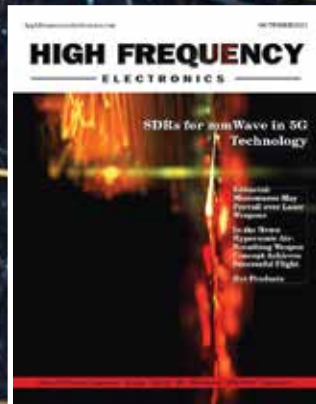
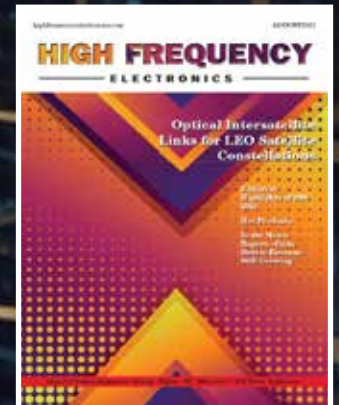
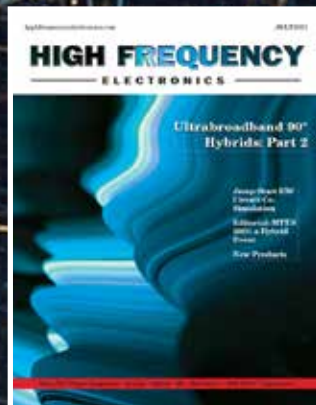
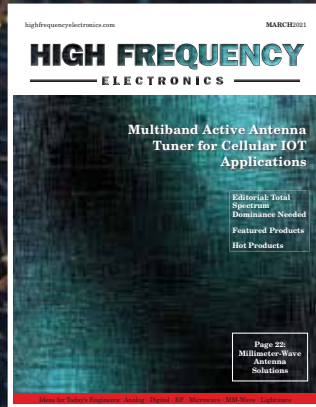
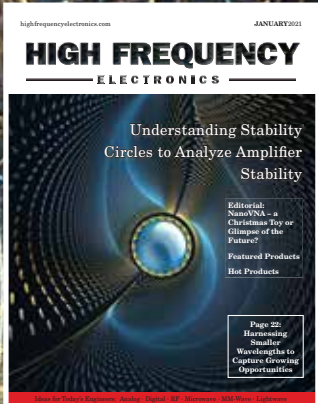


HIGH FREQUENCY

ELECTRONICS



2022 MEDIA GUIDE

Published in print and online since 2002

Ideas for today's engineers: Analog · Digital · RF · Microwave · mm-wave · Lightwave

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

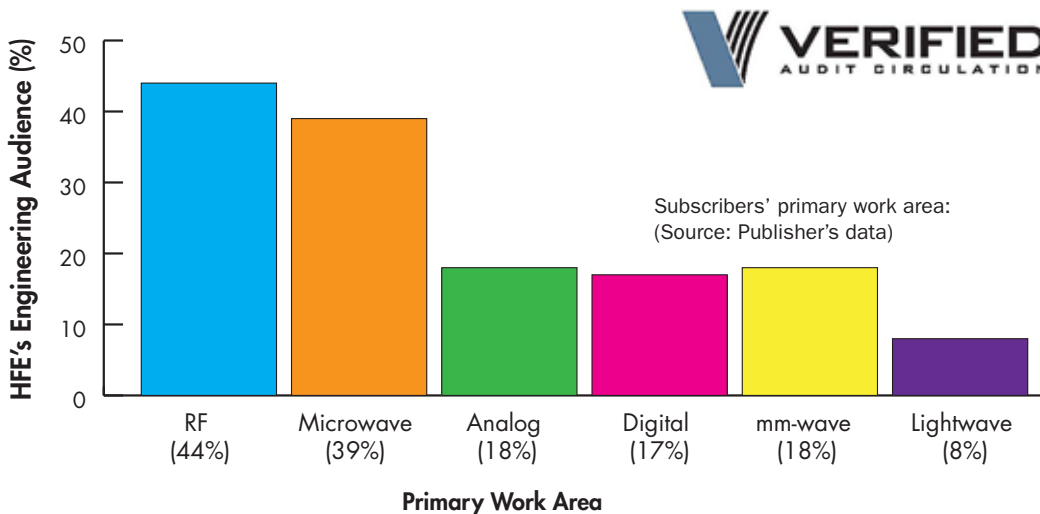
Every issue of High Frequency Electronics is available online — with exactly the same appearance as the printed issues, in the universally accessible PDF format. The Online Edition is interactive, too. Our web site also includes news headlines, events listings, supporting information for authors and 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 20,000 “engineers, senior management, managers, supervisors, technical staff, and other personnel allied to the field” qualified within one year.



Web Statistics

Page Views:
68,225 per month

Unique visitors:
43,511 per month

Opt-in Email Subscribers
9,000 plus

Origin Hits:

United States 39.3%
Asia 35.2%
Europe 16.2%
Canada 5.5%
All Other 3.8%

Publisher's data using AWStats.
Analysis period March 2019

2022 EDITORIAL CALENDAR

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). Latebreaking news can be accommodated, but please advise the editors of urgent items by telephone or e-mail.

tim@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:

tim@highfrequencyelectronics.com

How to Contact Us

Send press releases and other communications to our Associate Publisher.

tim@highfrequencyelectronics.com

Issue	Featured and New Product Coverage	Important Industry Events
January	Antennas, Cable Assemblies, Couplers, Test and Measurement	EuMW London, Feb 13 - 18
February	Design Tools, Power Amplifiers Filters, Mil-Aero Products	Satellite Wash, DC, Mar 22 – 24
March	Passive Components- Attenuators, DC Blocks/Bias Tees	DesignCon Santa Clara, Apr 5 - 7 WAMICON Clearwater Beach, FL, Apr 27 – 28
April	Test & Measurement Tools Cable Assemblies, Integrated Assemblies	
May	Active Components, Switches, Mixers, Phase Shifters, IMS Show Issue	IMS Denver, June 19 - 24
June	Frequency Control Components, Low Loss Cables, Design Tools Update	
July	Passive Components, Isolators, Circulators, Connectors, Antennas	IEEE Autotestcon Baltimore, Aug 29 - Sept 1 IEEE EMC + SIPI Spokane, Wash, Aug 1 - 5
August	Defense Electronics EDA, Automated Test, Test Cables, Signal Generators	
September	Millimeter Connectors and Components, Detectors	AOC Int'l Wash, DC, Oct 25 - 27
October	Circuit Materials, Interconnects, Base Station Products, Network Analyzers, Mil-Spec Products	
November	Coaxial Adapters, Low Noise Amplifiers, Modular Test Equipment	MILCOM TBD, Dec 2022
December	Passive Components, Couplers and Power Dividers, Crystal Oscillators, VCOs, YIG Oscillators	IEEE Radio & Wireless Las Vegas, Jan 16 – 19

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: 20th of the prior month. Contact your advertising sales representative for extra time or special requirements

Summit Technical Media LLC

PO Box 4291 • Tequesta, FL 33469 • **PHONE:** 603-759-1840

highfrequencyelectronics.com

Advertising Information

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

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

Banner Ad sizes (W × H in pixels):

728x90 leaderboard banner
160x600 tower banner
468x60 banners
180x180 banners
Peel Back Option (upper right)

Online advertising opportunities include banners and sponsored pages. We can also provide e-newsletters, custom email blasts and direct mail list rentals, webcasts, white paper programs, 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.

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

Advertising Notes—Ads are accepted in digital format only. For more information on digital ad creation and PDF file submission, please visit the “Advertising and Media Info” section of our Web site.

Contact Information

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Advertising Sales New England

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stuart@highfrequencyelectronics.com

Advertising Sales | UK and Europe

Sam Baird
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sam@highfrequencyelectronics.com

Print Ad Sizes Specs

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
2-page spread (with bleed): 16.25 × 11
Full page (trim size): 8 × 10.75
Full page (live area): 7.5 × 10.25
Full page (with bleed): 8.25 × 11
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.

Digital Files:

HFE uses all-digital, PDF-based publishing process in a Macintosh computing platform.

The industry standard for platform-independent digital printing is a high resolution PDF file. PDF-X and CMYK process press setups are expected, with all fonts and images embedded and all images in PSD or JPG format. In special cases we can accept other file formats – contact your advertising representative.

All images and colors must be defined as process CMYK. We cannot be responsible for the quality of ads provided with RGB, Index, or Lab color, low resolution images or ads provided in other formats than those specified.

For best results:

Build ads in a layout program such as InDesign or QuarkXpress. Place 300 dpi CMYK images at 100% on the page. **Layout of ads in programs such as Adobe Illustrator or Adobe Photoshop IS NOT ADVISED AND will produce large output files.**

Advertising Notes:

- Ads should be submitted via e-mail or on CD. FTP upload is also available.
- New advertisers should provide digital files in advance of the ad closing date. Additional matters will be coordinated with our production staff.
- Film is no longer accepted by most publishers. Please contact us if film is your only choice for providing an ad.
- Web banners may be jpg, gif, or png formats (contact us regarding other formats.)