2022 Media Kit

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
Reach top prospects from multiple key markets all in one place

100,000+
GLOBAL AUDIENCE

Markets Served
- Automotive & E-Mobility
- Electronics
- Aerospace & Aviation
- Military/Defense
- Medical
- R&D/Scientific
- Industrial
- Sensing/T&M

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

GLOBAL PRESENCE
- 68% North America
- 24% Europe
- 7% APAC
- 1% Other

Purchaser of
- 92% Magnetic Assemblies / Components
- 80% Test & Measurement Eqpt.
- 64% Permanent Magnets
- 67% CW/EM
- 80% EM Design Software
- 64% Electromagnetic
- 84% Mfg. Services
- 72% Magnetic Materials
## 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>
</table>
| **Jan/Feb** (Issues in January 2022) | • Automotive | • Test & Measurement | • Magnetics Conference  
• CWIEME Shanghai  
• MMM Intermag |
| Editorial Due: 12/2/21  | Space Close: 12/9/21  
Materials Due: 12/16/21 | | |
| **Mar/Apr** (Issues in March 2022)   | • Electronics | • Motors & Powertrain | • APEC  
• Hannover Messe  
• PCIM Europe |
| Editorial Due: 1/27/22  | Space Close: 2/3/22  
Materials Due: 2/10/22 | | |
| **May/Jun** (Issues in May 2022)    | • Coil Winding & Electrical Manufacturing | • Annual Industry Resource Guide | • CWIEME Berlin  
• EV Technology Expo America  
• Space Tech Expo-America |
| Editorial Due: 3/17/22  | Space Close: 3/24/22  
Materials Due: 3/31/22 | | |
| **Jul/Aug** (Issues in July 2022)   | • R&D/Scientific Sensing | • Magnets/Magnetic Materials  
• Electromagnetics | • China Intl Magnetics & Motor Expo |
Materials Due: 6/16/22 | | |
| **Sep/Oct** (Issues in September 2022) | • Medical | • Manufacturing Technology, Supplies & Services | • EV Technology Expo  
• CWIEME Americas  
• Coiltech Expo |
| Editorial Due: 8/5/22  | Space Close: 8/12/22  
Materials Due: 8/19/22 | | |
| **Nov/Dec** (Issues in November 2022) | • Defense  
• Aerospace | • Power Electronics | • IEEE Conf on Magnetics & Materials  
• Space Tech Expo-Europe  
• EV Technology Expo-Europe |
| Editorial Due: 10/6/22  | Space Close: 10/13/22  
Materials Due: 10/20/22 | | |

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

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. 1/3 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 9.375 H
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

1/4 Page
3.625W x 4.75H
No Bleed
Rate: $1,825
3x: $1,650
6x: $1,550

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

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

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

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>
</tr>
</thead>
<tbody>
<tr>
<td>A  Leaderboard</td>
<td>$1,500</td>
<td>$800</td>
<td>$525</td>
</tr>
<tr>
<td>728 wide x 90 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B  Skyscraper</td>
<td>$1,375</td>
<td>$675</td>
<td>$450</td>
</tr>
<tr>
<td>125 wide x 600 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C  Sidebar</td>
<td>$1000</td>
<td>$575</td>
<td>$400</td>
</tr>
<tr>
<td>300 wide x 300 tall</td>
<td></td>
<td></td>
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</tr>
</tbody>
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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.
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...

E 7/16/2019 9:17:45 AM

Materials Deadlines

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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</thead>
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### eNewsletter Advertising

<table>
<thead>
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<th>1x</th>
<th>6x-12x</th>
<th>12x-24x</th>
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<tbody>
<tr>
<td>Top Banner 728 wide x 90 tall</td>
<td>$1,125</td>
<td>$850</td>
<td>$575</td>
</tr>
<tr>
<td>Mid-Page Banner 468 wide x 60 tall</td>
<td>$700</td>
<td>$500</td>
<td>$350</td>
</tr>
<tr>
<td>Sponsored Announcement</td>
<td>$575</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>Product/Industry Posting</td>
<td>$575</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>Event Posting</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>Job Posting</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>White Paper Posting</td>
<td>$275</td>
<td>$250</td>
<td>$175</td>
</tr>
</tbody>
</table>

- 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.
MAGNETICS: BUSINESS & TECHNOLOGY presents

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

2022 Edition
a Webcom Publication

Sourcebook & Technical Review

Annual Market Report
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, submersibles, 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 pro-motion 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; CIWEME events, CoilTech events, SpaceTech Expos; EASA, APEC and more. Geographic spread will be approximately 50% Americas, 35% Europe; 10% Asia; 5% Other.

Markets Served

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

www.MagneticsMag.com
## Advertising Options

<table>
<thead>
<tr>
<th>Format</th>
<th>Description</th>
<th>Dimensions</th>
<th>Bleed</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>Includes full page of editorial</td>
<td>8.125W x 10H</td>
<td>8.625W x 11.125H</td>
<td>$5,050</td>
</tr>
</tbody>
</table>
| Half Page Edit          | - 350 words  
- 1 image                                                           | 7.375W x 4.75H             | No Bleed      | $3,525 |
| 1/4 Page                | 3.625W x 4.75H  
- No Bleed                                                     |                             | $2,475        |
| 1/2 Page Horizontal     | - Includes half page of editorial                                           | 7.375W x 4.75H             | No Bleed      | $3,525 |
| 1/2 Page Vertical       | - Includes half page of editorial                                           | 3.625W x 9.375H            | No Bleed      | $4,425 |
| 1/4 Page Company Profile| - 150 words  
- 1 image provided by advertiser  
- Profile is created by the production staff |                             |               | $1,275 |
| Premium Positions       |                                                                           |                             |               |       |
| Outside Back Cover      | + $750                                                                     |                             |               |       |
| Inside Back Cover       | + $500                                                                     |                             |               |       |
| Inside Front Cover      | + $500                                                                     |                             |               |       |
| Preferred Page Positions| + $500                                                                     |                             |               |       |

### 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