

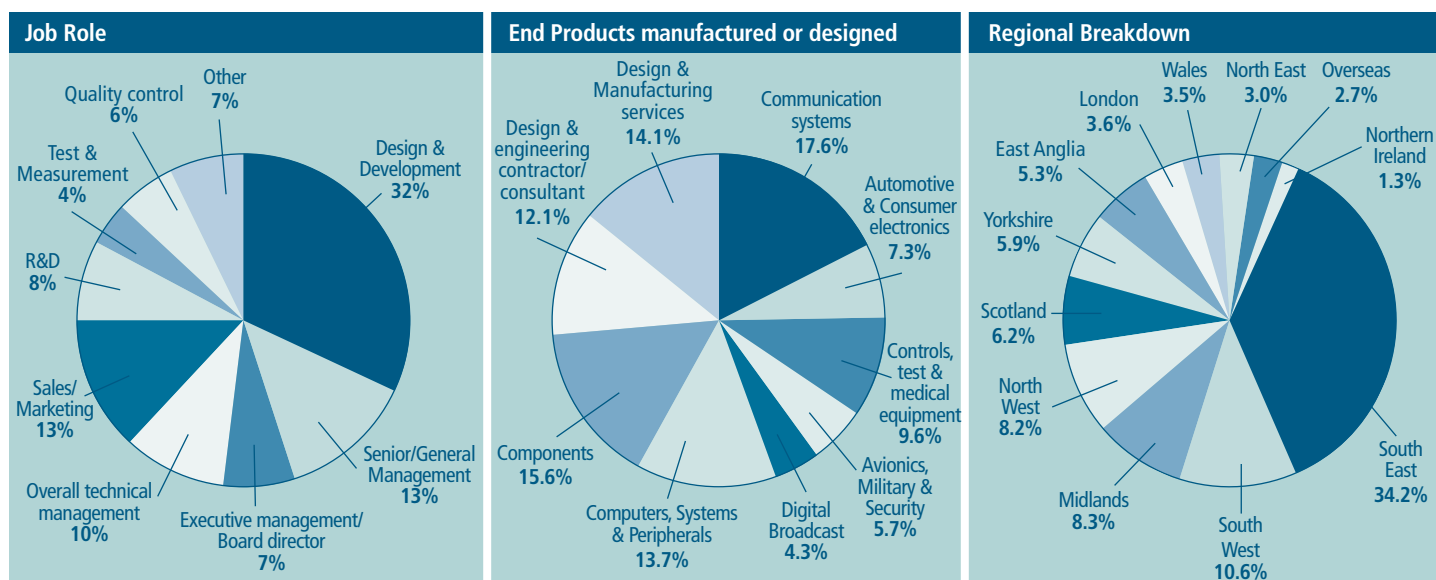
Electronics Weekly Audience Profile

Electronics Weekly is the only UK weekly electronics publication, and has over 40 years experience of serving the electronics design industry. Our current audited circulation is **39,801** (BPA Jan-Jun 2009) with an average of 2 readers per copy. This means that by advertising in Electronics Weekly you could reach **almost 80,000 electronics professionals**.

Reach the right kind of readers

Over a third of our readers cite 'Design and Development engineering' as their job role, with a high percentage of readers in senior management. Our readers are **experienced professionals**, with an average of 9 years in the industry and 60% in their current job for over 5 years, and come from across the industry. And **95% of readers use Electronics Weekly to find information on new products**. Ensure that the products they find are yours – contact us today and find out more about our competitive advertising rates.

Take a look at the information below to see why Electronics Weekly should be your first choice to reach your target audience.



Product promotion

Electronics Weekly can offer a reprint service after publication, or can arrange for 'run-ons' at time of print, for an individual article or full issue of the magazine. Please contact us for further information.

Inserts

Stand out from the crowd with bespoke inserts in Electronics Weekly. Inserts can be an effective form of communication to the electronics design community, and give you the opportunity to be more creative. Insert rates are based on quantity, rate and date of insert – please contact us for further information and a quote.

Did you know?

Cross media campaigns work even better

Recent research among B2B companies has shown that advertisers that use cross media (print and online) campaigns see an **uplift in lead generation** of almost **30%**, compared to single medium campaigns. See our ElectronicsWeekly.com profile for more information on how Electronics Weekly can help you.

Source: BPA Jan-Jun 2009; Electronics Weekly reader survey; Outsell 4th annual marketing & advertising study 2009

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

ElectronicsWeekly