

MEDIA KIT 2024

Microwaves & RF[®]

NEXT-GENERATION
WIRELESS DESIGN FOR THE
CONNECTED WORLD

AUDIENCE
DIGITAL ADS
NEWSLETTERS
MARKETING SOLUTIONS
CRITICAL COVERAGE
SPECIAL OPPORTUNITIES
CONTACTS



MICROWAVES & RF: THE CRITICAL SOURCE FOR NEW PRODUCT AND TECHNOLOGY INFORMATION FOR RF/MICROWAVE ENGINEERS

For more than 60 years, **Microwaves & RF** has been the engineer's key source for the latest in new products as they specify parts and subassemblies for their design projects. Microwaves & RF is the RF/microwave engineer's critical source for new products and technology insights for communications/wireless-related designs.

We pay special attention to the engineer's most limited resource—time. Our technology content is carefully crafted with a scannable structure that coaxes readers along from general information to application context to deep technical insights.

RF/microwave technologies touch most aspects of daily life. Consumer-oriented end products like 5G/6G cellular and automotive/V2X; smart homes, offices, cities, and factories; and the mil/aero technologies that help keep us safe—all hinge on wireless technologies. If RF/microwave design projects need it, we cover it, in depth and in context. Among topics we will closely monitor are artificial intelligence and its impact on our industry, IoT/IIoT security, and other critical topics such as RF components, test and measurement, and analog.

Microwaves & RF carefully tailors the reader's experience by compiling relevant content into meaningful presentations for a truly optimized information collection. Layered on top is an AI interface that can recommend supplementary content, videos, eBooks, and other materials to further personalize a user's experience.



Editor
DAVID MALINIAK
dmaliniak@endeavorb2b.com

We Know Next-Generation Wireless Design

Total Reached
197K+



AUDIENCE INSIGHTS

[View our **Audience Engagement Report**] 

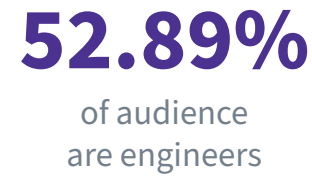


Microwaves & RF provides engineers with “need-to-know” information on the latest microwave technology, as well as applications for design engineers. Our community reaches many markets from aviation and electronic warfare to medical, broadcast, and test equipment.

AVERAGE MONTHLY REACH



REACH DECISION MAKERS



Job Functions	
Design Engineer	29.43%
Engineering Management	23.46%
Executive or Operating Management	20.74%
R&D/Hardware Software Dev	14.93%
Professor/Student/Academic	6.27%
Hobbyist/Maker/Other	5.15%

Top Industries Served	
Communications/Cellular/Broadcast	41%
Computers/Computer Networks	30%
Industrial	30%
Defense/Military	29%
Consumer Electronics	24%
Automotive	22%
Aviation	20%
Test Equipment	19%
Medical	18%
ICs & Semiconductors	17%

COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the Microwaves & RF community. Data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-Eloqua and Omeda. Screen reader support enabled.

AUDIENCE ENGAGEMENT

[View our **Audience Engagement Report**]

🔍 Diving deep into emerging wireless technologies to reveal their workings and guiding RF & microwave engineers on how to best deploy them in their design projects, with an emphasis on critical growth markets.

AVERAGE MONTHLY SESSIONS



40,868

AVERAGE UNIQUE MONTHLY VISITORS



29,339

AVERAGE MONTHLY PAGE VIEWS



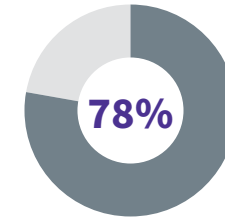
77,537

COMBINED SOCIAL REACH

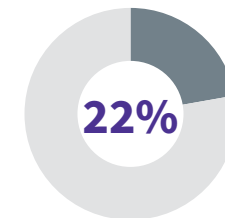


24,696

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MICROWAVES & RF
MAGAZINE SUBSCRIBERS



42,000

AVERAGE MONTHLY NEW SITE REGISTRATIONS



167

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, Microwaves & RF 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.



Advanced Communications

- 5G/6G Wireless
- MIMO/mMIMO
- The O-RAN Revolution
- AI for Wireless



Wireless for Consumers

- Ultra-Wideband
- Smart Homes/Offices
- Smart Retail
- Automotive Connectivity (V2X)



Electronic Warfare

- Weapons and Technology
- Detection, Tracking, Interception, Destruction
- Terminal High Altitude Area Defense
- Advanced Radar
- Smart Munitions



Space-Based Electronics

- Aerospace: Defense, Commercial Applications
- Communication Satellites
- LEO Satellites
- Rad-Hardened Components and Subsystems



Phased-Array Antenna Technology

- Aeronautics
- Defense
- Satellite Communications
- High-Capacity Millimeter Wave Frequencies
- 5G Communication Systems



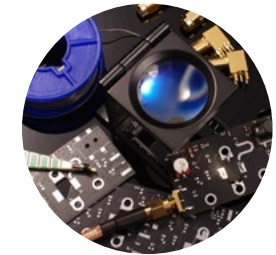
Solid-State Power Amplifiers (SSPAs)

- High-Power Amplifier Applications
- GaN and Other Wide-Bandgap Power Transistors
- Integrated Circuits (ICs)
- Commercial Satellite Industry
- Space and Military Countermeasures
- Future 5G Applications



Internet of Things (IoT) & Industrial Internet of Things (IIoT)

- Cybersecurity
- Defense Applications (Internet of Battlefield Things)
- Short-Range Wireless (Bluetooth Mesh, NFC, RFID, Wi-Fi, Zigbee, Z-Wave)
- Medium-Range Wireless (LTE-A, 5G)
- Long-Range Wireless (LoRaWAN, NB-IoT)
- Wired (Ethernet, PLC)



Analog/Components

- RF System Design
- RF Front-End Design
- Isolation/Shielding
- RF Filtering
- Interconnects

[View our **Audience Engagement Report**]

Qualified Circulation By Issue

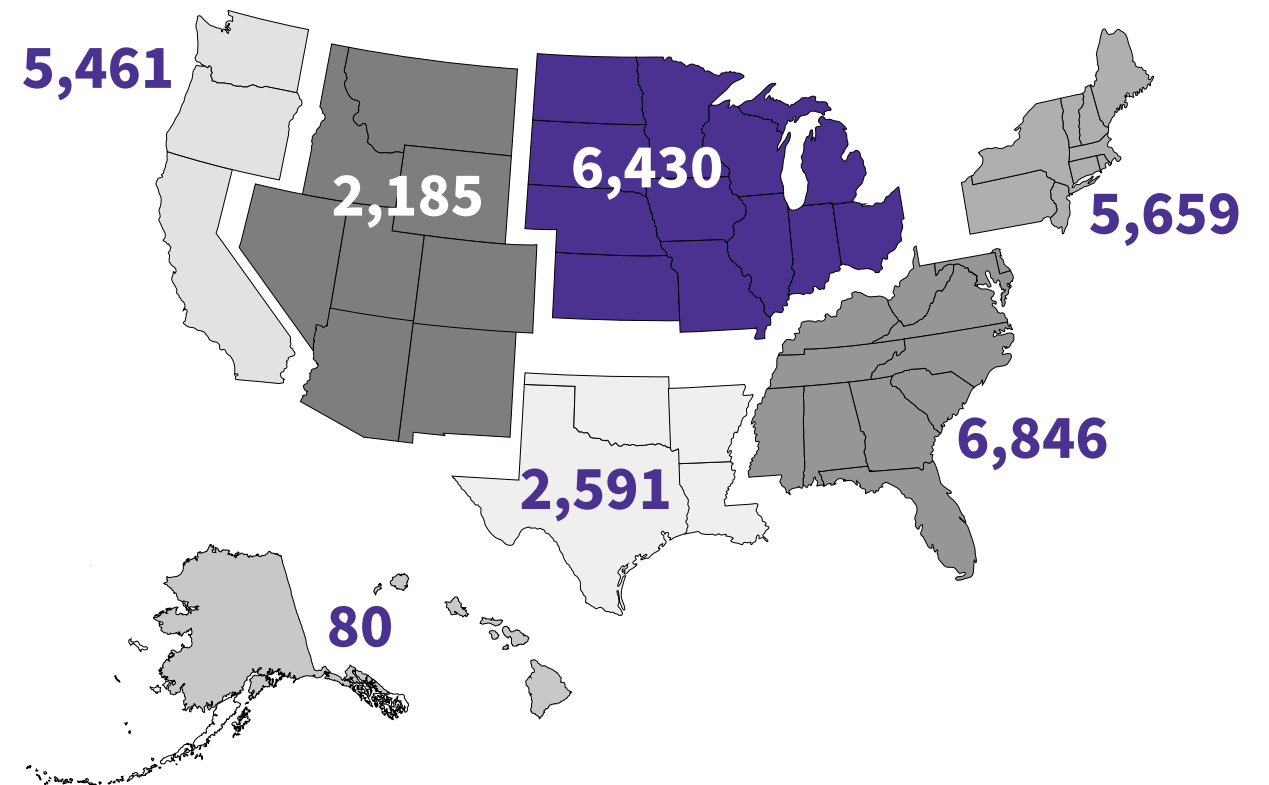
in the last 6 months

2023 issues	Digital	Total Qualified
January/February	42,000	42,000
March/April	42,000	42,000
May/June	42,000	42,000
Average Qualified Circulation for 6-Month Period	42,000	42,000

	Total Qualified Non-Paid Print	Both	Total Qualified Non-Paid Digital	Total Qualified Non-Paid	Total Subscribers
Average Qualified Circulation	0	0	42,000	42,000	42,000

Subscribers by Region

U.S. region breakout of magazine subscribers



MAGAZINE ADVERTISING SPECS

[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.

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.

DUE DATES/SHOW COVERAGE

JANUARY/FEBRUARY

AD CLOSE: 12/28/23
MATERIAL DUE: 1/11/24

MARCH/APRIL

AD CLOSE: 3/5/24
MATERIAL DUE: 3/15/24

MAY/JUNE

AD CLOSE: 4/29/24
MATERIAL DUE: 5/9/24

JULY/AUGUST

AD CLOSE: 7/9/24
MATERIAL DUE: 7/19/24

SEPTEMBER/OCTOBER

AD CLOSE: 9/10/24
MATERIAL DUE: 9/20/24

NOVEMBER/DECEMBER

AD CLOSE: 11/1/24
MATERIAL DUE: 11/13/24

INNOVATORS IN MICROWAVES & RF

AD CLOSE: 11/15/24
MATERIAL DUE: 11/27/24
Show Coverage: IMS 2024, DesignCon, DAC

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
Billboard Flex
Rectangle
Expanding Rectangle
Half Page
Expanding Half Page
Welcome Ad
In-Banner Video
In-Article Video



Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: mwrf.com

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

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.



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

Microwave & RF Today

Cutting-edge topics, news, products, and technology developments in the microwave industry.

Tuesdays, Thursdays

Subscribers..... 29,590

Defense & Rugged Systems

With innovations in military research and development continuing to drive microwave and RF technology, we cover the latest in electronic warfare, radar, satellite communications, drones, and more.

Mondays, Wednesdays

Subscribers..... 23,090

Show Daily

Keep our audience dialed in to show happenings by promoting your products and company announcements the week of the live event.

Dates vary based on event timing

Subscribers..... 30,404

MWRF Special Edition Update

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

Fridays

Subscribers..... 20,138

Microwaves & RF Product Spotlight

The latest product presented by various companies in the microwaves and RF industry.

1st Wednesday of each month; Mondays

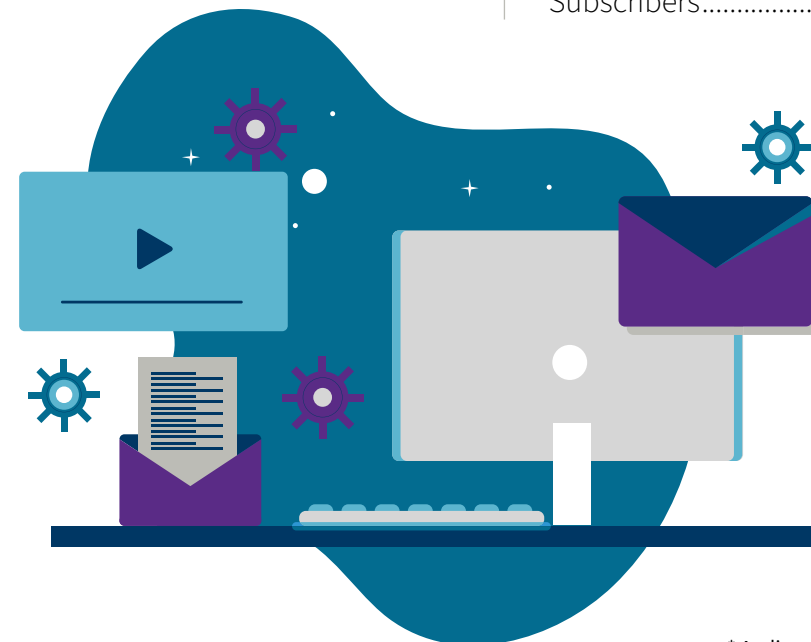
Subscribers..... 25,522

NEW Wireless for Consumers

The latest in products, tech developments, and news of interest to designers of wireless-enabled consumer end products, including smart home, 5G, and more.

Bi-weekly, 2nd & 4th Fridays

Subscribers..... 21,712



* Audience Engagement Report 2023

MARKET COVERAGE NEWSLETTERS

Microwaves & RF

Click to view
SAMPLE
MARKET MOVES
NEWSLETTERS



OFFERING LARGER AUDIENCES AND
BROADER PERSPECTIVES FOCUSED
ON GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES SUPPLY CHAIN

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

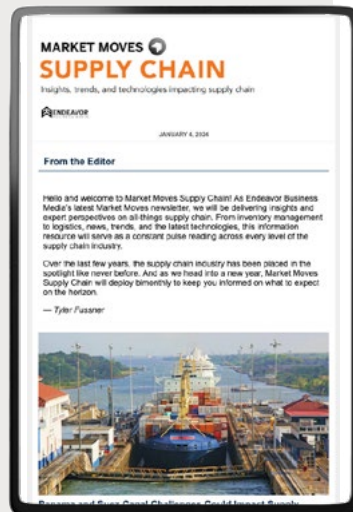
Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry.

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 IIJA. [**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

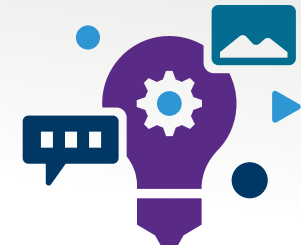
MARKET MOVES STRATEGY

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.



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.

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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.

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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. 📌

📌 — Lead Generation

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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.

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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. 📶

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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.

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. 



Click to **LEARN MORE**



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.





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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 Microwaves & RF

Featuring the people, technologies, and trends reshaping the microwaves and RF industry, the annual *Innovators in Microwaves & RF* 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)

Microwaves & RF—along with its sister brands of *Electronic Design*, *Machine Design*, *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%
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

AK, NORTHERN CA, OR, WA, WESTERN CANADA
Stuart Bowen
425.681.4395 | sbowen@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

ITALY

Diego Casiraghi
011.390.31.261407 | diego@casiraghi-adv.com

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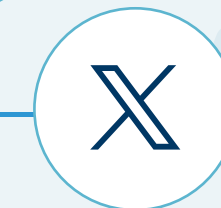
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Editors



Editor

DAVID MALINIAK

dmaliniak@endeavorb2b.com

In his long career in the B2B electronics-industry media, David Maliniak has held editorial roles as both generalist and specialist. As Components Editor and, later, as Editor-in-Chief of *EE Product News*, David gained breadth of experience in covering the industry at large. In serving as EDA/Test and Measurement Technology Editor at *Electronic Design*, he developed deep insight into those complex areas of technology. Most recently, David worked in technical marketing communications at Teledyne LeCroy, leaving to rejoin the EOEM B2B publishing world in January 2020. David earned a B.A. in Journalism at New York University.



WILLIAM WONG

Senior Content Director

bwong@endeavorb2b.com

As Senior Content Director, Bill manages *Microwaves & RF* and works with a great team of editors to provide engineers, programmers, developers, and technical managers with interesting and useful articles and videos on a regular basis. Bill earned a Bachelor of Electrical Engineering at the Georgia Institute of Technology and a Masters in Computer Science from Rutgers University.



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.



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.



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.



JACK BROWNE

Technical Contributing Editor

jack.browne@citadeleng.com

Jack has worked in technical publishing for over 30 years. He managed the content and production of three technical journals while at the American Institute of Physics, including *Medical Physics* and the *Journal of Vacuum Science & Technology*. Browne, who holds a BS in Mathematics from City College of New York and BA degrees in English and Philosophy from Fordham University, is a member of the IEEE.

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