2023 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

Contents
Page 3  Demographics
4-5  Magazine Advertising
4  Issue Schedule & Edit Calendar
5  Rates
6  Website Advertising
7  eNewsletter Advertising
8  Ad Specifications & FTP Info

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
- 84% Mfg. Services
- 60% EM Design Software
- 64% Electro-magnetic
- 67% CW/EM
- 72% Magnetic Materials
<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</strong> (Issues in January 2023)**</td>
<td>• Automotive</td>
<td>• Test &amp; Measurement</td>
<td>• Magnetics Conference</td>
</tr>
<tr>
<td>Editorial Due: 12/1/22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space Close: 12/8/22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials Due: 12/15/22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mar/Apr</strong> (Issues in March 2023)**</td>
<td>• Electronics</td>
<td>• Motors &amp; Powertrain</td>
<td>• APEC</td>
</tr>
<tr>
<td>Editorial Due: 1/26/23</td>
<td></td>
<td></td>
<td>• CWIEME Shanghai</td>
</tr>
<tr>
<td>Space Close: 2/2/23</td>
<td></td>
<td></td>
<td>• Hannover Messe</td>
</tr>
<tr>
<td>Materials Due: 2/9/23</td>
<td></td>
<td></td>
<td>• PCIM Europe</td>
</tr>
<tr>
<td><strong>May/Jun</strong> (Issues in May 2023)**</td>
<td>• e-Mobility &amp; Electrification</td>
<td>• Annual Industry Resource Guide</td>
<td>• CWIEME Berlin</td>
</tr>
<tr>
<td>Editorial Due: 3/16/23</td>
<td>• Industrial</td>
<td></td>
<td>• EV Technology Expo-Europe</td>
</tr>
<tr>
<td>Space Close: 3/23/23</td>
<td></td>
<td></td>
<td>• Intermag</td>
</tr>
<tr>
<td>Materials Due: 3/30/23</td>
<td></td>
<td></td>
<td>• ITEC</td>
</tr>
<tr>
<td><strong>Jul/Aug</strong> (Issues in July 2023)**</td>
<td>• R&amp;D/Scientific</td>
<td>• Magnets/Magnetic Materials</td>
<td>• Space Tech Expo-America</td>
</tr>
<tr>
<td>Editorial Due: 6/1/23</td>
<td>• Electromagnetics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space Close: 6/7/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials Due: 6/15/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sep/Oct</strong> (Issues in September 2023)**</td>
<td>• Medical</td>
<td>• Manufacturing Technology, Supplies &amp; Services</td>
<td>• EV &amp; Hybrid Technology Expo</td>
</tr>
<tr>
<td>Editorial Due: 8/4/23</td>
<td>• Custom Magnetic Components &amp; Assemblies</td>
<td></td>
<td>• Coiltech Expo</td>
</tr>
<tr>
<td>Space Close: 8/11/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials Due: 8/18/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Nov/Dec</strong> (Issues in November 2023)**</td>
<td>• Defense</td>
<td>• Power Electronics</td>
<td>• MMM Conf on Magnetics &amp; Materials</td>
</tr>
<tr>
<td>Editorial Due: 10/5/23</td>
<td>• Aerospace/Aviation</td>
<td></td>
<td>• Space Tech Expo-Europe</td>
</tr>
<tr>
<td>Space Close: 10/12/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials Due: 10/19/23</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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: $6,285
3x: $5,950
6x: $5,650

Full Page
Live: 8.125W x 10H
Trim: 8.375W x 10.875H
Bleed: 8.625W x 11.125H
Rate: $3,550
3x: $3,300
6x: $2,950

1/4 Page
3.625W x 4.75H
No Bleed
Rate: $1,950
3x: $1,725
6x: $1,650

1/2 Page Spread
15.75W x 4.75H
Rate: $4,925
3x: $4,650
6x: $4,250

A. 1/3 Page Square
4.5W x 4.75H
No Bleed
Rate: $2,140
3x: $2,030
6x: $1,925

B. 1/3 Page Vertical
2.25W x 9.375 H
No Bleed
Rate: $2,140
3x: $2,030
6x: $1,925

C. 1/2 Page Vertical
3.625W x 9.375H
No Bleed
Rate: $2,595
3x: $2,400
6x: $2,250

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><strong>A</strong> Leaderboard</td>
<td>$1,500</td>
<td>$800</td>
<td>$525</td>
</tr>
<tr>
<td>1080 wide x 100 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>B</strong> 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><strong>C</strong> Sidebar</td>
<td>$1000</td>
<td>$575</td>
<td>$400</td>
</tr>
<tr>
<td>300 wide x 300 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**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.

**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>
</tr>
</thead>
</table>

**eNewsletter Advertising**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>6x-12x</th>
<th>12x-24x</th>
</tr>
</thead>
<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 * See below</td>
<td>$575</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>Product/Industry Posting * See below</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>

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

- 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
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