

2019 Media Kit



**MAGNETICS**  
BUSINESS & TECHNOLOGY

[www.MagneticsMag.com](http://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 20,000 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

## Contents

Page 3	Demographics
Page 4-5	Magazine Advertising
4	Issue Schedule & Edit Calendar
5	Rates
Page 6-7	Website Advertising
6	Main Website
7	Technology Center
Page 8	Ad Specifications & FTP Info

## Contacts

Director of Content & Sales:

Scott Webster

917-445-6122

ScottW@WebcomCommunications.com

Director of Operations & Customer Service:

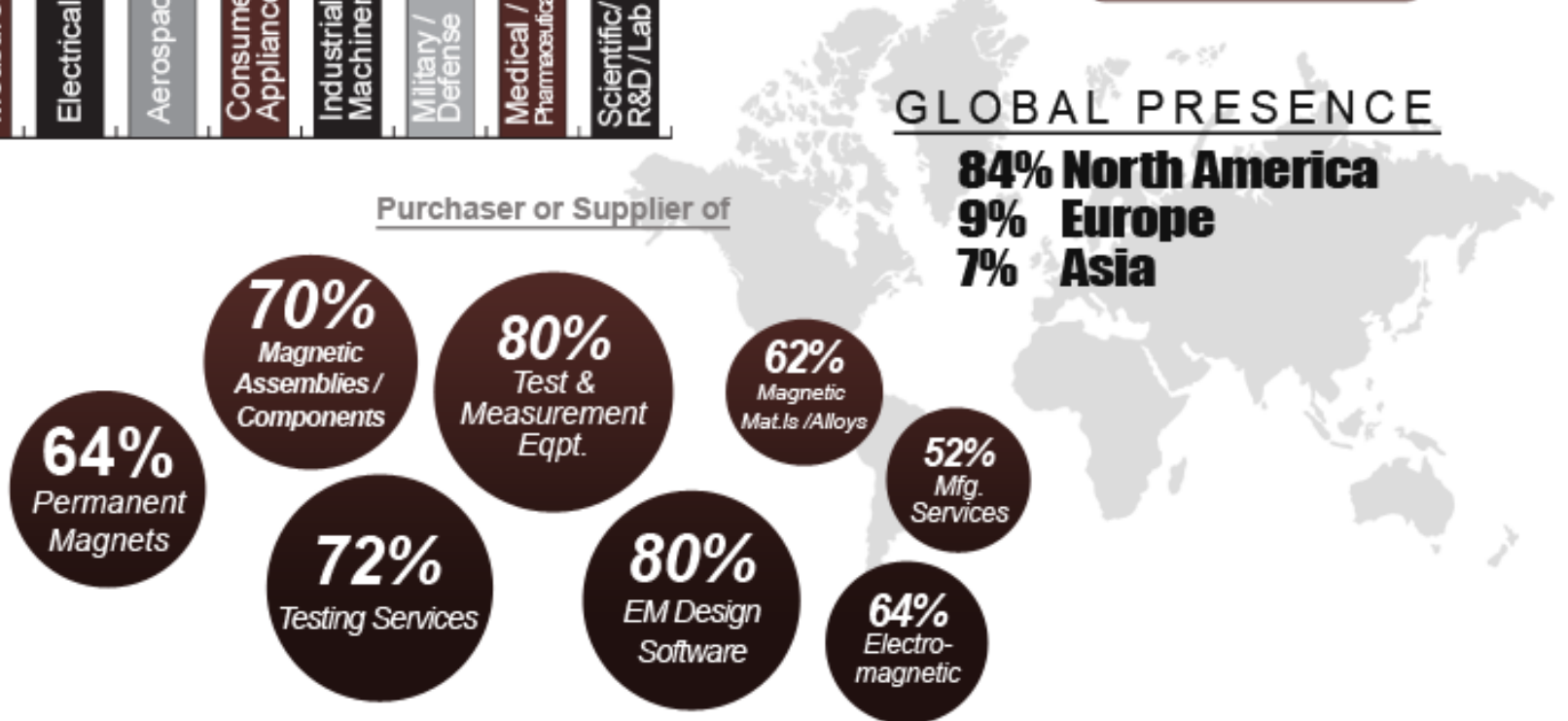
Ross Webster

720-528-3770

RossW@WebcomCommunications.com

**MAGNETICS**  
BUSINESS & TECHNOLOGY

# Reach top prospects from multiple key markets all in one place



## Magazine Editorial Calendar

Issue Close Dates	Market Feature	Technical Features	Event Promotion
<b>Jan/Feb</b> (Issues in January 2019)  Editorial Due: 12/06/18 Space Close: 12/13/18 Materials Due: 12/20/18	<ul style="list-style-type: none"> <li>Automotive</li> </ul>	<ul style="list-style-type: none"> <li>Test &amp; Measurement</li> </ul>	<ul style="list-style-type: none"> <li>Joint MMM-Intermag Jan 14-18, 2019 @ Washington DC</li> <li>Magnetics Conference Jan 23-24 @ Orlando</li> </ul>
<b>Mar/Apr</b> (Issues in March 2019)  Editorial Due: 1/31/19 Space Close: 2/07/19 Materials Due: 2/14/19	<ul style="list-style-type: none"> <li>Electronics</li> </ul>	<ul style="list-style-type: none"> <li>Permanent Magnet Motors</li> </ul>	<ul style="list-style-type: none"> <li>APEC Mar 17-21, 2019 @ Anaheim</li> <li>Hannover Fair Apr 1-5 @ Hannover</li> </ul>
<b>May/June</b> (Issues in May 2019)  Editorial Due: 4/04/19 Space Close: 4/11/19 Materials Due: 4/18/19	<ul style="list-style-type: none"> <li>Coil Winding &amp; Electrical Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>Magnetic Design &amp; Simulation</li> <li>Ferrites</li> <li>Magnetic Components &amp; Assemblies</li> </ul>	<ul style="list-style-type: none"> <li>CWIEME Berlin May 21-23, 2019 @ Berlin</li> <li>Space Tech Expo May 21-22 @ Pasadena</li> <li>EMCWA Coil Winding/Electrical Mfg Expo May 9-10 @ Milwaukee</li> </ul>
<b>Jul/Aug</b> (Issues in July 2019)  Editorial Due: 6/6/19 Space Close: 6/13/19 Materials Due: 6/20/19	<ul style="list-style-type: none"> <li>R&amp;D/Scientific</li> </ul>	<ul style="list-style-type: none"> <li>Resource Guide</li> </ul>	<ul style="list-style-type: none"> <li>EMC July 19-26, 2019 @ New Orleans</li> <li>China Intl Magnetics &amp; Equip Exhib July @ Shenzhen</li> </ul>
<b>Sep/Oct</b> (Issues in September 2019)  Editorial Due: 8/9/19 Space Close: 8/16/19 Materials Due: 8/23/19	<ul style="list-style-type: none"> <li>Medical</li> </ul>	<ul style="list-style-type: none"> <li>Electromagnetics/ Soft Magnetic Composites</li> <li>Coatings/Adhesives/ Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>EV Technology Expo Sept 10-12 @ Novi, MI</li> <li>Electronica India Sept @ Bengaluru India</li> </ul>
<b>Nov/Dec</b> (Issues in November 2019)  Editorial Due: 10/10/19 Space Close: 10/17/19 Materials Due: 10/24/19	<ul style="list-style-type: none"> <li>Industrial</li> </ul>	<ul style="list-style-type: none"> <li>EMC/Shielding</li> <li>Magnetic Sensing</li> </ul>	<ul style="list-style-type: none"> <li>IEEE Conf on Magnetics &amp; Materials Nov 16-20, 2019 @ Las Vegas</li> <li>Electronica Nov @ Munich</li> </ul>

In Every Issue: New Products, Application & Technology Features and Industry News

**MAGNETICS**  
BUSINESS & TECHNOLOGY

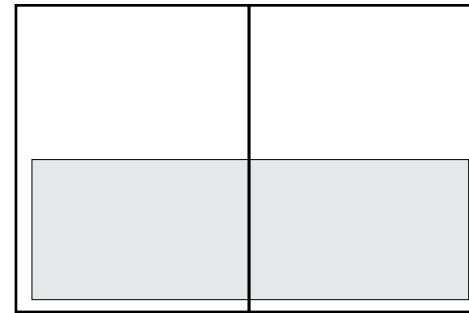
## Magazine Advertising Options & Rates



### Two Page Spread

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

Rate: \$5,875  
 3x: \$5,550  
 6x: \$5,300



### 1/2 Page Spread

15.75W x 4.75H

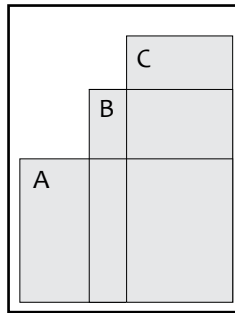
Rate: \$4,600  
 3x: \$4,350  
 6x: \$4,000



### Full Page

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

Rate: \$3,325  
 3x: \$3,100  
 6x: \$2,950



### A. 1/2 Page Horizontal

7.375W x 4.75H  
 No Bleed

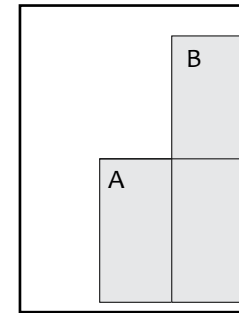
### B. 1/2 Page Island

4.5W x 7.375H  
 No Bleed

### C. 1/2 Page Vertical

3.625W x 9.375H  
 No Bleed

Rate: \$2,425  
 3x: \$2,250  
 6x: \$2,150



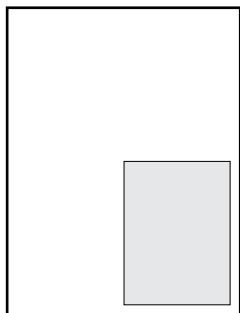
### A. 1/3 Page Square

4.5W x 4.75H  
 No Bleed

### B. 1/3 Page Vertical

2.25W x 9.375 H  
 No Bleed

Rate: \$2,000  
 3x: \$1,900  
 6x: \$1,800



### 1/4 Page

3.625W x 4.75H  
 No Bleed

Rate: \$1,825  
 3x: \$1,650  
 6x: \$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

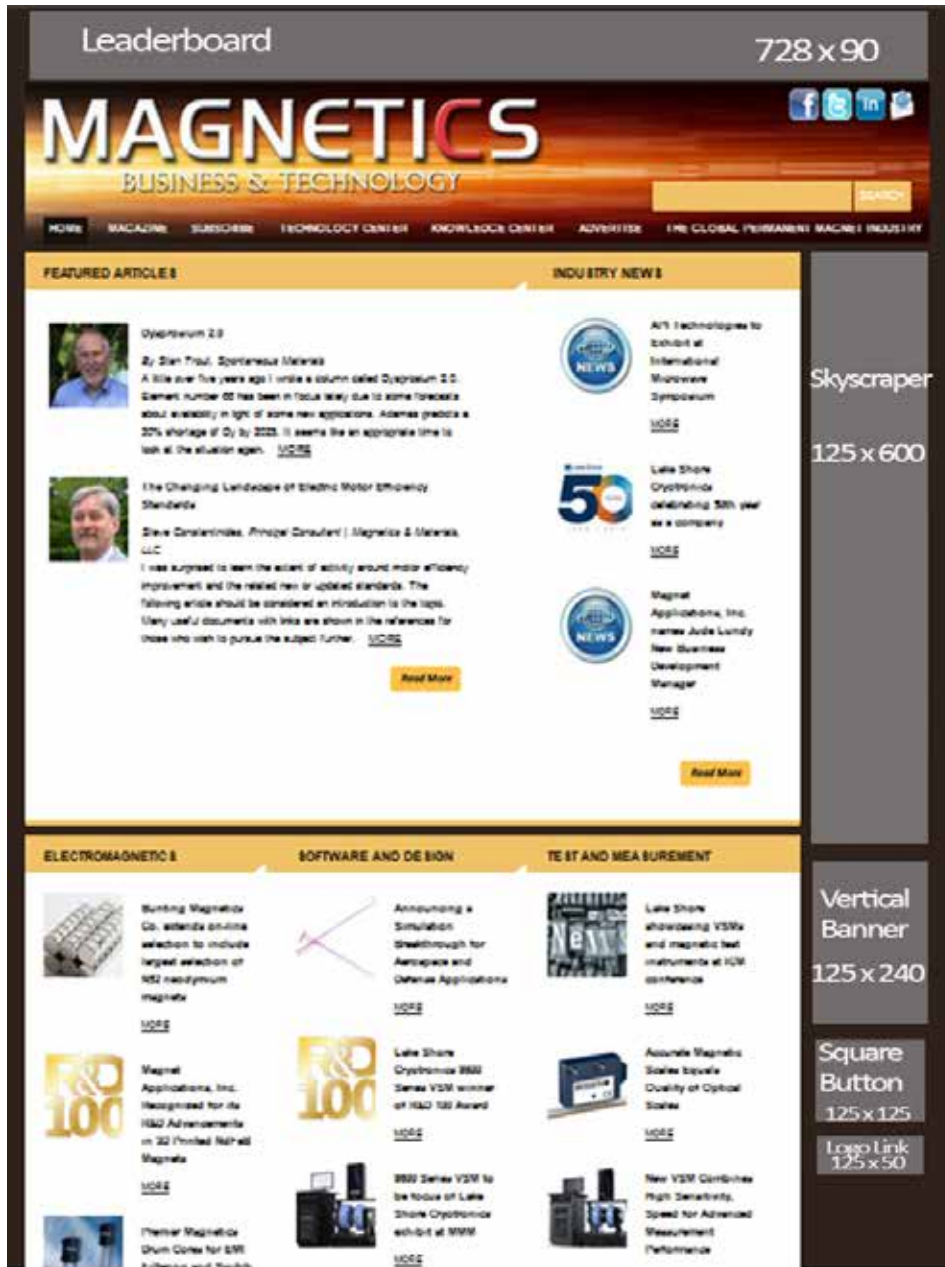
**Color Rates:** Four-color included in rates

### 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.

# MAGNETICS

BUSINESS & TECHNOLOGY



## 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
<b>A</b> Leaderboard 728 wide x 90 tall	\$1,400	\$800	\$525
<b>B</b> Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
<b>C</b> Vertical Banner 125 wide x 240 tall	\$850	\$375	\$300
<b>D</b> Square Button 125 wide x 125 tall	\$350	\$200	\$150
<b>E</b> 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.)*

## 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 Scott Webster, Director of Content. 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 Scott Webster, Director of Content, at [ScottW@WebcomCommunications.com](mailto:ScottW@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](mailto: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.webcomcommunications.com](http://www.webcomcommunications.com)

username: ads

password: Webcom21

3) Through Windows Explorer

<ftp://ads@www.webcomcommunications.com>

username: ads

password: Webcom21

## Send production materials to:

Ross Webster, Director of Operations & Customer Service  
Webcom Communications  
501 S. Cherry Street, 11th Floor  
Denver, CO 80246-1330  
[RossW@WebcomCommunications.com](mailto:RossW@WebcomCommunications.com)

**MAGNETICS**  
BUSINESS & TECHNOLOGY