

2017 Media Kit

Celebrating 16 Years!

Connect With Us



2017

MAGNETICS
BUSINESS & TECHNOLOGY
www.MagneticsMagazine.com

Advertising Solutions:

- Website
- eNewsletter
- Magazine
- Online Buyer's Guide
- Thermal Conference

About

Magnetics Business & Technology is a media platform for technical professionals who integrate or utilize magnetic technologies in their products and applications, and for technical and management professionals in the magnetics industry.

Readers are OEM engineers and technical professionals, product and application managers, and management executives who are involved in magnets, magnetic materials, magnetic products & components and electromagnetic technologies. The magazine is published three times yearly in the Spring, Summer and Winter.

Magnetics Business & Technology magazine has a large distribution (via print & digital editions) enabling advertisers to reach the entire magnetics industry and leading technical professionals involved in magnetics worldwide. In addition, each issue can be viewed digitally.

The Readers

Readers are OEM engineers and technical professionals, product and application managers, and management executives who are involved in magnets, magnetic materials, magnetic products & components and electromagnetic technologies.

Circulation

Magnetics is circulated to 10,000 OEM professionals, with distribution via print, email, leading industry events and online download. The content includes all regular editorial features, columns and departments, new products and industry news, plus an industry-wide resource guide to all types of magnetics companies and industry suppliers worldwide. Participating companies will be able to highlight and describe their products, services, distribution channels and contact information.

The Advertisers

- Suppliers of magnetic assemblies & components for OEM integrators and OEM-level end-users
- Suppliers of permanent magnets, soft magnets and magnetic materials
- Suppliers of manufacturing and test equipment, materials, supplies and services for the magnetics industry

Connect with Us



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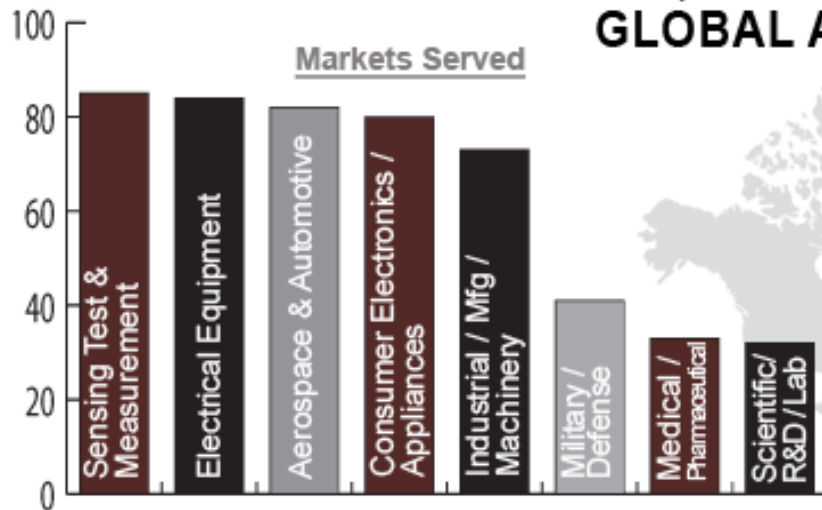
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Reach top prospects from multiple key markets all in one place

30,000+
GLOBAL AUDIENCE

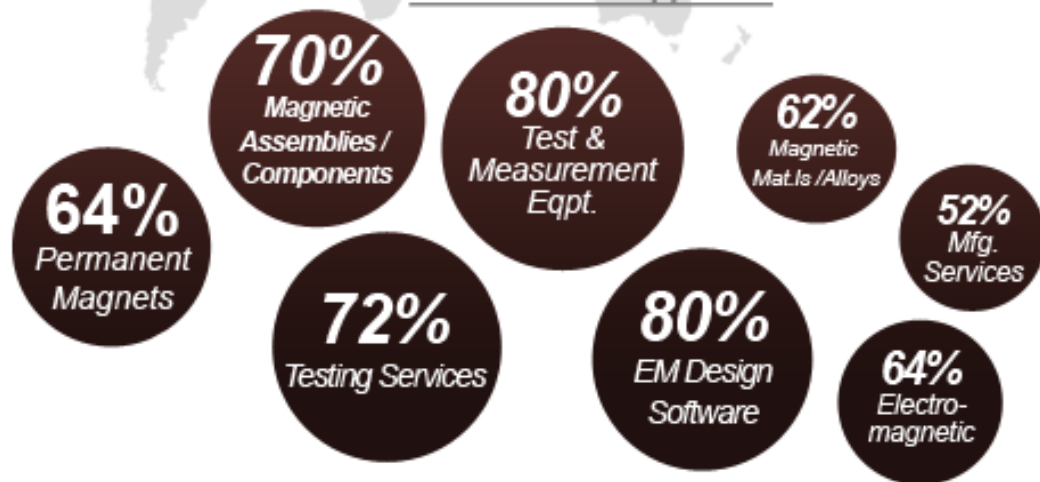


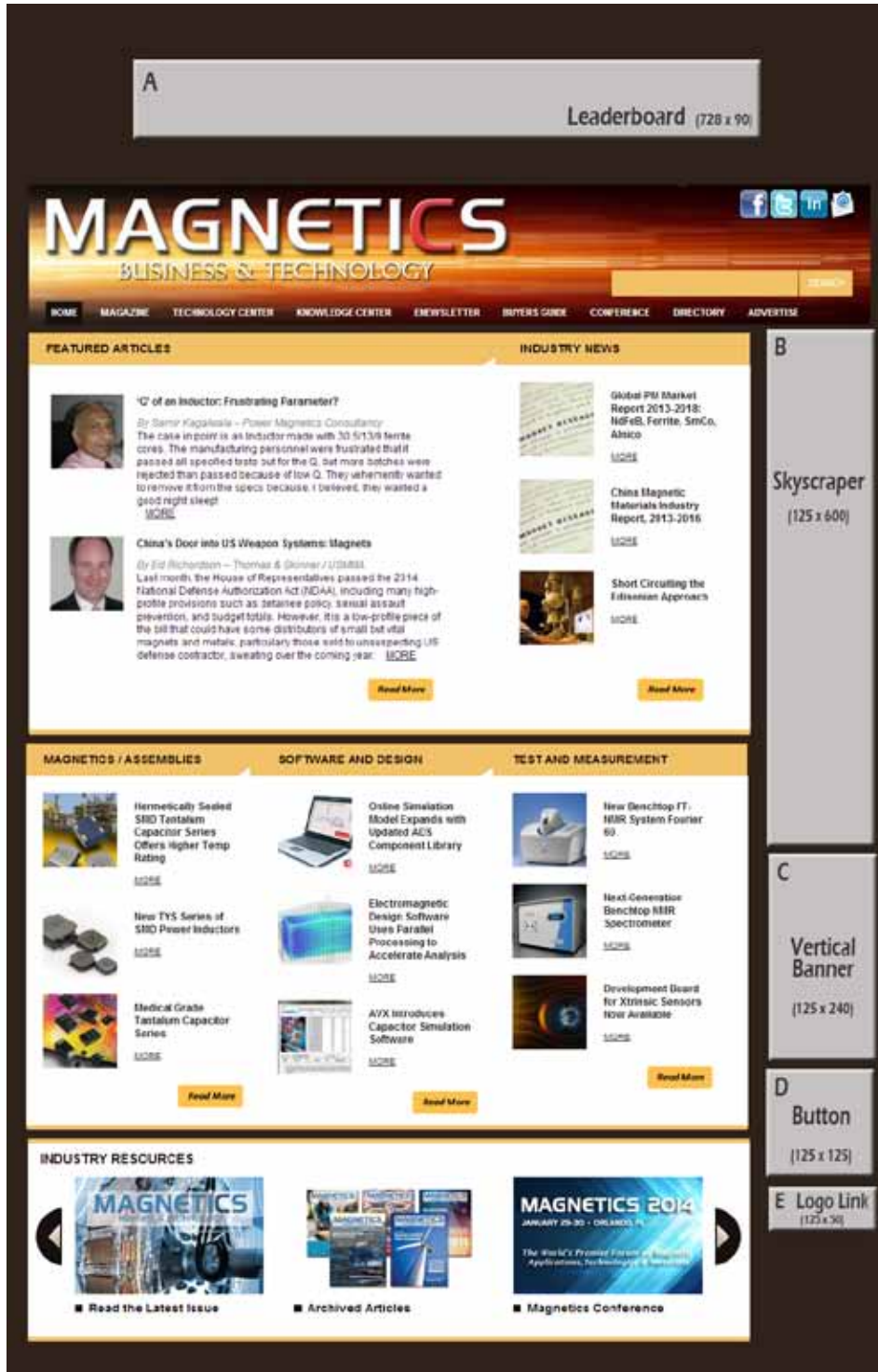
GLOBAL PRESENCE

84% North America
9% Europe
7% Asia

Purchaser or Supplier of

- Sample of 2017 Media Sponsorships**
- Shenzhen Small Motors & Magnetic Expo 2017
 - APEC 2017
 - CWIEME Chicago
 - Sensors Expo





Website Advertising

MagneticsMagazine.com has thousands of visitors each month that are looking for news on the latest in magnetic technology. Online activity has grown by 78 percent in only two years. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

Monthly Rates (NET)

Size	1X	3X	6X
A Leaderboard 728 wide x 90 tall	\$1,400	\$800	\$525
B Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
C Vertical Banner 125 wide x 240 tall	\$850	\$375	\$300
D Square Button 125 wide x 125 tall	\$350	\$200	\$150
E Logo Link 125 wide x 50 tall	\$275	\$225	\$175

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.

Focused Online Advertising: Technology Center

Technology Center Sponsorship Advertising

Sharply focus your marketing dollars on just the audience who is interested in your category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

Click on the Technology Center navigation bar to determine which category is your best fit. Your banner advertisement will be dynamically served to this Technology Center's main page and to every article page. You capture the attention of every reader who is interested in your particular category as they read every news item and article matching it.



Technology Center Sponsorship is an exclusive club. Only a limited number of sponsor ads are placed in each category so you powerfully dominate the marketing in your product sector. Sponsorships are sold for a minimum of six months.

Let's Break it Down:

- Dominate your market: Place ads on pages that are specific to your products!
- Inquiry Driven: Your ad is dynamically placed on every article page in your category.
- Lower Rates: Because the pages your ad goes on are category specific, the rates to advertise are lower.
- Build Your Brand: Our rates are designed to help you run long-term and steady. Every day, 24x7, because that's what works.

Monthly Rates		
Size	6X	12X
Leaderboard	\$525	\$325
Skyscraper	\$325	\$250
Vertical Banner	\$225	\$175
Square Button	\$150	\$125
Logo Link	\$125	\$100

(10% discount if paid in full at time of order.)

Focused Online Advertising: Online Buyer's Guide

Get Listed in the Magnetics Online Buyer's Guide

The Magnetics Business and Technology Online Buyer's Guide is a great way to be in front of potential customers. The Online Buyer's Guide is a searchable tool for users to find magnetics related products and services they desperately need. Make sure your company is visible when a potential customer searches for the specific products or services your company can provide.

The Online Buyer's Guide is a Virtual Expo of Products and Services for the Magnetics Industry, Available 24x7 Worldwide!

The Magnetics Buyer's Guide is an online guide that covers the Magnetics Industry from A to Z.

The buyer's guide includes listings for:

- Magnetic Materials and Components
- Testing Equipment & Software
- Electromagnetic Equipment
- Wire and Coils
- Research & Development

You Have Several Options to be Listed in the Buyer's Guide

Basic Company Profiles – \$600 per year (\$50 for Additional Categories)

- Three Enhanced Category Listings
- Custom keyword tagging for Search Engine Optimization (SEO)
- Company logo in color that is linked to your website
- Complete contact information
- Your social media links: Facebook, Twitter, LinkedIn, etc
- 100 word company/product description on your own exclusive profile page



Enhanced Company Profiles – \$750 per year (\$50 for Additional Categories)

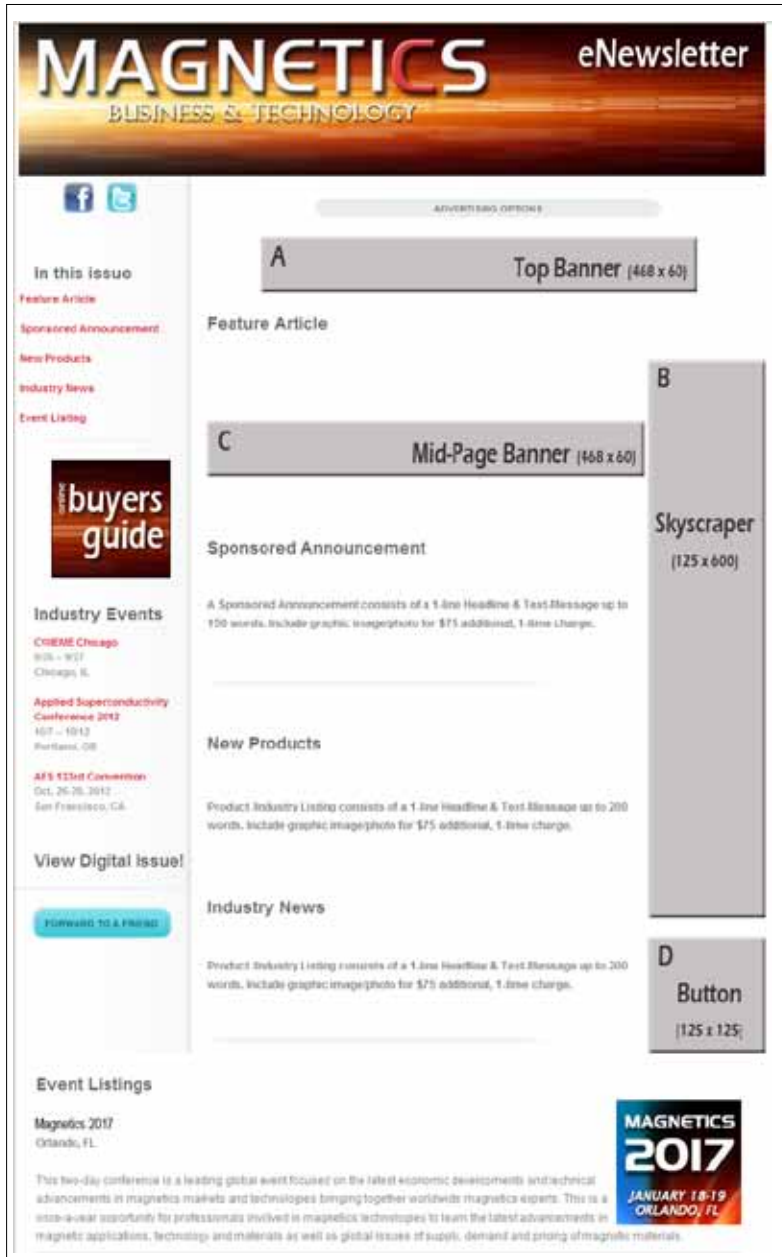
- All of the services in the Basic Profile, plus you get more options for additional postings and greater SEO customization
- Up to six Enhanced Category Listings & 500 word description
- Post up to three product catalogs, announcements, white papers, product sheets or other deliverables



Deluxe Company Profiles – \$1,275 per year (\$50 for Additional Categories)

- All of the services in the Basic & Enhanced Profiles, plus these powerful features for top-tier exposure, interactivity and SEO customization.
- Up to 10 Enhanced Category Listings & 750 word description
- Post up to 10 product catalogs, announcements, white papers, product sheets or other deliverables.
- Post up to three product/company videos with interactive links to YouTube or your Website.
- Banner ad (button-size, rotating) appears on all Buyers Guide pages.
- (For larger sizes such as Leaderboard, etc., consult your representative for availability and pricing.)





eNewsletter Advertising

Size	1X	6X	12X
A Top Banner 468 wide x 60 tall	\$1,125	\$850	\$575
B Skyscraper 125 wide x 600 tall	\$950	\$700	\$475
C Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
D Button 125 wide x 125 tall	\$575	\$400	\$350
Sponsored Announcement * See below	\$575	\$400	\$300
Product/Industry Posting * See below	\$575	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$275	\$250	\$175

- The Magnetics eNewsletter goes out to 5,000 readers
- Readers include technical contacts in the magnetics industry, as well as OEMs in need of the latest magnetic technology for use in their products

* Sponsored Announcement and Product Posting consists of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.

Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/3	2/1	3/1	4/3	5/1	6/1	7/3	8/1	9/1	10/2	11/1	12/1

Magazine Editorial Calendar

Issue Close Dates	Application Features	Technical Features	Event Marketing Calendar Partial List - Subject to Change
<p>Spring (Issues in March 2017)</p> <p>Editorial Due: 2/20/17 Space Close: 2/27/17 Materials Due: 3/2/17</p>	<ul style="list-style-type: none"> • Power Electronics • Motors & Motion Control • Electromagnetic Design • Inductive Charging 	<ul style="list-style-type: none"> • Software • Magnetic Materials • Rare Earths 	<p>APEC 2017, ECTC, Sensors Expo</p>
<p>Summer (Issues in July 2017)</p> <p>Editorial Due: 6/19/17 Space Close: 6/26/17 Materials Due: 7/6/17</p>	<ul style="list-style-type: none"> • Magnetic Design & Modeling • Test & Measurement 	<ul style="list-style-type: none"> • Magnetic Components & Assemblies • Ferrites & Shielding Materials • Magnetic Wire & Coil Winding 	<p>ECCE 2017, MT-26, IEEE EMC, CWIEME Chicago</p>
<p>Winter (Issues in Nov. 2017)</p> <p>Editorial Due: 9/18/17 Space Close: 9/25/17 Materials Due: 10/5/17</p>	<ul style="list-style-type: none"> • 2017 Resource Guide • 2018 Industry Forecast • Magnetic Applications for Renewable Energy 	<ul style="list-style-type: none"> • EMI/EMC • Medical Applications • Magnetic Sensors 	<p>Magnetics 2017, Motor & Drive Systems 2017</p>
<p>In Every Issue: New Products, Application & Technology Features and Industry News</p>			

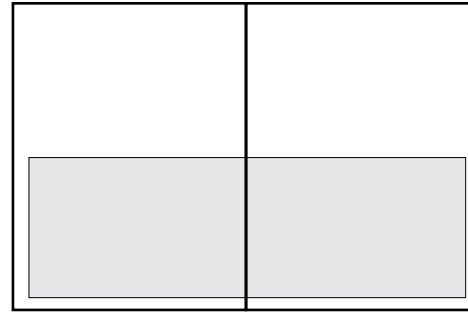
Magazine Advertising Options & Rates



Two Page Spread

Live: 15.75W x 9.875H
 Trim: 16.75W x 10.875H
 Bleed: 17W x 11.125H

Rate: \$5,875
 2x: \$5,550
 3x: \$5,300



1/2 Page Spread

15.75W x 4.75H

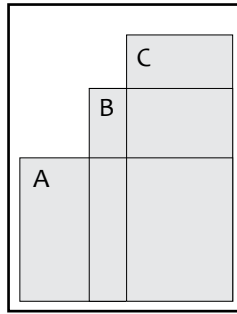
Rate: \$4,600
 2x: \$4,350
 3x: \$4,000



Full Page

Live: 8.125W x 10H
 Trim: 8.375W x 10.875H
 Bleed: 8.625W x 11.125H

Rate: \$3,325
 2x: \$3,100
 3x: \$2,950



A. 1/2 Page Horizontal

7.375W x 4.75H
 No Bleed

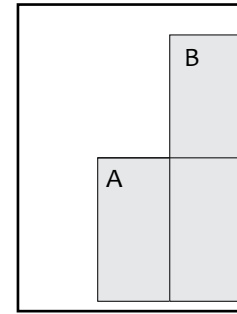
B. 1/2 Page Island

4.5W x 7.375H
 No Bleed

C. 1/2 Page Vertical

3.625W x 9.375H
 No Bleed

Rate: \$2,425
 2x: \$2,250
 3x: \$2,150



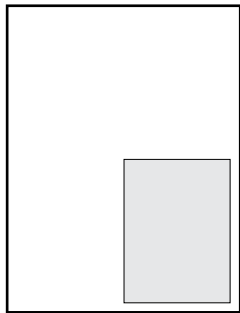
A. 1/3 Page Square

4.5W x 4.75H
 No Bleed

B. 1/3 Page Vertical

2.25W x 9.375 H
 No Bleed

Rate: \$2,000
 2x: \$1,900
 3x: \$1,800



1/4 Page

3.625W x 4.75H
 No Bleed

Rate: \$1,825
 2x: \$1,650
 3x: \$1,550

Digital Edition Advertising

Interested in advertising in our Digital Edition? Package your print advertisement with exclusive digital issue ads. Contact Scott Webster for more information.

Premium Positions:

Outside back cover, add \$750
 Inside front cover, add \$750
 Inside back cover, add \$500
 Preferred page positions, add \$500

Schedule: Published three times yearly, see editorial calendar for deadlines

Circulation: 10,000 copies per issue distributed via print, e-mail, leading industry events, and online download

Color Rates: Four-color included in rates

Digital Cover Page

A Left Cover Sponsor 555 wide x 480 tall	\$2495
B Skyscrapers 120 wide x 600 tall	\$1,125
C Top/Bottom Banners 468 wide x 50 tall	\$850
D Toolbar Logos 88 wide x 31 tall	\$125
E Belly Band	\$850
Gate Fold	\$2375
Video	\$575
Ad Jolt	\$575
Blow-in Card	\$575
Customer Supplied Animation	\$575
Custom Animation by Nxtbook	Price varies
Quizzes	Price varies
Surveys	Price varies
These ads are Digital Only, not included on print versions	



Magnetics is published in digital format by Nxtbook. Interactive digital magazines have unique opportunities for reader engagement that are not found in other advertising media. Use it to deliver a customized interactive customer experience to meet their marketing goals.

In addition to your print ad, which will appear in the digital version as well, there are also sponsorship and advertising opportunities to just our online digital audience. See examples above.

Visit us online today: www.nxtbook.com/nxtbooks/webcom/magnetics_salesbook/

Print Advertising Specifications & FTP Site Information

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to your Advertising Sales Manager or to Julie Hammond, Production Manager. Please see editorial calendar for materials deadline. A late fee will be incurred if materials are not received by deadline date.

Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Julie Hammond, Production Manager, at JulieH@WebcomCommunications.com. For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

FTP Site Instructions

1) Please e-mail Julie Hammond, Production Manager, at JulieH@WebcomCommunications.com., to indicate you are uploading a file. Include your company name, the file name, Magnetics magazine, and for which issue the advertisement is scheduled.

2) With an ftp Client

host name: www.infowebcom.com

username: ads

password: Webcom21

3) Through Windows Explorer

ftp://ads@www.infowebcom.com

username: ads

password: Webcom21

Send production materials to:

Julie Hammond, Production Manager

Webcom Communications

7355 E. Orchard Rd, Ste 100

Greenwood Village, CO 80111

JulieH@WebcomCommunications.com

MAGNETICS 2017

The International Forum on Magnetic Applications, Technologies & Materials

JANUARY 18-19 • ORLANDO, FL

This two-day conference is a leading global event focused on the latest economic developments and technical advancements in magnetism markets and technologies bringing together worldwide magnetism experts. This is a once-a-year opportunity for professionals involved in magnetism technologies to learn the latest advancements in magnetic applications, technology and materials as well as global issues of supply, demand and pricing of magnetic materials.

Magnetics 2017 is an opportunity to learn from technical experts and network with peers, professionals and potential business partners involved in a variety of applications. Learn about advancements in magnetic materials, as well as the latest technical innovations and application developments in the field of magnetism. Learn the outlook for pricing and economics. The conference is designed for design engineers, system engineers and OEM developers of products that utilize magnets, magnet systems and magnetic materials, as well as technologists involved in EMI/EMC technology, shielding and magnetic effects.

Suppliers of magnets and magnetic materials, manufacturers and suppliers of magnetism test equipment and testing services, manufacturers of magnetic assemblies and components. Suppliers of specialized equipment, materials and supplies used in magnetism manufacturing and assembly should consider exhibiting.



Co-Located Event:



Motor & Drive Systems 2017

January 18-19 • Orlando, Fla.