

Classified

Electronics Weekly

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) and with an average of 2 readers per copy. This means that by advertising in Electronics Weekly you could reach **almost 80,000 electronics professionals**.

The Arena

Arena is the classified listings section of Electronics Weekly and has been designed to meet the needs of electronics professionals acting as a 'meeting point' on page for buyers and sellers.

Divided into key areas including surplus stock, sub contract manufacturing and PCB services, it provides complete sector coverage. To get your products or services in front of a receptive audience then speak to the Electronics Weekly team about your requirements.



Classified Rates & Frequency Discounts

Effective 1st January 2010

Rates	1	4 weeks	12 weeks	25 weeks	51 weeks
4 x 2	£75	£67.50	£60	£52.50	£45
1/8	£160	£144	£128	£112	£96
1/4	£295	£265.50	£236	£206.50	£177
1/2	£585	£526.50	£468	£409.50	£351

Series Discounts	
5 insertions	10%
12 insertions	20%
25 insertions	30%
51 insertions	40%

Production Data	
Column widths	
1 column width	31mm
2 column width	66mm
3 column width	101mm
4 column width	136mm
5 column width	171mm
6 column width	206mm

Courses Section	
1/4 page (appears first issue of the month)	
1 insertion	£585
12 insertions	£468

Auction/ Tender	
1/4 page Adverts	
1 insertion	£585
2nd Week	50% off

10% Advertising Agency Commission

(Given to PPA or IPA recognized agencies who supply complete artwork accompanied by a valid media order.)

Printing is by heat-set Web Offset-Litho.
Process-artwork for mono. Screen 48metric.
Separated positives for four colour. Screen 54 metric.

Proof deadline: Tuesday prior to publication.
Final copy deadline: Wednesday prior to publication.

Cancellation policy: 4 weeks prior to publication.

For further information or to book, contact the ElectronicsWeekly team on +44 (0)20 8652 8410 or email kerry.connick@rbi.co.uk

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