

MEDIA INFORMATION 2012

EDITORIAL CALENDAR
CIRCULATION BREAKDOWN
ADVERTISING RATES

Fachzeitschrift für Advanced Packaging & Elektronikfertigung

SMT

emv-esd

CADS

CAE/CAD/CAM/CAT/CAQ



■ In brief:

»SMT Germany« with a qualified circulation covers all aspects of electronics manufacturing and testing, with special emphasis on Surface Mount Technology and Advanced Packaging.

Topics are:

- Board Assembly
- Printed Circuit Board Manufacturing
- Production Techniques in Microelectronics
- Test and Measurement
- Market Surveys on the most important products and services
- Design

The qualified readers are engineers and technical management involved in the production, assembly, test, QA and inspection of PCBs, who are directly responsible in the specification and purchase of electronic products and services.

EMV-ESD covers all aspects of electromagnetic compatibility (EMC) and the effects of electrostatic discharge (ESD)

CADS serves the computer-aided design industry in electronics and includes topics like verification, routing, signal integrity etc.

■ Publisher:

Dr. Ullrich Wachs

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■ Volume:

25th volume 2012

■ Publication dates:

Issues per year: 8

■ Editorial features:

see page 5 and 6

■ Subscription rates:

Per year € 58.00 incl. postage
Single copy € 9.50

■ **Circulation control:** Internal (10/01/2010 - 09/30/2011)

■ **Geographical breakdown**

■ **Circulation:** Planned circulation 2012 per issue: 9,550

Printed volume: 9,311

Current total circulation: domestic 8,313 + abroad 998

Payed subscription circulation: 941

Qualified readership: 8,370

Rest copies, archives: 230

Area	Copies	%
Germany		
Postal code 0	326	3.5
Postal code 1	3308	3.3
Postal code 2	522	5.6
Postal code 3	652	7.0
Postal code 4	662	7.1
Postal code 5	774	8.3
Postal code 6	988	10.6
Postal code 7	1827	19.6
Postal code 8	1407	15.1
Postal code 9	857	9.2
Foreign countries		
Switzerland	391	4.2
UK	196	2.1
Austria	198	2.1
Netherlands	93	1.0
Others	112	1.2
Total circulation	9311	100,0

Breakdown by type of business

Industry classification	Receivers	Copies	%
242	Machine Tool	698	7.5
243	Data processing/ office machinery	196	2.1
244	Automobile production	261	2.8
248	Aeronautics	242	2.6
250	Electronics:		
	Industrial electronics	3,743	40.2
	Consumer electronics	158	1.7
	Medical electronics	186	2.0
	PCB manufacturer	242	2.6
	Electronic Services/ Engineering offices	959	10.3
	Test and measurement	419	4.5
5	Traffic and Telecommunication	717	7.7
	Component manufact.	279	3.0
	Power supply	47	0.5
9	Highschools, Universities	643	6.9
	others	521	5.6
	Total circulation	9,311	100.0

Size of companies

Employees	Copies	%
1 to 9	1,499	16.1
10 to 49	1,666	17.9
50 to 99	689	7.4
100 to 499	1,899	20.4
500 to 999	737	7.9
1000 and more	2,821	30.3
Total circulation	9,311	100.0

Job function

	Copies	%
Technical management	2,290	24.6
Commercial management	605	6.5
Research/development/	2,058	22.1
Construction	708	7.6
Manufacturing/Test/QA	2,836	30.5
Purchasing	326	3.5
Sales/marketing	419	4.5
Students	46	0.5
Universities/ others	23	0.2
	9,311	100

Format: DIN A4, Width 210 x Height 297 mm
 Bleed of page: Width 216 x Height 303 mm
Print area: Width 185 x Height 260 mm

Black and White rates

Prices in Euro

Format:	Width x Height mm	Price €
Full page	185 x 260	3,350.00
3/4 page	140 x 260 or 185 x 195	2,850.00
2/3 page	123 x 260 or 185 x 173	2,470.00
1/2 Island	135 x 195	2,060.00
1/2 page	90 x 260 or 185 x 130	1,850.00
1/3 page	60 x 260 or 185 x 87	1,430.00
1/4 page	46 x 260 or 185 x 65 or 92 x 130	1,010.00
1/8 page	46 x 130 or 92 x 65 or 185 x 30	530.00
1/16 page	58 x 40 or 86 x 30	360.00

Special positions: Inside front cover / outside back cover+ 15%, others +10%

Extra charges for colours

Format	2-colour	3-color	4-color	special colour
1/1 or smaller	390.00 €	750.00 €	950.00 €	600.00 €
1/2 or smaller	300.00 €	580.00 €	750.00 €	600.00
1/4 or smaller	200.00 €	350.00 €	550.00 €	600.00 €

Showcase 4-colour

1x 460.00 2x 440.00 4x 420.00 6x 400.00 8x 380.00 12x 360.00

Bleed: no charges for gutter bleeds on spreads

Classified Advertising Rates: per column, 42 mm width, millimeter line 4.00 €

Bound inserts : (total circulation only) - standard issue 9,850 inserts required*

Paperweight: 80 to 120 g/m²

1 sheet = 2 pages	€ 3,450.00
2 sheet = 4 pages	€ 4,990.00
3 sheet = 6 pages	€ 6,610.00
4 sheet = 8 pages	€ 8,140.00

* exhibiton issues will be published at larger circulation

Insets (part circulation possible)

Paperweight: 80 to 120 g/m²

1 sheet = 2 pages	€ 240.00/1000 ≤25 g
2 sheet = 4 pages	€ 350.00/1000 ≤60 g

Discount for bookings within one year:

from 2 bookings 5 % - from 4 bookings 10 % -
 from 6 bookings 15 % - from 8 bookings 20 %

Combined bookings with CADS and EMV-ESD at same discount

Bank: Deutsche Bank, Account No. 041 652 901 (BLZ 550 700 24)

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Payment conditions: within 10 days 2 % discount - 20 days net

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Transmission: E-mail transfer, ftp, ISDN data transfer (Mac, PC), CD-ROM.

Production of advertising material by SMT-VERLAG at cost-price.

TOPICS AND DEADLINES

Dates & Deadlines	Main Topics SMT	Main Topics CADS	Main Topics EMV-ESD	Trade Fairs
Regular Topics	Electronic Assembly Manufacturing Printed Circuit Board Fabrication Fabrication Techniques in Microelectronics Test- and Quality Assurance Market Survey	EDA, PCB- and Assembly Design, Design Tools, Logic Analysis/Synthesis, Simulation	Standardization, Measurement Technology, Shielding, Filtering, Antennas, Voltage Transient Protection, Electrostatic Discharge, Lightning Protection	
January/February with EMV-ESD 1 Fair issue EMV 2012 Editorial Due Date 1/16/2012 Ad Closing Date 1/20/2012 Publication Date 1/31/2012	Photovoltaic, Soldering Placement, Cleaning Packaging, Bonding AOI, X-Ray Inspection, Flying Probe Market Survey: Connectors		Preliminary Report EMV 2012, Stuttgart Measurement Technology Filters Casing, Cabinets, Boxes Services, Laboratory Equipment	EMV 2012 2/07/ - 3/17/2012 Düsseldorf APEX 2/28/ - 3/01/2012 San Diego CeBIT 3/06/ - 3/10/2012 Hanover
March with CADS 1 Editorial Due Date 3/08/2012 Ad Closing Date 3/15/2012 Publication Date 3/20/2012	Preliminary Reports »SMT Hybrid Packaging« Packaging, CSP, Flip Chip Soldering, Solder Pastes, Placement, Photovoltaic, Test, AOI, Semiconductor Scan Market Survey: Contract Manufacturer	Design, Verification, Placement, Routing Wiring, Signal Integrity Programmable Logic Modelling		Hannover Messe 4/23/ - 4/27/2012 Hanover
April/May with EMV-ESD 2 Fair issue SMT/Hybrid/Packaging Editorial Due Date 4/16/2012 Ad Closing Date 4/20/2012 Publication Date 5/02/2012	Reports »SMT Hybrid Packaging, Soldering, Manufacturing Automation Dispensing, Placement, Photovoltaic Assembly Bonding, CSPs, Flip Chip Trends in Testing Market Survey: Soldering Systems		Overview EMC/ESD Suppliers part 1 Report EMV 2002, Düsseldorf Measurement Antennas Interference suppression EMC Design	SMT/Hybrid /Packaging 2012 5/08/ - 5/10/2012 Nuremberg inter solar 2112 6/13/ - 6/15/2012 Munic
June/July with CADS 2 Editorial Due Date 5/21/2012 Ad Closing Date 5/25/2012 Publication Date 6/08/2012	Photovoltaic Soldering Technique, Screen Printing Placement, Optical Connections AOI, X-Ray Inspection Market Survey: Screen Printing	Design, Verification, Placement, Routing Wiring, Signal Integrity ASIC, FPGA, PLA DAC Report		

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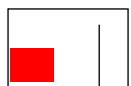
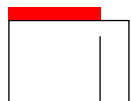
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Regular Topics	Electronic Assembly Manufacturing Printed Circuit Board Fabrication Fabrication Techniques in Microelectronics Test- and Quality Assurance Market Survey	EDA, PCB- and Assembly Design, Design Tools, Logic Analysis/Synthesis, Simulation	Standardization, Measurement Technology, Shielding, Filtering, Antennas, Voltage Transient Protection, Electrostatic Discharge, Lightning Protection	Bondexpo 10/08/ - 10/11/2012 Stuttgart
August/September with EMV-ESD 3 Editorial Due Date 8/13/2012 Ad Closing Date 8/17/2012 Publication Date 8/28/2012	Placement, Dispensing Soldering, Rework/Repair Bonding AOI, X-Ray Inspection, Flying Probe Market Survey: Assembly Test Equipment		Overview EMC/ESD Suppliers part 2 Measurement Techniques Antistatic Materials USC Installation Absorbers Services	Motek 10/08/ - 10/11/2012 Stuttgart
October with CADS 3 Editorial Due Date 9/24/2012 Ad Closing Date 9/28/2012 Publication Date 10/09/2012	Preliminary Reports: »electronica« Placement, Bonding, Dispensing, Soldering, Screen Printing, PCB Trends Packaging, Rework Board-Test, Cable and Connection Test Market Survey: Placement Machines	Design, Verification, Placement, Routing Wiring, Signal Integrity ASIC, FPGA, PLA		Semicon Europe 10/09/ - 10/11/2012 Dresden
November with EMV-ESD 4 Fair issue »electronica 2012« Editorial Due Date 10/22/2012 Ad Closing Date 10/26/2012 Publication Date 11/06/2012	Reports: »electronica« Placement, Dispensing, Photovoltaic Soldering Technique, Solder Pastes Screen Printing Packaging, Bonding,AOI, AXI, Testautomation Market Survey: PCB Manufacturer		Laboratory Equipment Casing, Boxing, Cabinets Transient Protection Devices EMC Design Services ESD	parts2clean 10/25/ - 10/27/2012 Stuttgart
December with CADS 4 Editorial Due Date 11/26/2012 Ad Closing Date 11/30/2012 Publication Date 12/13/2012	Boardhandling, Repair/Rework Soldering Technique, Placement Packaging, Bonding Electrical Test Techniques, Test Automation Market Survey: Bond Systems	Design, Verification, Placement, Routing Wiring, Signal Integrity ASIC, FPGA, PLA		electronica 2012 11/13/ - 11/16/2012 Munic



Banners on www.SMT-Verlag.de

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CADS



Typ	Größe in Pixel	Formate	Preise pro Woche
Super Banner	728 x 90	GIF/JPG/Flash	300 €
Wide Skyscraper	160 x 600	GIF/JPG/Flash	250 €
Rectangle	180 x 150	GIF/JPG/Flash	150 €
Medium Rectangle	300 x 250	GIF/JPG/Flash	250 €

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