About
Magnetics Business & Technology is an integrated media platform (magazine, website, e-newsletter) for technical professionals who use magnetic materials and technologies in their products and applications, and for professionals in the magnetics industry. The magazine is published every other month (six times yearly) in both print and digital format, the e-newsletter is published two times per month, the website is available 24x7 and updated daily.

Readers & Content
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 content includes regular editorial features, columns and departments, new products and industry news, plus an annual industry-wide resource guide to magnetics companies and industry suppliers worldwide. Major industries served include automotive, aerospace, aviation, electrical products, electronics, medical, defense, R&D, industrial & manufacturing equipment as well as manufacturers of motors, generators, transformers.

Circulation
Magnetics media serves a large audience globally including distribution to attendees at key trade shows and conferences, enabling advertisers to reach the entire magnetics industry and leading technical professionals involved in magnetics worldwide. Each issue of the magazine and e-newsletter is circulated to 20,000+ recipients via a combination of digital, mail, online download and event delivery. Certain issues of the magazine have bonus distributions reaching a total audience of 50,000+.

The Advertisers
- Suppliers of magnetic materials, components & assemblies
- Suppliers of electromagnetic test equipment, design software and testing services
- Suppliers of equipment, materials, supplies and services for magnetics manufacturing
- Suppliers of equipment, materials, supplies and services for coil winding and electrical manufacturing

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
Reach top prospects from multiple key markets all in one place

50,000+
GLOBAL AUDIENCE

Markets Served

- Electromechanical Products & Power Electronics
- Electrical Equipment
- Aerospace & Automotive
- Consumer Electronics / Appliances
- Industrial / Mfg / Machinery
- Military / Defense
- Medical / Pharmaceutical
- Scientific / R&D / Lab

Job Function

- Design / System Engineering: 71%
- Research & Development: 12%
- Technical Operations / Mfg: 8%
- Corporate Purchasing: 7%
- Other: 2%

Purchaser or Supplier of

- 70% Magnetic Assemblies / Components
- 80% Test & Measurement Eqpt.
- 62% Magnetic Mats / Alloys
- 52% Mfg. Services
- 80% EM Design Software
- 64% Electromagnetic

GLOBAL PRESENCE

- 72% North America
- 19% Europe
- 7% APAC
- 2% Other
## Magazine Editorial Calendar

<table>
<thead>
<tr>
<th>Issue Close Dates</th>
<th>Market Feature</th>
<th>Technical Features</th>
<th>Event Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jan/Feb (Issues in January 2020)</strong></td>
<td>• Automotive</td>
<td>• Test &amp; Measurement</td>
<td>• Magnetics Conference Feb 11-12, 2020 @ Orlando, FL</td>
</tr>
<tr>
<td>Editorial Due: 12/05/19</td>
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<td>Space Close: 12/12/19</td>
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<tr>
<td>Materials Due: 12/19/19</td>
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<tr>
<td><strong>Mar/Apr (Issues in March 2020)</strong></td>
<td>• Electronics</td>
<td>• Permanent Magnet Motors</td>
<td>• APEC Mar 15-19, 2020 @ New Orleans, LA</td>
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<tr>
<td>Editorial Due: 1/30/20</td>
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<td>• Hannover Messe Apr 20-24, 2020 @ Hannover, Germany</td>
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<tr>
<td>Space Close: 2/06/20</td>
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<td>Materials Due: 2/13/20</td>
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<td><strong>May/Jun (Issues in May 2020)</strong></td>
<td>• Coil Winding &amp; Electrical Manufacturing</td>
<td>• Coil Winding &amp; Electrical Manufacturing Annual Industry Resource Guide</td>
<td>• CWIEME Berlin May 26-28, 2020 @ Berlin, Germany</td>
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<tr>
<td>Editorial Due: 3/20/20</td>
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<td>• Space Tech Expo May 18-20 @ Pasadena, CA</td>
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<td>Materials Due: 4/03/20</td>
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<td>Editorial Due: 6/5/20</td>
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<td>• China Intl Magnetics &amp; Motor Expo July 1-3, 2020 @ Shenzen, China</td>
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<td>Materials Due: 6/19/20</td>
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<td><strong>Sep/Oct (Issues in September 2020)</strong></td>
<td>• Medical</td>
<td>• Electromagnetics/Soft Magnetic Composites Coatings/Adhesives/Manufacturing</td>
<td>• EV Technology Expo Sept TBA @ Novi, MI</td>
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<td>Editorial Due: 8/8/20</td>
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<td>• CWIEME Americas Sept TBA @ Chicago, IL</td>
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<td>Materials Due: 8/22/20</td>
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<td><strong>Nov/Dec (Issues in November 2020)</strong></td>
<td>• Industrial</td>
<td>• EMC/Shielding • Magnetic Sensing</td>
<td>• IEEE Conf on Magnetics &amp; Materials Nov TBA 2020 @ Las Vegas, NV</td>
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<td>Editorial Due: 10/9/20</td>
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<td>• Electronica Nov TBA @ Munich, Germany</td>
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**In Every Issue:** New Products, Application & Technology Features and Industry News

2020 Media Kit

www.MagneticsMag.com
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  
Rate: $2,425  
3x: $2,250  
6x: $2,150

**B. 1/2 Page Island**  
4.5W x 7.375H  
No Bleed  
Rate: $2,000  
3x: $1,900  
6x: $1,800

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

**B. 1/3 Page Vertical**  
2.25W x 9.375H  
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

**Advertising Sales Contact**
Scott Webster  
Director of Content & Sales  
917-445-6122  
ScottW@WebcomCommunications.com

**Schedule:** Published six times yearly, see editorial calendar for deadlines  
**Circulation:** 20,000 copies per issue distributed via print, e-mail, leading industry events, and online download  
**Color Rates:** Four-color included in rates  

www.MagneticsMag.com
Website Advertising
MagneticsMag.com has thousands of visitors each month that are looking for news on the latest in magnetic technology. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

Monthly Rates (NET)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>A Leaderboard 728 wide x 90 tall</td>
<td>$1,500</td>
<td>$800</td>
<td>$525</td>
</tr>
<tr>
<td>B Skyscraper 125 wide x 600 tall</td>
<td>$1,375</td>
<td>$675</td>
<td>$450</td>
</tr>
<tr>
<td>C Sidebar 300 wide x 300 tall</td>
<td>$1000</td>
<td>$575</td>
<td>$400</td>
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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.
Honeywell and DENSO Collaborate on Electric Propulsion Systems for Urban Air Mobility

Honeywell and DENSO, the world’s second largest mobility supplier, are collaborating to propel the future of urban air mobility and other aerospace market segments by combining their expertise in

Materials Deadlines

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<th>Jan</th>
<th>Feb</th>
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<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
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<th>Dec</th>
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* Sponsored Announcement and Product Posting consists of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.
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. 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.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