

2012  
Media  
Kit

# Embedded Intel® Solutions

How will  
you  
Promote  
NEW  
Products?



Embedded Intel®  
Solutions  
Quarterly  
Magazine

- Product Marketing
- Lead Generation
- Branding & PR
- Custom Content
- High-Impact Advertising



Embedded Intel®  
Solutions China  
Biannual  
Magazine

Where  
will your  
NEW  
Business  
come  
from?



[www.embeddedintel.com](http://www.embeddedintel.com)



Monthly Email Newsletter



Dedicated Email Blasts  
& Lead Generation

Embedded  
Intel® Solutions

Extension  
MEDIA

Increase Sales to Engineers & Embedded Developers  
Designing with Intel® Embedded Processors

[www.embeddedintel.com](http://www.embeddedintel.com)

# Embedded Intel® Solutions connects you directly with this targeted audience through a valuable mix of content, marketing and lead generation!

## Editorial Leadership



**John Blyler**  
**Editorial Director**  
 John has worked in the electronics industry for over 24 years, holding editorial positions

on Chip Design Magazine and Wireless Systems Design.



**Cheryl Berglund Coupé**  
**EECatalog.com Editor**  
 Cheryl Berglund Coupé is Editor of *Embedded Intel® Solutions* and *EECatalog.com*. Her articles have appeared in EE Times,

Electronic Business, Microsoft Embedded Review and Windows Developer's Journal and she has developed presentations for the Embedded Systems Conference and ICSPAT. She has held a variety of production, technical marketing and writing positions within technology companies and agencies in the Northwest.

### Jim Kobylecky Technology Editor

Jim has worked as a technical writer and copy editor for such high-tech firms as Intel, Atmel and Mentor Graphics

### Jane Lin-Li Associate (Chinese) Editor

As the Chinese Language editor, Jane works with Extension Media of San Francisco and Intel China.

The **Embedded Intel® Solutions** network provides powerful tools for design engineers and embedded developers who design with Embedded Intel® processors:

- Industry News & Updates • New Product Releases • Blogs
- Insider Roundtables • Videos and Demos • White Papers
- Interactivity across digital, email and print formats

## Embedded Intel® Solutions Magazine - North America Editions



**Embedded Intel® Solutions** magazine is packed with solutions-oriented and up-to-the-minute high-value editorial focused on the process of making hardware and software design decisions.

### Editorial Sections include:

- Special Features
- Technology Applications
- Important news items
- Focus On Intel
- Market Watch
- Standards Watch
- The Last Word

## Key Editorial Topics in 2012

- Automotive
- Digital Signage
- Embedded Gaming
- Embedded SoC
- Low Power
- Machine to Machine
- Medical & Industrial
- Military & Aerospace
- Multicore & Virtualization
- Networking / Communications
- Programmability
- Security
- Small Form Factors
- Smart Phone & Tablets
- Storage
- Wireless

## Customize your Multi-Media Sponsorship EACH QUARTER and Maximize your Impact and ROI!

**Market Leader Sponsor** (30 Points) – 1 company

Standard Rate:  \$25,000

EA Rate:  \$18,000

**Platinum Sponsor** (20 Points) – 2 companies

Standard Rate:  \$15,000

EA Rate:  \$12,000

**Gold Sponsor** (12 Points) – 10 companies

Standard Rate:  \$10,000

EA Rate:  \$7,500

POINTS	MENU OPTION
12	Exclusive "Interactive Showcase" Website Position – 3 months
10	Exclusive "Spotlight On" Website Position – 3 months
8	40,000 Leaderboard Impressions
5	25,000 Leaderboard Impressions
2	10,000 Leaderboard Impressions
8	40,000 Large Rectangle Impressions
5	25,000 Large Rectangle Impressions
2	10,000 Large Rectangle Impressions
2	25,000 Tile Impressions
1	10,000 Tile Impressions
12	Dedicated email blast to 30,000
6	Dedicated email blast to 15,000

Limited Availability  
 Features Sold on  
 First-Come Basis!

POINTS	MENU OPTION
2	White Paper with Lead Generation
2	Video Spot or Featured blog placement
6	E Product Alert Platinum Sponsorship – 3 issues
2	E Product Alert Platinum Sponsorship – 1 issue
3	E Product Alert Gold Sponsorship – 3 issues
1	E Product Alert Gold Sponsorship – 1 issue
4	Exclusive Back Cover Ad Placement
3	Premium Ad Positions: IFC, Page 1, IBC, Opp ToC or Intro
3	Digital Edition Multimedia Sponsor
2	Display Ad
2	Advertorial
1	Product Showcase
2	Unlimited PR posts to website & email newsletter

All Sponsors receive LOGO branding on print, digital, online & email editions

## Print A La Carte Menu - Data Sheets, Display Ads, Advertorials

### Display Advertising/Advertorial

2 Page Spread 4/c	\$3,500
1 Page 4/c	\$2,500
4 Page Print/Digital Insert	\$7,500

### Premium Display Ad Positions

Back Cover	\$4,000
Inside Front Cover	\$3,750
Page 1	\$3,500
Inside Back Cover	\$3,500
Opp ToC/Intro	\$3,250

### Product Showcase (1/2 page/color)

First Product	\$1,500
Each Additional Product	\$1,200

### Digital Edition Sponsorship

**\$3,500**  
 Includes banner opposite digital edition landing page, pop-up flash advertising on each of your pages and unlimited web links on your pages

### Event Distribution Sponsorship

**\$2,500**  
 Polybag your insert, up to 8 pages and leverage our trade show distribution

**Product Showcases & Advertorials are also featured in print, digital, online & email newsletter editions**

# Reach your customers online at [www.embeddedintel.com](http://www.embeddedintel.com)

The online destination for engineers and embedded developers designing with Intel® Embedded processors



<b>Average Monthly visitors on <a href="http://www.embeddedintel.com">www.embeddedintel.com</a></b>	
<b>Page Views</b>	110,746
<b>Visits</b>	19,847
<b>Avg. Time on Site</b>	40:17

## **Exclusive "Spotlight On" Position**

High impact and above the fold, this position leverages your headlines to drive maximum visibility and traffic to your site

\$2,000 per month (6 month minimum)

## **Exclusive "Interactive Showcase" Position**

High impact, center column position showcases your company as a market leader and enables readers to interact with your content & videos

\$2,500 per month (6 month minimum)

## **Banners**

Drive sales leads, introduce products and promote events.

- Leaderboard (728x90) - \$125 cpm
- Large Rectangle (336x280) - \$125 cpm
- Banner Tiles (125x125) - \$50 cpm

## **Featured Videos**

Each video is featured on EEcatalog.com and up to 3 microsites

- One video, 6 months - \$1,500
- One video, 12 months - \$2,000

## **Embedded Intel® Solutions Lead Generation Programs**

### **White Paper Lead Generation Program**

Submit your White Papers in PDF format and generate leads from [www.embeddedintel.com](http://www.embeddedintel.com) readers:

- Featured for 6 months on [www.embeddedintel.com](http://www.embeddedintel.com)
- Showcased on the home page of [www.embeddedintel.com](http://www.embeddedintel.com)
- Featured in E-Product Alert email newsletters that are broadcast monthly
- \$1500 per White Paper -OR- \$3000 for 3 White Papers

### **Dedicated Email Blast**

Send your own email blast to [www.embeddedintel.com](http://www.embeddedintel.com) readers

- \$300 cpm (15,000 minimum list size 30,000 available)

### **Market Research and Lead Generation Program**

These programs enable sponsors to gain valuable market intelligence and generate leads with detailed demographics. Sponsor provides up to 15 questions. We provide a 4 page executive summary report, contact information on survey respondents. • 80 guaranteed responses/leads. - \$7,500

## **Embedded Intel® Solutions email newsletter broadcast monthly to 30,000 subscribers!**



Email Newsletter

*Embedded Intel® Solutions* monthly newsletter features product announcements, industry news and technical articles from editors and industry thought leaders. The newsletter is distributed to over 30,000 subscribers.

Advertisers in the quarterly *Embedded Intel® Solutions* magazine are invited to post PR for free during that quarter to the monthly email newsletter. A great way to promote your ongoing marketing activities!

### **Platinum Sponsor** (exclusive to one company)

- 468x60 banner
- Top 50 word text ad
- Unlimited product announcements

1xRate - \$1,500 per issue

4xRate - \$1,200 per issue

### **Gold Sponsor** (limited to 4 companies)

- 125x125 banner
- 50 word text ad
- Unlimited product announcements

1xRate - \$950 per issue

4xRate - \$750 per issue

## **Content Marketing Solutions from *Embedded Intel® Solutions***

Hire the *Embedded Intel® Solutions* Editorial and Marketing teams to produce and deliver valuable, relevant and compelling content to your customers and prospects on a consistent basis.

- **Blogs**
- **Enewsletters**
- **White Papers**
- **Articles**
- **Case Studies**
- **Social Media**
- **Videos**
- **Digital Magazines**
- **Microsites**
- **Market Research**
- **Ebook**
- **Print Magazines**

Content marketing positions you as a trusted expert, impacts buying decisions, generates leads and improves SEO results!

## **Reach the China Market with *Embedded Intel® Solutions China***



*Embedded Intel® Solutions China* (Spring/Summer and Fall/Winter) features articles, technology applications, interviews, columns and case studies developed specifically for the Chinese readership published in Simplified Chinese.

The online version appears on [EEfocus.com](http://EEfocus.com) which has over 160,000 registered users in China.

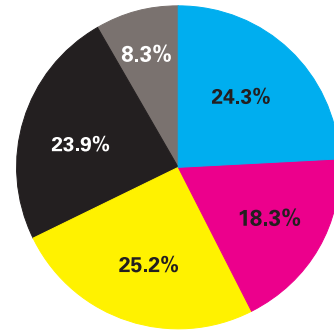
## Embedded Intel® Solutions/North American will reach over 70,000 design engineers and embedded developers:

- **Print and Digital Formats**—30,000 copies will be distributed in the US and Canada directly to Intel customers and qualified engineers and embedded developers who design with Embedded Intel® Processors.
- **Online**—All issues are published online at [www.embeddedintel.com](http://www.embeddedintel.com), where 19,000 of engineers and embedded developers visit monthly.
- **Monthly Email Newsletter**—Monthly issues of Embedded Intel® Solutions email newsletter reach over 30,000 engineers and embedded developers.
- **Key Events**—Print editions distributed at key events including Embedded World Nuremberg, ESC/ Silicon Valley, CTIA, ESC/Chicago, ESC/Boston, AdvancedTCA® Summit, RTC Events and Intel Developer events.

## Embedded Intel® Solutions/China will reach over 30,000 design engineers and embedded developers:

- **Print** —10,000 copies will be distributed directly to Intel customers and qualified engineers and embedded developers with an average pass along readership of 2. That's a total reach for the print issue of 20,000!
- **Online**—All issues are available online at [www.embeddedintel.com](http://www.embeddedintel.com) and [www.eefocus.com](http://www.eefocus.com) (in simplified Chinese), where thousands of engineers and embedded developers will access information throughout 2012.
- **Key Events**—Print editions distributed at key Intel events.

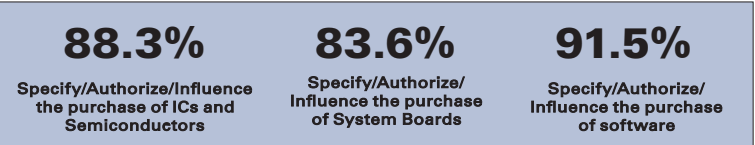
## Circulation Breakdown



### Job Function

- Executive Management 24.3%
- Engineering Management 18.3%
- Design Engineers 25.2%
- Software/Hardware Engineers 23.9%
- Other 8.3%

## Purchasing Authority



### Embedded Intel® Solutions - North America Editions Editorial Calendar

Issue	Key Editorial Topics	Space Deadline	Materials Deadline	Publication Date	Bonus Distribution
Spring Issue	<ul style="list-style-type: none"> <li>• Low Power (Intel® Atom™ Processor and Embedded Xeon)</li> <li>• Embedded SoC</li> <li>• Medical &amp; Industrial</li> </ul>	March 1	March 5	March	ESC Silicon Valley, RTC Events
Summer Issue	<ul style="list-style-type: none"> <li>• Small Form Factors</li> <li>• Smart Phone &amp; Tablets</li> <li>• Embedded Gaming</li> </ul>	June 15	June 22	June	IDF, RTC Events
Fall Issue	<ul style="list-style-type: none"> <li>• Wireless</li> <li>• Networking</li> <li>• Machine to Machine</li> </ul>	August 31	September 7	September	ESC Boston, RTC Events, AdvancedTCA® Conference
Winter Issue	<ul style="list-style-type: none"> <li>• Multicore and Virtualization</li> <li>• Programmability</li> <li>• Automotive</li> </ul>	November 30	December 7	December	Embedded World/Nuremberg

### Embedded Intel® Solutions - China Editions Editorial Calendar

Issue	Space Deadline	Materials Deadline	Publication Date	Bonus Distribution
Spring/Summer	February 20	February 27	March	IDF Beijing
Fall/Winter	Sept 10	Sept 14	October	Intel Events in China

### Embedded Intel® Solutions - Monthly Email Newsletter Calendar

Issue	Materials Due	Broadcast Date	Issue	Materials Due	Broadcast Date
January	Jan 27	Jan 31	July	July 27	July 31
February	Feb 24	Feb 28	August	August 24	August 28
March	March 23	March 27	September	Sept 21	Sept 25
April	April 20	April 24	October	Oct 26	Oct 30
May	May 25	May 29	November	Nov 19	Nov 27
June	June 22	June 26	December	Dec 14	Dec 18

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