



With over 18 years of editorial experience, EDN Asia is the premiere source of electronics design news, articles and insight – written by engineers, for engineers – into Asia's ever-evolving electronics industry.

Read by thousands of design and development professionals, and engineering managers, EDN Asia is available in three localized editions online (English, Korean and Traditional Chinese) and as a monthly, BPA-audited, print edition in Traditional Chinese. These are complemented by events and newsletters designed to deliver enabling technologies into the hands of Asia's engineering communities.

EDN Asia ensures your brand and technology are front and center at the moment Asia's electronics professionals look for them.

Editorial Calendar **					
Issue	Cover Story	Technical Feature	Special Report	Supplements	Bonus Distribution
January	Microprocessors	Communications			
February	Sensors	Analog		India I: Automotive Electronics	
March	Embedded	Consumer		Power Technology I: Power ICs & LEDs	
April	Analog	Medical	Test & Measurement: High-Speed Serial Bus Design		AutoTronics Taipei
May	Switching Devices	Power		India II: Consumer Electronics	
June	Processors	Embedded			Computex Taipei Photonics Festival
July	Sensors	Test & Measurement		Power Technology II: Power Module & Automotive Electronics	
August	SOC	Communications	Automotive: TC & ICE	India III: Telecom	
September	Analog: Back to the Future	Medical			
October	Security	Power		Power Technology III: Digital Power	Taitronics
November	Automotive	RF/Wireless	Industrial Electronics	India IV: Defense	
December	Embedded	Consumer			

Frequency: Monthly

Circulation: 12,500*

URL: www.ednasia.com
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Circulation

By Job Function *	
Design & Development Engineering	94%
Engineering Management	6%

By Business Type *	
Consumer Electronics	23%
Computers & System Software or Peripherals	22%
ICs & Semiconductors	22%
Communication Systems	13%
Components/Subassemblies	7%
Controls, Test or Medical Electronics	6%
Automotive Electronics	2%
Power Supply	2%
Academy & Independent R&D Laboratories	1%
Avionics, Marine, Space & Military Electronics, Government or Military Agencies	1%
Others	1%

* EDN Taiwan BPA Audit Statement, June 2011
 ** Articles/Information may be changed without notice, subject to technological development or industry needs

Seminars		
Topic	Month	Location
Power	April	Taipei, Taiwan
Embedded and Power	April	Singapore
Embedded and Power	April	Penang, Malaysia
Embedded	July	Taipei, Taiwan
Wireless	September	Singapore
Communications	September	Penang, Malaysia

Print Advertising Rates				
4-Color Rates (US\$)				
Ad-Size	1X	6x	12X	24x
Full Page	3,960	3,740	3,580	3,410
2/3 Page	3,520	3,410	3,250	3,080
1/2 Page, Junior Page	3,190	3,030	2,860	2,700
1/3 Page	2,750	2,590	2,420	2,260

4-Color Cover Rates (US\$)	
Cover II	5,170
Cover III	4,950
Cover IV	5,500

Inserts & Onserts

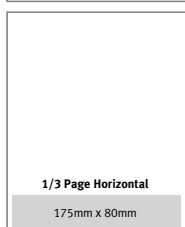
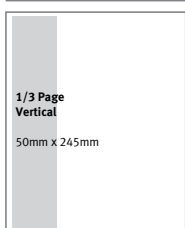
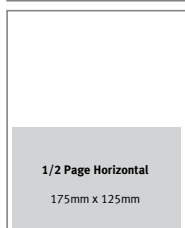
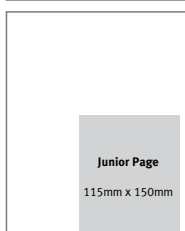
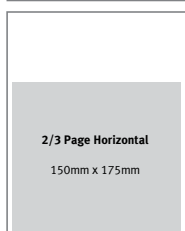
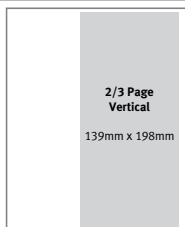
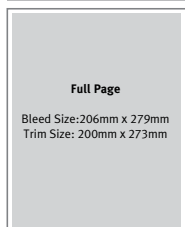
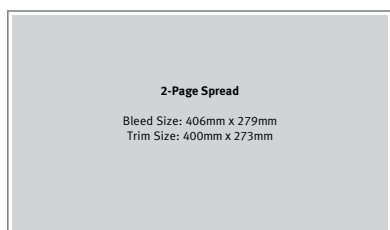
Inserts and onserts are available. Please contact EDN Asia sales representative for details and rates.

Print Production Deadlines

Issue	Ad Booking Deadline	Ad Copy Deadline	Publication Date
January	5-Dec 11	15-Dec 11	27-Dec 11
February	30-Dec 11	13-Jan 12	4-Feb 12
March	8-Feb 12	17-Feb 12	29-Feb 12
April	4-Mar 12	15-Mar 12	27-Mar 12
May	5-Apr 12	16-Apr 12	27-Apr 12
June	7-May 12	15-May 12	28-May 12
July	5-Jun 12	15-Jun 12	27-Jun 12
August	5-Jul 12	16-Jul 12	27-Jul 12
September	6-Aug 12	14-Aug 12	27-Aug 12
October	5-Sep 12	14-Sep 12	27-Sep 12
November	8-Oct 12	15-Oct 12	29-Oct 12
December	5-Nov 12	15-Nov 12	27-Nov 12

Print Mechanical Requirements

Trim Size: 200mm (W) x 273mm (H), Perfect Bound
Bleed Size: 210mm (W) x 283mm (H)



Online Media Opportunities

Web Banners Rates (US\$)

	Banner Size (pixels)	Rate/Month	Rate/Quarter
Homepage	360 x 60 (Leaderboard)	2,500	6,500
	600 x 60 (Horizontal)	2,000	5,100
	120 x 600 (Tower)	2,000	5,100
	336 x 280 (Boom Box)	2,500	6,300
	100 x 300 (Side Hanger)	3,500	8,900
	Sponsor Link (Text)	1,500	3,800
Content Pages	360 x 60 (Leaderboard)	2,500	6,500
	600 x 60 (Horizontal)	2,200	5,600
	120 x 600 (Tower)	2,200	5,600
	336 x 280 (Boom Box)	2,800	7,100
	100 x 300 (Side Hanger)	4,000	10,000
	Sponsor Link (Text)	1,700	4,300

E-Newsletter Rates (US\$)

	Audience	Language	Frequency	Schedule	Rate/Position
Power	20,000	English	Monthly	1st Tuesday	2,200
Online	30,000	English, Korean, Traditional Chinese	Monthly	2nd Tuesday	3,200
Analog**	21,000	English, Korean, Traditional Chinese	Monthly	3rd Tuesday	3,200
T&M**	8,000	English, Korean, Traditional Chinese	Monthly	4th Tuesday	2,000

Other Online Sponsorships

		Rate (US\$)
Design Center Sponsorship	Ad unit in selected Design Center channel.	3,300 per month per channel
Knowledge Center Sponsorship	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.	Rates based on custom design
Resource Center	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/site)
Webcast	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

+ Publisher's own data

** Customized e-newsletters such as Communications & Networking, EDA, Embedded Systems and Consumer Electronics are available upon request. Please contact EDN Asia sales representative for details and rates.

Sales Contact

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

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