

2018 Media Kit



MAGNETICS

BUSINESS & TECHNOLOGY

Connect With Us



www.MagneticsMag.com

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 (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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Contacts

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Director of Operations & Customer Service:

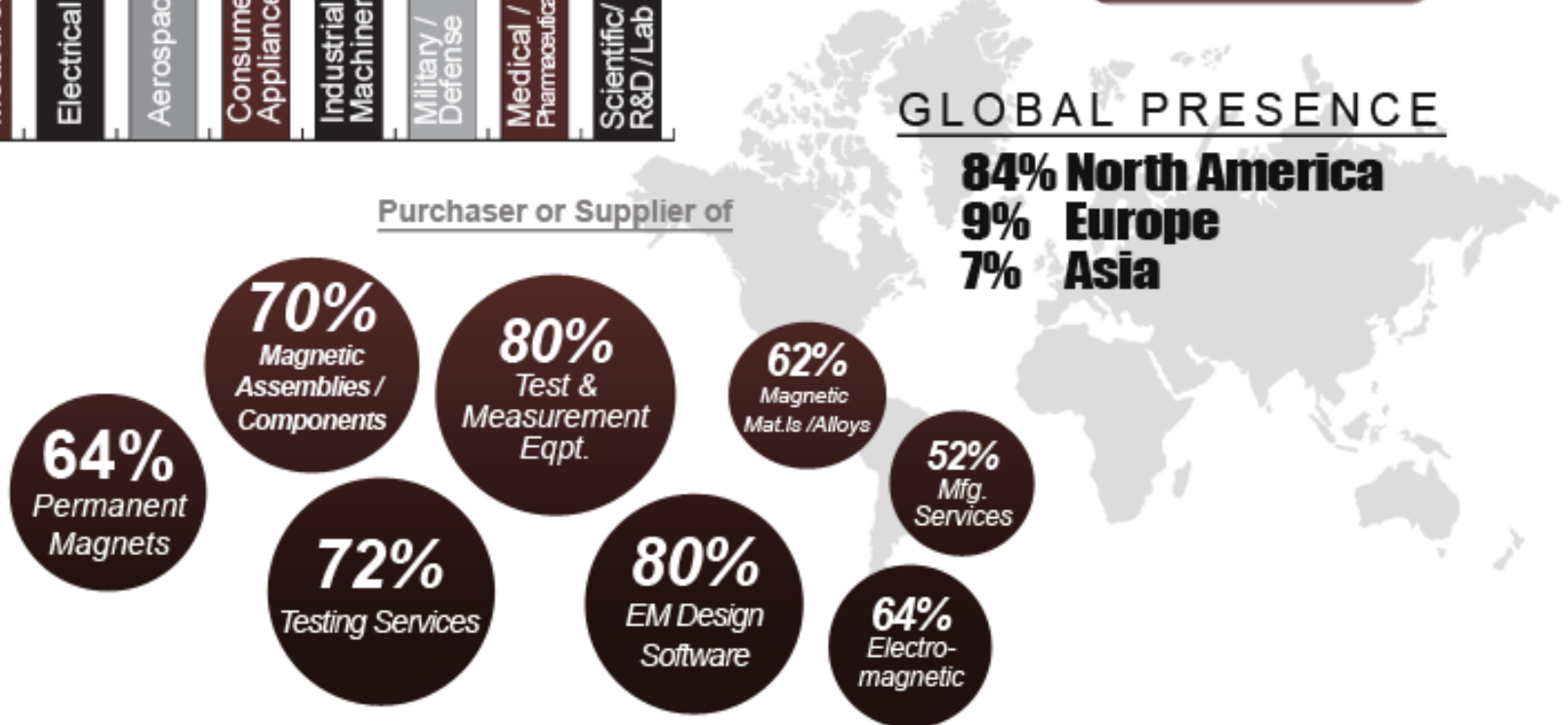
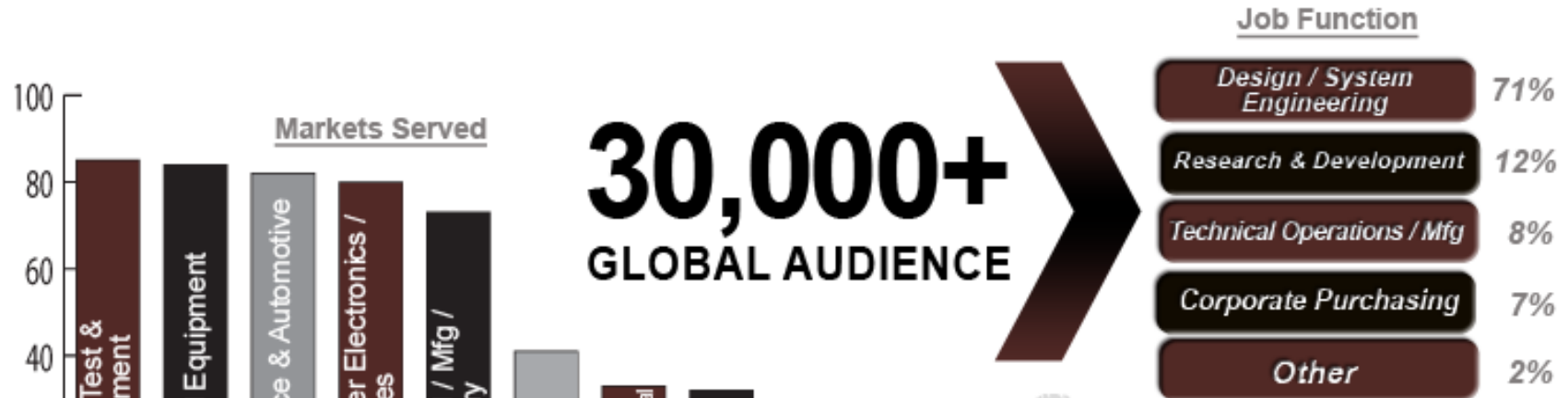
Ross Webster

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Reach top prospects from multiple key markets all in one place





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.)

Magazine Editorial Calendar

Issue Close Dates	Application Features	Technical Features
<p>Spring (Issues in March 2018)</p> <p>Editorial Due: 2/20/18 Space Close: 2/27/18 Materials Due: 3/5/18</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>Summer (Issues in July 2018)</p> <p>Editorial Due: 6/19/18 Space Close: 6/26/18 Materials Due: 7/5/18</p>	<ul style="list-style-type: none"> • Special Report: Aerospace & Defense • Magnetic Design & Modeling • Test & Measurement 	<ul style="list-style-type: none"> • Magnetic Components & Assemblies • Ferrites & Shielding Materials • Magnetic Wire & Coil Winding
<p>Winter (Issues in Nov. 2018)</p> <p>Editorial Due: 9/18/18 Space Close: 9/25/18 Materials Due: 10/4/18</p>	<ul style="list-style-type: none"> • 2018 Resource Guide • 2019 Industry Forecast • Magnetic Applications for Renewable Energy 	<ul style="list-style-type: none"> • EMI/EMC • Medical Applications • Magnetic Sensors
<p>In Every Issue: New Products, Application & Technology Features and Industry News</p>		

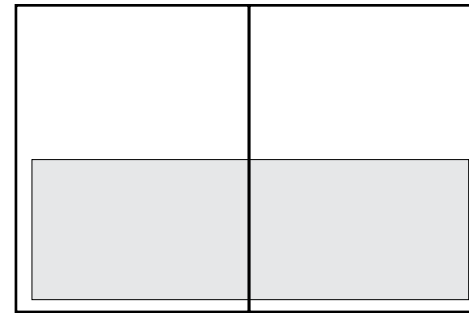
Magazine Advertising Options & Rates



Two Page Spread

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

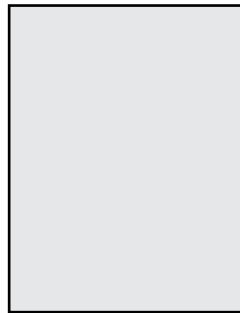
Rate: \$5,875
 2x: \$5,550
 3x: \$5,300



1/2 Page Spread

15.75W x 4.75H

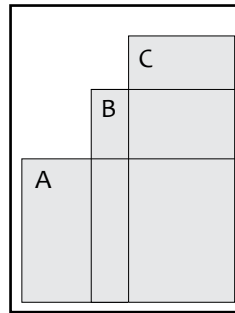
Rate: \$4,600
 2x: \$4,350
 3x: \$4,000



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

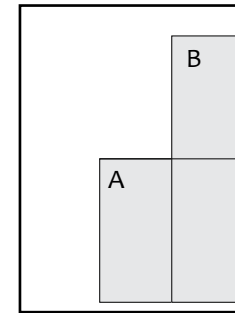
B. 1/2 Page Island

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



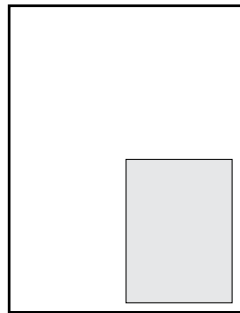
A. 1/3 Page Square

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

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 Edition Advertising

Interested in advertising in our Digital Edition? Package your print advertisement with exclusive digital issue ads. Contact Scott Webster at 917-445-6122 or ScottW@WebcomCommunications.com for more information.

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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.	



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 Ross Webster, Director of Operations & Customer Service. 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 Ross Webster, Director of Operations & Customer Service, at RossW@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 Ross Webster, Director of Operations & Customer Service, at RossW@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:

Ross Webster, Director of Operations & Customer Service
Webcom Communications
3773 Cherry Creek North Drive, Suite 575
Denver, CO 80209
RossW@WebcomCommunications.com