

**2023 Media Kit**



**2023**

**MAGNETICS**  
BUSINESS & TECHNOLOGY

[www.MagneticsMag.com](http://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. The newsletter is circulated to 25,000+ readers worldwide. Each issue of the magazine is circulated to 30,000+ recipients worldwide via a combination of digital, mail, online download and event delivery. Certain issues of the magazine, such as the Annual Resource Guide, have bonus distributions reaching a total audience of 150,000+.

## 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:

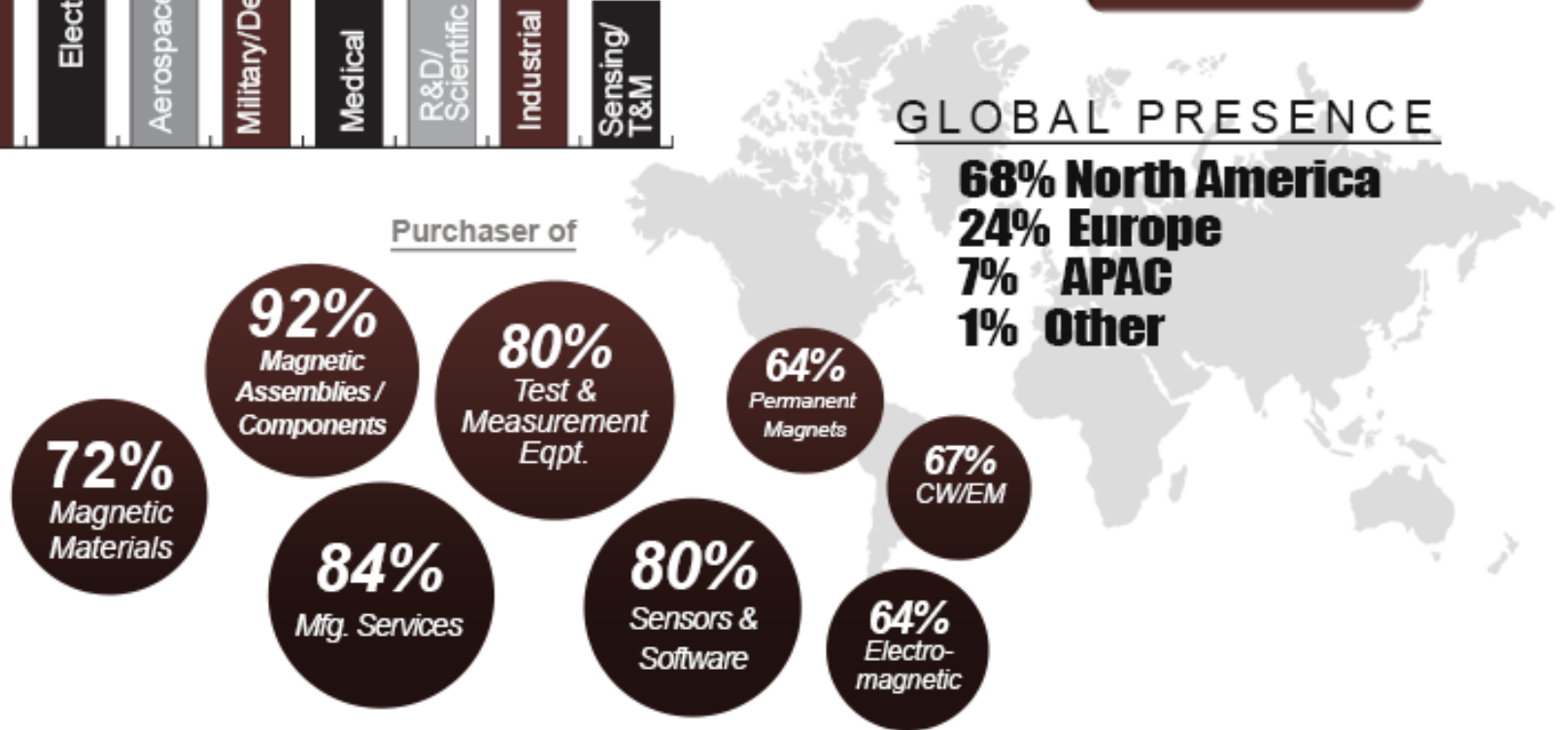
Scott Webster                      917-445-6122  
ScottW@WebcomCommunications.com

Director of Operations & Customer Service:

Ross Webster                      720-528-3770  
RossW@WebcomCommunications.com

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## Reach top prospects from multiple key markets all in one place



## Magazine Editorial Calendar

Issue Close Dates	Market Feature	Technical Features	Event Promotion
<b>Jan/Feb</b> (Issues in January 2023)  Editorial Due: 12/1/22 Space Close: 12/8/22 Materials Due: 12/15/22	<ul style="list-style-type: none"> <li>Automotive</li> </ul>	<ul style="list-style-type: none"> <li>Test &amp; Measurement</li> </ul>	<ul style="list-style-type: none"> <li>Magnetics Conference</li> </ul>
<b>Mar/Apr</b> (Issues in March 2023)  Editorial Due: 1/26/23 Space Close: 2/2/23 Materials Due: 2/9/23	<ul style="list-style-type: none"> <li>Electronics</li> </ul>	<ul style="list-style-type: none"> <li>Motors &amp; Powertrain</li> </ul>	<ul style="list-style-type: none"> <li>APEC</li> <li>CWIEME Shanghai</li> <li>Hannover Messe</li> <li>PCIM Europe</li> </ul>
<b>May/Jun</b> (Issues in May 2023)  Editorial Due: 3/16/23 Space Close: 3/23/23 Materials Due: 3/30/23	<ul style="list-style-type: none"> <li>e-Mobility &amp; Electrification</li> <li>Industrial</li> </ul>	<ul style="list-style-type: none"> <li>Annual Industry Resource Guide</li> </ul>	<ul style="list-style-type: none"> <li>CWIEME Berlin</li> <li>EV Technology Expo-Europe</li> <li>Intermag</li> <li>ITEC</li> <li>Space Tech Expo-America</li> </ul>
<b>Jul/Aug</b> (Issues in July 2023)  Editorial Due: 6/1/23 Space Close: 6/7/23 Materials Due: 6/15/23	<ul style="list-style-type: none"> <li>R&amp;D/Scientific</li> </ul>	<ul style="list-style-type: none"> <li>Magnets/Magnetic Materials</li> <li>Electromagnetics</li> </ul>	<ul style="list-style-type: none"> <li>China Intl Magnetics &amp; Motor Expo</li> <li>JEMS</li> <li>AtC-AtG</li> </ul>
<b>Sep/Oct</b> (Issues in September 2023)  Editorial Due: 8/4/23 Space Close: 8/11/23 Materials Due: 8/18/23	<ul style="list-style-type: none"> <li>Medical</li> <li>Custom Magnetic Components &amp; Assemblies</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing Technology, Supplies &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>EV &amp; Hybrid Technology Expo</li> <li>Coiltech Expo</li> </ul>
<b>Nov/Dec</b> (Issues in November 2023)  Editorial Due: 10/5/23 Space Close: 10/12/23 Materials Due: 10/19/23	<ul style="list-style-type: none"> <li>Defense</li> <li>Aerospace/Aviation</li> </ul>	<ul style="list-style-type: none"> <li>Power Electronics</li> </ul>	<ul style="list-style-type: none"> <li>MMM Conf on Magnetics &amp; Materials</li> <li>Space Tech Expo-Europe</li> </ul>

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

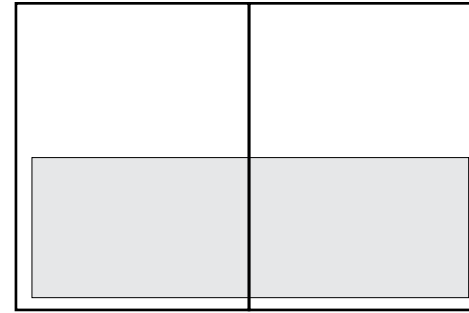
## Magazine Advertising Options & Rates



### 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



### 1/2 Page Spread

15.75W x 4.75H

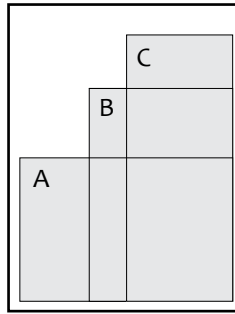
Rate: \$4,925  
 3x: \$4,650  
 6x: \$4,250



### 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



### A. 1/2 Page Horizontal

7.375W x 4.75H  
 No Bleed

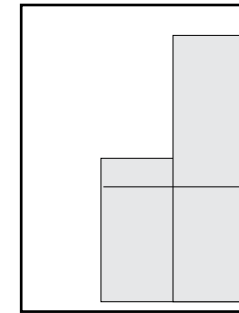
### B. 1/2 Page Island

4.5W x 7.375H  
 No Bleed

### C. 1/2 Page Vertical

3.625W x 9.375H  
 No Bleed

Rate: \$2,595  
 3x: \$2,400  
 6x: \$2,250



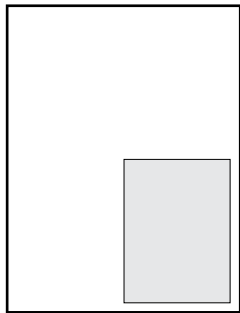
### A. 1/3 Page Square

4.5W x 4.75H  
 No Bleed

### B. 1/3 Page Vertical

2.25W x 9.375 H  
 No Bleed

Rate: \$2,140  
 3x: \$2,030  
 6x: \$1,925



### 1/4 Page

3.625W x 4.75H  
 No Bleed

Rate: \$1,950  
 3x: \$1,725  
 6x: \$1,650

## 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

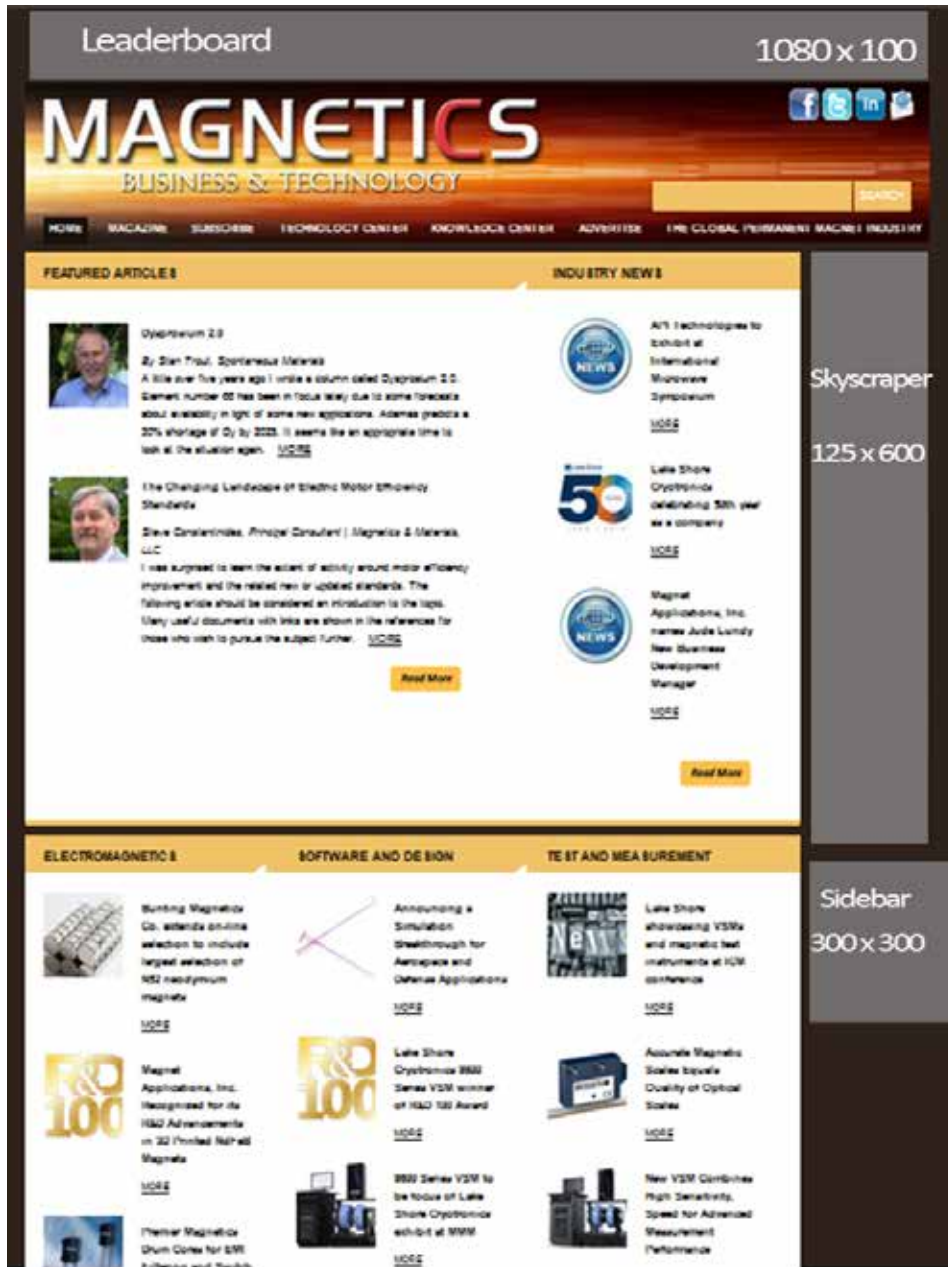
**Schedule:** Published six times yearly, see editorial calendar for deadlines

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

**Color Rates:** Four-color included in rates

# MAGNETICS

BUSINESS & TECHNOLOGY



## 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
<b>A</b> Leaderboard 1080 wide x 100 tall	\$1,500	\$800	\$525
<b>B</b> Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
<b>C</b> 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](http://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

## 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](mailto: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](mailto: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](http://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](mailto:RossW@WebcomCommunications.com)