



Power Systems Design: Empowering Global Innovation

2011 Media File



Power Systems Design: Empowering Global Innovation

2011 Editorial Planner - Europe

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Issue	Special Report Series	Features	Supported Trade Shows
Jan/Feb	Designing for Energy Efficiency	Designing for Energy Efficiency Power Semiconductors & Modules Power Management Power Conversion & Correction Power Supplies	Embedded World 2011, 1-3 March, Nuremberg, Germany (www.embedded-world.de)
March	Digital Power	Digital Power APEC Roundup Thermal Management Power Semiconductors & Modules Power Management	EMV 2011, 15-17 March, Stuttgart, Germany (www.mesago.de)
April	White Goods	White Goods Motion Control Power Management Power Conversion & Correction Portable Power	
May	Lighting, Video, Surveillance & Security	Lighting Systems Test & Measurement Power Conversion & Correction Power Management Portable Power	PCM Europe 2011, 17 - 19 May, Nuremberg, Germany (www.pcm.de) Sensor & Test 2011, 7 - 9 June, Nuremberg (www.sensor-test.de)
June	Renewable Energy	Renewable Energy PCM Europe Roundup Design & Simulation Power Semiconductors & Modules Portable Power	Intersolar Munich 2011, 8 - 10 June, Munich, Germany (www.messeninfo.de/Intersolar-M3233/Muenchen.html)
July/Aug	Automotive Electronics	Automotive Electronics PCM China Roundup Thermal Management Power Semiconductors & Modules Power Management	EPE PEMECC 2011, 30 August - 1 September, Birmingham, UK (www.epe2011.com/)
September	Supplying the Power Grid	Supplying the Power Grid Motion Control Power Conversion & Correction Power Semiconductors & Modules Power Management	
October	Health, Medical & Mobility	Health, Medical & Mobility Power Supplies Portable Power Thermal Management Power Semiconductors & Modules	Semicon Europe 2011, 11 - 13 October, Dresden, Germany (www.semicon.europa.org/index.htm)
November	Powering Communications	Powering Communications Thermal Management Design & Simulation Power Management Portable Power	Productronica 2011, 15-18 November, Munich, Germany SPS/PC/Drives, 2011 22-25 November, Nuremberg, Germany (www.mesago.de/en/SPS/main.htm)
December	Renewable Energy	Renewable Energy Power Semiconductors & Modules Passive Devices Power Conversion & Correction Power Management	

Circulation Profile*

Business/Industry

Computers / Computer Systems / Peripherals	1,500	7.3%
Communications / Networking Systems	2,281	11.1%
Automotive Electronics / Other Ground Vehicles / Transportation Systems	2,589	12.6%
Aircraft, /Avionics / Marine / Space / Military Electronics	1,664	8.1%
Factory Automation / Industrial Control / Motion Control / Robotics (Motors & Drive)	3,987	19.4%
Power Supplies / Batteries / Battery Systems	2,199	10.7%
Medical Systems / Optoelectronic Equipment	596	2.9%
Test & Measurement Equipment / Instrumentation / ATE	1,110	5.4%
Consumer Electronics / Electronic Appliances/ White Goods	1,048	5.1%
Alternative / Renewable Energy (Solar, Wind, etc)	966	4.7%
Custom Power (User Defined - Lighting Heating etc.)	801	3.9%
Passive Components	555	2.7%
Government / Military Agencies / COTS	370	1.8%
Education/ Research / Consultants	329	1.6%
Other	555	2.7%
Total	20,550	100.0%

Job Function

General / Corporate Management	1,623	7.9%
Design / Development Engineering Management	3,407	16.4%
Design / Development Engineering	10,004	48.8%
Applications Engineering & Management	3,465	16.9%
Test / Manufacturing / Engineering & Management	533	2.6%
Procurement Management	390	1.9%
Sales Engineering & Management	656	3.2%
Other	472	2.3%
Total	20,550	100.0%

Country

Germany	4,531	21.3%
Italy	3,033	14.9%
Eastern Europe/Rest of Europe	2,565	12.6%
United Kingdom	2,253	11.1%
France	1,956	9.6%
Spain/Portugal	1,752	8.6%
Benelux	1,338	6.6%
Scandinavia	1,259	6.2%
Austria/Switzerland	1,020	5.0%
Israel	711	3.5%
India	132	0.6%
Total	20,550	100.0%

2011 Print Advertising Rates

- * All rates are gross in €
- * Advertising agency commission is 15%
- * Guaranteed ad positions are limited to half page advertisements and larger with frequency contracts

Cover Rates

Including 4-Color

Cover II	5.888 €
Cover III	5.632 €
Cover IV	6.150 €

ROP Advertising Rates

Four Color	1x	5x	10x	20x
Full Page	5.120 €	4.870 €	4.610 €	4.352 €
1/2 Page	3.410 €	3.240 €	3.070 €	2.900 €
1/3 Page	2.200 €	2.090 €	1.980 €	1.870 €
1/4 Page	1.710 €	1.620 €	1.540 €	1.460 €
Two Color	1x	5x	10X	20x
Full Page	4.650 €	4.420 €	4.190 €	3.960 €
1/2 Page	3.080 €	2.930 €	2.780 €	3.090 €
Black & White	1x	5x	10X	20x
Full Page	4.180 €	3.970 €	3.770 €	3.560 €
1/2 Page	2.810 €	2.670 €	2.530 €	2.390 €

Custom Advertising

Inserts, Outserts & Other Custom Advertising Options

Contact Julia Stocks for a quote: Julia.Stocks@powersystemsdesign.com



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2011 Online Advertising Rates

- * All rates are gross US\$
- * Advertising agency commission is 15%
- * Prices are subject to change without notice

Ad Unit	Dimensions	Gross Rate
Top Leaderboard	728x90	\$2,400/Month
Bottom Leaderboard	728x90	\$1,800/Month
Wide Skyscraper (Left or Right)	160x600	\$1,700/Month
Boombox	336x280	\$2,200/Month
Tile	125x125	\$1,000/Month

High Impact Ads

Ad Unit	Dimensions	Gross Rate
Welcome Billboard (Splash Page)	615x489	\$2,800/Month
Video	Rich Media	\$600/Month

eNewsletters

eNewsletter	Frequency	Gross Rate	Circulation	Dimensions
PowerSurge	52x Annual	\$2,400/Month	52,000 Europe & North America	468x60
ePowerPack	12x Annual	\$1,000/Month	52,000 Europe & North America	468x60
PSD China/Digital Edition	6x Annual	\$700/Month	14,000 China	468x60
PSD Europe/Digital Edition	10x Annual	\$1,000/Month	22,000 Europe	468x60
PSD North America/Digital Edition	6x Annual	\$1,200/Month	32,000 North America	468x60

eMail List Rental

	Gross Rate	Circulation
Rate/eMail address	\$0.48/Each	Custom Quote per your needs
Sorts/Dedupe	\$275/Thousand	
Language Charge (Does not apply to English)	\$150/Language	

Contact Julia Stocks for availability
Julia.Stocks@powersystemsdesign.com

2011 Production Requirements

Closing Dates

Issue	Ad Booking Deadline	Ad Copy Deadline	Mailing Date
January/February	Jan 14	Jan 14	Feb 1
March	Feb 11	Feb 11	Mar 1
April	Mar 11	Mar 11	Apr 5
May	Apr 8	Apr 8	May 3
June	May 13	May 13	Jun 1
July/August	Jul 8	Jul 8	Aug 2
September	Aug 12	Aug 12	Sep 2
October	Sep 9	Sept 9	Oct 3
November	Oct 7	Oct 7	Nov 1
December	Nov 11	Nov 11	Dec 5

Mechanical Requirements - Size Specifications

Non-Bleed			Bleed		
2- Page Spread	396mm(W) x 270mm (H)	15 5/8" (W) x 10 5/8" (H)	2- Page Spread	432mm (W) x 307mm (H)	17" (W) x 12 1/8" (H)
Full Page	180mm (W) x 270mm (H)	7 1/8" (W) x 10 5/8" (H)	Full Page	220mm (W) x 307mm (H)	8 5/8" x 12 1/8" (H)
1/2 Page (Island)	125mm (W) x 185mm (H)	5 1/8" (W) x 7 1/4" (H)	Half Page (Island)	Not Available	
1/2 Page (Vertical)	90mm (W) x 270mm (H)	3 1/2" (W) x 10 5/8" (H)	Half Page (Vertical)	115mm (W) x 307mm (H)	4 1/2" (W) x 12 1/8" (H)
1/2 Page (Horizontal)	180mm (W) x 130mm (H)	7 1/4" (W) x 5 1/8" (H)	1/2 Page (Horizontal)	220mm (W) x 160mm (H)	8 5/8" (W) x 6 1/4" (H)
1/3 Page (Vertical)	60mm (W) X 270mm (H)	2 3/8" (W) x 10 5/8" (H)	1/3 Page (Vertical)	85mm (W) x 307mm (H)	3 3/8" (W) x 12 1/8" (H)
1/4 Page	85mm (W) x 130mm (H)	3 1/2" (W) x 5 1/8" (H)	1/4 Page	Not Available	

Technical Information:

- Trim Size: 210 x 297mm (8 1/4" x 11 3/4")
- Bleed Size: 220 x 307mm (8 5/8" x 12 1/8")
- Binding: Saddle Stitch