

# 2010 Media Information



With over 17 years of editorial experience covering the region, EDN Asia gives extensive insight into the ever-evolving electronics industry in Asia. Published monthly in three languages (English, Korean and Traditional Chinese), it provides in-depth technical coverage to a BPA-audited audience of 32,000\* D&D professionals and engineering managers.

Leverage on our established brand and variety of resource channels to connect with the engineering communities in eight Asian nations. With print and online offerings as well as events and other custom marketing solutions, EDN Asia is the perfect advertising vehicle for all your business needs.

**Frequency** : Monthly  
**Circulation** : 32,000\*  
**URL** : [www.ednasia.com](http://www.ednasia.com)  
[www.ednindia.com](http://www.ednindia.com)  
[www.ednkorea.com](http://www.ednkorea.com)  
[www.edntaiwan.com](http://www.edntaiwan.com)



## Editorial Calendar<sup>#</sup>

Issue	Cover Story	Feature 1	Feature 2	Supplements
Jan	Systems T&M	Analog	Systems	
Feb	Comm	Power	ICs	India 1 - India's Competitive Advantages in Design (Part One)
Mar	Consumer	DSP	Hot Technology	Power 1 – Power Efficiency
Apr	Analog	Power	Embedded	
May	Wireless	Consumer	Embedded	India 2 - India's Competitive Advantages in Design (Part Two)
Jun	Simulation	Analog	ICs	Power 2 – Portable Power
Jul	Consumer	T&M	Analog	MCU – MCUs for Consumer Electronics
Aug	Sensors	Communications	Consumer	India 3 – Great Designs Emerging from India
Sep	EDA	Consumer	Power	
Oct	EM Simulation	ICs	Embedded	Power 3 - Green Power
Nov	SOC	Analog	Embedded	India 4 – Designs at the Latest Node
Dec	Consumer	ICs	Analog	

## Seminars

	Month	Location
Embedded Systems Seminar	22 Apr 10	Bangalore, India
	15 Jul 10	Taipei, Taiwan
	16 Sep 10	Singapore
	21 Sep 10	Penang, Malaysia
Power Management Seminar	27 Oct 10	Seoul, Korea
LED/Power Seminar	12 Oct 10	Taipei, Taiwan

## Circulation

### By Job Function

Design & Development Engineering	80%
Engineering Management	20%

### By Region

Taiwan	12,500
South Korea	7,500
India	6,000
Singapore	2,400
Malaysia	2,400
Thailand	500
Hong Kong	500
Vietnam	200
<b>Total</b>	<b>32,000</b>

### By Business Type

Computers & System Software or Peripherals	21%
Communications Systems	20%
Consumer Electronics	16%
Computers Systems & Network Systems	14%
ICs & Semiconductors	10%
Other Components/Subassemblies	9%
Automotive Electronics	3%
Avionics, Marine, Space and Military Electronics, Government or Military Agencies	3%
Office & Business Machines	2%
Others	2%

\* BPA Audit statement Dec 2009.

# Articles may be changed without notice, subject to technological developments or industry needs.

^ Publisher's own data projected in Jan 2010.

## Print Advertising Rates

### 4-Color Full Page Rates (US\$)

Edition	1x	6x	12x	24x
Full-Run	8,500	8,100	7,700	7,300
South Asia/Hong Kong Only	3,600	3,400	3,250	3,100
Taiwan Only	3,600	3,400	3,250	3,100
Korea Only	3,100	2,950	2,800	2,650

### 4-Color Full-Run Fractional Rates (US\$)

Ad Size	1x	2x	4x	8x
2/3 Page	7,200	6,900	6,600	6,300
1/2 Page	6,400	6,100	5,800	5,500
1/3 Page	5,550	5,250	4,950	4,650

### 4-Color Cover Rates (US\$)

Cover II	10,200
Cover III	9,800
Cover IV	11,100

### Inserts & Outserts

Inserts and outserts are available. Please contact your sales representative for pricing.

## Mechanical Requirements

**Trim Size:** 200mm (W) x 273mm (H), Perfect Bound

**Bleed Size:** 210mm (W) x 283mm (H)

Ad Size	Trim Size in mm (W x H)	Bleed Size in mm (W x H)
2-Page Spread	400 x 273	410 x 283
Full Page	200 x 273	210 x 283
2/3 Page Vertical	110 x 240	N/A
1/2 Page Vertical	80 x 240	N/A
1/2 Page Horizontal	175 x 125	N/A
1/3 Page Vertical	50 x 240	N/A

## Closing Dates

Issue	Ad Booking Deadline	Ad Copy Deadline	Publication Date
Jan	03 Dec 09	10 Dec 09	29 Dec 09
Feb	06 Jan 10	13 Jan 10	29 Jan 10
Mar	08 Feb 10	17 Feb 10	05 Mar 10
Apr	05 Mar 10	12 Mar 10	30 Mar 10
May	06 Apr 10	13 Apr 10	30 Apr 10
Jun	05 May 10	12 May 10	28 May 10
Jul	07 Jun 10	14 Jun 10	30 Jun 10
Aug	07 Jul 10	14 Jul 10	30 Jul 10
Sep	05 Aug 10	12 Aug 10	30 Aug 10
Oct	07 Sep 10	14 Sep 10	30 Sep 10
Nov	06 Oct 10	13 Oct 10	29 Oct 10
Dec	04 Nov 10	11 Nov 10	30 Nov 10

## Shipping Instructions

Insertion orders and ad materials should be sent to:

### Marie Cheong

Regional Ad Admin Manager  
5 Tampines Central 1, #02-04 Tampines Plaza,  
Singapore 529541  
Tel: +65-6789-7759 ext. (8) 812  
Fax: +65-6789-7584  
Email: marie.cheong@cancom.com

## Online Media Opportunities

### 2009 Web Statistics\*

Average Page Impressions/Month	1,504,313
Average Visitor Sessions/Month	277,993
Average Unique Visitors/Month	121,181

### Web Banner Rates

Ad Unit	Dimensions in Pixels (W x H)	CPM (US\$)
Horizontal	600 x 60	280/M
Tower	120 x 600	300/M
Boom Box	336 x 280	380/M
Side Hanger	100 x 300	500/M
Sponsor Link	Text	250/M

### E-Newsletters Rates

	Audience	Language	Frequency	Schedule	Rate per Position (US\$)
Power	10,000	English	Monthly	1 <sup>st</sup> Tuesday	2,200
Online	23,000	English, Korean, Traditional Chinese	Monthly	2 <sup>nd</sup> Tuesday	3,200
Analog <sup>^</sup>	23,000	English, Korean, Traditional Chinese	Monthly	3 <sup>rd</sup> Tuesday	3,200
T&M <sup>^</sup>	7,000	English, Korean, Traditional Chinese	Monthly	4 <sup>th</sup> Tuesday	2,000

### Other Online Sponsorships

	Rate (US\$)
<b>Design Center Sponsorship</b> Ad unit in selected Design Center channel.	\$3,300 per month per channel
<b>Knowledge Center Sponsorship</b> Exclusive microsite with up to five custom or sourced articles. Includes three banners on the content and article pages, and links from the home page.	Please contact publisher
<b>Keyword Search</b> Exclusive ownership of horizontal or skyscraper banners on the search results page when visitors type in your chosen word or phrase.	\$1,600 per word/phrase per month; \$4,200 per word/phrase per quarter
<b>Part Search</b> Drive visitors to search for your products with a special banner available throughout the website.	\$2,800 per sponsored banner per month; \$7,700 per sponsored banner per quarter
<b>Resource Center</b> Host software and other resources on the Resource Center. Gain exposure for your products while generating valuable leads. Include custom eDM, text links on e-newsletters and banners	\$1,200 (single item posting) \$6,000 (featured vendor)
<b>Webcast</b> Both on-demand and live broadcast available. Includes custom eDM, text links on e-newsletters, and 12 month archive duration.	\$6,000 for on-demand webcast; \$10,000 for live webcast

+ Web Trends Report – Jan 09 to Dec 09 average.

<sup>^</sup> Customized e-newsletters such as Communications & Networking, EDA, Embedded Systems and Consumer Electronics are available upon request. Please contact your sales representative for more information and pricing.

## Contact Details

For more information on how EDN Asia can work for you, please contact your EDN Asia representative or:

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