



THE MAGAZINE FOR EMBEDDED ENGINEERS

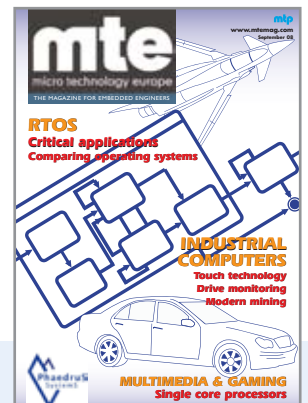
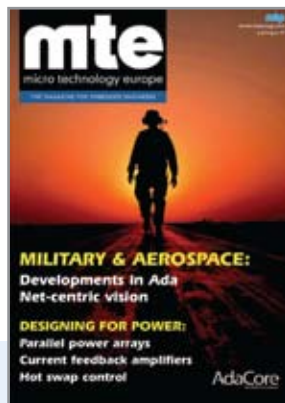
- ATCA
- Buses & Boards
- Chips/FPGAs
- Displays
- Development Kits
- DSPs
- Embedded PCs
- EMC & Thermal
- Enclosures/Racking systems
- Instrumentation
- Memory & Storage
- Microcontrollers/Microprocessors
- MicroTCA
- Multicore Processing
- PCI & CompactPCI
- Power Devices
- Real-Time Operating Systems
- Semiconductors
- Simulation & Prototyping
- Software-Defined Radio
- Software Development Tools
- Systems-on-Chip
- Test & Measurement
- UML
- VME/VXS/COTS
- Wireless

# HOW MTE HELPS YOU SELL

**Micro Technology Europe** is a leading magazine focused on embedded systems design and development, and is read by a targeted audience of electronics engineers and technical managers working across all sectors of industry where embedded technologies are a fundamental part of their company's design and manufacturing process.

Through a long and established track record as an important and trusted information resource, the embedded community rely upon MTE to keep them informed and up-to-date on the latest industry news and current market trends, expert comment, technical articles, and new products on the market which will help them gain advantage in their current projects and future embedded design and development strategies.

Advertising in MTE, therefore, provides the backbone for your general embedded campaign, supporting you through every stage of the sales and marketing process by putting your message in front of the right people, in the right companies, and in the right editorial environment; helping you to communicate more effectively with your target markets, build brand awareness, and ultimately increase sales.



# CIRCULATION & READERSHIP

# ADVERTISING RATES & SPECIFICATIONS

## Circulation

Print version	Copies
UK	10,011
Rest of Europe	2,004
<b>Total print</b>	<b>12,015</b>

Digital version	Subscribers
UK & Europe	1,577
USA & Canada	483
Far East	767
Middle East/Africa	188
India	389
South America	71
<b>Total digital</b>	<b>3,475</b>

<b>Total print + digital</b>	<b>15,490</b>
------------------------------	---------------

### Estimated total readership \*28,707

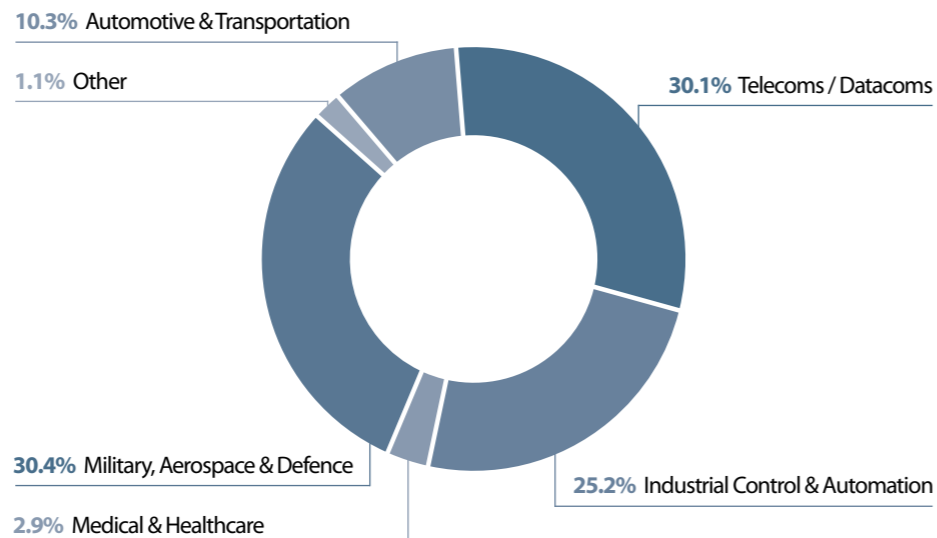
\* Research conducted in October 2009 across a sample of the entire distribution revealed that, including 'pass-on' readership, MTE has an average of 2.1 readers per print edition which, when added to the digital subscriber base, represents an estimated total international readership of 28,707.

## Purchasing Involvement By Product Area

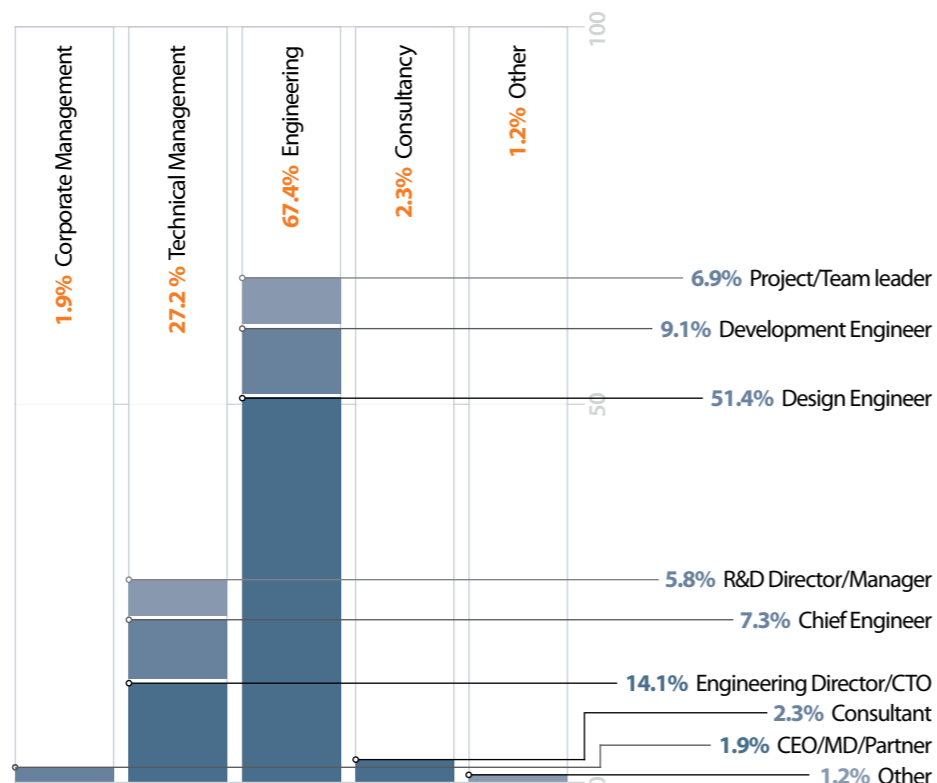
Boards	94%
Connectors/Interconnection	48%
Displays & Panel PCs	88%
Enclosures/Racking Systems	81%
Memory/Storage	69%
Microcontrollers/Microprocessors	73%
Power Devices	69%
Programmable Logic	63%
Real-Time Operating Systems	90%
Rugged Products & Components	78%
Semiconductors	62%
Software Development Tools	91%
Test & Measurement Equipment	77%
Wireless/Networking	73%

MTE's distribution is targeted at electronics design engineers and technical managers working in sectors of industry where embedded technologies are an important part of their design and manufacturing process, and who are directly involved in the purchase or specification of related hardware or software products.

## By Industry Activity



## By Job Function and Job Title



## Ratecard

Effective 1st Nov 2009	1-4	5-8	9-12
<b>Double page spread</b>	£5,104 €7,653 \$9,693	£4,849 €7,273 \$9,213	£4,593 €6,891 \$8,729
<b>Full page</b>	£2,807 €4,208 \$5,332	£2,665 €3,998 \$5,064	£2,525 €3,788 \$4,796
<b>Half page</b>	£1,738 €2,609 \$3,304	£1,651 €2,478 \$3,139	£1,564 €2,348 \$2,972
<b>Junior page</b>	£1,663 €2,494 \$3,160	£1,580 €2,367 \$3,001	£1,496 €2,245 \$2,845
<b>Quarter page</b>	£1,231 €1,846 \$2,338	£1,170 €1,754 \$2,223	£1,108 €1,663 \$2,105
<b>Sixth page strip</b>	£929 €1,393 \$1,766	£882 €1,323 \$1,676	£836 €1,253 \$1,588

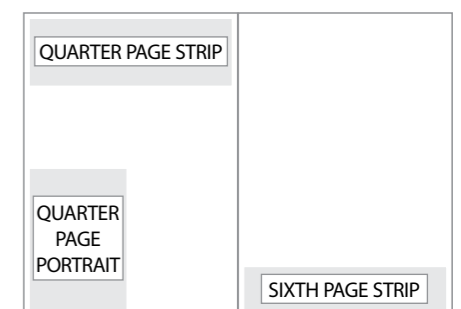
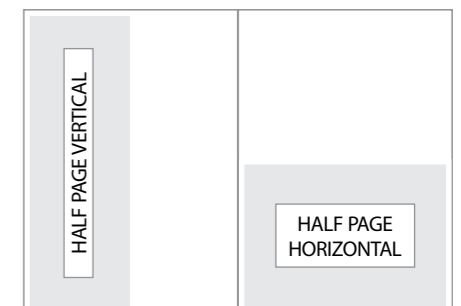
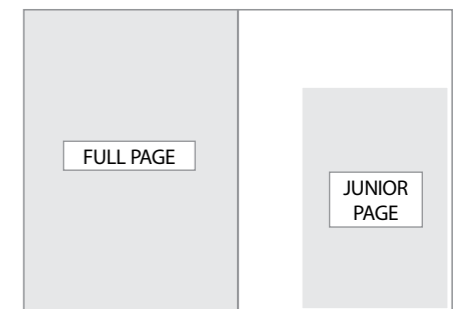
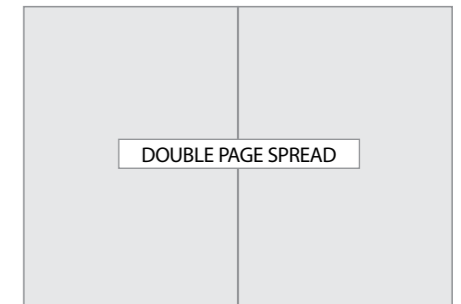
## Advert Specifications

Advert Format	Dimensions (Height x Width)			
<b>Double page spread</b>	Bleed	306mm x 426mm	Trim	297mm x 420mm
<b>Full page</b>	Bleed	306mm x 216mm	Trim	297mm x 210mm
<b>Half page</b>	Horizontal	133mm x 195mm	Vertical	278mm x 92mm
<b>Junior page</b>		210mm x 140mm		
<b>Quarter page</b>	Portrait	133mm x 92mm	Strip	66mm x 195mm
<b>Sixth page strip</b>		40mm x 195mm		

## SUPPLEMENTARY MARKETING OPPORTUNITIES

In addition to display advertising, MTE also offers a range of promotional options to give added creativity and impact to your embedded sales and marketing campaign, such as:

- Advertorials
- Article Reprints
- Company Profiles
- Cover-Mounts & Belly-Bands
- Front Cover Positions
- Email Broadcasts
- Inserts
- Online Promotion



## COPY REQUIREMENTS

Advertisement material can be provided either on a CD-ROM or as a PDF, TIFF, EPS or JPEG file, together with colour proof. Resolution must be at least 300dpi saved as a high quality press version.

Online Advertising

Advert type	Pixels (width x height)	Rate per month
Main Banner (home page)	468 x 60	£1,100 €1,320 \$1,650
Main Banner (other pages)	468 x 60	£750 €900 \$1,125
Tile (home page)	128 x 184	£415 €495 \$620
Tile (other pages)	128 x 184	£350 €420 \$525



www.mtemag.com

EMAIL BROADCASTS

E-blasts are a perfect tool to get your message straight onto the desktops of thousands of potential customers quickly and cost-effectively, and are ideal for:-

- Launching a new product or service
- Promoting your presence at an exhibition
- Attracting delegates to your own event or webinar
- Announcing a white paper or technical article

MTE offers an email broadcast service to our international database of electronics professionals which can be transmitted as either HTML or plain text format. Prices are fully inclusive of set-up costs, proofing, segmenting, and transmission.

Rate per thousand contacts: £270 / €350 / \$480.



Editorial Features 2010

Issue	Editorial feature
January	Automotive & Transportation Software Development Tools Telecoms/ATCA
February	Buses & Boards Electronic Design Automation (EDA) Enclosures & Racking Systems
March	Embedded PCs Memory & Storage Networking
April	Embedded Training & Consultancy Multi-core Processing Programmable Logic
May	Displays and Panel PCs Industrial Control Real-Time Operating Systems
June	Medical & Healthcare MicroTCA Wireless Connectivity
July/August	Military & Aerospace Power Management Systems-on-Chip
September	Industrial Control Real-time Operating Systems Security
October	Microcontrollers & Microprocessors Rugged Boards & Components Test & Measurement
November	Enclosures & Racking Systems Programmable Logic Software Development Tools
December	Displays and Panel PCs Low Power Boards Military & Aerospace

CONTACTS

MT Publications Limited Prudence Place, Proctor Way Luton, Bedfordshire, LU2 9PE, UK. Tel: +44 (0)1582 722460 Fax: +44 (0)1582 722470

**Editor**  
Steve Rogerson  
email: Steve@mtemag.com

**Sales Director**  
Christian Kiernander  
email: Chris@mtemag.com

**Webmaster**  
Jenna lord  
email: jlord@cirdata.com

**Publisher**  
David Williams  
email: David@mtemag.com

**Designer**  
Lorna Cowan  
email: Lorna@mtemag.com

**Circulation Manager**  
James Ormiston  
email: J.ormiston@cirdata.com

**Production & Admin Manager**  
Ruthanne Hornshaw  
email: Ruthanne@mtemag.com

