

2022 Media Kit



2022

MAGNETICS
BUSINESS & TECHNOLOGY

www.MagneticsMag.com

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

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Contacts

Director of Content & Sales:

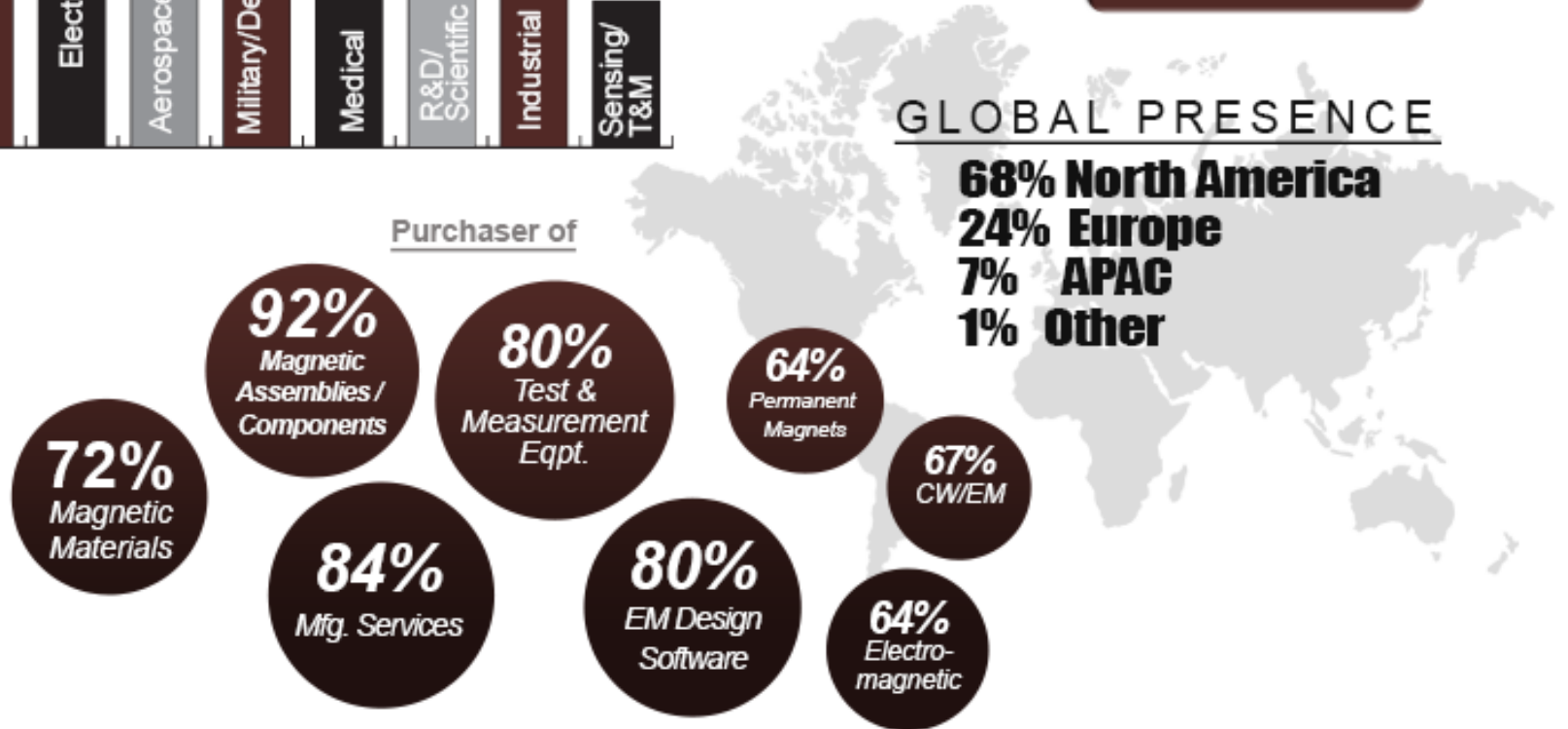
Scott Webster 917-445-6122
ScottW@WebcomCommunications.com

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
Jan/Feb (Issues in January 2022) Editorial Due: 12/2/21 Space Close: 12/9/21 Materials Due: 12/16/21	<ul style="list-style-type: none"> Automotive 	<ul style="list-style-type: none"> Test & Measurement 	<ul style="list-style-type: none"> Magnetics Conference CWIEME Shanghai MMM Intermag
Mar/Apr (Issues in March 2022) Editorial Due: 1/27/22 Space Close: 2/3/22 Materials Due: 2/10/22	<ul style="list-style-type: none"> Electronics 	<ul style="list-style-type: none"> Motors & Powertrain 	<ul style="list-style-type: none"> APEC Hannover Messe PCIM Europe
May/Jun (Issues in May 2022) Editorial Due: 3/17/22 Space Close: 3/24/22 Materials Due: 3/31/22	<ul style="list-style-type: none"> Coil Winding & Electrical Manufacturing 	<ul style="list-style-type: none"> Annual Industry Resource Guide 	<ul style="list-style-type: none"> CWIEME Berlin EV Technology Expo America Space Tech Expo-America
Jul/Aug (Issues in July 2022) Editorial Due: 6/2/22 Space Close: 6/8/22 Materials Due: 6/16/22	<ul style="list-style-type: none"> R&D/Scientific Sensing 	<ul style="list-style-type: none"> Magnets/Magnetic Materials Electromagnetics 	<ul style="list-style-type: none"> China Intl Magnetics & Motor Expo
Sep/Oct (Issues in September 2022) Editorial Due: 8/5/22 Space Close: 8/12/22 Materials Due: 8/19/22	<ul style="list-style-type: none"> Medical 	<ul style="list-style-type: none"> Manufacturing Technology, Supplies & Services 	<ul style="list-style-type: none"> EV Technology Expo CWIEME Americas Coiltech Expo
Nov/Dec (Issues in November 2022) Editorial Due: 10/6/22 Space Close: 10/13/22 Materials Due: 10/20/22	<ul style="list-style-type: none"> Defense Aerospace 	<ul style="list-style-type: none"> Power Electronics 	<ul style="list-style-type: none"> IEEE Conf on Magnetics & Materials Space Tech Expo-Europe EV Technology Expo-Europe

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

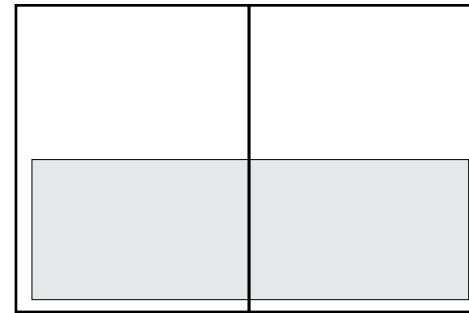
Magazine Advertising Options & Rates



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

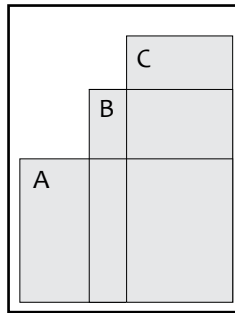
Rate: \$4,600
 3x: \$4,350
 6x: \$4,000



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

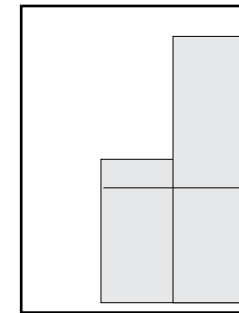
B. 1/2 Page Island

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



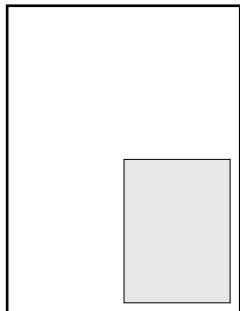
A. 1/3 Page Square

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

Advertising Sales Contact

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

Premium Positions:

Outside back cover, add \$750
 Inside front cover, add \$750
 Inside back cover, add \$500
 Preferred page positions, add \$500

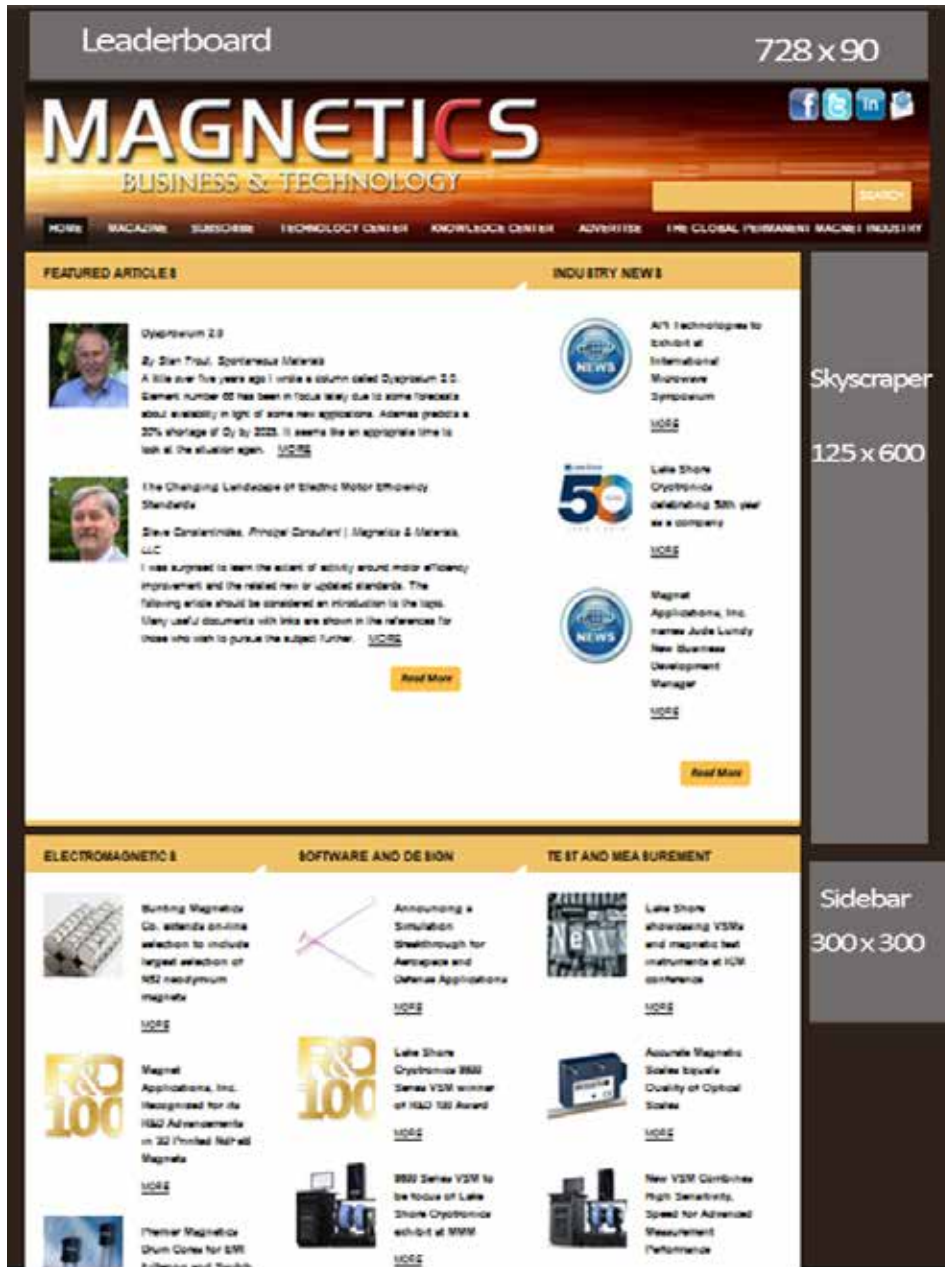
Schedule: Published six times yearly, see editorial calendar for deadlines

Circulation: 20,000 copies per issue distributed via print, e-mail, leading industry events, and online download

Color Rates: Four-color included in rates

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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)

Size	1X	3X	6X
A Leaderboard 728 wide x 90 tall	\$1,500	\$800	\$525
B Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
C Sidebar 300 wide x 300 tall	\$1000	\$575	\$400

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.



MAGNETICS E-NEWS UPDATES

Check out our redesigned website at www.MagneticsMag.com. More news and technology than ever! Note, you may need to refresh your browser.



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

L July 2019 GL.html[7/16/2019 9:17:45 AM]

eNewsletter Advertising

Size	1x	6x-12x	12x-24x
Top Banner 728 wide x 90 tall	\$1,125	\$850	\$575
Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
Sponsored Announcement * See below	\$575	\$400	\$300
Product/Industry Posting * See below	\$575	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$275	\$250	\$175

- The Magnetics eNewsletter goes out to 15,000 readers via email on the 10th and 25th of each month.
- Readers include technical contacts in the magnetics industry, as well as OEMs in need of the latest magnetic technology for use in their products

** Sponsored Announcement and Product Posting consists of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.*

Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/5, 1/20	2/5, 2/20	3/5, 3/20	4/5, 4/20	5/5, 5/20	6/5, 6/20	7/5, 7/20	8/5, 8/20	9/5, 9/20	10/5, 10/20	11/5, 11/20	12/5, 12/20

2022 Media Kit



MAGNETICS: BUSINESS & TECHNOLOGY presents

e-Power Technology

Design & Manufacturing Solutions for the e-Mobility & Electrification Revolution

2022 Edition
a Webcom Publication

Sourcebook & Technical Review



e-Power Technology 2022 Sourcebook & Technical Review Design & Manufacturing Solutions for e-Mobility & the Electrification Revolution

A Solutions Guide for the Design & Manufacturing of Electric Propulsion Systems

About

An annual magazine-style publication focused on the design and manufacturing of electrified propulsion systems.

Target Audience

Decision-makers involved in the design and manufacture of electric powertrains for automobiles, trucks, buses, motorcycles, bikes, commercial & industrial vehicles, mobile industrial equipment, personal mobility vehicles, aircraft, spacecraft, drones, boats, ships, submarines, rail & transit systems, robots & autonomous vehicles, mobile appliances and new mobility platforms. Reaching design engineers, manufacturing engineers and managers, product development managers, supply chain managers, corporate executives involved in technical operations and purchase decisions.

Content

To ensure the highest level of readership and distribution, the publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:

- Technology Review and Market Outlook articles written by leading industry professionals, analysts and staff editors.
- Advertisements.
- Vendor Showcase articles – As a participating vendor, you receive free matching space to include your own editorial content such as a company profile, guest technical article, application profile article, product announcement or description about your company's products and services.

Distribution & Demographics

The guide will publish via a combined print and digital distribution of 70,000+ copies, providing powerful exposure to the global marketplace. Beyond its initial distribution of 70,000 copies in September, the guide will have a full 12 months of continuing circulation and promotion through event distributions and online accessibility. Print and digital copies will be distributed to attendees at key trade shows worldwide such as Battery & Hybrid/EV Technology shows; CWIEME events, CoilTech events, SpaceTech Expos; EASA, APEC and more. Geographic spread will be approximately 50% Americas, 35% Europe; 10% Asia; 5% Other.

Markets Served

Automotive, Aviation/Aerospace, Marine, Military/Defense, Industrial Equipment & Machinery, Mobile Consumer Products & Appliances, eMobility Products, Robotics.

Who Should Advertise

Suppliers of electric powertrains and key components such as motors, batteries, fuel cells, charging systems, controls. Vendors of equipment, supplies and services for the design, manufacture and testing of electric powertrains and electrified propulsion systems.

Benefits to Participants

- Reach a large, highly targeted worldwide audience of top buyers.
- Exposure in a powerful mix of print and online distribution that reaches the global marketplace at their office and manufacturing facilities, at key events worldwide, and via mobile apps wherever they happen to be.
- Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
- Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and tracking.

Publish Date: September 1, 2022

Space Close: August 1, 2022

Materials Deadline: August 15, 2022

Format: 8.5" x 11" full-color, high-quality magazine style, approx. 32 pages

<p>Full Page Edit</p> <p>Editorial Includes: - 700 words - 2 images</p>	<p>Full Page Ad</p>
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Full Page
 - includes full page of editorial
 Live: 8.125W x 10H
 Trim: 8.375W x 10.875H
 Bleed: 8.625W x 11.125H

Rate: \$5,050


Premium Positions

Outside Back Cover	+ \$750
Inside Back Cover	+ \$500
Inside Front Cover	+ \$500
Preferred Page Positions	+ \$500

<p>Half Page Edit</p> <p>- 350 words - 1 image</p>	
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1/2 Page Horizontal
 - includes half page of editorial
 7.375W x 4.75H
 No Bleed

Rate: \$3,525

<p>Half Page Edit</p> <p>- 350 words - 1 image</p>	
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1/2 Page Vertical
 - includes half page of editorial
 3.625W x 9.375H
 No Bleed

Rate: \$4,425



1/4 Page
 3.625W x 4.75H
 No Bleed

Rate: \$2,475



1/4 Page Company Profile
 - 150 words, 1 image provided by advertiser
 - Profile is created by the production staff

Rate: \$1,275

Advertising Sales Contact

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

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