

ElectronicDesign®

PREPARING DESIGN ENGINEERS
FOR EMERGING TECHNOLOGIES

MEDIA KIT 2024

AUDIENCE

DIGITAL ADS

NEWSLETTERS

MARKETING SOLUTIONS

CRITICAL COVERAGE

SPECIAL OPPORTUNITIES

CONTACTS



Electronic Design for Engineers and Developers.

Electronic Design is for hardware and software designers in the electronic market. These days the lines are blurred when it comes to hardware and software which means engineers and programmers want to know about their niche as well as all the other engineering aspects that touch upon it.

Electronic Design has been providing the essential news and insights engineers and developers for over 75 years to help them do their job effectively and efficiently with an eye to the future. We cover emerging technologies, products and methodologies that are changing the way designers work, as well as the kinds of products they can deliver. This includes newer technologies from machine learning/artificial intelligence to augmented/virtual reality and quantum computing while tracking advances in technologies like analog design, connectors, networking and real-time software.

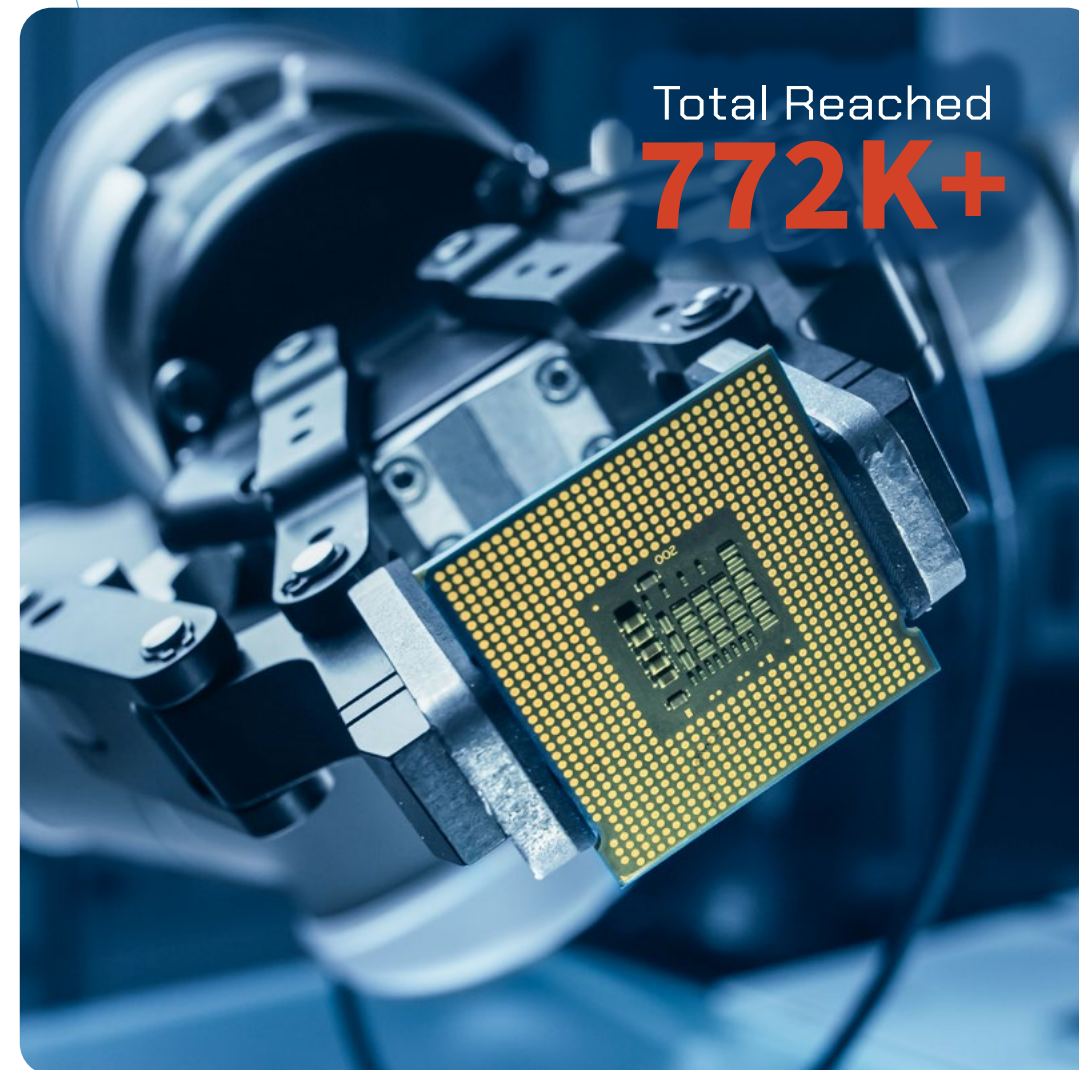
Electronic Design has adapted as well. Check out our new TechXchange Talks and Kit Close-Up video series, as well as our TechXchange digital editions that highlight topics like the Printed Circuit Board design, the Rust programming language, The Robot Operating System (ROS), Time-Sensitive Networking, Power Supply Design addressing EMI, EMC and Noise issues and much more.

Major changes like chip shortages, and chiplet and 3D chip designs affect what a developer can build. We will continue to make that job a little easier by providing in-depth articles and analysis.



Editor/Senior Content Director
WILLIAM WONG
bwong@endeavorb2b.com

We Know the Electronic Design Industry



AUDIENCE INSIGHTS

[View our [Audience Engagement Report](#)]



Electronic Design inspires innovation by providing expertise and insights on emerging technologies to electronics engineers of tomorrow. Hands-on, practical application content attracts and engages an audience of engineering professionals responsible for design and development of electronics in leading edge markets including aviation, automotive and aerospace.

AVERAGE MONTHLY REACH



REACH DECISION MAKERS



Top Job Function	
Design Engineer	36.61%
Engineering Management	21.44%
Executive or Operating Management	13.85%
Research and Development	6.98%
Software Development	3.14%

Top Industries Served	
Industrial	35%
Computers/Computer	29%
Communications/Cellular/Broadcast	25%
Consumer	25%
Automotive	24%
Test	22%
Defense/Military	21%
Medical	19%
Aviation	18%
ICs & Semiconductors	16%

Top Products or Technologies Our Audience Works with	
Analog	53%
Components	51%
Test and Measurement	51%
Power	47%
Embedded Hardware	46%
Wireless	35%
Embedded Software	28%
Automation	22%
IoT Integration	21%
Robotics	18%

COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the Electronic Design community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

AUDIENCE ENGAGEMENT

[View our **Audience Engagement Report**]



Driving brand awareness, building marketing pipeline and generating high-quality leads for marketers to connect with engineering professionals engaged in all aspects of electronic product design and systems.

AVERAGE MONTHLY SESSIONS



298,520

AVERAGE UNIQUE MONTHLY VISITORS



215,998

AVERAGE MONTHLY PAGE VIEWS



480,288

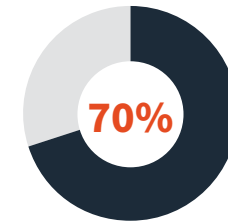
COMBINED SOCIAL REACH



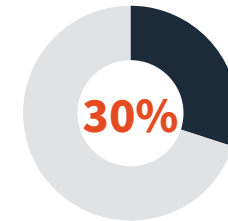
69,889

▲ 1% increase Year-to-Date

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



ELECTRONIC DESIGN
MAGAZINE SUBSCRIBERS



60,000

AVERAGE MONTHLY NEW SITE REGISTRATIONS



650

WHAT DO WE COVER?

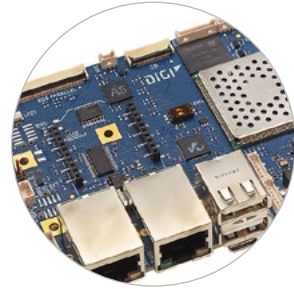
In a rapidly evolving industry, engineers need highly technical and relevant content on the topics and trends that impact their jobs.

HOW DO WE COVER IT?

From articles, eBooks, and research, to videos, graphics, and social media, Electronic Design covers the industry leveraging every essential platform.

WHY IS IT IMPORTANT?

When we match the right content, at the right time, to the right audience, we ensure the most optimized and engaging information engineers have to read to stay on top of the industry.



Embedded Revolution

- Boards and Modules
- Storage, SmartNICs
- Display Technology
- Industry 4.0
- Vision and Imaging



Digital Technology

- Processors Architectures
- Security Hardware
- FPGA Technology
- GPU and GPGU Computing
- Accelerators: Network, Machine Learning, etc.



Analog Technology

- Amplifiers and Op Amps
- Sensors
- Converters
- MEMS Technology
- Timing



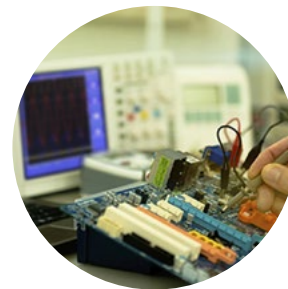
Power

- Power Supply, Storage, and Batteries
- High-Power Circuits, SiC, GaN
- Power Conversion
- Power Management
- Energy Harvesting



Communications

- 4G, 5G, 6G, Wi Fi
- IoT Protocols and Frameworks
- Ethernet, Fiber Optics
- Fabrics
- Interfacing: USB, MIPI, I3C



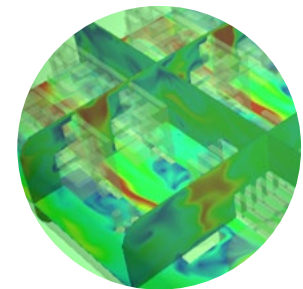
Test and Measurement

- Oscilloscopes
- Analyzers: Signal/Spectrum/Logic/Vector Network
- Digital Data Acquisition
- Test Systems and Standards



Embedded Software

- Machine Learning
- Security and Encryption
- Operating Systems, Containers, and Hypervisors
- Software Development Tools



EDA and Life Cycle

- PCB Technology
- Life Cycle Management
- CAD and Physical Simulation
- Chip Design
- Thermal Design

[View our [Audience Engagement Report](#)]

Qualified Circulation By Issue

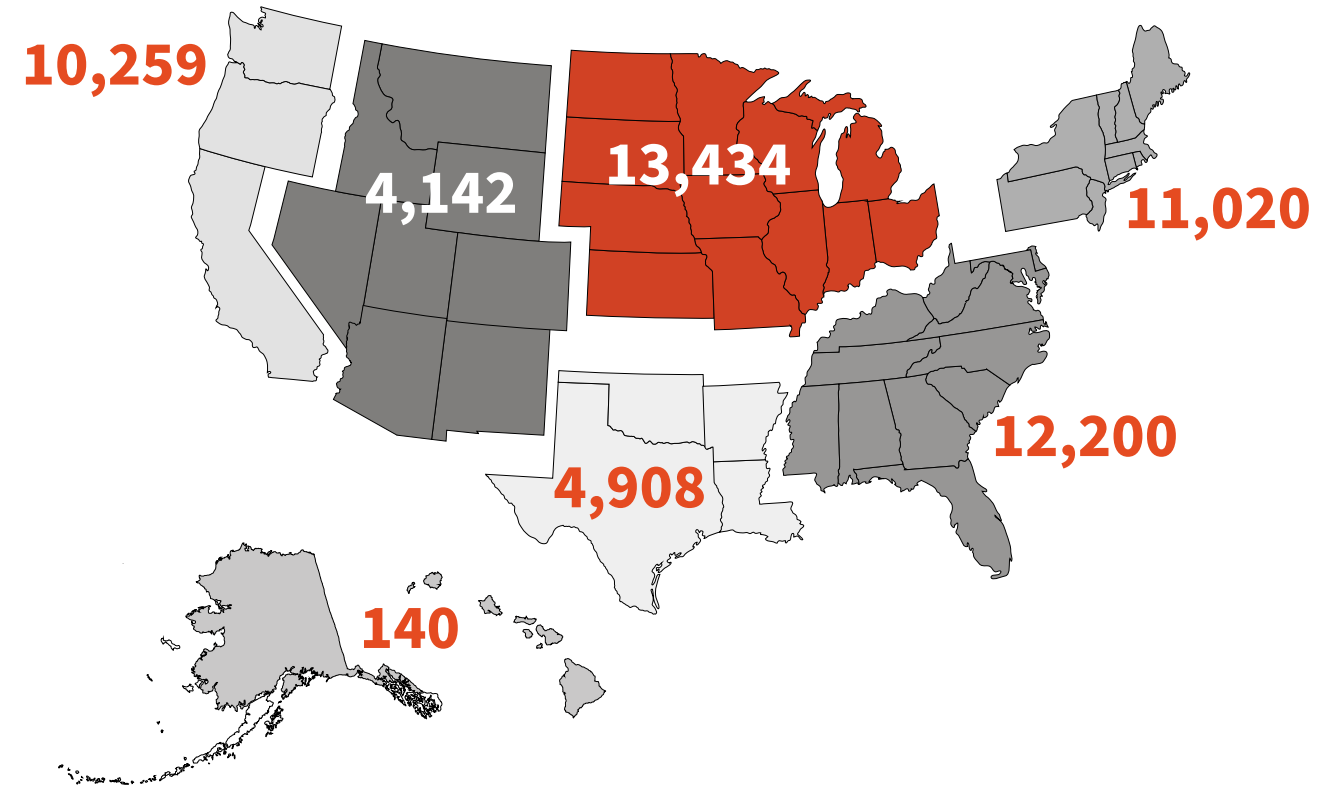
in the last 6 months

2023 Issues	Print	Digital	Total Qualified
Spring 2023	21,247	38,753	60,000
Summer 2023	27,692	32,308	60,000
Average Qualified Circulation for 6-Month Period	24,470	35,531	60,000

	Total Qualified Non-Paid Print	Both	Total Qualified Non-Paid Digital	Total Qualified Non-Paid	Total Subscribers
Average Qualified Circulation	21,276	3,194	35,530	60,000	60,000

Subscribers by Region

U.S. region breakout of magazine subscribers



[View our **MAGAZINE ARCHIVE**] 

DIMENSIONS (inches)	Non Bleed	Trim (please extend bleed .125" beyond trim size, all edges)
Full Page	7 x 10	7.5 x 10.5

EMAIL ADVERTISING SUBMISSIONS TO:

Deanna O'Byrne
dobyrne@endeavorb2b.com

Cancellations:

Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

DUE DATES/ SHOW COVERAGE

JAN/FEB

AD CLOSE: 1/2/24
MATERIAL DUE: 1/10/24

MAR/APR

AD CLOSE: 3/6/24
MATERIAL DUE: 3/14/24

MAY/JUN

AD CLOSE: 5/7/24
MATERIAL DUE: 5/15/24

JUL/AUG

AD CLOSE: 7/10/24
MATERIAL DUE: 7/18/24

SEP/OCT

AD CLOSE: 9/11/24
MATERIAL DUE: 9/19/24

NOV/DEC

AD CLOSE: 11/4/24
MATERIAL DUE: 11/12/24

INNOVATORS IN ELECTRONIC DESIGN

AD CLOSE: 11/18/24
MATERIAL DUE: 11/26/24
SHOW DISTRIBUTION: DesignCon, APEC, IMS, DAC, Electronica

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR

Creative Specifications

- File type: PDFx1a (300 dpi or less, yet greater than 151dpi)
- Convert all spot colors to CMYK
- If using Roboto font, please convert to outlines
- Ads with bleed – extend bleed 0.125 inches beyond the trim; include printer’s marks, all edges
- All live matter not intended to bleed should be kept 0.25 inch from trim. Spread ads should allow a total of 0.1875 inch safety in gutter.

DIGITAL ADS

Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

Digital Banners

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet, and mobile.

AD TYPE
Super Leaderboard
Billboard
Rectangle
Expanding Rectangle
Half Page
Expanding Half Page
Welcome Ad
In-Banner Video
In-Article Video
In-Article Premium
In-Article Flex



Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: electronicdesign.com

[View our **DIGITAL BANNER AD SPEC**] 

NEWSLETTERS

Trusted Content for Quality Audiences

Elevate your brand's presence within relevant and timely content to an engaged and qualified audience.



Materials due: Seven business days prior to publication. | **Send creative to:** webtraffic@endeavorb2b.com

Electronic Design Today

The latest coverage of the essential technologies and trends impacting the electronics industry.

Monday – Saturday

Subscribers* 71,029

Automotive Electronics

Automotive Electronics delivers news and insight into the cutting-edge technology behind today's advanced automobile, delving into wireless communications, batteries, energy storage and harvesting, navigation, and more.

Tuesdays, Thursdays

Subscribers* 29,002

Power & Analog

Electronics is becoming a mixed signal world where analog, digital, and power share the same p.c. board. This newsletter delivers weekly insights into critical news covering real world parameters, signals, and measurements for power and analog.

Mondays, Wednesdays, Fridays

Subscribers* 41,739

Connectivity & Automation Solutions

Addressing automation and networking technologies including sensors, software, and infrastructure. This includes technologies LoRaWAN, 5G/6G, sensor fusion, machine learning, and robotics.

Wednesdays

Subscribers* 37,208

Test & Measurement News

Bringing you the latest in design and development news for creating optimized embedded systems, as well as technology advances and information on related infrastructure and services.

Tuesdays, Thursdays

Subscribers* 20,420

Top Stories of the Week

This single newsletter provides access to all the top stories for the week in one easy-to-access location.

Weekly, Fridays

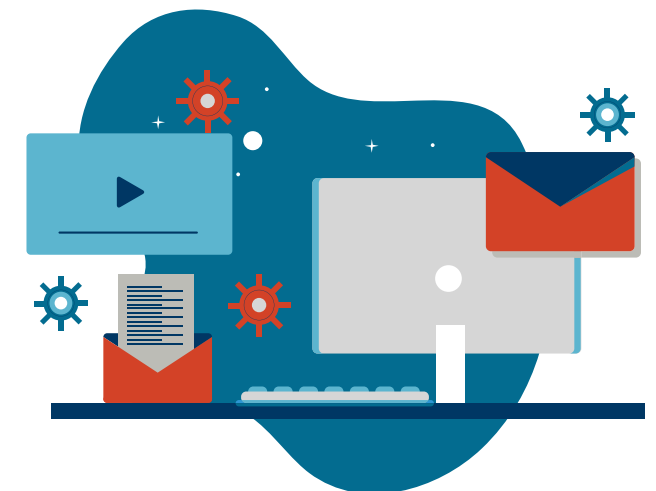
Subscribers* 40,935

Show Daily

Stay up-to-date with product launches and news announced at some of the electronics industry's biggest events of the year.

Varied based on event

Subscribers* 64,722



* Audience Engagement Report 2023

SPECIAL EDITION NEWSLETTERS

ElectronicDesign.

Trusted Content for Quality Audiences

Elevate your brand's presence within relevant and timely content to an engaged and qualified audience.



Materials due: Seven business days prior to publication. | **Send creative to:** webtraffic@endeavorb2b.com

ED Update

Sponsors can promote educational assets and new products to the multidisciplined design engineer and manager through this custom newsletter.

Tuesdays

Subscribers..... 31,751

Embedded Update

Message design engineers and manager involved in the embedded revolution with a custom newsletter filled with content, assets, products, and videos.

Thursdays

Subscribers..... 11,882

ED Power & Analog

A custom opportunity to promote a sponsor's thought leadership assets, videos, and products to design engineers and managers involved specifically in the power and analog market sectors.

Wednesdays

Subscribers..... 19,845

Product Spotlight

New product highlights for electronic design engineers.

Tuesdays, Thursdays

Subscribers..... 44,964



* Audience Engagement Report 2023

MARKET COVERAGE NEWSLETTERS

ElectronicDesign.

Click to view
SAMPLE
MARKET MOVES
NEWSLETTERS



OFFERING LARGER AUDIENCES AND
BROADER PERSPECTIVES FOCUSED
ON GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES SUPPLY CHAIN

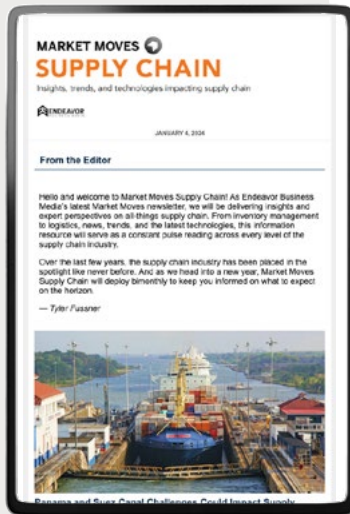
Circulation: **Deploys:**
25,000 **Twice Monthly on Thursdays**

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry.

TARGET AUDIENCE: C-Suite, VP, Managers for supply chain, purchasing, warehousing, and logistics.

SPONSORSHIP OPPORTUNITIES:
Sponsored Content in
2 Positions - \$2,500 each

[**View Last Issue**] 



MARKET MOVES CYBERSECURITY

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [[View Last Issue](#)]

50,000

Twice Monthly on Wednesdays

MARKET MOVES ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance. [[View Last Issue](#)]

28,800

Twice Monthly on Fridays

MARKET MOVES ENERGY

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance. [[View Last Issue](#)]

26,500

Twice Monthly on Fridays

MARKET MOVES INFRASTRUCTURE

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIA. [[View Last Issue](#)]

21,000

Twice Monthly on Fridays

MARKET MOVES MANUFACTURING

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more. [[View Last Issue](#)]

20,000

Twice Monthly on Saturdays

MARKET MOVES STRATEGY

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [[View Last Issue](#)]

28,000

Twice Monthly on Thursdays

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.


Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. 

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.

Click to
**LEARN
MORE**



Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📡

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📡

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic or guide them toward a purchase decision. 📌

Problem/Solutions

Help design engineers work faster and smarter by providing solutions to some of their most common problems. Showcase your knowledge and understanding of the challenges they face and be perceived as a trusted source for important intel. 📌

Design FAQs

Answer common questions about a particular topic, issue, or trend and convey your industry expertise. Our proven format creates high-quality content while requiring minimal deliverables from your product team. 📌

Difference Between

Connect with target audiences in a language they understand, digging deep into the differences between new technologies and applications and how to best leverage them for successful outcomes. 📌

WHY SHORT-FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost-Efficient
Mobile-Friendly



Long-Form Content

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📌

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision-making process. 📌

Basics of Design

Shine a spotlight on technical information that is the foundation of the fundamentals of design engineering while educating prospects and generating qualified leads. Typically evergreen content, these assets are frequently being saved for future reference. 📌

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📌

Click to
**LEARN
MORE**

Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing, and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

Click to
**LEARN
MORE**



Unique & Sponsored Content Solutions **For Impact**


Leverage our trusted content, respected brands, and well established channels to create turnkey marketing solutions that deliver results.




WHY SHORT-FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost-Efficient
Mobile-Friendly


Design Elements

Inspire design creativity with this program that includes hosting and exclusive promotion of one educational asset for lead generation and up to three pieces of content for traffic driving initiatives to your website. 


Recommended For You

Deliver a relevant experience to design engineers and drive traffic to up to four pieces of content hosted on your site. Rely on our first-party data and behavioral insights to target an audience based on your criteria. 

Engineering Resources

Provide engineers easy access to up to three educational based resources, hosted on our site and promoted for engagement and lead driving. These emails can be cosponsored or exclusive. 

Design & Discover

Drive the solutions your experts can provide to advance designs through promotion of your own webinars and events to our database of engineers. 

Click to
**LEARN
MORE**



Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision-making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.



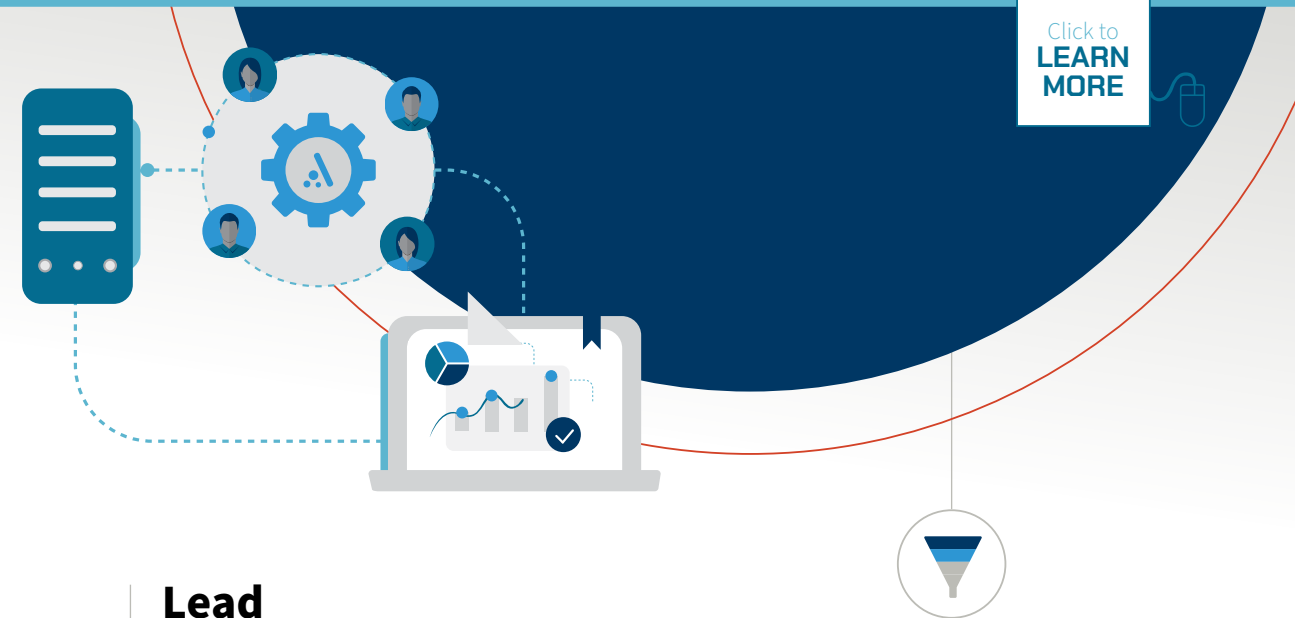
THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Click to
**LEARN
MORE**


Custom-Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.




Lead Generation Programs

Content Syndication


Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 

Content Creation


Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 

[\[MORE CONTENT CREATION\]](#) 

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision-making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 

WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want—engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.





Click to
**LEARN
MORE**



Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our first-party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our first-party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our first-party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle of, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive first-party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 



Innovators in Electronic Design

Featuring the people, technologies, and trends reshaping the electronics industry, this annual Innovators in *Electronic Design* issue is a “must-read” for all design engineers and engineering managers. Sponsorship allows you to showcase your company with a special profile page and obtain extra exposure at key trade shows and online all year long.

[Latest Issue] 



A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



Engineering Academy

Our learning platform for engineers provides free access to critical technology insights around key topic areas impacting the engineering community. Create a training session or series in tandem with our editorial team, or supply your existing training or learning sessions for additional visibility to our audience with this highly impactful and visible thought leadership position.

[Learn More] 

Sponsor Premium Editorial Content

Let us do the heavy lifting! Our editors create vital content covering critical issues and essential technologies that our audience needs. Have your brand front and center for premium content like editorial webinars, eBooks, and video series to showcase your thought leadership and be top-of-mind for our qualified audience.

[Contact Sales] 



Workers in Science & Engineering (WISE)

Electronic Design—along with its sister brands of *Machine Design*, *Microwaves & RF*, *Power & Motion*, and *Supply Chain Connect*—creates compelling content centered around elevating more women and equity-seeking engineers and their contributions to the industry, as well as quarterly panel discussions with experts in Diversity, Equity & Inclusion (DEI) issues to do our part to elevate marginalized communities.

[Learn More] 

77%
of manufacturers say they will have ongoing difficulties in attracting and retaining workers

A study by The Manufacturing Institute found that diversity, equity, and inclusion (DEI) initiatives exert a growing influence on workforce trends and can help manufacturers fill these empty jobs.

CONTACTS

Contact our sales representatives to discuss your marketing plans.

Sales

EXECUTIVE VICE PRESIDENT, DESIGN & ENGINEERING GROUP

Tracy Smith
816.519.2496 | tsmith@endeavorb2b.com

DIRECTOR OF SALES, DESIGN & ENGINEERING GROUP
CT, DE, MA, MD, ME, NH, NJ, NY, RI, PA, VT, EASTERN CANADA, ASIA

Elizabeth Eldridge
917.789.3012 | eeldridge@endeavorb2b.com

AL, AR, SOUTHERN CA, CO, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MI, MN, MO, MS, MT, NC, NE, ND, NV, OK, OH, SC, SD, TN, UT, VA, WI, WV, WY, C. CANADA

Jamie Allen
415.608.1959 | jallen@endeavorb2b.com

AZ, NM, TX

Gregory Montgomery
972.740.0376 | gmontgomery@endeavorb2b.com

AL, AR, SOUTHERN CA, CO, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MI, MN, MO, MS, MT, NC, NE, ND, OK, OH, SC, SD, TN, UT, VA, WI, WV, WY, CENTRAL CANADA

Samantha Nelson
snelson@endeavorb2b.com

AK, NORTHERN CA, NV, OR, WA, WESTERN CANADA

Stuart Bowen
425.681.4395 | sbowen@endeavorb2b.com

ITALY

Diego Casiraghi
011.390.31.261407 | diego@casiraghi-adv.com

UK & EUROPE (NOT ITALY)

Holger Gerisch
+49.(0)8847.6986656 | hgerisch@endeavorb2b.com

VICE PRESIDENT, DIGITAL INNOVATION & DATA

Ryan Malec
785.375.1201 | rmalec@endeavorb2b.com

ASSOCIATE GROUP PUBLISHER

Michelle Kopier
920.249.5504 | mkopier@endeavorb2b.com

ElectronicDesign.

Brand Resources

Electronic Design.

Website



Marketing Website



Twitter/X



Facebook



LinkedIn



YouTube

INDUSTRY EXPERTISE

Trusted resource for design engineering leaders and professionals

[View our [Contributor Guidelines](#)] 

ElectronicDesign.



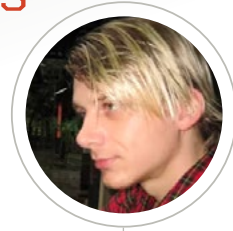
Editor/Senior Content Director

WILLIAM WONG

bwong@endeavorb2b.com

William Wong earned a Bachelor of Electrical Engineering at the Georgia Institute of Technology and a Masters in Computer Science from Rutgers University. Bill still does a bit of programming using everything from C and C++ to Rust and Ada/SPARK. He also does a bit of PHP programming for Drupal websites and has posted a few Drupal modules.

Editors



CABE ATWELL

Technical Editor

catwell@endeavorb2b.com

Cabe is an electrical engineer, design consultant and author with 25 years' experience. His most recent book is "Essential 555 IC: Design, Configure, and Create Clever Circuits." Cabe writes the Engineering on Friday blog on *Electronic Design*. Currently, you can find him hosting webinars and contributing to *Electronic Design* and *Machine Design*.



JAMES MORRA

Senior Editor

jmorra@endeavorb2b.com

James Morra is a senior editor for *Electronic Design*, where he covers the semiconductor industry and new technology trends. He also reports on the business behind electrical engineering, including the electronics supply chain. He joined *Electronic Design* in 2015 and is based in Chicago, IL.



ALIX PAULTRE

Editor-at-Large

apaultre@endeavorb2b.com

Alix is Editor-at-Large for *Electronic Design*. Alix first began in this industry in 1998 at *Electronic Products* magazine, and since then has worked for a variety of publications, most recently as Editor-in-Chief of *Power Systems Design*. Alix currently lives in Wiesbaden, Germany.



ROGER ENGELKE

Managing Editor

rengelke@endeavorb2b.com

Roger Engelke Jr. is managing editor of *Electronic Design* and *Microwaves & RF*. After a brief stint with AT&T, he began his career at *Electronic Design* in 1989, and has served in various capacities for both brands for the better part of 30 years. Roger manages the online content for both publications, as well as their respective print and digital issues.



MARIE DARTY

Group Multimedia Director

Marie Darty has positioned herself within the multimedia space to bring written content to life through video, webinar, and social channels.

MURRAY SLOVICK

Technical Contributing Editor

murrayslvck@gmail.com

LEE GOLDBERG

Technical Contributing Editor

bearberg@gmail.com

DAVID MALINIAK

Wireless & RF Contributing Editor

dmaliniak@endeavorb2b.com

BILL SCHWEBER

Technical Contributing Editor

schweber@att.net

Contributors

WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS IN SECTORS THAT ARE INNOVATING, TRANSFORMING, AND GROWING.

