

Since 2008 New-Tech Magazine Group has served the high-tech and electronic industries through multiple channels, including our printed magazines, websites, conferences, exhibitions and newsletters.

## About New-Tech Magazines Group

"New-Tech Magazines" a world leader in publishing high-tech and electronics, produces top quality publications read by over 250,000 professionals from all over the world. The fields we cover are wide-ranging and include: innovative electronics, IoT, AI, smart factory, RF & microwave, Electro Mechanical, aerospace, automotive, medical, embedded, electro-optics, test & measurement, machine vision & machine learning and technological industries.

New-Tech Magazines Group was founded in 2008 by Mr. Tomer Gur-Arie, who has more than 27 years of experience in editing and advertising, with a special focus on hi-tech & electronics. The company mission is to create and continuously update a powerful, professional showcase for technological innovations, products and companies; targeting the dynamic hi-tech industry.

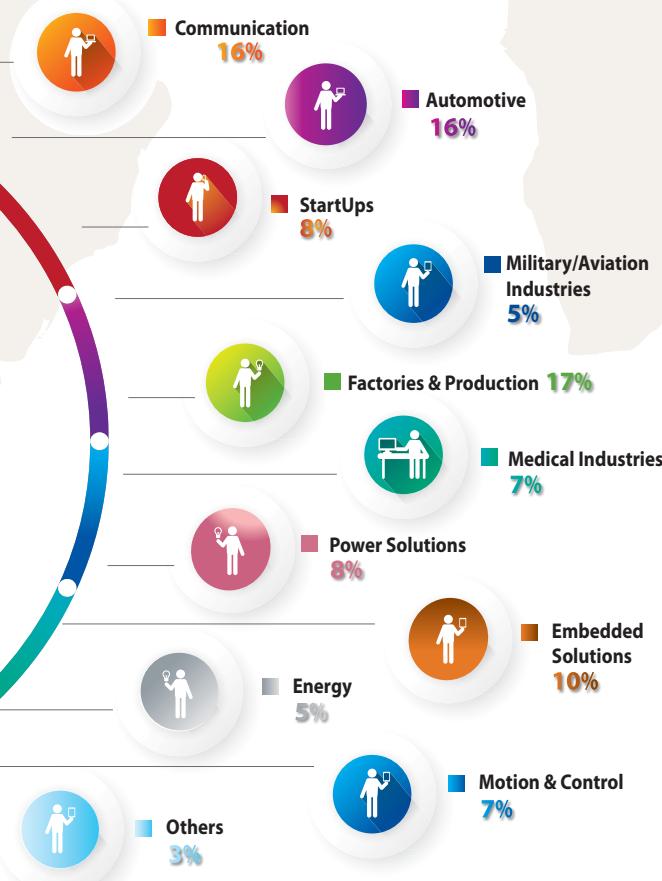
## Advertise with New-Tech Magazine Group:

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 leading companies in the industry:

Digi-Key Electronics, Analog Devices, Mouser, Farnell, ARROW, Würth Texas Instruments, Intel, Microchip, Microsoft, Mini Circuits, Pasternack, AWR, National Instruments, Xilinx, Future, Maxim, SAMTEC, Molex, TE, CUI, Advantech and many more

## Audience Profile

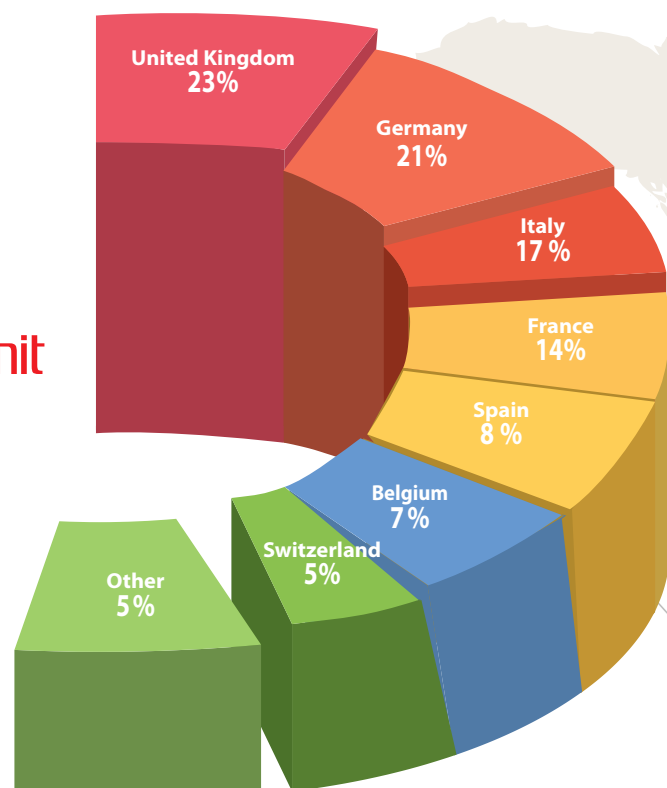
We at **New-Tech Europe** believe that we owe our customers - readers and advertisers alike - maximum exposure - We do the best to create the most effective combination of professional and interesting content for our readers. This is what invites our many visitors, provides us with outstanding impressions, and keeps our visitors interested in the long-run.



### Professionals:

+ R&D 18% + Purchasing 10% + Senior Engineering 21% + Production Engineering 19% + Engineering 5%  
+ Tests & Measurements 19% + Management 10% + Sales / Marketing 4% + Design 7% + Others 6%

## Distribution Unit



## New-Tech Europe Website

### Rates and Banner Sizes

Estimated Impression - Minimum 130000 per month					Special size - Welcome Banner Pop Up
Banner Size (Pixel)	W728XH90	W300XH250	W300XH100	W200XH80	Desktop W600XH400 Mobile W300XH250
Price per Month CPM	5500 Euro 42 Euro	4700 Euro 36 Euro	3000 Euro 23 Euro	1700 Euro 13 Euro	
Price per Month (> 2 Times per Year) CPM	5000 Euro 38 Euro	4400 Euro 34 Euro	2800 Euro 22 Euro	1500 Euro 11.5 Euro	
Price for 10 Days + 2 Days Bonuses (Total 12 Days) CPM	2000 Euro 38 Euro	1700 Euro 33 Euro	1300 Euro 25 Euro	700 Euro 13 Euro	
Price for 1 Week CPM					1900 Euro 60 Euro

### Banner sizes



## New-Tech Europe Magazine

### Advertising Rates 2019

	Digital Edition	Print (Special Edition)
Page 2	2,800 €	4,800 €
Page 3	2,800 €	4,800 €
Page 4-11	2,200 €	3,500 €
Back Cover	4,000 €	6,000 €
Inside Back Cover	2,400 €	3,200 €
Front Cover Strip	2,000 €	3,000 €
1/2 Page	1,100 €	2,100 €
1/3 Page	1,000 €	1,800 €
1/4 Page	900 €	1,500 €
Strip	600 €	900 €

Ad Size	Double Spread	Full Page	1/2 Page	1/3 Page	1/4 Page	Strip
Size in cm	W42XH27	W21XH27	W19XH12	W6XH23.5	W9.2XH12	W19XH4.5

## New-Tech

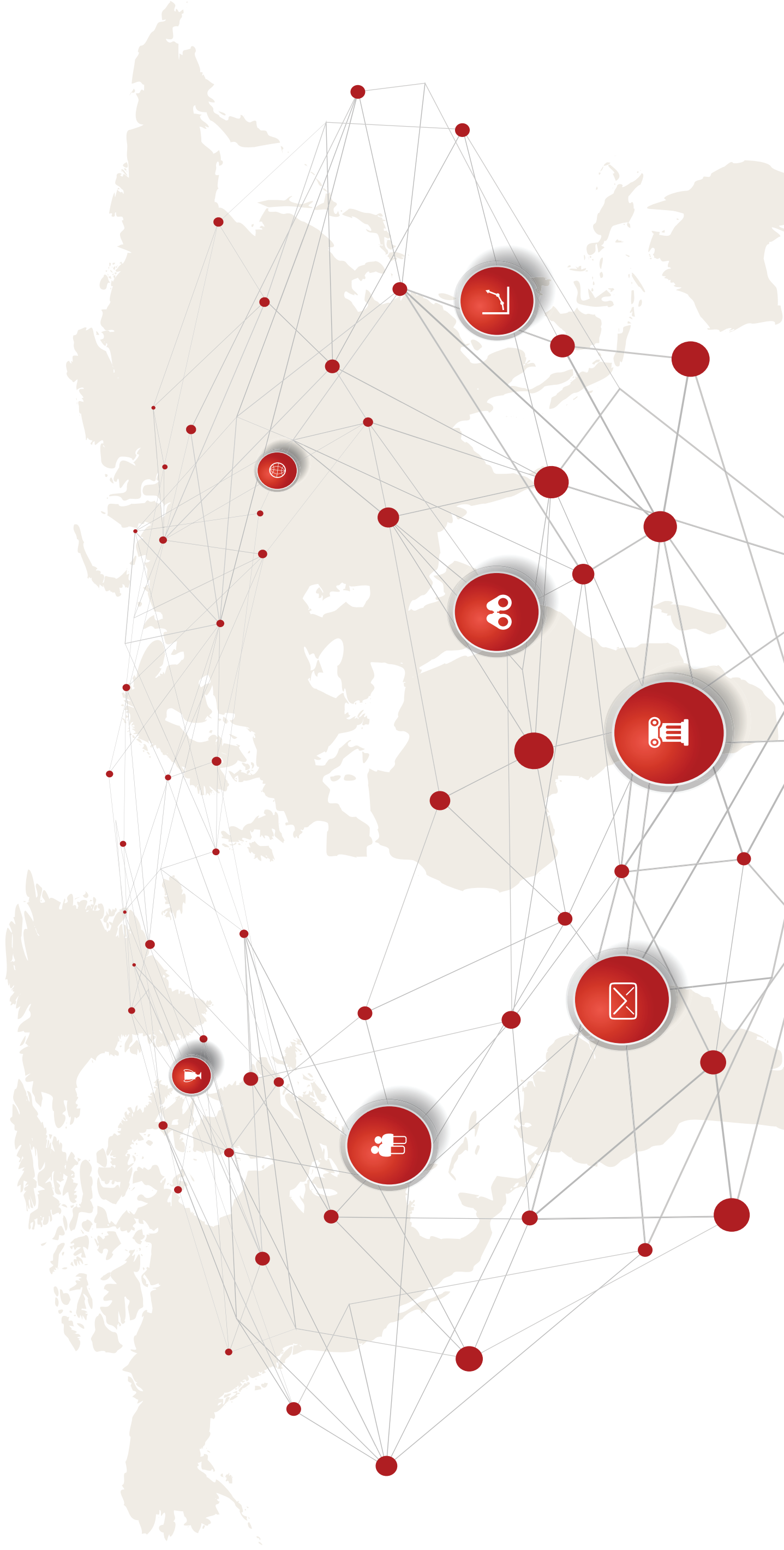
DIRECT EUROPE

## 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. Content includes a digital version of items from **New-Tech Magazines**, alongside special articles on targeted issues, and a direct link to the industry's hottest news bulletins.

\* According to the GDPR regulations



**New-Tech**  
Europe

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**Media kit 2022**  
**New-Tech**  
Europe