

ELECTRONICS
sourcing
The North American magazine for purchasing professionals

2021

MEDIA KIT





2021 MEDIA GUIDE

ELECTRONICS sourcing

About *Electronics Sourcing*

Electronics Sourcing North America (ESNA), UK & Ireland (ESUK) and Europe (ESE) are publications for professionals who source electronic components and associated services. In total, Electronics Sourcing is sent to over 127,500 purchasing professionals worldwide who are looking to develop their knowledge, gain an understanding of the best places to buy and learn how to obtain the right product at the right price. Electronics Sourcing has a 5.2 pass on figure, making the total reach over 663,000 readers.

ESNA and ESUK are annually audited by ABC, an independent auditing service that verifies the circulation.

ESNA, ESUK and ESE are edited by award winning writer Jon Barrett. Electronics Sourcing is designed to provide informative and educational content through our News, What's New and How to Buy sections.

ABC Audited



**ELECTRONICS
SOURCING**
IS INDEPENDENTLY
ABC AUDITED
2010/2019

Circulation Breakdown

Broadcasting: Radio, Television, Film

Computers: Computers, Office Equipment/Machinery

Electrical: Lighting, Domestic Goods, Electrical Equipment

Gaming: Games, Toys, Musical Instruments, Watches

Industrial: Industrial Manufacturing/Distribution

Medical: Medical, Surgical and Orthopaedic

Military: Defence, Weapons and Ammunition

Research and Development: R&D, Technical Testing and Analysis, Optical

Telecommunications: Telephone Related Equipment

Transport: Automotive, Marine, Railway, Aviation

Utilities: Electricity, Water, Gas, Telephone

Other Manufacturing: Mobility Products, Process, Machine Tools, Cooling and Ventilation, Lifting and Handling

Why *Electronics Sourcing*?

Circulation: With over 663,000 worldwide readers, we provide the most concise database of electronics purchasing professionals. The ongoing investment in our circulation means we continually update company profiles and ensure we are always adding new companies.

Want to see for yourself? Come into our offices and we will be happy to let you test our circulation, assuring you that we are reaching your target audience.

Editorial: By listening to buyers and suppliers alike, Electronics Sourcing's editorial is always being fine-tuned to the industry's changing needs.

Services: Electronics Sourcing offers the chance for everyone to be included regardless of budgets. With print, online, data rental, advertorials, editorials and buyers' guide listings, Electronics Sourcing has something to suit your marketing requirements.

Publications



ES North America

- Published 12 times a year
- Circulated to 72,000 purchasing professionals in North America
- Independently audited by Audit Bureau of Circulations (ABC)



ES UK & Ireland and Sourcing Guide

- Published 12 times a year
- Circulated to 8,699 purchasing professionals in UK & Ireland
- Independently audited by Audit Bureau of Circulations (ABC)
- The Sourcing Guide supplement published once a year to same circulation and trade event distribution



ES Europe

- Published six times a year
- Circulated to 33,000 purchasing professionals in Europe



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Our Editors



Jon Barrett *Editor of Electronics Sourcing UK, North America and Europe*

Leaving Colchester Institute with qualifications in 3D Product Design, Jon began his engineering career in the automation industry. This role saw Jon gain experience in industries ranging from food and drink to pharmaceuticals and nuclear. During his publishing career, Jon has continued to develop his mechanical, electronic and software skills ranging from recent qualifications in precision welding to the development of world-first innovations in hosted business software applications. For editorial submissions, please send to jonb@electronics-sourcing.com



Thomas Smart *Online Editor of Electronics Sourcing UK, North America and Europe*

Thomas Smart has been online editor for Electronics Sourcing UK, Europe, North America and Offboard Sourcing for over five years. Always on the look-out for the latest news and stories relating to the electronics sector he can be found tweeting @Electrosourcing or reached on email: thomas.smart@electronics-sourcing.com



Amy Leary *Online Editor of eBOM.com*

Amy Leary has been working within the electronics industry for over three years. From starting as a Circulation Assistant, she was quickly promoted to the Marketing Manager for eBOM.com. Along with marketing, Amy also produces unique editorials connected to the industry which have been published in widely recognised publications globally. Anything eBOM related, she's your contact: amy.leary@ebom.com



James Carbone *Editorial contributor to Electronics Sourcing*

James Carbone is a freelance writer covering the electronics supply chain. A veteran journalist, James was a writer and editor for Electronics and Purchasing magazines for 21 years. He covered electronics distribution, semiconductors, passive components and connectors for the magazines. He also wrote extensively about the strategic purchasing strategies of electronics OEMs and electronics manufacturing services providers. James is a graduate of the State University of New York at Albany.



John Denslinger *Editorial contributor to Electronics Sourcing*

John Denslinger is a former executive VP Murata, President SyChip Wireless, and President/CEO ECIA, the industry's trade association. His career has spanned up to 40 raw years in electronics.





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Our Editorial

Our editorial team is always on the lookout for purchasing related articles and would welcome your submissions for free. Our readers love interesting and informative editorials and are always keen to be informed on What to Buy, Where to Buy and How to Buy.

We have introduced a list of editorial prompts to kick-start your article ideas. Pick a topic, let a member of the editorial or advertising staff know what you are planning to write and we will look at its inclusion in the next available issue.

- Is saving money always the best option?
- Counterfeit, the legal perspective
- Can savings be made on exchange rates?
- Who makes the final decision, purchasing or design?
- How is the industry combatting more complex counterfeits?
- Day in the life of a purchasing professional
- Conflict minerals explained
- The role of new distribution channels
- Are CEMs the new distributors?
- Advances in purchasing software
- The real cost of late deliveries
- Logistics: behind the scenes
- Vendor reduction: pros and cons
- Five minute survey: what's the latest purchasing intel?
- Why buy direct from manufacturers?
- Lead times: long range forecast
- Programming solutions: who, what, why and when?
- What are component manufacturers doing to support the supply chain?
- Sourcing obsolete components: your options
- Benefits of sourcing globally
- Comparisons of delivery times
- Excess stock, what's it worth?

Editorial Guidelines

Purchasing Focused

Our readers are non-technical purchasing professionals employed at electronics OEMs and CEMs. They are involved in purchasing components and outsourcing their companies' manufacturing contracts, then managing the commercial relationships. Thus, the article subject should be non-technical and purchasing related.

Impartial

The article should be impartial and subject focused, Not a direct sales pitch.

Educational

Electronics Sourcing's articles are designed to be educational, helping purchasers make better buying decisions.

Gold Standard

To start the creative process, a 'gold standard' article for Electronics Sourcing would answer the following questions:

1. What trends are impacting your industry now and in the near future (opportunities and challenges)?
2. How are these trends impacting purchasers?
3. What should purchasers do to respond to these trends?
4. What are your company's plans regarding these trends?

Word & Image Count

Double Page Spread	1,000 words + 6 images
Full Page	500 words + 3 images
Half Page	300 words + 2 images
Quarter Page	150 words + 1 image



* Please note: All images must have a resolution of 300 dpi and be supplied with captions. Company logos cannot be used as images with editorial content and contributors must also hold the copyright to any images provided.



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Editorial Features list for 2021



	Features*	Special Focus	Show Previews	Deadlines (MM/DD/YY)
January	Connectors, Crystals & Oscillators, Counterfeiting, Circuit Protection	Critical Supply Chain Strategies		Editorial: 12/04/20 Advert: 12/09/20 On Desk: 01/05/21
February <i>Extra distribution at APEX, San Diego, CA</i>	Diversity, Obsolescence, EMS, Printed Circuit Boards	Marine, EV Charging	APEX Show Preview	Editorial: 01/06/21 Advert: 01/11/21 On Desk: 02/03/21
March <i>Extra distribution at APEC, Phoenix, AZ</i>	Enclosures, Power Supplies & Batteries, Semiconductors	Aerospace	APEC Show Preview	Editorial: 02/05/21 Advert: 02/09/21 On Desk: 03/03/21
April <i>Extra distribution at DEL MAR Electronics Show, San Diego, CA</i>	Connectors, Apps, Development Kits, Embedded Systems	Industry Trends	EDS Preview DEL MAR Electronics Show Preview	Editorial: 03/05/21 Advert: 03/09/21 On Desk: 04/03/21
May <i>Extra distribution at EDS, Las Vegas, NV</i>	Cable & Wire, EMS, Harsh Environment, Programming	Top 50 NA Distributors Report		Editorial: 04/08/21 Advert: 04/12/21 On Desk: 05/04/21
June	Power & Batteries, Logistics, Obsolescence, PCBs	Transport		Editorial: 05/06/21 Advert: 05/10/21 On Desk: 06/03/21
July	Thermal Management, Switches, Counterfeiting, Time to Market	Defense		Editorial: 06/04/21 Advert: 06/09/21 On Desk: 07/02/21
August	Component Comparisons, EMC, Displays & LEDs	Automotive, EV Charging	DSEI Show Preview	Editorial: 07/06/21 Advert: 07/09/21 On Desk: 08/03/21
September <i>Extra distribution at ECIA Executive Conference, Chicago, IL</i>	Connectors, Semiconductors, Passives, Kits	Supply Chain	ECIA Executive Conference Preview	Editorial: 08/05/21 Advert: 08/09/21 On Desk: 09/02/21
October	Power & Batteries, PCBs, Thermal Management, Crystals & Oscillators	Medical	Sensors Expo Preview	Editorial: 09/06/21 Advert: 09/10/21 On Desk: 10/04/21
November <i>Extra distribution at Sensors Expo, San Jose, CA</i>	Enclosures, Obsolescence, EMS, Switches	2022 Wall Planner		Editorial: 10/05/21 Advert: 10/08/21 On Desk: 11/03/21
December	Component Comparisons, Newest Products, Sensors	2022 Industry Forecasts		Editorial: 11/05/21 Advert: 11/09/21 On Desk: 12/02/21

*Editorial content subject to changes. It can be changed or shifted without prior announcement. Semiconductor Market Watch and Distribution Market Watch are published in each issue



Mechanical Data

	<i>Width x Height</i>
Double Page	
Bleed***	17" x 11.125"
Trim	16.75" x 10.875"
Full Page	
Bleed***	8.625" x 11.125"
Trim	8.375" x 10.875"
Quarter Page Portrait	3.375" x 4.875"
Quarter Page Strip	7" x 2.4"
Third Page Horizontal***	8.625" x 3.4"
Third Page Vertical***	3.25" x 11.125"
Half Page Island	4.75" x 7"
Half Page Horizontal	7" x 4.85"
Half Page Vertical	3.375" x 9.6"

Advertising Rates

Print	x1	x3	x6	x12
Full Page	\$8275	\$7900	\$7540	\$7165
Half Page	\$6500	\$6205	\$5955	\$5655
Half Page Island	\$7000	\$6720	\$6575	\$6175
Quarter Page	\$3575	\$3350	\$3140	\$2985

Buyers' Guide Listing

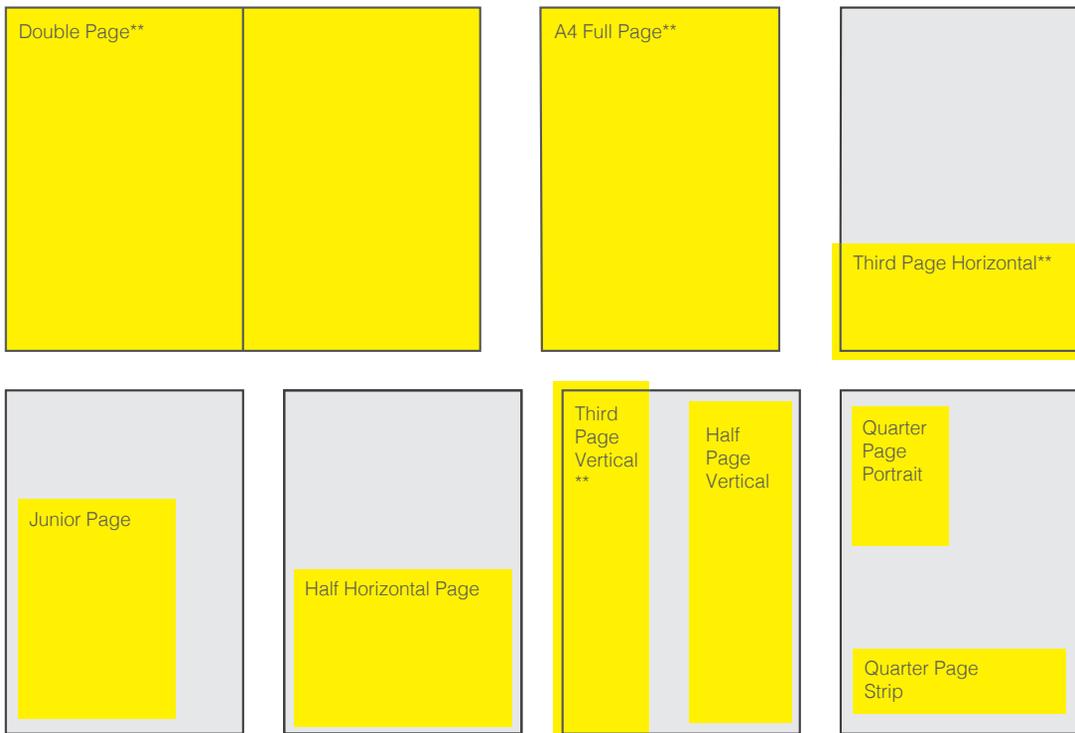
\$950 per listing per annum. To appear in 12 issues and online on the ESNA website

Loose Inserts and Supplements

Price on request. Inserts are priced on weight and can either be loose or bound. A sample of each insert is required before we can confirm the order.

Email acceptable for files under 20MB. Alternatively, please use our Dropbox to transfer larger files. Contact the production department for password information: thomas.smart@mmgpublishing.com

High resolution press quality PDF files with 0.125"/ 3mm bleed, all images and colors converted to CMYK with all fonts embedded. TIFF, JPEG and EPS files must have a resolution of 300dpi and be saved as CMYK color space or greyscale for mono images.



**Includes 0.125" bleed all round



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Reader Research Results

88% don't use any other publication or online site regularly

86% of readers want ESNA in print format,

14% in digital format

84% say it's their choice where they buy components from once specified on a BOM



Electronics Sourcing Online

Electronics Sourcing Website

Per month on ESNA website

- Block Advert \$3070 pcm
- Banner Advert \$5135 pcm
- Skyscraper Advert \$5135 pcm

eNewsletter Entry

- Article POA
- Banner POA

Mechanical Data

Width x Height

- Block Advert 125 x 125 pixels
- Banner Advert 728 x 90 pixels
- Skyscraper Advert 120 x 600 pixels

The screenshot shows the Electronics Sourcing website homepage. A large 'BANNER AD' is at the top right. A vertical 'SKYSCRAPER AD' is on the left side. A 'BOX ADS' column is on the right. The main content area features a 'Top Story' article about counterfeit threats, followed by 'Latest News' articles such as 'UNPRECEDENTED SUCCESS IN MEDICAL DEVICE MANUFACTURING' and 'MOUSER ELECTRONICS ANNOUNCES GLOBAL AGREEMENT WITH TRENZ ELECTRONIC TO DISTRIBUTE INDUSTRIAL-GRADE SMD-BASED SMDs'. At the bottom, there are sections for 'e-news' with 'BANNER AD' labels, 'Everyone is essential to recovery', and 'More Stories'.

Electronics Sourcing desktop homepage

Electronics Sourcing newsletter



ES North America

Circulated to 72,000 purchasing professionals in North America

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ES UK & Ireland and The Sourcing Guide

Circulated to 8,699 purchasing professionals in the UK & Ireland

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ES Europe

Circulated to 33,000 (including 12,000 D-A-CH region) purchasing professionals in Europe

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