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

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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MAGNETICS
BUSINESS & TECHNOLOGY
www.MagneticsMag.com
2024 Media Kit

Reach top prospects from multiple key markets all in one place

150,000+ 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.
- 84% Mfg. Services
- 80% Sensors & Software
- 64% Permanent Magnets
- 64% Electromagnetic
- 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>
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| Jan/Feb (Issues in January 2024) | • Automotive | • Test & Measurement | • MDS&M  
• APEC |
| Editorial Due: 11/30/23  
Space Close: 12/7/23  
Materials Due: 12/14/23 | | | |
| Mar/Apr (Issues in March 2024) | • Electronics  
• Sensors | • Motors & Powertrain | • Intermag  
• CWIEME Shanghai  
• Space Tech Expo-America |
| Editorial Due: 1/25/24  
Space Close: 2/1/24  
Materials Due: 2/8/24 | | | |
| May/Jun (Issues in May 2024) | • e-Mobility & Electrification  
• Industrial | • Annual Industry Resource Guide | • ALTI Expo  
• CWIEME Berlin  
• EASA  
• EV Technology Expo-Europe  
• ITEC |
| Editorial Due: 3/15/24  
Space Close: 3/22/24  
Materials Due: 3/29/24 | | | |
| Jul/Aug (Issues in July 2024) | • R&D/Scientific | • Magnets/Magnetic Materials  
• Electromagnetics | • China Intl Magnetics & Motor Expo  
• JEMS  
• AtC-AtG |
| Editorial Due: 5/31/24  
Space Close: 6/6/24  
Materials Due: 6/14/24 | | | |
| Sep/Oct (Issues in September 2024) | • Medical  
• Custom Magnetic Components & Assemblies | • Manufacturing Technology, Supplies & Services | • EV & Hybrid Technology Expo  
• Coiltech Expo |
| Editorial Due: 8/3/24  
Space Close: 8/10/24  
Materials Due: 8/17/24 | | | |
| Nov/Dec (Issues in November 2024) | • Defense  
• Aerospace/Aviation | • Power Electronics | • MMM Conf on Magnetics & Materials  
• PCIM Europe  
• Space Tech Expo-Europe |
| Editorial Due: 10/4/24  
Space Close: 10/11/24  
Materials Due: 10/18/24 | | | |

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: $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. 1/2 Page Horizontal**
- 7.375W x 4.75H
- No Bleed
- Rate: $2,595
  - 3x: $2,400
  - 6x: $2,250

**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: $2,140
  - 3x: $2,030
  - 6x: $1,925

**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 9.375H
- 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

**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)**

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<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>A  Leaderboard</td>
<td>$1,500</td>
<td>$800</td>
<td>$525</td>
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<tr>
<td>1080 wide x 100 tall</td>
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<tr>
<td>B  Skyscraper</td>
<td>$1,375</td>
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<tr>
<td>C  Sidebar</td>
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<td>$575</td>
<td>$400</td>
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<tr>
<td>300 wide x 300 tall</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

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

eNewsletter Advertising

<table>
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<th>12x-24x</th>
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<tr>
<td>Top Banner</td>
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<tr>
<td>Mid-Page Banner</td>
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<td>$350</td>
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<tr>
<td>468 wide x 60 tall</td>
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<tr>
<td>Sponsored Announcement</td>
<td>$575</td>
<td>$400</td>
<td>$300</td>
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<td>* See below</td>
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<tr>
<td>Product/Industry Posting</td>
<td>$575</td>
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<td>$300</td>
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<tr>
<td>* See below</td>
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<tr>
<td>Event Posting</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
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<tr>
<td>Job Posting</td>
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<tr>
<td>White Paper Posting</td>
<td>$275</td>
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<td>$175</td>
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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.

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>
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