

ElectronicsWeekly.com Audience Profile

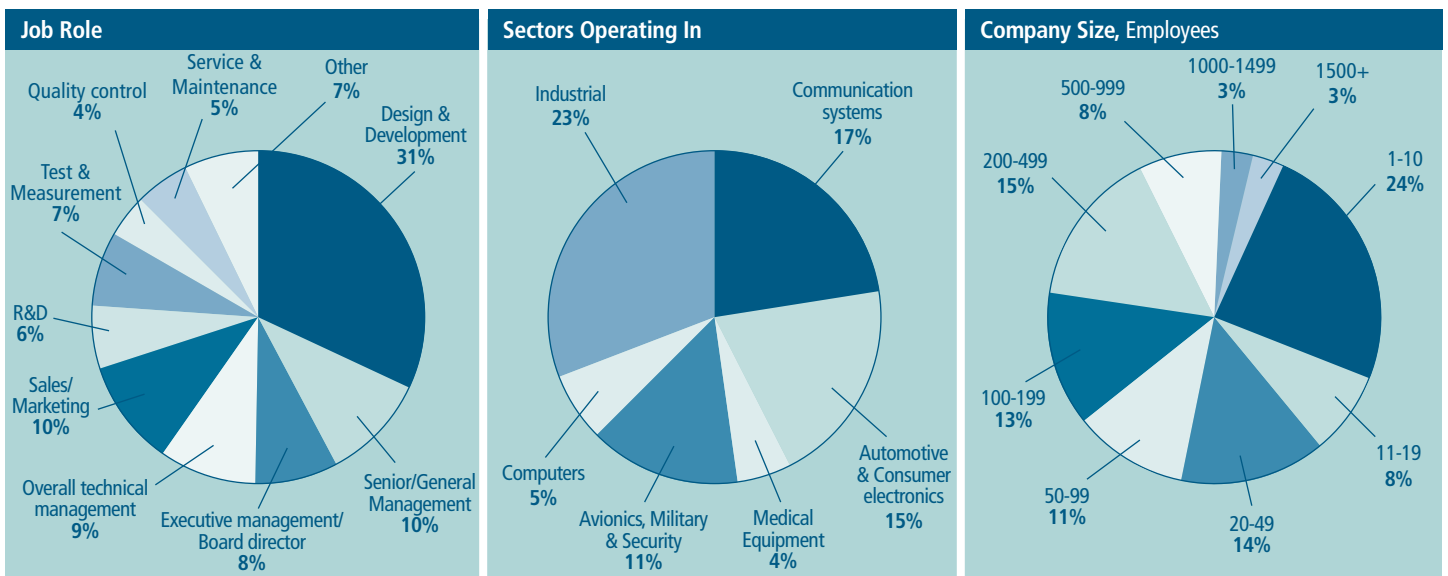
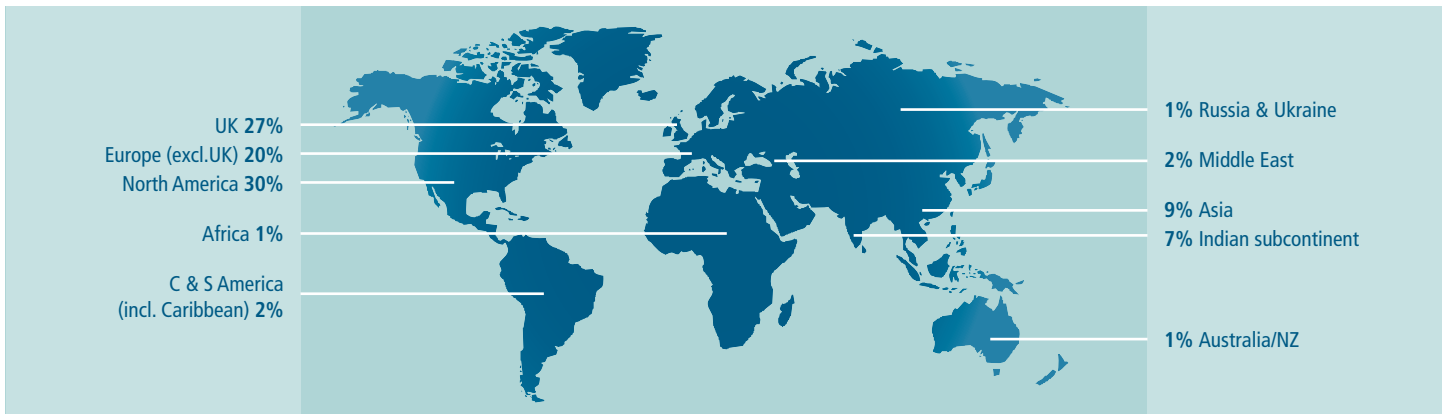
ElectronicsWeekly.com is the leading online news and information resource for the industry. With almost **half a million page impressions** and **140,000 unique visitors** a month, by promoting your organisation on ElectronicsWeekly.com you can be sure to reach the right audience. 31% of users cite 'Design/Development engineering' as their job function, and 62% visit the site at least once a week (with many visiting more often).

Use of ElectronicsWeekly.com

Users of the site visit for a variety of reasons – and 47% visit specifically **to find a new product or supplier**. Further evidence that these users are active buyers comes from the fact that **51% have clicked on an advertisement** and **50% search for product information** on ElectronicsWeekly.com. As **84%** of users have some level of purchasing responsibility, advertising on ElectronicsWeekly.com means that you can optimise your promotion budget and reach a receptive audience who are **at the right point in the purchasing process** for you to acquire them as a customer.

A Global solution

ElectronicsWeekly.com has a truly global user base. Take a look at the graph below to see how well we cover your key marketplaces:



For further information or to book an advertisement, please contact the ElectronicsWeekly.com team on +44 (0)20 8652 3262, or email lee.delaruebrowne@rbi.co.uk

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More solutions for your business

At ElectronicsWeekly.com, we like to innovate, and the same is true of our advertising solutions. Whatever your campaign requirements, we are sure to have the right option to promote your business. See below for a snapshot of the products we can offer, and please contact us or see the relevant area on our Media Centre for further information:

- Webinars
- Podcasts
- Video
- Virtual fairs
- White paper library

Did you know?

Print advertising drives online search

Recent research has shown that **67% of online searchers** are driven to search by an **offline channel** (eg print), and of these 40% go on to make a purchase. With Electronics Weekly, maximise your lead generation by combining your online campaign with print messaging, to really generate standout in the market. See our Electronics Weekly audience profile to find out how we can help you.

Source: Publisher statement March 2009 (495,755 page impressions, 139,123 unique users); ElectronicsWeekly.com user survey 2009; Outsell 4th annual marketing & advertising study 2009

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