

ELECTRONICS
sourcing
The UK magazine for purchasing professionals

2021

MEDIA KIT





2021 MEDIA GUIDE

ELECTRONICS sourcing

About *Electronics Sourcing*

Electronics Sourcing UK & Ireland (ESUK), North America (ESNA) 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.

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

ESUK, ESNA 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
2005/2019

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 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 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 Europe

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



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Editorial Features list for 2021



	Features*	Special Focus	Show Previews	Deadlines (DD/MM/YY)
January	2021 Annual Special Edition – Distributor & Supplier Focus			Editorial: 04/12/20 Advert: 09/12/20 On Desk: 05/01/21
February	Connectors, Obsolescence, Kitting, IoT, PCBs	Medical	Embedded World	Editorial: 06/01/21 Advert: 11/01/21 On Desk: 03/02/21
March	Cable & Wiring, Power, Frequency, CEM Sourcing	Best of British	Southern Electronics	Editorial: 05/02/21 Advert: 09/02/21 On Desk: 03/03/21
April	Displays & LEDs, Enclosures, Component Comparisons	EV Charging	PCIM Europe	Editorial: 05/03/21 Advert: 09/03/21 On Desk: 03/04/21
May	Connectors, PCBs, Thermal Management	Aerospace, Defence & Medical		Editorial: 08/04/21 Advert: 12/04/21 On Desk: 04/05/21
June	Power, Obsolescence, IoT, EMC	Automotive, EV Charging	Paris International Airshow	Editorial: 06/05/21 Advert: 10/05/21 On Desk: 03/06/21
July	Displays & LEDs, Enclosures, Passives, Packaging, CEM	Automation & Robotics		Editorial: 04/06/21 Advert: 09/06/21 On Desk: 02/07/21
Sourcing Guide	The Sourcing Guide – A5 guide distributed with ESUK, published in Summer 2021			
August	Connectors, Switches, Frequency	Medical, Aerospace & Defence		Editorial: 06/07/21 Advert: 09/07/21 On Desk: 03/08/21
September	Kitting, Obsolescence, Semiconductors, IoT	Best of British		Editorial: 05/08/21 Advert: 09/08/21 On Desk: 02/09/21
October	Power, PCBs, Thermal Management, EMC	Harsh Environment	Notern Manufacturing	Editorial: 06/09/21 Advert: 10/09/21 On Desk: 04/10/21
November	Connectors, Enclosures, Cable & Wiring, CEM Sourcing	Renewable Energy, 2022 Wall Planner	productronica	Editorial: 05/10/21 Advert: 08/10/21 On Desk: 03/11/21
December	Displays & LEDs, Switches, Frequency	2022 Industry Forecasts		Editorial: 05/11/21 Advert: 09/11/21 On Desk: 02/12/21

*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



Reader Research Results

88%
of readers want
ESUK in print format,

12%
in digital format

64% of readers
have not attended any trade
shows in the last 18 months

71% of readers
have a preferred suppliers list



How do readers buy components —

28%
Telephone

31%
Online

41%
Contractual
agreements

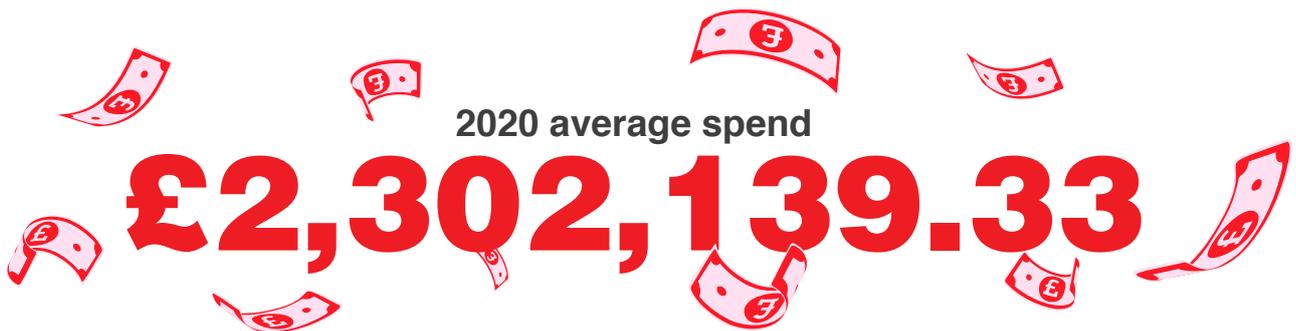


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76% of readers have contact with principal component manufactures

71% of readers are actively involved at early design stages with design engineers

58% of readers use the buyers guide section to find new or alternative suppliers



READER JOB TITLES INCLUDED

- Materials Requirement Planner, Electronic Engineer, General Manager, Purchasing Coordinator, Managing Director, Senior Partner, Purchaser, Sub-contract Specialist, Principal Engineer, Fulfilment Coordinator, Electrical Design Engineer, Product Manager, Production Manager, Quality Manager, CEO, Procurement Manager, Medical Engineer, Buyer, Site Procurement Manager, Development Engineer, Sourcing & Procurement Leader, Design Engineer, Supplier Quality Engineer, Purchasing Director, R+D Buyer, Commercial Director, Development Director, Industrial Engineer, Engineer, Chief Buyer, Health & Safety Manager, Purchasing Supervisor, Head of SCM, Materials Buyer, Principal Buyer, General Technical Buyer, Senior Design Engineer, Technical Director



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Mechanical Data

	<i>Width x Height</i>
Double Page Bleed**	426mm x 303mm
Trim	420mm x 297mm
A4 Full Page Bleed**	216mm x 303mm
Trim	210mm x 297mm
Quarter Page Portrait	86mm x 124mm
Quarter Page Strip	180mm x 65mm
Third Page Horizontal**	216mm x 110mm
Third Page Vertical**	84mm x 303mm
Junior Page	130mm x 190mm
Half Page Horizontal	180mm x 124mm
Half Page Vertical	86mm x 254mm
Block Advert (Online)	125 x 125 pixels
Banner Advert (Online)	728 x 90 pixels
Skyscraper Advert (Online)	120 x 600 pixels

Advertising Rates

Print	x1	x3	x6	x12
Double Page	£3975	£3770	£3570	£3350
A4 Full Page	£2410	£2175	£1950	£1725
Half Page	£1285	£1170	£1070	£1015
Quarter Page	£865	£795	£710	£645

Buyers' Guide Listing

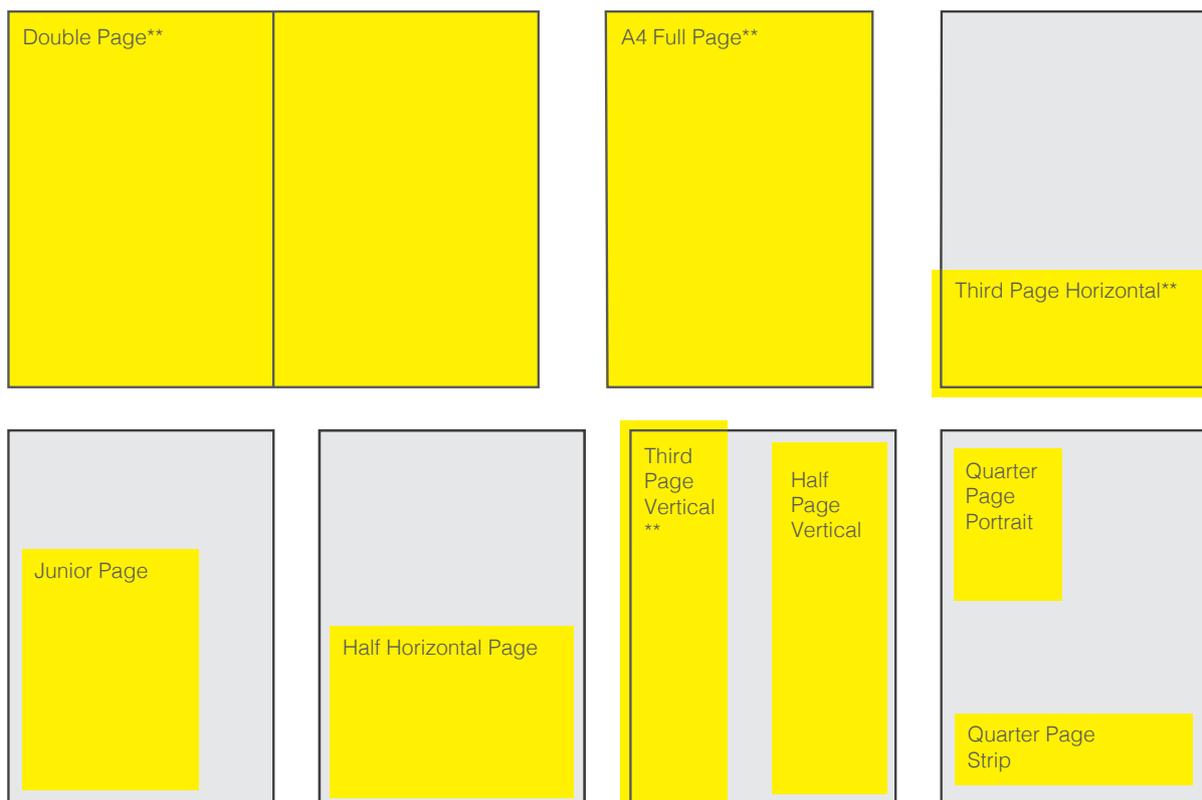
£375 per listing per annum. To appear in 12 issues and online on the ESUK website

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 3mm bleed all round



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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.



What makes Electronics Sourcing magazine tick?

	ESUK	Other Magazines
Published exclusively for electronics purchasing professionals	✓	✗
Most up to date requested circulation from latest ABC Audit	✓	✗
Sister magazines published for readers in Europe & North America	✓	✗
Editor who has edited electronics design, manufacturing and purchasing publications	✓	✗
Publisher who openly invites advertisers to view quality and freshness of circulation	✓	✗
Publisher who's print publications are 100% for the electronics industry	✓	✗
Editor & Publisher who have a combined 54 years working in the electronics publishing industry	✓	✗
Comprehensive reader research published annually for UK/ European & North American readers	✓	✗
Buyers Guide section published specifically for electronics purchasing professionals	✓	✗
Member of the world's largest electronics component industry association – ECIA	✓	✗
Publisher who has regular research meetings with readers to identify latest buying trends	✓	✗

Useful Information for Marketeers

Q. We only want to advertise online

A. MMG's regular reader research confirms that 88% want to receive the publication in print format. As buyers get bombarded with e-mails from companies trying to sell to them, they're actively against receiving 3rd party e-mails.

Q. We only want to advertise to design engineers

A. 71% of electronics purchasing professionals work alongside the design engineering team at the earliest design stage. Buyers have lots of input with recommending certain branded components and planning for the life span of the product with component availability.

Q. I have been offered a much cheaper advert in another magazine

A. Trade publications are all different and the main differences are, our magazines are published early in the month, circulation investment and freshness of data, independent proof of postal mailing such as an ABC audit or postal docket, editorial quality to generate readership and paper & print quality.

Our advice is to investigate a publications circulation quality and freshness, proof of publication print and post mailing.



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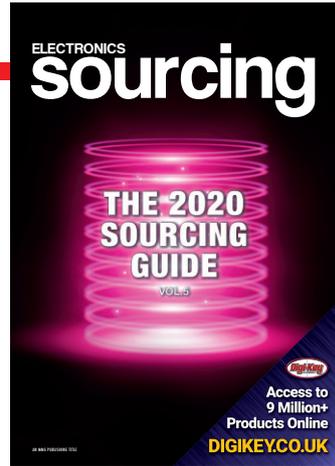
The 2021 Sourcing Guide

Also included in Electronics Sourcing UK

The handy A5 Sourcing Guide is designed to help Purchasing Professionals find new and alternative suppliers. The guide is divided into two distinct sections and published in July each year.

Benefits of advertising into The Sourcing Guide

- 9,000 hard copies are printed and sent out with July's edition of Electronics Sourcing UK & Ireland
- Copies are printed and distributed globally at trade shows throughout the year in the UK, USA and Germany
- The only ABC Audited directory for Purchasing Professionals
- One off rate for a full year's worth of exposure
- Available in print and digital format
- Full A5 Page Advert plus Services Listings



*The 2020 Guide received over 2,000 views on LinkedIn and the post was trending in #electronics by the LinkedIn algorithm.

*categories can be added at no additional cost

Dimensions for a Full A5 Page Advert: 148mmW x 210mmH + 3mm Bleed

Rate: One off payment of £595 for the year

Electronics Sourcing Online

Electronics Sourcing Website

Per month on ESUK website

Block Advert	£295 pcm
Banner Advert	£500 pcm
Skyscraper Advert	£500 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 interface. At the top, there's a navigation bar with links like 'HOME', 'EDITORS', 'MAGAZINES', 'PURCHASING TOOLS', 'SISTER SITES', 'ABOUT', and 'CONTACT'. A large 'BANNER AD' is prominently displayed. Below the navigation, there's a 'Top Story' section featuring an article titled 'EVOLVING COUNTERFEIT THREATS AND HOW TO AVOID THEM' with a photo of a man. A 'Lastest News' section follows with several smaller article teasers, including 'UNPRECEDENTED SUCCESS IN MEDICAL DEVICE MANUFACTURING', 'BROADENING OUR GLOBAL OFFERING IN BRAIN, DRUG, AND NON FLASH MEMORY', and 'MOUSER ELECTRONICS ANNOUNCES GLOBAL AGREEMENT WITH TRENZ ELECTRONIC TO DISTRIBUTE INDUSTRIAL-GRADE XILINX-BASED SOCS'. On the right side, there are vertical labels for 'BOX ADS' and 'e-news'. At the bottom, there's a 'More Stories' section with a photo of a woman.

Electronics Sourcing desktop homepage

Electronics Sourcing newsletter



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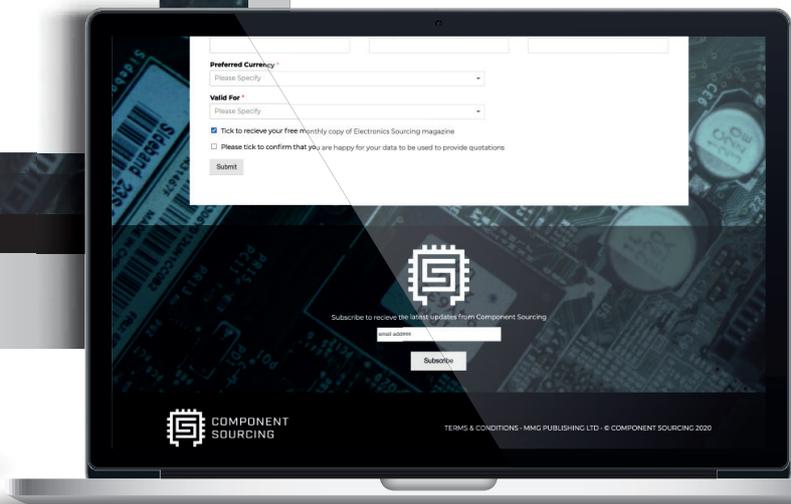
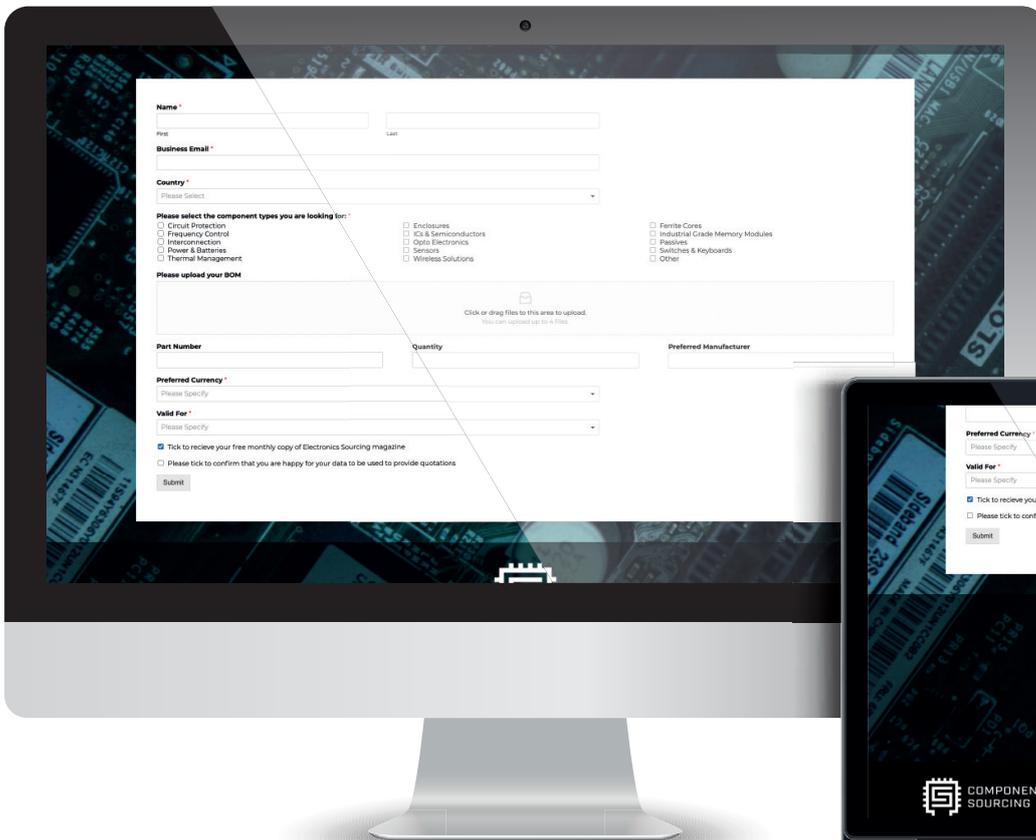
The free finders service that purchasing professionals have been waiting for!

During 2020 and with the impact of the pandemic, Electronic Sourcing readers have contacted MMG Publishing to request help and assistance to source components due to workloads / lack of stock or hard to find components. To assist readers requirements, Component-Sourcing is a new free sourcing service provided by the publishers of Electronics Sourcing magazine.

This is a free service to readers of Electronics Sourcing and supporters of Electronics Sourcing North America, Electronics Sourcing Europe & Electronics Sourcing UK & Ireland.

Readers simply visit component-sourcing.com enter their component part numbers and quantity required. These component requests will then be forwarded to supporters of Electronics Sourcing magazine globally. Buyers can also obtain component searches using Trustedparts.com

Try this new component sourcing service at **component-sourcing.com**





ES North America

Circulated to 72,000 purchasing professionals in North America

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+1 866 364 0951



ES UK & Ireland and The Sourcing Guide

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

sales@electronics-sourcing.co.uk
+44 (0)1892 613400



ES Europe

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

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