

# ELECTRONICS sourcing

MEDIA KIT

# 2024



UK & IRELAND



NORTH AMERICA



EUROPE



# 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 113,167 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 588,468 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  
2005/2023

## 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, 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 7,000 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 seven times a year
- Circulated to 33,000 purchasing professionals in Europe



# Latest Reader Research

\*published September 2022

## UK & Ireland

89% of readers want ESUK in print format, 11% in digital format  
 71% of readers work with the engineering design teams at the earliest design stages  
 55% of readers buy from franchised distributors, 23% from brokers and 22% from other sources  
 35% of readers have attended a trade show in last 12 months, 64% have not  
 82% of readers are male & 18% are female  
 Readers average age is 45  
 73% of readers recommend components to the design team at the earliest design / prototype stage  
 88% have the choice of where to source components from a BOM  
 Readers have worked on an average of 7.9 projects per year  
 40% buy components via strategic contracts, 30% online and 30% via telephone  
 2023 average spend = £2,531,583.74

## North America

89% of readers want ESNA in print format and 11% in digital format  
 47 years is the average age of an ESNA reader  
 78% have direct contact with principal component manufacturers  
 74% actively involved at earliest design / prototype stage with engineering / design team  
 68% have influence on component selections  
 86% of readers are male & 14% are female  
 Pass on readership of ESNA is 208,800 per single edition from 72,000 distribution  
 74% of readers have a preferred suppliers list  
 10% of readers use an online component search engine  
 78% recommend components types and brands to design engineers

## Europe

95% of readers want ESE in print format, 4% in digital format  
 74% of readers work with the engineering design teams at the earliest design stages  
 46% of readers use on-line component search engines  
 32% of readers buy components via catalogue distributors, 22% from principal manufacturers, 29% from franchised distributors, 19% from brokers and 4% from other sources  
 44% of readers have attended a trade show in last 2 years, 49% have not  
 74% of readers are male & 26% are female  
 77% of readers confirmed counterfeiting is an increasing concern  
 62% of readers recommend components to the design team at the earliest design / prototype stage  
 73% of readers use the Annual Buyers' Guide section to find new or alternative suppliers

## The Sourcing Guide

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.

- 8,167 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





## 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



# 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](mailto:jonb@electronics-sourcing.com)



**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.

# Electronics Sourcing Online

## Electronics Sourcing Website

Per month on website	
Block Advert	£750/\$1,000 pcm
Banner Advert	£1,100/\$1,500 pcm
Skyscraper Advert	£1,100/\$1,500 pcm

## Mechanical Data

	<i>Width x Height</i>
Block Advert	125 x 125 pixels
Banner Advert	728 x 90 pixels
Skyscraper Advert	120 x 600 pixels

## eNewsletter Entry

Article	POA	Banner Advert	596 x 90 pixels
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## ESUK Mechanical Data

	Width x Height
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

## ESUK Advertising Rates

Print	x1	x3	x6	x12
Double Page	£4335	£4110	£3900	£3650
A4 Full Page	£2530	£2285	£2050	£1810
Half Page	£1350	£1230	£1125	£1065
Quarter Page	£935	£860	£770	£705

### Buyers' Guide Listing

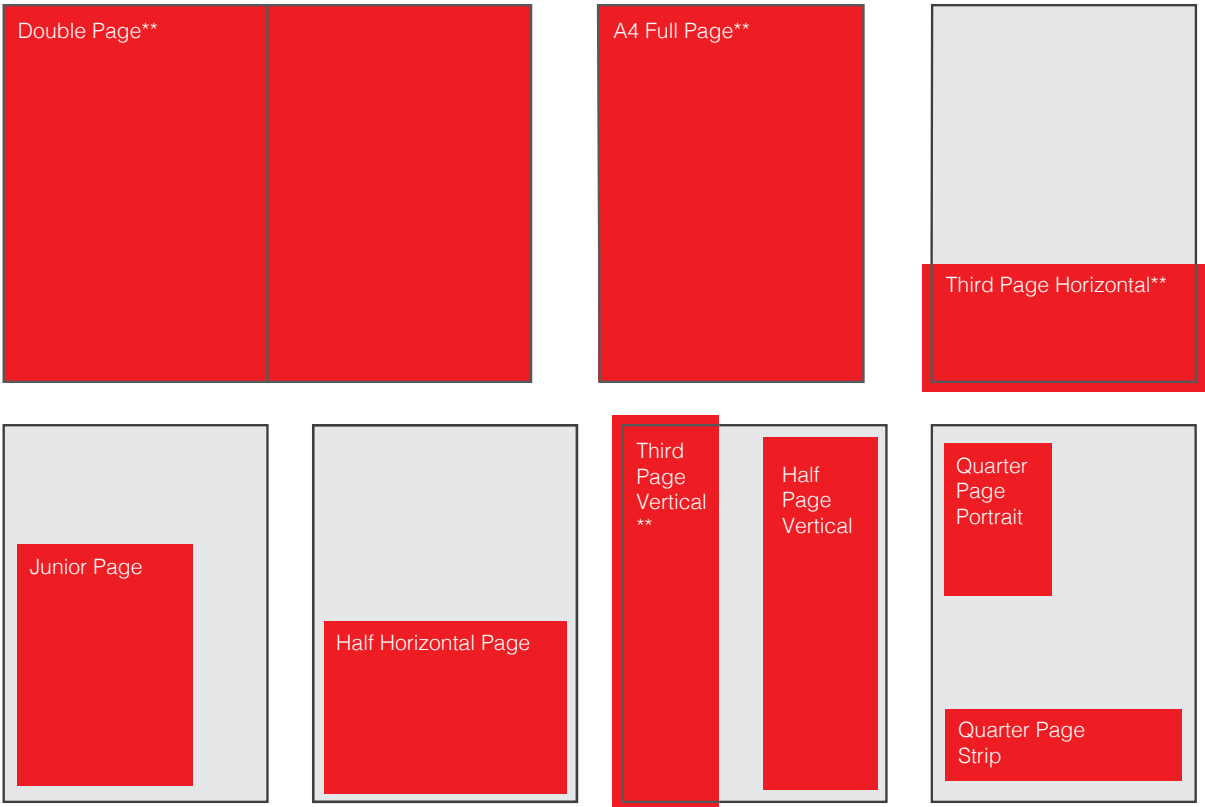
£425 per listing per annum. To appear in 12 issues and online on the ESUK website

### 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. Alternatively, please send files via WeTransfer to transfer larger files. Contact our Production Manager at [jo.mccarthy@mmgpublishing.com](mailto:jo.mccarthy@mmgpublishing.com) if necessary.

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



\*\*Includes 3mm bleed all round



# ESUK Editorial features list for 2024

	Features*	Special Focus	Show Previews	Deadlines (DD/MM/YY)
January	2024 Annual Special Edition – Distributor & Supplier Focus			Editorial: 02/12/23 Advert: 09/12/23 On Desk: 04/01/24
February	Connectors, Obsolescence, Kitting, CEM, PCBs	Medical	Southern Electronics	Editorial: 06/01/24 Advert: 11/01/24 On Desk: 03/02/24
March	Cable & Wiring, Power, Frequency, CEM Sourcing	Best of British	Embedded World	Editorial: 03/02/24 Advert: 08/02/24 On Desk: 03/03/24
April	Displays & LEDs, Enclosures, CEM	EV Charging		Editorial: 06/03/24 Advert: 09/03/24 On Desk: 03/04/24
May	Connectors, PCBs, Thermal Management	Medical, Aerospace & Defence		Editorial: 07/04/24 Advert: 12/04/24 On Desk: 04/05/24
June	Power, Obsolescence, IoT, EMC	Automotive, EV Charging	PCIM Europe	Editorial: 05/05/24 Advert: 10/05/24 On Desk: 03/06/24
July	Displays & LEDs, Enclosures, Passives, Packaging, CEM	Automation & Robotics		Editorial: 06/06/24 Advert: 08/06/24 On Desk: 03/07/24
Sourcing Guide	The Sourcing Guide – A5 guide distributed with ESUK, published in Summer 2024			
August	Connectors, Switches, Frequency	Medical, Aerospace & Defence		Editorial: 06/07/24 Advert: 10/07/24 On Desk: 03/08/24
September	Kitting, Obsolescence, Semiconductors, IoT	Best of British	Electronic Component Show (ECS) - Oxford	Editorial: 04/08/24 Advert: 09/08/24 On Desk: 04/09/24
October	Power, PCBs, Thermal Management, EMC	Harsh Environment		Editorial: 06/09/24 Advert: 08/09/24 On Desk: 03/10/24
November	Connectors, Enclosures, Cable & Wiring, CEM Sourcing	Renewable Energy	electronica	Editorial: 04/10/24 Advert: 06/10/24 On Desk: 03/11/24
December	Displays & LEDs, Switches, Frequency	2025 Industry Forecasts		Editorial: 03/11/24 Advert: 08/11/24 On Desk: 04/12/24

\*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

ESNA Mechanical Data

	Width x Height
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"
Junior Page	4.75" x 7"
Half Page Horizontal	7" x 4.85"
Half Page Vertical	3.375" x 9.6"
Block Advert (Online)	125 x 125 pixels
Banner Advert (Online)	728 x 90 pixels
Skyscraper Advert (Online)	120 x 600 pixels

ESNA Advertising Rates

Print	x1	x3	x6	x12
Full Page	\$8862	\$8460	\$8075	\$7675
Half Page	\$6960	\$6645	\$6380	\$6060
Half Page Island	\$7500	\$7200	\$7040	\$6615
Quarter Page	\$3930	\$3585	\$3360	\$3200

Buyers' Guide Listing

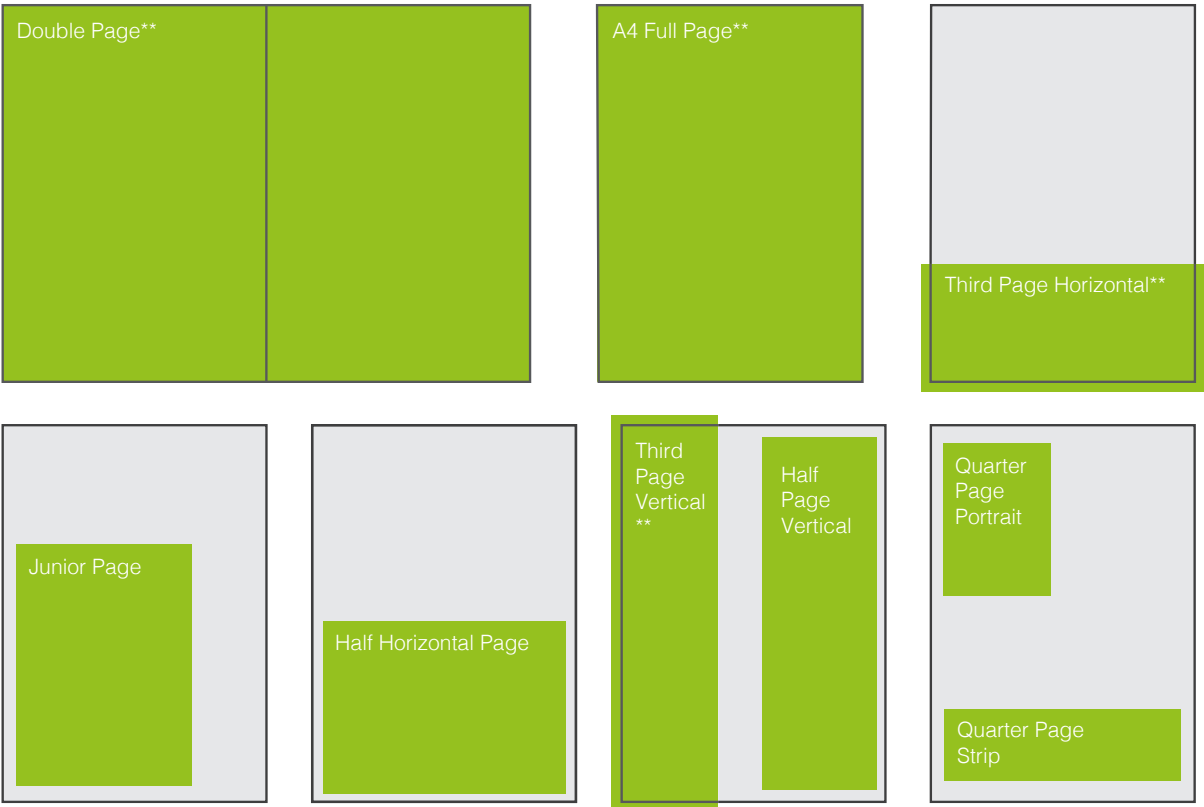
\$1,200 per listing per annum. To appear in 12 issues and online on the ESNA website

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. Alternatively, please send files via WeTransfer to transfer larger files. Contact our Production Manager at jo.mccarthy@mmgpublishing.com if necessary.

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





# ESNA Editorial features list for 2024

	Features*	Special Focus	Deadlines (MM/DD/YY)
<b>January</b>	Connectors, Crystals & Oscillators, Counterfeiting, Circuit Protection	Critical Supply Chain Strategies	Editorial: 11/15/23 Advert: 11/27/23 On Desk: 01/03/24
<b>February</b> <i>Extra distribution at APEC, Long Beach, CA</i>	Diversity, Obsolescence, EMS, Printed Circuit Boards	Marine, EV Charging	Editorial: 12/01/23 Advert: 12/20/23 On Desk: 02/02/24
<b>March</b> <i>Extra distribution at APEX Expo, Anaheim, CA</i>	Enclosures, Power Supplies & Batteries, Semiconductors	Aerospace	Editorial: 01/02/24 Advert: 01/29/24 On Desk: 03/04/24
<b>April</b> <i>Extra distribution at DEL MAR Electronics Show, San Diego, CA</i>	Connectors, Apps, Development Kits, Embedded Systems	Industry Trends	Editorial: 02/01/24 Advert: 02/26/24 On Desk: 04/02/24
<b>May</b> <i>Extra distribution at EDS, Las Vegas, NV</i>	Cable & Wire, EMS, Harsh Environment, Programming	Top 50 NA Distributors Report	Editorial: 03/20/24 Advert: 03/28/24 On Desk: 05/03/24
<b>June</b>	Power & Batteries, Logistics, Obsolescence, PCBs	Transport	Editorial: 04/17/24 Advert: 04/29/24 On Desk: 06/03/24
<b>July</b>	Thermal Management, Switches, Counterfeiting, Time to Market	Defense	Editorial: 05/01/24 Advert: 05/24/24 On Desk: 07/01/24
<b>August</b>	Component Comparisons, EMC, Displays & LEDs	Automotive, EV Charging	Editorial: 06/03/24 Advert: 07/01/24 On Desk: 08/02/24
<b>September</b>	Connectors, Semiconductors, Passives, Kits	Top 50 Global Distributors report	Editorial: 07/17/24 Advert: 07/29/24 On Desk: 09/02/24
<b>October</b> <i>Extra distribution at ECIA Executive Conference, Chicago, IL</i>	Power & Batteries, PCBs, Thermal Management, Crystals & Oscillators	Medical	Editorial: 08/01/24 Advert: 09/02/24 On Desk: 10/04/24
<b>November</b> <i>Extra distribution at electronica, Munich, Germany</i>	Enclosures, Obsolescence, EMS, Switches	2025 Wall Planner	Editorial: 09/18/24 Advert: 09/30/24 On Desk: 11/04/24
<b>December</b>	Component Comparisons, Newest Products, Sensors	2025 Industry Forecasts	Editorial: 10/18/24 Advert: 10/27/24 On Desk: 12/04/24

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ESE Mechanical Data

	Width x Height
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

ESE Advertising Rates

Print	x1	x3	x6
Double Page	€8930	€8210	€7725
A4 Full Page	€4875	€4570	€4300
Half Page	€2900	€2675	€2440
Quarter Page	€1540	€1400	€1270

**Buyers’ Guide Listing**  
€650 per listing per annum. To appear in 12 issues and online on the ESE 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 send files via WeTransfer to transfer larger files. Contact our Production Manager at jo.mccarthy@mmgpublishing.com if necessary.

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ESE Editorial features list for 2024

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Jan/Feb	2024 Annual Special Edition – Distributor & Supplier Focus			Editorial: 02/12/23 Advert: 07/12/23 On Desk: 05/01/24
March/Apr	Connectors, Obsolescence, Kitting, IoT, PCBs	Aerospace & Defence	Embedded World	Editorial: 07/02/24 Advert: 09/02/24 On Desk: 03/03/24
May/Jun	Cable & Wiring, Power, Frequency, CEM Sourcing	Medical	PCIM	Editorial: 07/04/24 Advert: 11/04/24 On Desk: 03/05/24
Jul/Aug	Displays & LEDs, Enclosures, PCBs	Automotive & EV Charging	Farnborough Air show	Editorial: 06/06/24 Advert: 08/06/24 On Desk: 04/07/24
Sep/Oct	Connectors, PCBs, Thermal Management, Frequency	Aerospace & Defence	Top 50 Global Distributors report	Editorial: 04/08/24 Advert: 08/08/24 On Desk: 04/09/24
	electronica Special Show Edition			
Nov/Dec	Displays & LEDs, Enclosures, Passives, Connectors, CEM	Automation & Robotics, Frequency	electronica	Editorial: 05/10/24 Advert: 10/10/24 On Desk: 03/11/24

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The Electronic Component Show

# OUR TABLETOP EVENT IS RETURNING



**19<sup>TH</sup> SEPTEMBER  
2024**

Oxford Kassam Stadium,  
Grenoble Rd, Littlemore,  
Oxford OX4 4XP

Proudly sponsored by:

ELECTRONICS  
**sourcing**

**eBOM.com**

**mmq**  
LIMITED  
PUBLISHING

# OXFORD PACKAGES

There are Silver, Gold and Platinum packages available for exhibitors to choose from and these are detailed below:

## SILVER

- 3 Quarter Page adverts in the Electronics Sourcing UK Editions published in the 3 build up months (Jun, Jul & Aug) to each show in the ECS show preview or a 3 month banner or tile advert on eBOM.com in the 3 build up months (Jun, Jul & Aug) to each show
- A complimentary 5' x 2' tabletop stand with a 5' x 4' space and tablecloth
- Electricity provided to your tabletop stand
- Company logo on the ECS website
- Complimentary tea & coffee

**£1,595<sup>+vat</sup>**

## GOLD

- 3 Half Page adverts in the Electronics Sourcing UK Editions published in the 3 build up months (Jun, Jul & Aug) to each show in the ECS show preview or a 3 month banner or tile advert on eBOM.com in the 3 build up months (Jun, Jul & Aug) to each show
- Prominent position - complimentary 6' x 2' tabletop stand with a 6' x 5' space and tablecloth
- Editorial opportunities within Electronics Sourcing and / or on eBOM.com
- Electricity provided to your tabletop stand
- Company logo on the ECS website
- Complimentary tea & coffee

**£3,190<sup>+vat</sup>**

## PLATINUM

- Either 3 Full Page adverts in the Electronics Sourcing UK editions published in the 3 build up months (Jun, Jul & Aug) to each show in the ECS show preview or a 3 month banner or tile advert on eBOM.com in the 3 build up months (Jun, Jul & Aug) to each show
- Prime position close to entrance - complimentary 6' x 2' tabletop stand with a 7' x 5' space and tablecloth
- A5 Full Page advert in the ECS Catalogue
- Electricity provided to your tabletop stand
- Editorial opportunities within Electronics Sourcing and / or on eBOM.com
- Company logo on the ECS website
- Complimentary tea & coffee

**£5,200<sup>+vat</sup>**

We also offer the opportunity to **sponsor** both events. Increase brand exposure, elevated market perception, stand out from your competitors, market support for your own platforms, get exposure in Electronics Sourcing, eBOM and other electronics titles. If you have an idea that you would like to discuss with us, please get in contact.

# OXFORD FLOOR PLAN

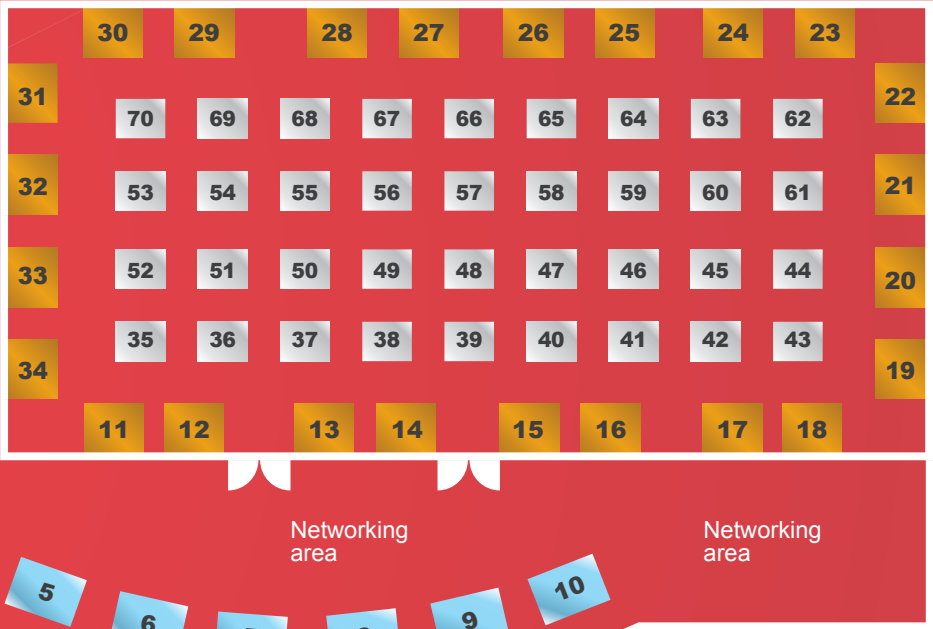


Both venues offer space to roam around at ease. Offering food stalls, seating areas and toilets, we anticipate that visitors will be comfortable until the end of both events.  
\*stand sales release May 2023

↑ To toilets,  
seminar and  
conference rooms

← To bar

→ To entrance/  
exit & reception



SILVER

5 x 4 ft space

GOLD

6 x 5 ft space

PLATINUM

7 x 5 ft space

“Hours of screen time seem to have not replaced hands-on samples and face-to-face discussions”

Robert Webber, Powell Electronics





## ES UK & Ireland and The Sourcing Guide

Circulated to 7,000 purchasing professionals in the UK & Ireland

[sales@electronics-sourcing.co.uk](mailto:sales@electronics-sourcing.co.uk)  
+44 (0)1892 613400



Our very own annual component show!

Oxford, OX4 4XP  
[sales@electronic-component-show.co.uk](mailto:sales@electronic-component-show.co.uk)  
+44 (0)1892 613400



## European Head Office

MMG Publishing Limited, Suite 2, 1-3 Warren Court Park Road, Crowborough, East Sussex TN6 2QX, UK



## ES North America

Circulated to 72,000 purchasing professionals in North America

[sales@electronics-sourcing.com](mailto:sales@electronics-sourcing.com)  
+1 866 364 0951



Circulated to 146,000 design engineering professionals in North America

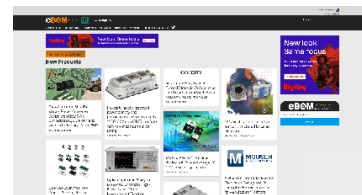
[sales@designing-electronics.com](mailto:sales@designing-electronics.com)  
+1 866 364 0951



## ES Europe

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

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Your source for the latest electronics news, technical papers and component releases

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## Our Partners

