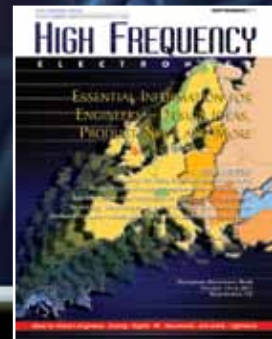
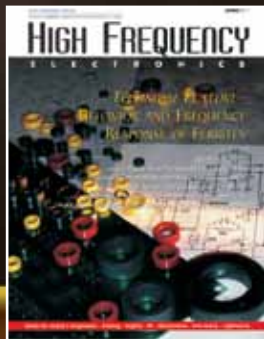
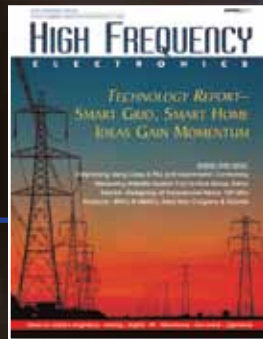
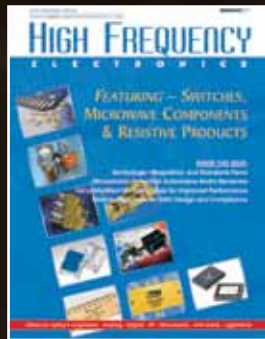
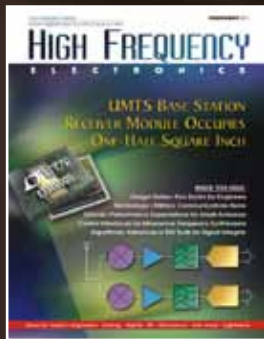
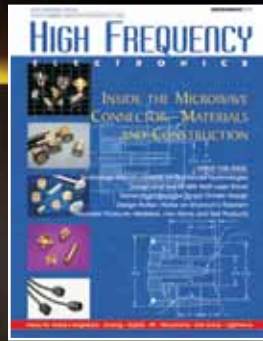
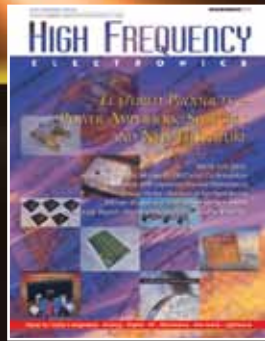
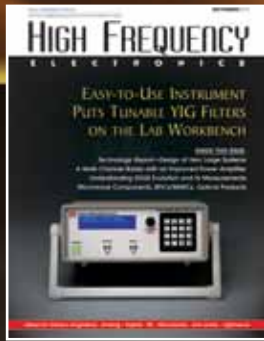


HIGH FREQUENCY

E L E C T R O N I C S

Ideas for Today's Engineers: Analog ■ Digital ■ RF ■ Microwave ■ mm-wave ■ Lightwave



analog

digital

RF

2012

media guide

Published in print and online since 2002

light

HIGH FREQUENCY

ELECTRONICS

■ Experience

Our team has decades of experience in both technology and B-to-B publishing. With both engineering-design and product-marketing experience, we have the perfect combination to serve our engineering readers as well as our advertising clients.

■ Substance

High Frequency Electronics has the mission of providing an exchange of ideas among engineers. Our hands-on design experience and many years of industry participation allow us to select the right mix of subject matter, at the right technical depth for engineers of all experience levels. We like to think of our magazine as delivering a "chapter a month" of essential tutorial, applications-oriented and advanced material — an ongoing textbook for the continuing education and professional development of our readers.

■ Presentation

In keeping with our attention to substantive content, our magazine is designed to present technical material clearly, with a clean, highly readable layout. This approach has a benefit to advertisers — ads stand out prominently when articles do not have unnecessary artistic frills.

■ Online Presence

Every issue of *High Frequency Electronics* is available online — with exactly the same appearance as the printed issues, in the universally accessible PDF format. The Online Edition is interactive, too. Readers can simply click on an ad to reach that company's web site. Our web site also includes news headlines, events listings, supporting information for authors and advertisers, plus new and renewal subscription services. Every past article we have published is archived for download by any interested web visitor. The Archives is the most-visited part of our web site.

■ Service

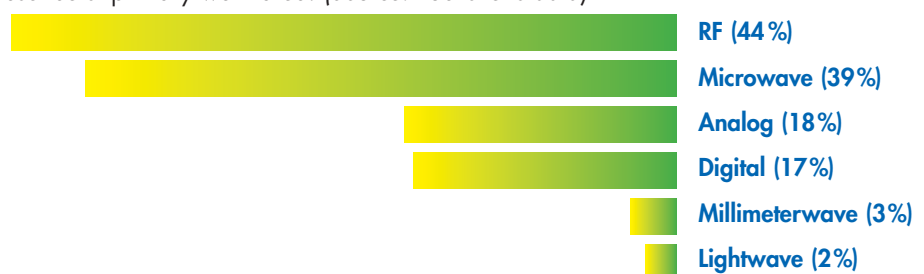
We take pride in our professionalism, knowledge and cooperative attitude when dealing with advertisers. We can help you develop a marketing and advertising plan with the options of print ads, web site banners, direct mail, e-mail marketing, print brokering, and many other service options. Contact the advertising sales representative in your area for more information.

■ 100% Engineering Audience

High Frequency Electronics reaches more than 20,000 "Design Engineers utilizing RF and Microwave Technology," qualified within one year. (Source: BPA International, June 2011 Circulation Statement)



Subscribers' primary work area: (Source: Publisher's data)



highfrequencyelectronics.com

Web Statistics

Page Views:

41,952 per month

Unique visitors:

14,934 per month

Origin Hits:

United States

42.9%

Europe

19.0%

China

5.6%

Russia

4.5%

India

3.5%

Canada

2.6%

Japan

2.4%

South Korea

1.9%

All Other

17.6%

Publisher's own data
using AWStats. Analysis period:
January-March 2011

2012 EDITORIAL CALENDAR

January

- Test and Measurement
- Cables and Connectors
- Wireless ICs and Modules

Products: Test Equipment, EDA, Cables and Connectors

Bonus Distribution: DesignCon, Jan 30-31

April

- Passive Components
- Cables and Connectors
- Field Test

Products: RFICs, MMICs, Field Test, Couplers and Hybrids

Bonus Distribution: CTIA, May 8-10

July

- High Power
- Cables and Connectors
- Sensors

Products: Telecom, Filters, EMC Products

Bonus Distribution: IEEE EMC Symposium, Aug 5-9

October

- Aerospace
- Cables and Connectors
- ICs & Devices

Products: Design Software, Space Products, Amplifiers

February

- ICs and Devices
- Power Amps
- MCMs, SoCs, SIPs

Products: Resistive Products, Oscillators, Synthesizers

Bonus Distribution: Satellite 2012, Mar 12-15

May

- Signal Generation
- MM-Wave
- IMS Preview

Products: 3G, 4G, Substrates and Laminates, Power Products

Bonus Distribution: MTT IMS, June 17-22

August

- High Speed Digital
- VCOs & Synthesizers
- Wireless ICs

Products: Switches, Synthesizers, EDA, Power Amps

Bonus Distribution: AOC International, Sept 23-26

November

- Microwave and Power Modules
- MM-Wave
- Signal Generation

Products: MM-Wave, Passives, Test and Measurement

Bonus Distribution: Asia Pacific Microwave Conference, Dec 4-7

March

- Defense and Homeland Security
- Mixers/Modulators
- EDA

Products: MW Components, Amplifiers, Switches

Bonus Distribution: WAMICON, April 16-17

June

- Radar and Avionics
- Antennas
- EMI/EMC

Products: Antennas, Front-End Components, Defense/Homeland Security

Bonus Distribution: AP/URSI, July 8-14

September

- Government and Military Electronics
- Simulation and Layout Software
- COTS Components

Products: Modules, ICs, Filters

Bonus Distribution: EuMW Week, Oct 29-Nov 2
MILCOM, Oct 29-Nov 1

December

- Communications
- Mixers and Amps
- Subsystems and Systems – Power

Products: RFICs & MMICs, Signal Generation, Software

Bonus Distribution: Radio Wireless Week, Jan 15-18

Editorial Submissions

Regular Columns

Meetings & Events, In the News, Design Notes, High Frequency Applications

Press Releases

Press releases for our informational columns should be sent by the first of the month prior to the desired publication date (e.g., April 1 for the May issue). Late-breaking news can be accommodated, but please advise the editors of urgent items by telephone or e-mail.

editor@highfrequencyelectronics.com

Article Contributions

We encourage the submission of technical articles, application notes and other editorial contributions. These may be on the topics noted above, or any other subject of current interest. Contact us with article ideas:

editor@highfrequencyelectronics.com

How to Contact Us

Send press releases and other communications to our general editorial e-mail address:

editor@highfrequencyelectronics.com

Additional technical articles can be published in each issue, covering other topics

AD CLOSING DATES: 15th of the prior month (next business day if weekend)

AD MATERIAL DEADLINE: 5 business days after ad closing

Contact your advertising sales representative for extra time or special requirements

BONUS DISTRIBUTIONS: Subject to change.

Advertising Information

	1x	3x	6x	12x	24x
Spread	\$ 9,500	\$ 7,650	\$ 6,950	\$ 6,250	\$ 5,700
Full page	\$ 4,800	\$ 4,250	\$ 3,800	\$ 3,450	\$ 3,100
1/2-page	\$ 3,100	\$ 2,750	\$ 2,450	\$ 2,200	\$ 1,950
1/3-page	\$ 2,100	\$ 1,850	\$ 1,650	\$ 1,500	\$ 1,300
1/4-page	\$ 1,600	\$ 1,450	\$ 1,300	\$ 1,150	\$ 1,000
1/6-page	\$ 1,250	\$ 1,100	\$ 1,000	\$ 900	\$ 800

The above rates are for display ads, which appear in both the print and online editions.

Online advertising opportunities include banners and sponsored pages. We can also provide e-newsletters and other digital media, as well. With many options available, it is not practical to list rates here. Contact your advertising sales representative (or check our website).

Additional print advertising opportunities include inserts, polybagged outserts, business reply cards and trade show promotions.

Reader Service response to advertisements is provided online using our exclusive HFelink™ service, with links to the company home page, or a specific product data page. The Online Edition includes hot links—viewers can simply click on your ad.

All advertising is commissionable at the rate of 15% to recognized advertising agencies.

Advertising Notes—Ads are accepted in digital format only. *High Frequency Electronics* is published using an all-digital PDF-based process. Our preferred file format is PDF-X/1a, which is the established publishing industry standard for digital ads. Other formats may be acceptable on a case-by-case basis—contact your advertising sales representative. For more information on digital ad creation and PDF file submission, please visit the “Advertising and Media Info” section of our Web site.

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FAX: +44 1923 852 261

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FAX: 201-666-6698

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Print Ad Sizes & Specifications

Trim Size: 8 × 10.75 inches

Pre-trim (Bleed) Size: 8.25 × 11 inches

Column Width: 2.25 inches

Presswork: Standard web offset, CMYK

Ad sizes (W × H in inches):

2-page spread (trim size): 16 × 10.75

Full page (trim size): 8 × 10.75

1/2 page island: 4.75 × 7.25

1/2 page horizontal: 7.25 × 4.75

1/2 page vertical: 3.5 × 9.75

1/3 page square: 4.75 × 4.75

1/3 page vertical: 2.25 × 9.75

1/4 page vertical: 3.5 × 4.75

1/6 page vertical: 2.25 × 4.75

Full-page ads have a live area that begins 0.25 inches inside the trim dimensions.

Background images in bleed ads should fill the pre-trim dimensions of 8.25 in. width; 11 in. height.

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