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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.



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editorial calendar

Issue	Issue Date	Ad Closing Date	Regular Contents	Story Special Feature*	Special Focus/ Supplement	Show Distribution
JAN	12/28	12/3	I. AEI News II. Tech Watch III. Corporate Profile/ Strategy/Interview IV. Technology Focus V. Sections A) Critical Components B) IoT / M2M C) Automotive Electronics D) Power Electronics E) Medical Electronics F) Surface Mount Technology G) Test & Measuring Instruments VI. Product Updates VII. AFTA ALL	<ul style="list-style-type: none"> Power Electronics Electronics Devices for Wearable Wireless Charging 	SEMICON Korea 2016	<ul style="list-style-type: none"> SEMICON Korea 2016 - Jan. 27-29 (Seoul)
FEB	1/28	1/7		<ul style="list-style-type: none"> Latest Technology of Test & Measurement Instruments High-functional modules 		
MAR	2/29	2/5		<ul style="list-style-type: none"> Electronic devices for SmartPhone SMT Components/parts in wiring boards Semiconductor manufacturing equipment and electronic materials 	SEMICON China 2016 electronica & productronica China 2016 Japanese manufacturing equipment manufacturers Chinese edition, spring issue	<ul style="list-style-type: none"> SEMICON China 2016 - Mar. 15-17 (Shanghai) electronica & productronica China 2016 - Mar. 15-17 (Shanghai) CPCA Show 2016 - Mar. 15-17 (Shanghai)
APR	3/28	3/4		<ul style="list-style-type: none"> Industrial 4.0 and Automation 	NEPCON China 2016	<ul style="list-style-type: none"> NEPCON Korea 2016 - Apr. 6-8 (Seoul) NEPCON China 2016 - Apr 26-28 (Shanghai) KPCA Show 2016 - Apr. 26-28 (Seoul)
MAY	4/25	4/5		<ul style="list-style-type: none"> Sensors MEMS and Enabling Technologies Power Storage & Management and Energy Harvest 	Applications of chemical materials Trading companies that deal with semiconductors Computex Taipei 2016	<ul style="list-style-type: none"> CES Asia 2016 - May 11-13 (Shanghai) Inatronics 2016 - May 18-20 (Jakarta) CTEX 2016 - May 18-20 (Suzhou) Communic Asia 2016 - May 31-June 3 (Singapore) Computex Taipei 2016 - May 31-June 4 (Taipei)
JUN	5/27	5/6		<ul style="list-style-type: none"> RF & Wireless & Network Technologies Touch Panel Solution 	NEPCON Thailand 2016 Touch China 2016	<ul style="list-style-type: none"> NEPCON Thailand 2016 - June 22-25 (Bangkok) Touch China 2016 - June 23-25 (Shenzhen)
JUL	6/27	6/6		<ul style="list-style-type: none"> EMC/Noise-Suppression Components PWB Technologies 	Japanese manufacturing equipment manufacturers Chinese edition, summer issue	
AUG	7/29	7/6		<ul style="list-style-type: none"> Component technologies for mobile communications Aluminum electrolytic capacitors 	Touch Taiwan 2016 NEPCON South China 2016	<ul style="list-style-type: none"> Touch Taiwan 2016 - Aug. 24-26 (Taipei) NEPCON South China 2016 - Aug. 23-25 (Shenzhen) ELEXCON 2016 - Aug. 24-26 (Shenzhen)
SEP	8/25	8/5		<ul style="list-style-type: none"> Semiconductor packaging technologies Electronic components for mobile devices LED manufacturing technologies 	SEMICON Taiwan 2016 electronica & productronica India 2016	<ul style="list-style-type: none"> SEMICON Taiwan 2016 - Sept. 7-9 (Taipei) electronica & productronica India 2016 Sept. 21-23 (Bangalore)
OCT	9/28	9/6		<ul style="list-style-type: none"> Smart Life and Leading-Edge Measuring Instruments Printed, Flexible and Organic Electronics Measuring Instrument 	TPCA 2016 TAITRONICS 2016	<ul style="list-style-type: none"> NEPCON Vietnam 2016 - Oct. 6-8 (HCMC) TAITRONICS 2016 - Oct. 6-9 (Taipei) electronica Asia 2016 - Oct. 13-16 (Hong Kong) KES 2016 - Oct. 26-28 (Seoul) TPCA 2016 - Oct. 26-28 (Taipei)
NOV	10/28	10/5		<ul style="list-style-type: none"> Automotive electronic components Low-Ag soldering materials 	electronica 2016 Chinese edition: Special edition on electronic components & measuring instruments	<ul style="list-style-type: none"> electronica 2016 - Nov. 8-11 (Munich) Hi-Tech Fair 2016 - Nov 16-21 (Shenzhen)
DEC	11/28	11/4		<ul style="list-style-type: none"> High-density surface-mounted components Components for displays and new materials 	HKPCA 2016	<ul style="list-style-type: none"> HKPCA & IPC 2016 December (TBA) (Shenzhen)

*Subject to change without notice

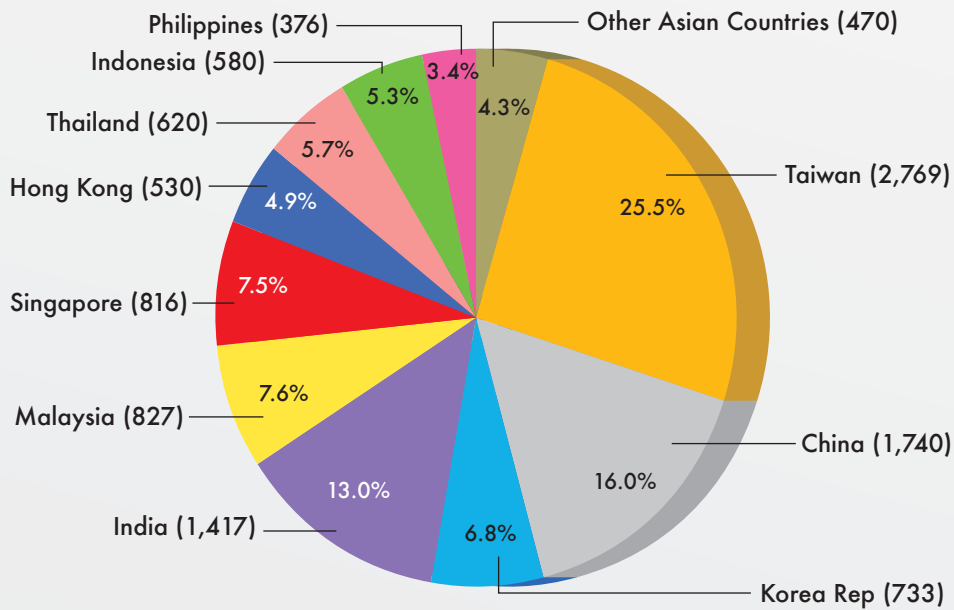


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Asia Electronics Industry
circulates to **11,000** professionals
in asian countries including china.

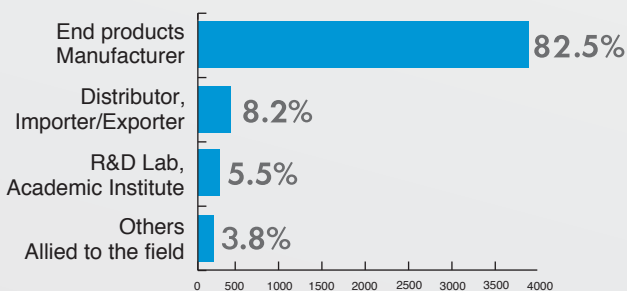
circulation

Regional Breakdown of Circulation

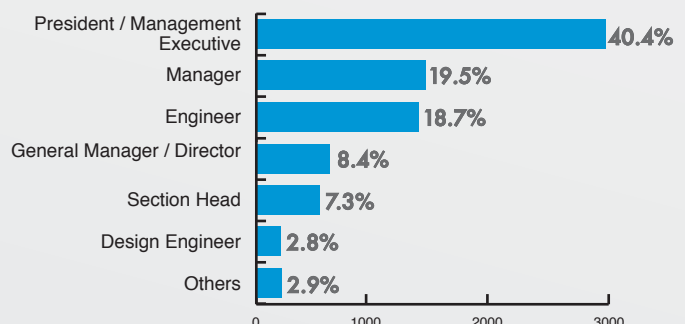


Analysis by:

type of business*

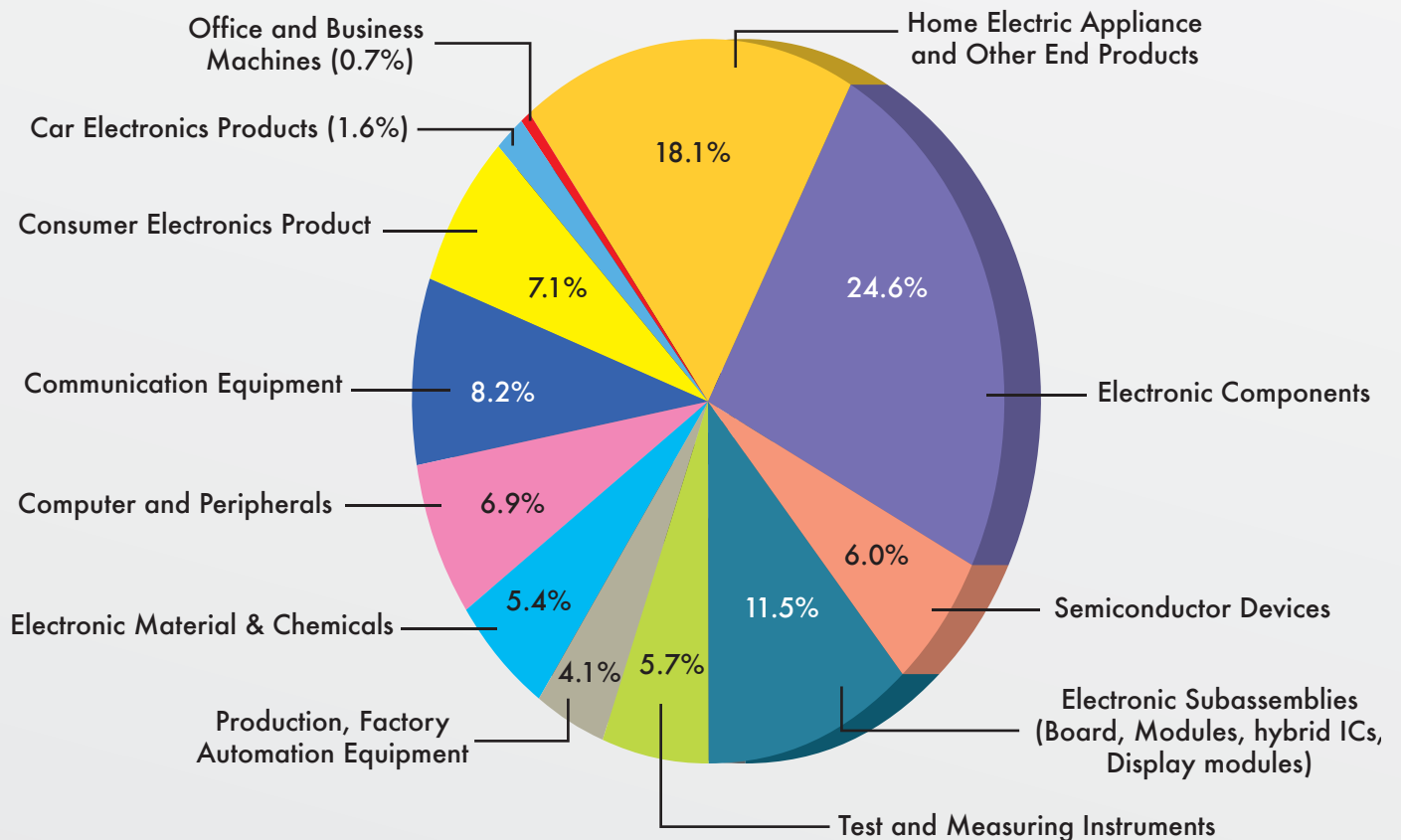


job title*



circulation

Breakdown by Primary End Product





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advertisements

Rates

color	size	12X	6X	3X
Four-Color	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
Two-Color	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
Black & White	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



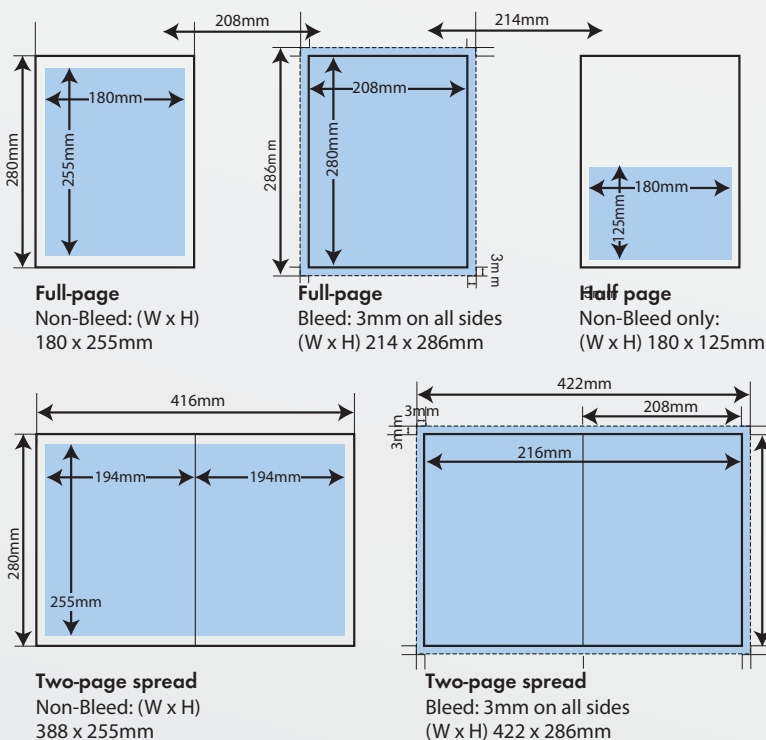
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advertisements

Mechanical Requirements

PUBLICATION TRIM SIZE: 208 x 280mm

AD SIZES:



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

DELIVERY METHOD

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

Cristian Canoza

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

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

Narissa Gario and/or Cristian Canoza

E-mail: narissa@dempa.co.jp

Tel: +63 2 845 0906 ext. 110

“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.



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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.



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