



# 2018

## media data

why professionals read

## Asia Electronics Industry

- Covers vital and fundamental areas of electronics
- Penetrates the most critical markets in Asia
- Provides timely information to professionals
- Evolves with the industry in shaping future landscape

*AEI. Keeps you informed. Helps your business grow.*

Issue	Date of issue	Ad closing date	Ad data closing date	Featured articles	Featured articles Exhibition Special & Supplement	Distributed Exhibitions
January issue	12/28	12/5	12/15	<ul style="list-style-type: none"> <li>•Power Electronics</li> <li>•Smart Energy</li> </ul>	CES 2018 Energy Storage India 2018	CES 2018 Jan.9-12 (Las Vegas) Energy Storage India 2018 Jan.11-12 (New Delhi)
February issue	1/30	1/9	1/19	<ul style="list-style-type: none"> <li>•Test &amp; Measurement Instruments for IoT &amp; 5G</li> <li>•High-functional modules</li> </ul>	SEMICON Korea 2018	SEMICON Korea 2018 Jan.31-Feb.2 (Seoul)
March issue	2/27	2/5	2/15	<ul style="list-style-type: none"> <li>•Industrial Robot &amp; Sensor</li> <li>•SMT components/parts in wiring boards</li> <li>•Semiconductor Manufacturing Equipment and Electronic Materials</li> </ul>	SEMICON China 2018	SEMICON China 2018 Mar.14-16(Shanghai)
					electronica & productronica China 2018	electronica & productronica China 2018 Mar.14-16(Shanghai)
					Japanese manufacturing equipment manufacturers Chinese edition, spring issue	
April issue	3/29	3/7	3/15	<ul style="list-style-type: none"> <li>•IoT &amp; Industry 4.0</li> <li>•Key Devices of Car Electronics</li> </ul>	NEPCON Korea 2018 NEPCON China 2018	NEPCON Korea 2018 Apr.11-13 (Seoul) NEPCON China 2018 Apr.24-26 (Shanghai)
May issue	4/27	4/6	4/16	<ul style="list-style-type: none"> <li>•MEMS, Sensors &amp; Module</li> <li>•Medical/Nursing/Health Care and ICT</li> </ul>	Inatronics 2018	Inatronics 2018 May.3-5 (Jakarta)
					PCB EXPO Thailand 2018	PCB EXPO Thailand 2018 May.10-12 (Bangkok) Intermach & Subcon Thailand 2018 May.16-19 (Bangkok)
June issue	5/28	5/8	5/16	<ul style="list-style-type: none"> <li>•CPS &amp; IoT</li> <li>•Wireless Power Transmission</li> <li>•IoT &amp; Connector Technology</li> </ul>	Computex Taipei 2018	Computex Taipei 2018 Jun.5-9 (Taipei)
					NEPCON Thailand 2018	NEPCON Thailand 2018 Jun.20-23 (Bangkok)
					Special:eNews Letter	CES Asia 2018 Jun.13-15 (Shanghai)
					Communic Asis 2018	Communic Asia 2018 Jun.26-28(Singapore)
July issue	6/28	6/8	6/15	<ul style="list-style-type: none"> <li>•EMC/Noise-suppression Components</li> <li>•PWB technologies</li> </ul>	Cutting-Edge-Manufacturing Chinese Edition, summer issue	
August issue	7/30	7/6	7/17	<ul style="list-style-type: none"> <li>•Component Technologies for Mobile Communications</li> <li>•Smart Factory Solutions</li> </ul>	NEPCON South China 2018	NEPCON South China 2018 Aug.28-30 (Shenzhen)
					Touch Taiwan 2018	Touch Taiwan 2018 Aug.29-31 (Taipei)
September issue	8/29	8/6	8/15	<ul style="list-style-type: none"> <li>•Semiconductor Packaging Technologies</li> <li>•Green Technology</li> <li>•Advanced Technology of Touch Panel</li> </ul>	SEMICON Taiwan 2018	SEMICON Taiwan 2018 Sept.5-7 (Taipei)
					electronica & productronica India 2018	electronica & productronica India 2018 Sept.26-28(Bangalore)
October issue	9/28	9/7	9/14	<ul style="list-style-type: none"> <li>•5G Network &amp; Test Solutions</li> <li>•Printed, Flexible and Organic Electronics</li> </ul>		NEPCON Vietnam 2017 Oct.11-13(Hanoi)
					TAITRONICS 2018 electronic Asia 2018	TAITRONICS 2018 Oct.not yet (Taipei) electronic Asia 2018 Oct.13-16(Hong Kong) KES 2018 Oct.17-20(Seoul)
					TPCA 2018	TPCA 2018 Oct.24-26(Taipei)
November issue	10/29	10/5	10/15	<ul style="list-style-type: none"> <li>•EV Quick Charger Solution</li> <li>•Low-Ag Soldering Materials</li> </ul>	electronica 2018	electronica 2018 Nov.13-16 (Munchen)
December issue	11/29	11/5	11/15	<ul style="list-style-type: none"> <li>•LPWA Techology &amp; IoT</li> <li>•High-density Surface-Mounted Components</li> <li>•Components for Displays and New Materials</li> </ul>	HKPCA 2018	HKPCA & IPC 2018 Dec.not yet(Shenzhen)
					Chinese edition Special edition on electronic components & measuring instruments	ELEXCON 2018 Dec.not yet (Shenzhen)

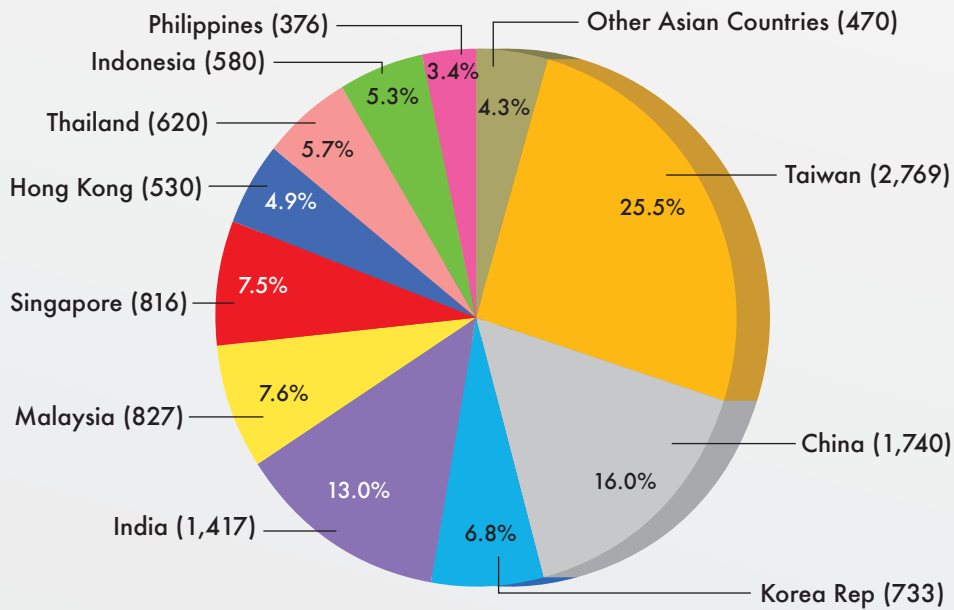


# 2018 media data

**Asia Electronics Industry**  
circulates to **11,000** professionals  
in asian countries including china.

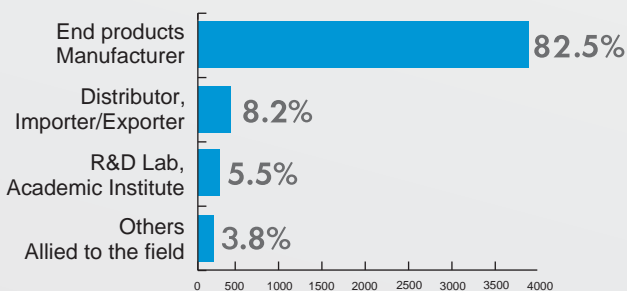
## circulation

### Regional Breakdown of Circulation

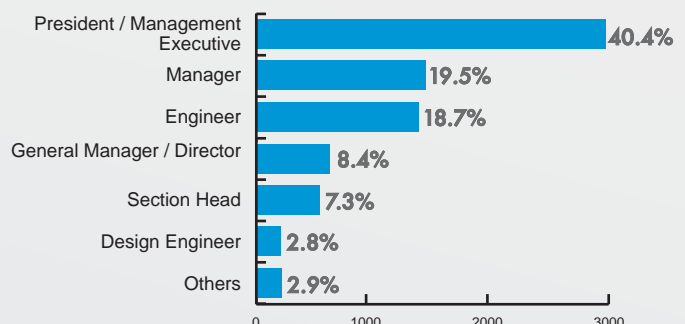


### Analysis by:

#### type of business\*

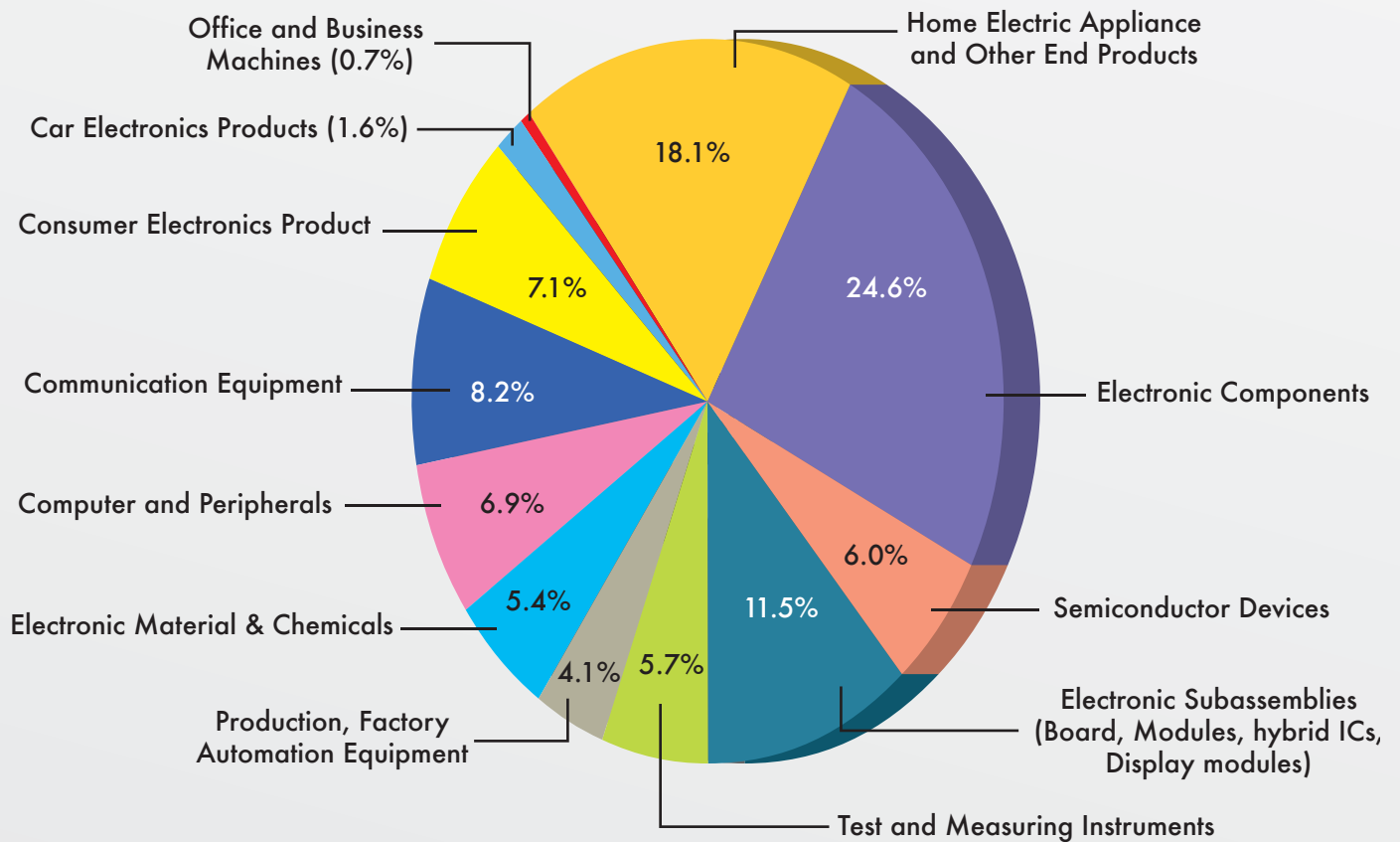


#### job title\*



# circulation

## Breakdown by Primary End Product





# 2018

## media data

# advertisements

## Rates

color	size	12X	6X	3X
<b>Four-Color</b>	Full page	\$1,850	\$2,300	\$2,800
	1/2 page	\$1,250	\$1,600	\$1,900
	Full-page spread	\$2,900	\$3,550	\$3,950
<b>Two-Color</b>	Full page	\$1,650	\$2,100	\$2,600
	1/2 page	\$1,050	\$1,400	\$1,700
	Full-page spread	\$2,500	\$3,150	\$3,550
<b>Black &amp; White</b>	Full page	\$1,400	\$1,850	\$2,350
	1/2 page	\$800	\$1,150	\$1,450
	Full-page spread	\$2,250	\$2,900	\$3,300



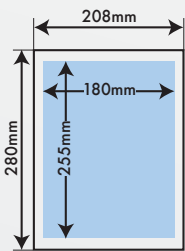
# 2018 media data

## advertisements

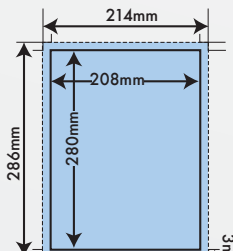
### Mechanical Requirements

**PUBLICATION TRIM SIZE: 208 × 280mm**

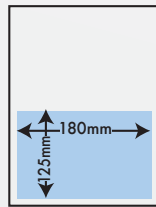
#### AD SIZES:



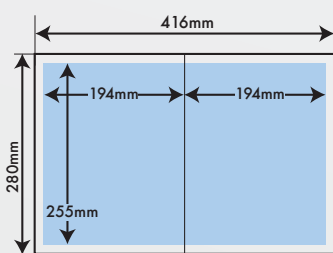
Full-page  
Non-Bleed: (W x H)  
180 x 255mm



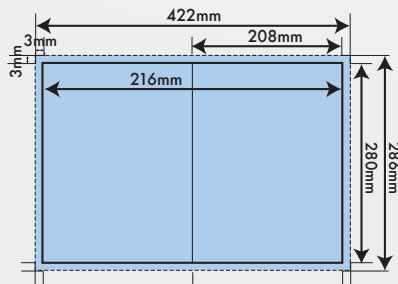
Full-page  
Bleed: 3mm on all sides  
(W x H) 214 x 286mm



Half page  
Non-Bleed only:  
(W x H) 180 x 125mm



Two-page spread  
Non-Bleed: (W x H)  
388 x 255mm



Two-page spread  
Bleed: 3mm on all sides  
(W x H) 422 x 286mm

#### DELIVERY METHOD

- FTP Files (preferred method)
- Burn all files to a CD or DVD and send to:

##### Cristian Canozo

Dempa Publications, Inc. - Regional Headquarters  
Unit 2510 Herrera Tower, 98 V.A. Rufino St.  
Salcedo Village, 1227 Makati City, Philippines

#### FORMAT

You may submit in digital format

**ELECTRONIC Files** (We accept files created using the following applications, using either Mac or PC)

- **Preferred format:** High-resolution press-ready PDF with crop marks and bleeds (for bleed ads)
- Adobe Illustrator CS or earlier
- Adobe Photoshop CS or earlier
  - File formats accepted are (for Illustrator and Photoshop) **.eps, .psd, .ai**
- Microsoft Word, PowerPoint or Microsoft Publisher files are not accepted. All files and placed graphics must use CMYK color profile and in a high-resolution format. (Minimum resolution of 300dpi and maximum resolution of 450dpi at 100% size)

#### Always include the following:

- Matchprint or color laser printout (exact size recommended)
- All placed graphics
- Both screen and printer fonts, Postscript 1 or 2
- Be sure to include all fonts from your placed graphics (i.e. .eps files) if fonts are not outlined.
- A printed listing of all files, fonts and graphics

**For questions about the specifications, please e-mail or call:**

**Gervie Capit and/or Cristian Canozo**

E-mail: [gervie@dempa.co.jp](mailto:gervie@dempa.co.jp)

Tel: +63 2 845 0906 ext. 106

merchandising  
service

“You Are on the Cover”



- AEI advertisers whose contracts cover 12 or more full-pages per year are eligible for the cover position, featuring a photo of company executives, managers or employees at corporate facilities, public landmarks or trade shows.
- Along with the cover photo, a cover story featuring your corporate profile appears as the first article after the contents page.
- Your photo and profile will reach electronics professionals in the Asian region.
- Additionally, we provide you with up to 50 copies of the “You Are on the Cover” issue, for distribution to your branch offices and manufacturing plants. You can order even more copies for sales meetings and special distributions. Just contact the Dempa sales office nearest you.

- The advertiser provides us with a list of branch offices and manufacturing plants, plus the names of the key recipients. Dempa takes care of the rest.
- Volume discounts are available. For example, for more than 20 copies, 30% off the regular single-copy price (US\$18 × 0.7 or ¥1,500 × 0.7), plus shipping costs.



# 2018

## media data

# contract and copy regulations

## Dempa Publications, Inc.

1-11-15 Higashi Gotanda, Shinagawa-ku, Tokyo, 141-8715, Japan

1. Insertion instructions shall be supplied for every advertisement and shall clearly state the following information name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible) plus any special instructions such as bleed, color, etc.
2. No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
3. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.
4. Orders acceptable for not more than one year in advance.
5. A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period, cannot be counted again toward determining the rate for the subsequent or past periods.
6. T. F. Contracts will be billed at rate earned through the previous twelve months or billed at rate earned through contract year period without incurring short rate, provided that the same frequency is maintained up to the time of cancellation.
7. Space orders wherever possible should specify a definite schedule of insertions, issues and sizes of space.
8. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
9. The publisher reserves the right to void any contract unless the first insertion is used within three months from date thereof.
10. Verbal agreements are not recognized.
11. If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.
12. Cancellation of space order forfeits the right to position protection.
13. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
14. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
15. Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it in the advertisement submitted for publication.
16. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which he feels is not in keeping with the publication's standard.
17. The publisher's liability for any error will not exceed the charge for the advertisement in question.
18. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
19. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.
20. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
21. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
22. Two or more advertisers are not permitted to use space under the same contract.
23. Association advertising ordinarily takes the rate earned for space used by the association advertising alone. Individual members of associations cannot bulk their individual company space with the association space to earn a bulk rate for themselves.
24. Supplied inserts shall be charged regular black and white space rates plus additional production costs incurred. A charge lower or higher than actual black and white space rates would be considered price discrimination.
25. When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
26. Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with material which in the publisher's opinion resembles editorial matter.
27. Advertisements offering prizes, or contents of any nature, are accepted provided prior approval has been obtained from the Post Office at place of publication entry.
28. Requests for specified position at R. O. P. rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
29. An advertiser requesting that a standard full page plate be printed without the name and page number appearing on the page shall be charged a premium.
30. No allowance is made to advertisers for furnishing complete plates, text and illustrations for their advertisements.
31. Advertisements ordered set and not used will be charged for composition.
32. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.





# 2018 media data

## contact us

[www.aei.dempa.net](http://www.aei.dempa.net)

### Tokyo Head Office

1-11-15 Higashi Gotanda  
Shinagawa-ku, Tokyo 141-8715  
Japan

**Tel:** +81 3 3445 6111  
**Fax:** +81 3 3445 6890  
**E-mail:** [aei@dempa.co.jp](mailto:aei@dempa.co.jp)

### Osaka Office

6F Keihan Yodobashi Building  
3-2-25 Kitahama, Chuo-ku  
Osaka, 541-0041  
Japan

**Tel:** +81 6 6203 3361  
**Fax:** +81 6 6227 5153

### Sales offices

#### Taiwan

International Dempa Trade Co., Ltd.,  
Taipei Office  
7F, No. 34, Sec. 1, Nanjing East Road  
Taipei, Taiwan 104  
**Tel:** +886 2 2563 4595  
**Fax:** +886 2 2567 5559  
**E-mail:** [tricia@dempa.co.jp](mailto:tricia@dempa.co.jp)

### Editorial offices

#### Korea

Dempa Publications, Inc.  
Room 1404 Master Tower Building  
553 Dohwa-dong, Mapo-ku  
Seoul, Korea Rep  
**Tel:** +82 2 714 2983  
**Fax:** +82 2 714 2984  
**E-mail:** [duckjoong@gmail.com](mailto:duckjoong@gmail.com)

#### Philippines

Dempa Publications, Inc. - Regional Headquarters  
2510 Herrera Tower, 98 V.A. Rufino St.  
Salcedo Village, Makati City  
Philippines  
**Tel:** +63 2 845 0906  
**Fax:** +63 2 845 1829  
**E-mail:** [cris@dempa.co.jp](mailto:cris@dempa.co.jp)