

# Media kit

New-Tech  
Europe

2016

- Magazines
- Online Platforms

[www.new-techeurope.com](http://www.new-techeurope.com)

# About New-Tech Magazines Group

'New-Tech Magazines' A world leader in publishing high-tech and electronics, producing top quality publications read by tens of thousands professionals from all over the world especially from Europe, innovative electronics, IoT, microwave, homeland security, aerospace, automotive and technological industries.

Our specialized target audiences prefer **New-Tech Europe** because they know that our publications are a rich and reliable source of the latest information in their respective fields. Our multidimensional editorials, news items, interviews and feature articles provide them with a full, well-rounded picture of the markets in which they operate - an essential asset for every technological leader striving to stay ahead, make the right decisions, and generate the next global innovation.

Moreover, as an attractive platform for advertisers from around the world, **New-Tech Europe** has become a hub for bustling international commercial activity. Here, through ads and other promotional materials, Israeli readers obtain crucial information about developers and manufacturers worldwide, finding the tools, instruments, systems and components they need to facilitate their innovative endeavors.

Targeting the needs of both the global and european industries and global advertisers, **New-Tech Magazines Group** constantly expands and upgrades its services. Over the years, the company has been able to formulate a remarkably effective, multi-medium mix of offerings, combining magazine publications with useful online activities, newsletters and special events and exhibitions.

**New-Tech Magazines Group** was founded in 2008 by Mr. Tomer Gur-Arie, based on 25 years of experience in journalism & advertising, with a special focus on hi-tech & electronics. The company's mission is to create and continuously update a powerful professional showcase for technological innovations, products and companies, targeting Israel's dynamic hi-tech and military industries.



# New-Tech Magazines Group Ltd.

*Your gateway to the european technological marketplace*

With New-Tech your message will reach more than tens of thousands potential customers from all over the world especially from Europe.

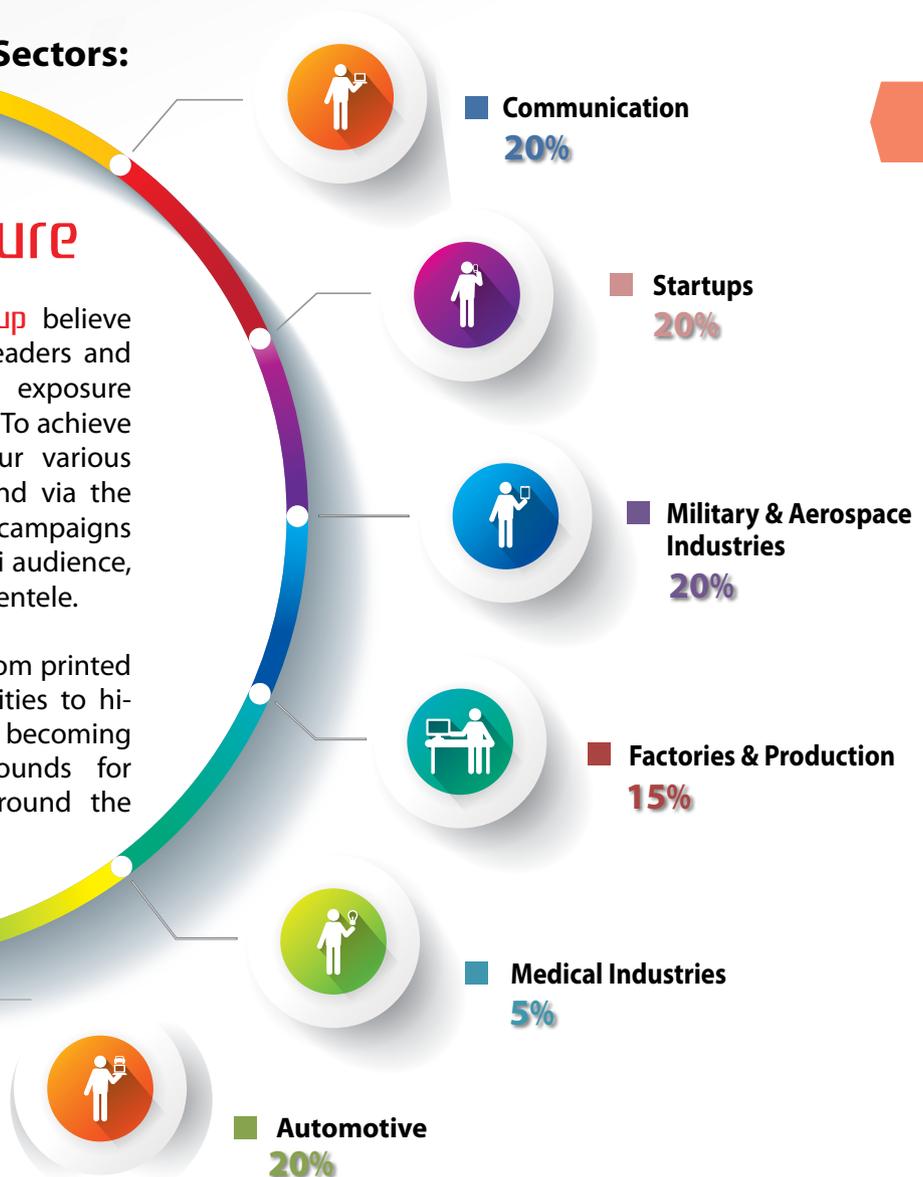


## Sectors:

# Maximum exposure

We at **New-Tech Magazines Group** believe that we owe our customers - readers and advertisers alike - maximum exposure through every available channel. To achieve this we constantly promote our various offerings in the press, on TV and via the internet, running high-profile campaigns that draw in every relevant Israeli audience, and continuously multiply our clientele.

As a result, all our operations - from printed magazines through online activities to hi-tech events and exhibitions, are becoming increasingly fertile hunting-grounds for advertisers and sellers from around the world.



## Professionals:

+ R&D 45% + Management 15% + Purchasing 15% + Production 20% + Others 5%

# New-Tech Europe Web-Site

## Read To Lead



# New-Tech

DIRECT EUROPE

## Read To Lead

## The New-Tech Europe Direct Newsletter

**New-Tech Direct**, our weekly Newsletter, delivers the latest technological news directly to our subscribers' email. Contents include a digital version of items from **New-Tech Magazines**, alongside special articles on focal issues, and a direct link to the industry's hottest news bulletins.

# New-Tech

## Europe

### Advertise with New-Tech

Join hundreds of global industry leaders and thousands of technological enterprises worldwide, who have chosen to run profitable promotional and advertising campaigns on New-Tech's various printed and online platforms.

New-Tech's advertising clientele already includes some of the biggest names in the industry:

Digi-Key Electronics, Analog Devices, Texas Instruments, Intel, Microchip, ST, Mini Circuits, National Instruments, Xilinx, ARM, Samtec, Avnet, Arrow, DigiKey, TTI, Future, Farnell, Keysight Technologies, Maxim, Freescale, Linear, Molex, Murata, CUI, Raltron, Rohm and many more.



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