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# MEDIA KIT 2025

EURO



# ECiNews

Electronique - Composants - Instrumentation

[www.ECINews.fr](http://www.ECINews.fr)

*The leading platform for the French B2B electronics community.*

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EUROPEAN BUSINESS PRESS

**ECiNews**  
Electronique - Composants - Instrumentation

**News**  
WIRELESS

**News**  
EMBEDDED

**News**  
SMART2.0

# CONTENTS

<b>ECINews</b>	<b>3</b>
<b>PUBLISHING CALENDAR</b>	<b>4</b>
<b>ECI Magazine Rates</b>	
<b>ONLINE ADVERTISING</b>	<b>5</b>
<b>ECINews</b>	
Banners, Native Ad, Video Channel Hosting, Welcome Ad, Book Ends, Revolving Double IMU/Boombox, Multi-Message Double IMU/Boombox Content Sponsorship, White Paper & On Demand Webinar.	
<b>NEWSLETTER &amp; EMAIL ADVERTISING</b>	<b>8</b>
ECINews Daily Customer Corner Sponsored Newsletter and Custom Co-branded Newsletter.	
<b>SALES CONTACTS</b>	<b>10</b>

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ECiNews France is published by European Business Press, SA (EBP) headquartered in Belgium. EBP has been championing the European Electronics Industries through print magazines, websites, and other digital media offerings.

ECiNews magazine is delivered bi-monthly to 19,375 qualified readers and provides in-depth coverage of news, technologies, new products, application notes and more.

ECiNews.fr and daily Newsletters offer industry news and editorial that is timely and to-the-point, allowing for quick reading and decision making when looking for new products or technologies for a design.

In addition to on-going coverage of new products, technologies and economic news, you will find application specific articles, interviews, event coverage, white papers and webinars.

Moreover, as Automotive Electronics is becoming increasingly important, particularly with the electrification of vehicles, infotainment or autonomous driving, we have decided to devote a focus on this subject in each issue. All ECiNews issues feature several pages dedicated to New Products and Announcements in the Automotive field, in addition to the other special themes.



ISSUE	SHOWS	FOCUS	ORDERS	MAILING
January / February		Wireless Communications Sensors, Cameras & MEMs Embedded World Preview	February 4	February 18
March / April	<b>Embedded World</b> , Nuremberg 11 - 13/03 <b>Global Industrie</b> , Lyon 11 - 14/03	IoT, IIoT, Edge, IA Embedded Electronics	March 25	April 8
May / June	<b>PCIM</b> , Nuremberg 11 - 13/6 <b>Sensor and Test</b> , Nuremberg 06 - 08/06 <b>Paris Airshow</b> , Le Bourget 16 - 22/06	Military, Aero/Space Components Power Electronics, SiC, GaN	May 13	May 27
September		Test & Measurement Automotive Electronics Feature	August 26	September 9
October	<b>Sepem</b> , Angers 07 - 09/10	Microcontrollers CPU, GPU Passive Components, Power supply	September 23	October 7
November / December	<b>Productronica</b> , Munich 18 - 21/11 <b>Semicon Europa</b> , Munich 18 - 21/11	Productronica Special Identification Technologies	October 21	November 4

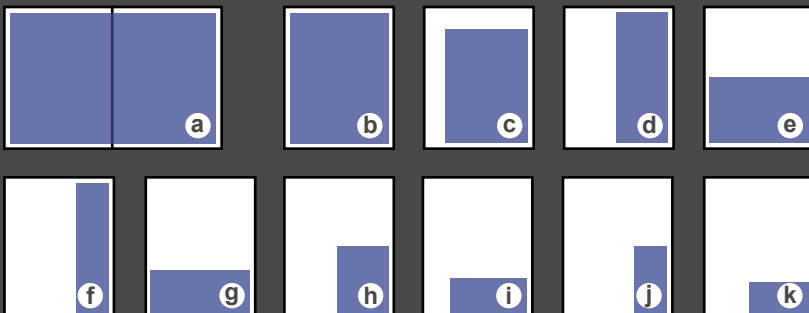
## 2025 ECI MAGAZINE RATES

AD	SIZE W x H (mm)	RATE €
<b>a. Double Page</b> Double Page Trim	420 x 297 400 x 265	14 000 € 14 000 €
<b>b. Full Page</b> Full Page Trim	210 x 297 190 x 265	8800 € 8800 €
<b>c. Junior Page</b>	123 x 176	5720 €
<b>d. 1/2 Vertical</b>	90 x 265	4400 €
<b>e. 1/2 Horizontal</b>	190 x 133	4400 €
<b>f. 1/3 Vertical</b>	63 x 265	3190 €
<b>g. 1/3 Horizontal</b>	190 x 86	3190 €
<b>h. 1/4 Vertical</b>	90 x 133	2310 €
<b>i. 1/4 Horizontal</b>	190 x 67	2310 €
<b>j. 1/8 Vertical</b>	57 x 133	1320 €
<b>k. 1/8 Horizontal</b>	90 x 60	1320 €

Call our Sales Team for more information for special rates, closing dates, loose or bound-in insert.

See sales contacts on page 12.

ECI Rate Card N°11 valid from 01/01/25, rates can be updated at any time



## SPECS

Trim Size: 210 x 297 mm    Bleed: 5 mm    Type Size: 190 x 265 mm  
Preferred Material Format: High Resolution PDF

## 2025 CIRCULATION

**19,475 Qualified Readers**

Print - 10,000    Digital - 9,475

### INDUSTRY

### READERS

Industrial Controls.....	3603	18,5%
Automotive & Transportation .....	2961	15,2%
Consumer Electronics .....	2123	10,9%
Communication Systems.....	1890	9,7%
IT Industries.....	1714	8,8%
Components .....	1422	7,3%
Avionics & Defense .....	1286	6,6%
Test & Measurement.....	1266	6,5%
Universities/Research.....	1111	5,7%
Distribution.....	741	3,8%
Medical Electronics.....	546	2,8%
Other.....	526	2,7%
Alternative Energy .....	286	1,5%

### JOB FUNCTION

### READERS

Business/Corporate Management.....	5782	29,7%
Engineering/Design Management .....	3720	19,1%
R&D Engineering.....	2827	14,5%
Design & Development Engineering.....	2812	14,4%
Purchasing.....	1167	6,0%
Sales & Marketing .....	1061	5,4%
Production .....	542	2,8%
Consultancy.....	501	2,6%
Other.....	441	2,3%
Applications, Integration .....	329	1,7%
Quality Control.....	293	1,5%

Publisher's Statement October 2024

## ONLINE ADVERTISING

Rich content: the entire content of ECINews has been optimized to draw maximum traffic from search engines. In addition to news, the site also provides new product information and application articles.

The site has an average of 24,000 page views and 11,000 unique visitors per month.

### DISPLAY – BANNERS

#### LEADERBOARD

728 x 90 - Desktop & Mobile

CPM: 130 €

#### SUPER BANNER

940 x 170 - Desktop  
728 x 90 - Mobile

CPM: 160 €

#### EXPANDABLE SUPER BANNER

Two creative sizes needed - Desktop only.  
940 x 170 - Initial Display  
940 x 340 - Expanded Display

CPM: 200 €

#### IMU / BOOMBOX

300 x 250 - Desktop & Mobile

CPM: 110 €

#### NATIVE AD

300 x 250

JPG or PNG, Text: 50-60 words + URL

CPM: 130 €

#### VIDEO CHANNEL HOSTING

300 x 250 YouTube Compatible Formats

HOSTING OF YOUR OWN VIDEO: 1100 €/month

The screenshot displays the ECINews website layout with several ad placements highlighted in grey boxes:

- Super Banner:** Located at the top center of the page.
- Book Ends:** Located on the left and right sides of the page.
- NATIVE:** Located in the middle left section.
- REVOLVING DOUBLE IMU / BOOMBOX:** Located in the middle left section.
- IMU / BOOMBOX:** Located in the middle left section.
- VIDEO WEBINAR CHANNEL:** Located in the middle left section.
- VIDEO CHANNEL HOSTING:** Located in the middle left section.
- MULTI-MESSAGE DOUBLE IMU / BOOMBOX:** Located in the middle left section.
- IMU / BOOMBOX:** Located in the middle right section.
- IMU / BOOMBOX:** Located in the middle right section.
- Super Banner:** Located at the bottom center of the page.

### CREATIVE SPECIFICATIONS

GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

### CREATIVE DEADLINE

Five business days prior to start date  
Send to: [adops@electronicseurope.net](mailto:adops@electronicseurope.net)

## DISPLAY – HIGH IMPACT

### WELCOME AD

The welcome ad will display over the page when a user goes to the home page or section of choice. It will remain in view for 15 seconds unless the user clicks on or closes the ad.

800 x 600 - Desktop  
300 x 250 - Mobile

JPG + URL

CPM: 280 €

### BOOK ENDS

Book Ends follow users as they scroll down the page. Separate graphics and URLs may be provided for the left and right side.

160 x 600 - Desktop  
728 x 90 - Mobile

GIF, JPG, HTML5, Max File Size: 60 Kb,  
5 Loop Limit, Max Alt Text: 70 characters + URL

CPM: 280 €

### REVOLVING DOUBLE IMU / BOOMBOX

Allows for rotation of 2-4 Images, each with a unique URL.

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: 200 €

### MULTI-MESSAGE DOUBLE IMU / BOOMBOX

A large format display ad to showcase up to 4 separate products/features, each with a unique URL.

Logo & Title: 5 words, 4 Message: 150 characters each,  
4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: 200 €



## CREATIVE DEADLINE

Five business days prior to start date  
Send to: adops@electronicseurope.net

## CONTENT SPONSORSHIP

Sponsored Content is hosted front and center on ECINews and is promoted across the relevant pages/ sections, through newsletters, and via social media platforms, thus providing maximum visibility.

**Content Sponsorship w/Lead Gen**      **1100€ NET**  
*10,000 Page Impressions*

400-600 words & 800 x 600 JPG



## WHITE PAPERS

The ECINews White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

**Individual Sponsorship**      **1300€ NET**  
**Triple Pack Sponsorships**      **3500€ NET**

PDF of White Papers(s), Title, Short Description:  
 80-120 words and 800 x 600 JPG or PNG



## ON DEMAND WEBINAR

OnDemand webinars are hosted on the ECINews servers and featured on the home page.

Webinars are promoted via weekly newsletters and through ECINews social networks to drive user engagement and generate sales leads.

Interested in hosting a live webinar or giving new life to an existing recording with live moderation? Our experienced team has successfully organized webinars with up to 1,500 live participants, and we're ready to collaborate with you to find the best solution for your needs.

**90-Day On Demand Webinar + Leads**      **3500€ NET**

Standard Video File, Short Description: 200-400 words and 800 x 600 JPG or PNG



## CREATIVE DEADLINE

Five business days prior to start date  
 Send to: [adops@electronicseurope.net](mailto:adops@electronicseurope.net)

## NEWSLETTER & EMAIL ADVERTISING

### ECINews Daily

Our newsletters are broadcast each day to a list of ± 5,800 subscribers.

Each newsletter features a top news of the day, market information, as well as technology news all handpicked by our editors to reflect the state of the industry. The new product section focuses on the most popular products and applications posted on ECINews.fr.

These daily newsletters are the ideal media for brand awareness campaigns as well as for promoting new products and events.

### LEADERBOARD

728 x 90

800€

2000€ – 1 Week (5 consecutive days)

GIF, JPG, HTML5, Max File Size: 60 Kb,  
5 Loop Limit, Max Alt Text: 70 characters + URL

### TEXT BANNER

328 x 240 JPG & 50 character title and 200 character body copy

600€

### CUSTOMER CORNER SPONSORED NEWSLETTER

Our Customer Corner Sponsorship includes promotion of 3 products, each with a unique URL, along with a Leaderboard placement within the same issue.

Company Logo (200 x 60), 3 Product Entries: Product Images (320 x 240), 100 characters each + URL(s) and Leaderboard (728 x 90) + URL.

GIF, JPG, PNG, Max File Size: 60 Kb

ECINews Daily

1300€

**ECINews** Daily Newsletter  
L'actualité électronique quotidienne  
09 mai, 2023

**LEADERBOARD**

**A LA UNE**

**NXP et Infineon participeraient à la fab prévue par TSMC et Bosch à Dresde**  
Actualités économiques | 7 mai 2023  
NXP Semiconductors et Infineon Technologies AG seraient partie prenante du projet dirigé par TSMC qui...

**LES DERNIÈRES ACTUALITÉS**

**Infineon augmente ses perspectives pour 2023 à 16,5 milliards €**  
Actualités économiques | 6 mai 2023  
Infineon Technologies relève ses prévisions financières pour 2023 après un très bon premier semestre.

**Game de capteurs GO** Le capteur de courant GO, isolé, précis, miniature et d'un rapport qualité/prix exceptionnel dynamise vos applications basées sur **TEXT BANNER** use.

**ECINews** Daily Newsletter  
L'actualité électronique quotidienne  
14 mars, 2023

**OMNETICS**

**A LA UNE**

**L'effondrement de la Silicon Valley Bank touche l'Europe**  
Actualités économiques | 13 mars 2023  
L'effondrement de la Silicon Valley Bank (SVB) aux États-Unis vendredi 10 mars 2023 a durement touché sa filiale britannique, qui...

**OMNETICS** CONNECTOR CORPORATION

**Connecteurs Haute Fiabilité Omnetics**

**CUSTOMER CORNER**

Connecteurs Nano-D robustes et très fiables  
Connecteurs Micro-D subminiatures qualifiés GPL  
Connecteurs circulaires série Micro 360® et Nano 360®

## CREATIVE DEADLINES

NL - Five business days prior to start date

CUSTOMER CORNER - Ten business days prior to start date

Send to: adops@electronicseurope.net

## CUSTOM CO-BRANDED NEWSLETTER

The Custom Co-Branded Newsletter is a terrific vehicle for promoting your products and services directly to a receptive French audience of 5,800+ readers.

Our standard sponsored newsletter is unique to one customer with 1-10 products or services linking to your website. In addition to the product entries, there is a leaderboard and IMU/boombox available for branding.

## STANDARD SPONSORED NEWSLETTER

Word document with 5-10 unique products/features to be published, company logo (337 x 120) + URL, subtitle, images (800 x 600), leaderboard (728 x 90), IMU/boombox (300 x 250), subject line for email and test and seed email addresses.

## LAYOUT OPTIONS

Vertical - 2 Columns

Horizontal - 1 Column

ECINews

2720€

Vertical - 2 Columns

Horizontal - 1 Column

## CREATIVE DEADLINE

CUSTOM NEWSLETTER - Ten business days prior to start date

Send to: [adops@electronicseurope.net](mailto:adops@electronicseurope.net)

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