

MEDIA PACK 2023

Electronics Engineering Herald (www.eeherald.com) is an online magazine for electronics engineering field. EE Herald serves the design and market information needs of electronics engineers and managers. EE Herald is a professional global EE portal with quality regularly visiting audience.

Not a stupid copy-paste news channel nor we ignore important press releases.

Each sentence from any source is thoroughly looked in different perspectives and passed on to the reader with fact-check, thorough analysis, worthiness and relevance.

Our own analyzed and researched content is written for engineers designing products for the global market. We do not limit our content to any geography or a category.

We strive to provide missing links in your product design with both depth and breadth of content. We clearly focus on those missing links.

Continuously update content with the times.

Our advertisers can sit with editor for few hours to observe our editorial activity and can see live traffic.

We are interlinking our content with all the social media channels.



Technology and Content areas:

Technology Areas	Content Sections
<ul style="list-style-type: none">• Semiconductors and other Electronics Components• Design Software• Reference Design• Test and Measurements• Embedded• VLSI• Hardware Design	<ul style="list-style-type: none">• News• New Products• Design Guide• Online Courses• India Electronics• Student Section• Component sourcing guide• Events

Technology Sub-channels:

<ul style="list-style-type: none">• Processor / MCU / DSP• Memory• Analog• Logic and Interface• PLD / FPGA• Power-supply and Industrial ICs• Discrete• Opto• Passives	<ul style="list-style-type: none">• Interconnect• Sensors• Security/ID chips• IoT• Automotive ICs• Cellphone ICs• Consumer ICs• Computer ICs• Communication ICs (Data & Analog)• RF	<ul style="list-style-type: none">• Reference Design• EDA Design Software /Tools• Test and Measurement• Aero/Defense• Medical Electronics• Semiconductor Manufacturing• Solar Tech• SubSystems/Embedded Boards
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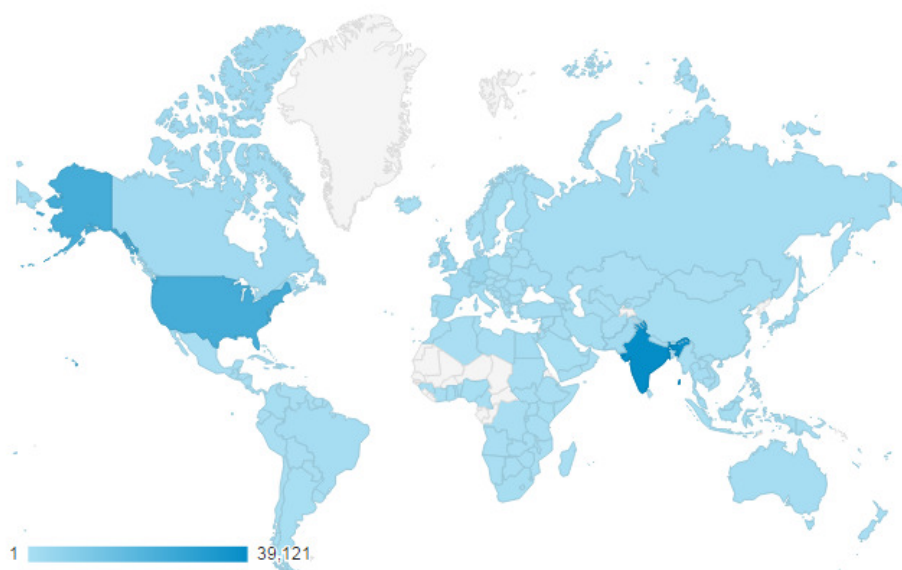
Readership

Traffic data from our log files

- Monthly average hits: 1.2 million
- Monthly average page views: 0.7 million
- Average number of Monthly visits: > 110 K
- Average number of Monthly unique visits: > 75 K
- Monthly growth rate > 10 %
- Total number of weekly email newsletter receivers: 50529

Reader Type	Type of companies	Content
CEO, CTO, VP type: 10%	Tier1 companies: 30%	News: 25%
Manager Cadre: 25%	Tier2 companies: 30%	New Products: 20%
Sen. Des. Engineers: 30%	Colleges and Institutes: 20%	Design guide: 40%
Fresh Engineers: 25%	From ISP: 30%	Others: 5%
PR and Media: 10%		

Geography of Readers:



Benefits to Advertisers:

- Per 1US\$, you can communicate your product message to 100+electronics design engineers and managers, who are mostly serious in buying service or product.
- You can target audience by VLSI, Embedded, hardware and any such selected areas.
- No rotation of ads, they will be displayed continuously.
- You can choose the exact page or content type for your advt.
- We provide the profile of your ad viewers using traffic analysis tools.
- Our quarterly and annual package offers high value for money.
- Through EE Herald, companies can reach CEO, CTOs, and hardworking design engineers of electronics engineering companies through our unbiased articles.
- Are you a startup only with few dollars budgeted for advertising. Otherwise a smart advertiser who would like to count returns for each invested Cent. Then EE Herald can serve your online advertisement needs.
- Companies related to semiconductor, component, EDA design tool/software, and T&M in US, EU, Japan, S.Korea, Taiwan and any other EE stronghold regions can reach design engineers in India.
- Our unbiased content and clean editorial will get you quality audience.

Advertisement Rates

Banner Size	Location (see image below this table)	Period	Cost		Pages
			In Rs	In US\$ (approx)	
700x 90 pixel (top banner)	Top of site (next to logo)	1 month	20,000	300	Top 1000 pages, home page, latest news and new products pages
700x 90 pixel (top banner)	Top of site (next to logo)	3 months	55,000	800	Top 1000 pages, home page, latest news and new products pages
700x 90 pixel (top banner)	Top of site (next to logo)	6 months	1,10,000	1500	Top 1000 pages, home pages and latest news and new products
700x 90 pixel (top banner)	Top of site (next to logo)	1 year	1,80,000	2500	Top 1000 pages, home page, latest news and new products pages
300x400 pixels side banner-1	Right side of the page	1 month	14,000	200	Top 1000 pages, home page, latest news and new products pages
300x400 pixels side banner-1	Right side of the page	3 months	35,000	500	Top 1000 pages, home page, latest news and new products pages
300x400 pixels side banner-1	Right side of the page	6 months	58,000	800	Top 1000 pages, home page, latest news and new products pages
300x400 pixels side banner-1	Right side of the page	1 year	1,10,000	1500	Top 1000 pages, home page, latest news and new products pages
300x300 pixels side banner-2 and 3	Right side of the page	1 month	7,000	100	Top 1000 pages, home page, latest news and new products pages
300x300 pixels side banner-2 and 3	Right side of the page	3 months	14, 000	200	Top 1000 pages, home page, latest news and new products pages

300x300 pixels side banner-2 and 3	Right side of the page	6 months	22,000	300	Top 1000 pages, home page, latest news and new products pages
300x300 pixels side banner-2 and 3	Right side of the page	1 year	36,000	500	Top 1000 pages, home page, latest news and new products pages
1000 x 60 pixels bottom - banner	Mid of the page	1 month	7,000	100	Top 1000 pages, home page, latest news and new products pages
1000 x 60 pixels bottom - banner	Mid of the page	3 months	14,000	200	Top 1000 pages, home page, latest news and new products pages
1000 x 60 pixels bottom - banner	Mid of the page	6 months	22,000	300	Top 1000 pages, home page, latest news and new products pages
1000 x 60 pixels bottom - banner	Mid of the page	1 year	36,000	500	Top 100 pages, home pages and latest news and new products

Top 1000 pages, latest news and new products constitute 80-90% of the total traffic

Since our website adopt to smart phone screens dynamically, these above ad positions slightly differ, all the side banners will be very well visible in the mobile screens. We also welcome any other exclusive space or idea.

Important: We use static html code for ads and use no Java script, so that your ad will be always visible to our readers irrespective of browser and ad-blocker.

Please note if you buy media space for whole year it is 60% cheaper than going for monthly option.

Please find the banner locations in next page.



Component Information
Analysis and Simplified
Component Selection Issues

700x90 pixels
top banner

NEWS PRODUCTS DESIGN GUIDE COMPONENT ENG STUDENT SECTION EVENTS WHAT'S NEW



TOP STORIES Introduction to smart factories, a new big wave in manufacturing
Electronics can be embedded inside machines which are used in factories and can be operated by individuals with ease remotely by letting connected ...

300x400 pixels
side banner 1

Latest EE News

- 12-03-17**
Yole: 4G and 5G RF-PE market to grow from \$10.1...
Claim: Troadec from market researcher Yole Development forecasts the RF front end modules and c...
- 14-03-17**
Global LED display market in 2016 up 7% to reach...
FutureSource Consulting reported the global LED display market closed 2016 with a mounting value...
- 12-03-17**
STMicroelectronics and Clevis offering jointly...
STMicroelectronics and Clevis announced the availability of a FIPS 140-2 Level 3 compliant Encrypt...

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Deep Coverage

- Bluetooth 5 Chips**
22-03-17
Bluetooth 5, a new market enabler for semiconductor and electronics cos
Bluetooth is nearly becoming a critical wireless protocol for IoT and wearables, now it gets further boosted with the launch of Bluetooth 5, where the range and speed are increased, expanding the application horizon of Bluetooth in multiple applications including IoT. The number of Bluetooth products in the market is expected to reach 10 billion within next 12 to 18 months. One third of IoT devices in the market have Bluetooth radio. Let's look at what all the new Bluetooth 5 offers: Now the ranges expanded from normally within your room to within the building, now you can use a Blue...

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300x300 pixels
side banner 2

Latest EE Products

- 14-03-17**
Space saving DC/DC boost converter IC for wear...
Maxim has announced a new DC/DC converter regulator IC which consumes very less quiescent current...
- 14-03-17**
ARM Cortex M0+ 32-bit microcontroller with built...
The Japan-based semiconductor company Rohm semiconductor has launched a 32-bit microcontroller ch...
- 13-03-17**
Chip antennas for the new Narrow Band IoT
The new chip antenna from Antenova measuring 20 x 11 x 1.6mm is designed for new Narrow Band IoT...

[Read More](#)

Design Articles

- 10-03-17**
Low power VLSI circuit modeling techniques
In this decade there is huge demand for low power VLSI semiconductor chips. In order to achieve low power, power consumption should be minimized at CMOS MOSFET level. In this article, various techniques which are available for minimizing the power consumption at different abstraction levels are discussed in detail. With the help of this article, VLSI design engineers can pick the right methodology with suitable process techniques to reach their required goal. Introduction VLSI integrated circuits are evolved about four decades ago. VLSI chip designers are still looking for enhancement...

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300x300 pixels
side banner 3

1000 x 60 pixels
bottom -banner

- Insertion of most relevant video in news, new products and design guide pages.
- Insertion of competing/better write-ups from advertiser on same subject/content.
- Insertion of documents (white papers, design guides, books, and other marketing literature in pdf format) to download.
- Newsletters: email blast with leads to our complete subscriber base. We create a profile list as per your needs.
- We also make custom e-books with a combination of our editorial content and your content.
- We can manage PR activity for conducting online events and webinars, which includes content/literature creation and management.
- Conduction of online quiz.

We do not rotate ad banners and any other advertising content

EE Herald Editorial Calendar 2023-24

Month	Subject
Apr-23	Global Semiconductor Market
May-23	AR/VR Components and Technology
Jun-23	Microcontrollers and Edge Computing
Jul-23	GAN and SIC FETs
Aug-23	Smart and Secure Device Tech
Sept-23	Smart and Sustainable Home
Oct-23	Smart and Sustainable City
Nov-23	Robot Evolution Model
Dec-23	RISC-V: Benefits and Risks
Jan-24	Open EDA
Feb-24	Speeding up VLSI Design
Mar-24	Image and Video Reading using 3nm Chips

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