



NORTH AMERICA

Power Systems Design: Empowering Global Innovation

2011 Media File

2011 Editorial Planner - North America

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Issue	Special Report Series	Features	Supported Trade Shows
Jan/Feb	Designing for Energy Efficiency	<ul style="list-style-type: none"> Designing for Energy Efficiency Power Semiconductors & Modules Power Management Power Conversion & Correction Power Supplies 	APEC Conference & Exhibition, 6 - 10 March 2011, Fort Worth, TX, USA (www.apec-cong.org)
March/April	Digital Power & White Goods	<ul style="list-style-type: none"> Digital Power White Goods Power Management Power Conversion & Correction Portable Power 	
May/June	Lighting, Video, Surveillance & Security	<ul style="list-style-type: none"> Lighting Systems Test & Measurement Power Conversion & Correction Power Management Portable Power 	Windpower 2011, 22-25 May 2011, Anaheim, CA, (www.windpowerexpo.com)
July/Aug	Automotive Electronics	<ul style="list-style-type: none"> Automotive Electronics PCIM China Highlights Thermal Management Power Semiconductors & Modules Power Management 	Intersolar North America, 12 - 14 July 2011, San Francisco, CA, USA (www.intersolar.us) IEEE Power & Energy Society, 24-30 July, Detroit, MI, (www.ieee-pes.org)
September/October	Supplying the Power Grid	<ul style="list-style-type: none"> Supplying the Power Grid Power Supplies Portable Power Thermal Management Power Semiconductors & Modules 	Solar Power International 2011, 17-21 October, Dallas, TX (www.solarpowerinternational.com) ECCE 2011, 17 - 22 September, Phoenix, AZ (www.ecce2011.org)
November/December	Renewable Energy	<ul style="list-style-type: none"> Renewable Energy Power Semiconductors & Modules Passive Devices Power Conversion & Correction Power Management 	

Circulation Profile*

Business / Industry

Computers / Computer Systems / Peripherals	2,996	10.7%
Communications / Networking Systems	4,844	17.3%
Automotive Electronics / Other Ground Vehicles / Transportation Systems	1,904	6.8%
Aircraft, /Avionics / Marine / Space / Military Electronics	1,624	5.8%
Factory Automation / Industrial Control / Motion Control / Robotics (Motors & Drive)	4,732	16.9%
Power Supplies / Batteries / Battery Systems	3,528	12.6%
Medical Systems / Optoelectronic Equipment	1,036	3.7%
Test & Measurement Equipment / Instrumentation / ATE	1,316	4.7%
Consumer Electronics / Electronic Appliances/ White Goods	2,268	8.1%
Alternative / Renewable Energy (Solar, Wind, etc)	868	3.1%
Custom Power (User Defined - Lighting Heating etc.)	784	2.8%
Passive Components	942	2.4%
Government / Military Agencies / COTS	364	1.3%
Education/ Research / Consultants	308	1.1%
Other	486	2.7%
Total	28,000	100.0%

Job Function

General / Corporate Management	2,212	7.9%
Design / Development Engineering Management	4,592	16.4%
Design / Development Engineering	13,664	48.8%
Applications Engineering & Management	4,732	16.9%
Test / Manufacturing / Engineering & Management	728	2.6%
Procurement Management	532	1.9%
Sales Engineering & Management	896	3.2%
Other	644	2.3%
Total	28,000	100.0%

Geographical Breakout

New England	2,016	7.2%
Middle Atlantic	3,444	12.3%
East NO. Central	4,648	16.6%
West NO. Central	1,736	6.2%
South Atlantic	3,556	12.7%
East SO. Central	924	3.3%
West SO. Central	2,268	8.1%
Mountain	1,876	6.7%
Pacific	5,740	20.5%
Canada	1,792	6.4%
Total	28,000	100.0%

2011 Print Advertising Rates*

- * All rates are gross in US\$
- * Matched/Metallic color charge is 1,025 per page
- * 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	7,720
Cover III	7,390
Cover IV	8,080

ROP Advertising Rates

Four Color	1x	5x	10x
Full Page	6,010	5,710	5,425
1/2 Page	4,470	4,250	4,040
1/3 Page	2,900	2,760	2,600
1/4 Page	2,250	2,135	2,030

Two Color	1x	5x	10X
Full Page	5,510	5,235	4,975
1/2 Page	4,040	3,850	3,650

Black & White	1x	5x	10X
Full Page	4,900	4,655	4,425
1/2 Page	3,690	3,750	3,330

Custom Advertising

Inserts, Outserts & Other Custom Advertising Options

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

* Subject to change without notice

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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/April	Mar 11	Mar 11	Apr 5
May/June	May 13	May 13	Jun 1
July/August	Jul 8	Jul 8	Aug 2
September/October	Sep 9	Sep 9	Oct 3
November/December	Nov 11	Nov 11	Dec 5

Mechanical Requirements - Size Specifications

	Non-Bleed	
2- Page Spread	375mm(W) x 254mm (H)	14 3/4" (W) x 10" (H)
Full Page	178mm (W) x 254mm (H)	7" (W) x 10" (H)
1/2 Page (Island)	114mm (W) x 191mm (H)	4 1/2" (W) x 7 1/2" (H)
1/2 Page (Vertical)	85mm (W) x 254mm (H)	3 3/8" (W) x 10" (H)
1/2 Page (Horizontal)	175mm (W) x 124mm (H)	6 7/8" (W) x 4 7/8" (H)
1/3 Page (Vertical)	54mm (W) X 254mm (H)	2 1/8" (W) x 10" (H)
1/4 Page	85mm (W) x 124mm (H)	3 3/8" (W) x 4 7/8" (H)

	Bleed	
2- Page Spread	419mm (W) x 279mm (H)	16" (W) x 10.75" (H)
Full Page	210mm (W) x 279mm (H)	8" x 10.75" (H)
Half Page (Island)	Not Available	
Half Page (Vertical)	104mm (W) x 280mm (H)	4 1/16" (W) x 11" (H)
1/2 Page (Horizontal)	207mm (W) x 140mm (H)	8 1/16" (W) x 5 1/2" (H)
1/3 Page (Vertical)	70mm (W) x 280mm (H)	2 3/4" (W) x 11" (H)
1/4 Page	Not Available	

Technical Information:

- Publication trim size: 203mm (W) x 273mm (H) 8.00" (W) x 10.75" (H)
- Binding: Saddle Stitch
- Outside line area size = Trim size + Bleed area (3mm around 4 sides)