

NEWSLETTER ADVERTISING

If you are looking for constant contact with thousands of engineers weekly.

Staying top of mind while engineers are in the design process is key - and eNewsletters let you reach engineers directly in their inbox. Advertisers have the option to feature their company in a single-sponsor edition of an existing vertical eNewsletter

SIMPLE DETAILS

- 31 industry/market focused newsletters are produced by Penton’s DES brands
- Frequency and circulation count varies upon newsletter
- Prices dependent upon content placement

USEFUL FOR

- Create awareness
- Thought leadership
- Staying “top-of-mind” with thousands of design engineers

ADDITIONAL SERVICES

These additional marketing services compliment or work well with eNewsletter Advertising:

LEAD LIFECYCLING

Nurture generated leads.

LEAD TOUCH

Convert into an executive summary and engage leads further.

WHITE PAPER

Publish your custom content as a white paper to gain even more leads/visibility

NEWSLETTER	BRAND	FREQ	QRC	TOP	2nd	3rd	4th
TECH INSIDER	Machine Design	3x/month	83,000	\$3,060	\$2,295	\$2,295	\$2,014
MOTION MONITOR	Machine Design	2x/month	29,200	\$3,060	\$2,295	\$2,295	\$2,014
CAD/CAM	Machine Design	6x/year	28,800	\$3,060	\$2,295	\$2,295	\$2,014
MATERIALS	Machine Design	Monthly	20,500	\$2,295	\$1,700	\$1,275	\$850
MECHANICAL	Machine Design	Monthly	38,700	\$2,295	\$1,700	\$1,275	\$850
FASTENING & JOINING	Machine Design	Monthly	20,400	\$2,295	\$1,700	\$1,275	\$850
MOTORS	Machine Design	Monthly	14,900	\$2,295	\$1,700	\$1,275	\$850
ELECTRICAL/ELECTRONIC	Machine Design	6x/year	18,000	\$2,295	\$1,700	\$1,275	\$850
SENSOR SENSE	Machine Design	6x/year	30,300	\$2,720	\$2,125	\$1,530	\$935
PRODUCT SPOTLIGHT	Machine Design	Monthly	31,300		No Positions	\$2,500 net	
FLUID POWER MONTHLY	Hydraulics & Pneumatics	2x/month	27,100	\$2,370	\$1,800	\$1,350	\$900
PRODUCT SOURCE	Hydraulics & Pneumatics	Monthly	19,500		No Positions	\$400 net	
FAST TRAC	Hydraulics & Pneumatics	Monthly	26,300		No Positions	\$500 net	
MEDICAL EDGE	Medical Design	2x/month	16,300	\$1,940	\$1,524	\$1,248	\$1,000
ELECTRONIC DESIGN UPDATE	Electronic Design	Weekly	100,200	\$2,500	\$1,800	\$1,200	\$950
EMBEDDED UPDATE	Electronic Design	Weekly	29,400	\$1,700	\$1,200	\$950	\$700
TABLE OF CONTENTS	Electronic Design	12x/year	23,000	\$1,000	N/A	N/A	N/A
POWER & ANALOG UPDATE	Electronic Design	Weekly	57,800	\$1,700	\$1,200	\$950	\$700
ED EUROPE UPDATE	Electronic Design	Monthly	17,000	\$1,700	\$1,200	\$950	\$700
PRODUCT SPOTLIGHT	Electronic Design	Exclusive	76,500		Exclusive	\$6,000 net	
TEST & MEASUREMENT UPDATE	Microwaves & RF	Monthly	28,900	\$1,700	\$1,200	\$950	\$700
MWRF UPDATE	Microwaves & RF	Monthly	46,600	\$1,700	\$1,200	\$950	\$700
RF ESSENTIALS	Microwaves & RF	Monthly	24,300	\$1,700	\$1,200	\$950	\$700
DEFENSE ELECTRONICS	Microwaves & RF	Monthly	29,500	\$1,700	\$1,200	\$950	\$700
MWRF EDGE	Microwaves & RF	Monthly	30,300	\$1,700	\$1,200	\$950	\$700
PRODUCT SPOTLIGHT	Microwaves & RF	Exclusive	30,300		Exclusive	\$4,500 net	
PE TECH TIMES	Power Electronics	Monthly	44,600	\$1,700	\$1,200	\$950	N/A
PRODUCT SPOTLIGHT	Power Electronics	Exclusive	44,600		Exclusive	\$4,500 net	
GLOBAL PURCHASING WEEKLY	Global Purchasing	Weekly	29,500	\$1,000	\$900	\$800	\$800
PRODUCT SPOTLIGHT	Global Purchasing	Exclusive	25,000		\$500 net per position	8 Positions Max. FC/FS	