



2021

**MAGNETICS**  
BUSINESS & TECHNOLOGY

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

## About

Magnetics Business & Technology is an integrated media platform (magazine, website, e-newsletter) for technical professionals who use magnetic materials and technologies in their products and applications, and for professionals in the magnetics industry. The magazine is published every other month (six times yearly) in both print and digital format, the e-newsletter is published two times per month, the website is available 24x7 and updated daily.

## Readers & Content

Readers are OEM engineers and technical professionals, product and application managers, and management executives who are involved in magnets, magnetic materials, magnetic products & components and electromagnetic technologies. The content includes regular editorial features, columns and departments, new products and industry news, plus an annual industry-wide resource guide to magnetics companies and industry suppliers worldwide. Major industries served include automotive, aerospace, aviation, electrical products, electronics, medical, defense, R&D, industrial & manufacturing equipment as well as manufacturers of motors, generators, transformers.

## Circulation

**Magnetics** media serves a large audience globally including distribution to attendees at key trade shows and conferences, enabling advertisers to reach the entire magnetics industry and leading technical professionals involved in magnetics worldwide. Each issue of the magazine and e-newsletter is circulated to 20,000+ recipients via a combination of digital, mail, online download and event delivery. Certain issues of the magazine have bonus distributions reaching a total audience of 50,000+.

## The Advertisers

- Suppliers of magnetic materials, components & assemblies
- Suppliers of electromagnetic test equipment, design software and testing services
- Suppliers of equipment, materials, supplies and services for magnetics manufacturing
- Suppliers of equipment, materials, supplies and services for coil winding and electrical manufacturing

## Contents

Page 3	Demographics
Page 4-5	Magazine Advertising
4	Issue Schedule & Edit Calendar
5	Rates
6	Website Advertising
7	eNewsletter Advertising
Page 8-10	Coil Winding/EM Tech Review
Page 11	Ad Specifications & FTP Info

## Contacts

Director of Content & Sales:

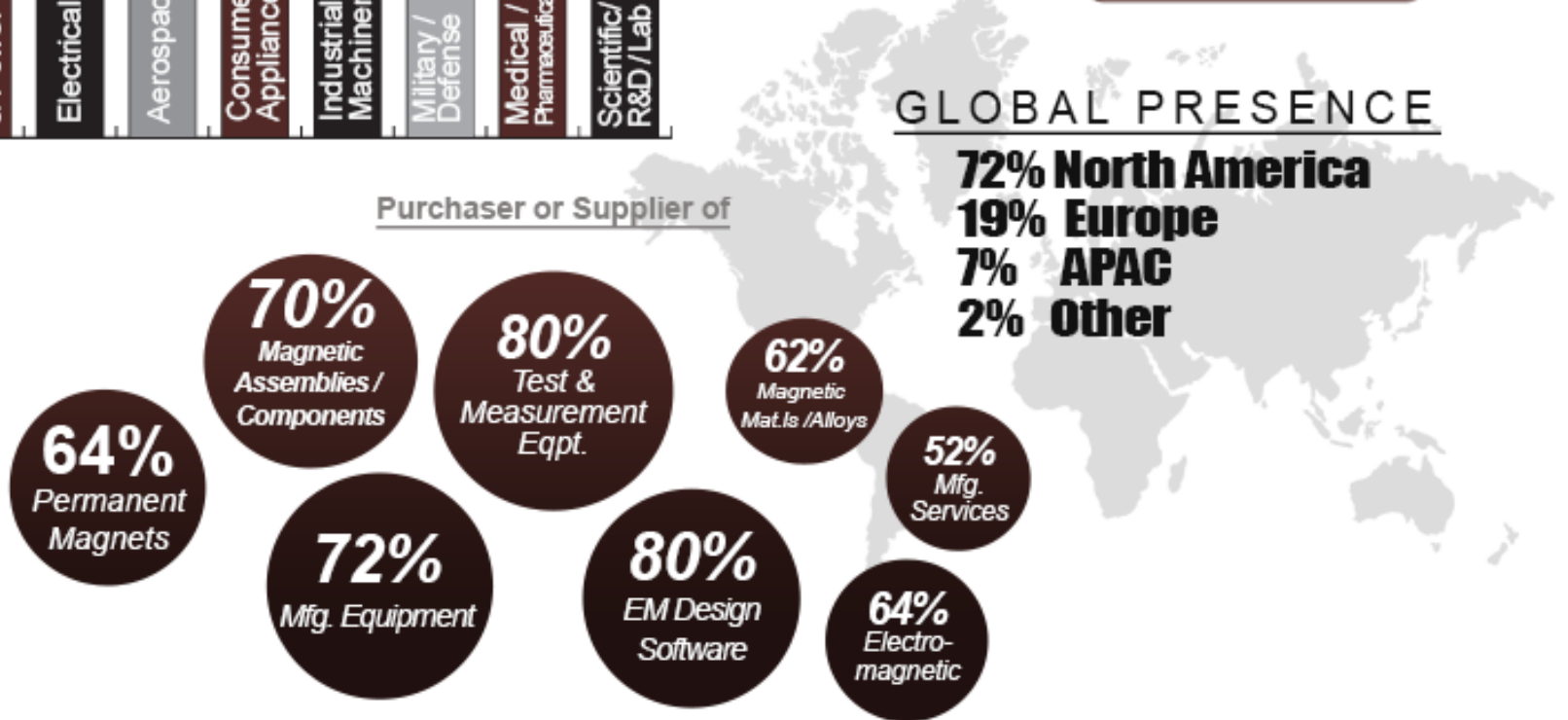
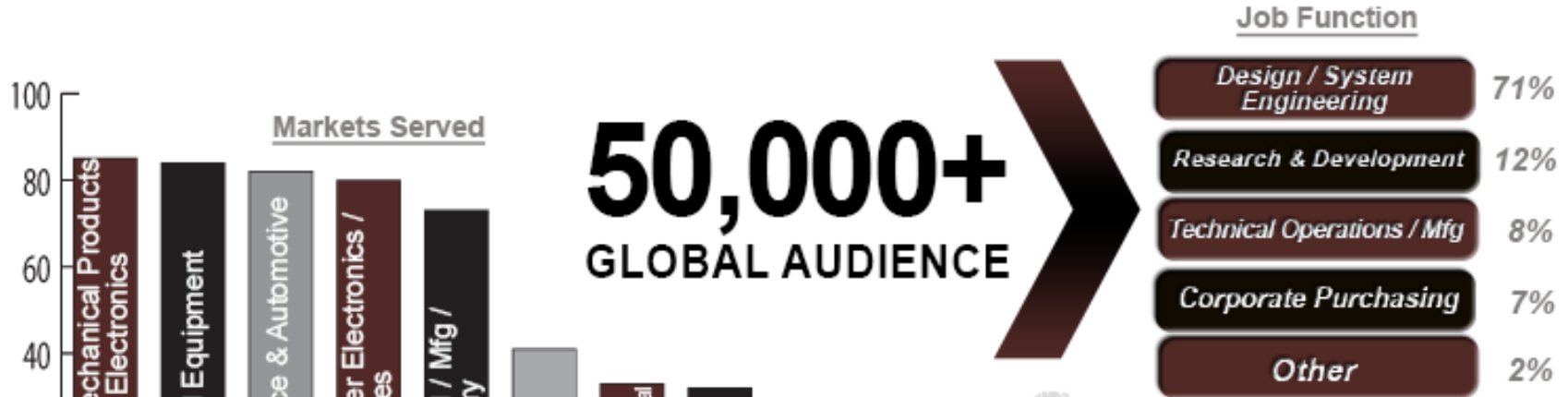
Scott Webster                      917-445-6122  
ScottW@WebcomCommunications.com

Director of Operations & Customer Service:

Ross Webster                      720-528-3770  
RossW@WebcomCommunications.com

**MAGNETICS**  
BUSINESS & TECHNOLOGY

# Reach top prospects from multiple key markets all in one place



## Magazine Editorial Calendar

Issue Close Dates	Market Feature	Technical Features	Event Promotion
<b>Jan/Feb</b> (Issues in January 2021)  Editorial Due: 12/03/20 Space Close: 12/10/20 Materials Due: 12/17/20	<ul style="list-style-type: none"> <li>Automotive</li> </ul>	<ul style="list-style-type: none"> <li>Test &amp; Measurement</li> </ul>	<ul style="list-style-type: none"> <li>Magnetics Conference Jan 19-20, 2021 @ Orlando, FL</li> </ul>
<b>Mar/Apr</b> (Issues in March 2021)  Editorial Due: 1/28/21 Space Close: 2/04/21 Materials Due: 2/11/21	<ul style="list-style-type: none"> <li>Electronics</li> </ul>	<ul style="list-style-type: none"> <li>Permanent Magnet Motors</li> </ul>	<ul style="list-style-type: none"> <li>APEC Mar 21-25, 2021 @ Phoenix, AZ</li> <li>Hannover Messe Apr 12-16, 2021 @ Hannover, Germany</li> </ul>
<b>May/June</b> (Issues in May 2021)  Editorial Due: 3/18/21 Space Close: 3/25/21 Materials Due: 4/01/21	<ul style="list-style-type: none"> <li>Coil Winding &amp; Electrical Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>Annual Industry Resource Guide</li> </ul>	<ul style="list-style-type: none"> <li>CWIEME Berlin May TBD @ Berlin, Germany</li> <li>Space Tech Expo May 10-12 @ Long Beach, CA</li> </ul>
<b>Jul/Aug</b> (Issues in July 2021)  Editorial Due: 6/03/21 Space Close: 6/09/21 Materials Due: 6/17/21	<ul style="list-style-type: none"> <li>R&amp;D/Scientific</li> </ul>	<ul style="list-style-type: none"> <li>Magnets/Magnetic Materials</li> <li>Electromagnetics</li> </ul>	<ul style="list-style-type: none"> <li>China Intl Magnetics &amp; Motor Expo July TBD @ Shenzhen, China</li> </ul>
<b>Sep/Oct</b> (Issues in September 2021)  Editorial Due: 8/06/21 Space Close: 8/13/21 Materials Due: 8/20/21	<ul style="list-style-type: none"> <li>Medical</li> </ul>	<ul style="list-style-type: none"> <li>Coatings/Adhesives/Manufacturing</li> <li>EM Design</li> </ul>	<ul style="list-style-type: none"> <li>EV Technology Expo Sept TBD @ Novi, MI</li> <li>CWIEME Americas Sept 29-30 @ Chicago, IL</li> </ul>
<b>Nov/Dec</b> (Issues in November 2021)  Editorial Due: 10/7/21 Space Close: 10/14/21 Materials Due: 10/21/21	<ul style="list-style-type: none"> <li>Industrial</li> </ul>	<ul style="list-style-type: none"> <li>EMC/Shielding</li> <li>Magnetic Sensing</li> </ul>	<ul style="list-style-type: none"> <li>IEEE Conf on Magnetics &amp; Materials Nov TBD 2021 @ Las Vegas, NV</li> <li>Electronica Nov TBD @ Munich, Germany</li> </ul>

In Every Issue: New Products, Application & Technology Features and Industry News

**MAGNETICS**  
BUSINESS & TECHNOLOGY

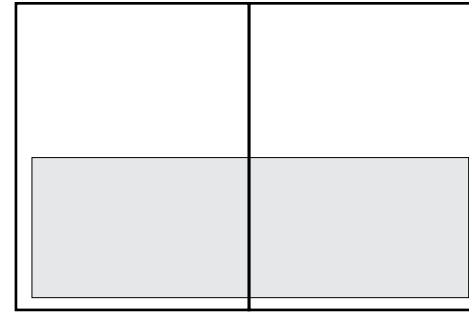
## Magazine Advertising Options & Rates



### Two Page Spread

Live: 15.75W x 9.875H  
 Trim: 16.75W x 10.875H  
 Bleed: 17W x 11.125H

Rate: \$5,875  
 3x: \$5,550  
 6x: \$5,300



### 1/2 Page Spread

15.75W x 4.75H

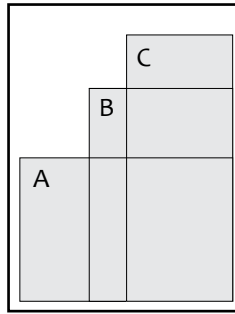
Rate: \$4,600  
 3x: \$4,350  
 6x: \$4,000



### Full Page

Live: 8.125W x 10H  
 Trim: 8.375W x 10.875H  
 Bleed: 8.625W x 11.125H

Rate: \$3,325  
 3x: \$3,100  
 6x: \$2,950



### A. 1/2 Page Horizontal

7.375W x 4.75H  
 No Bleed

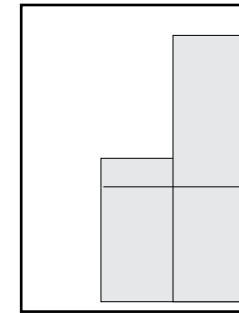
### B. 1/2 Page Island

4.5W x 7.375H  
 No Bleed

### C. 1/2 Page Vertical

3.625W x 9.375H  
 No Bleed

Rate: \$2,425  
 3x: \$2,250  
 6x: \$2,150



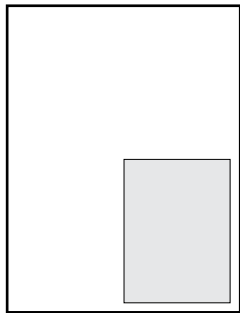
### A. 1/3 Page Square

4.5W x 4.75H  
 No Bleed

### B. 1/3 Page Vertical

2.25W x 9.375 H  
 No Bleed

Rate: \$2,000  
 3x: \$1,900  
 6x: \$1,800



### 1/4 Page

3.625W x 4.75H  
 No Bleed

Rate: \$1,825  
 3x: \$1,650  
 6x: \$1,550

## Advertising Sales Contact

Scott Webster  
 Director of Content & Sales  
 917-445-6122  
 ScottW@WebcomCommunications.com

### Premium Positions:

Outside back cover, add \$750  
 Inside front cover, add \$750  
 Inside back cover, add \$500  
 Preferred page positions, add \$500

**Schedule:** Published six times yearly, see editorial calendar for deadlines

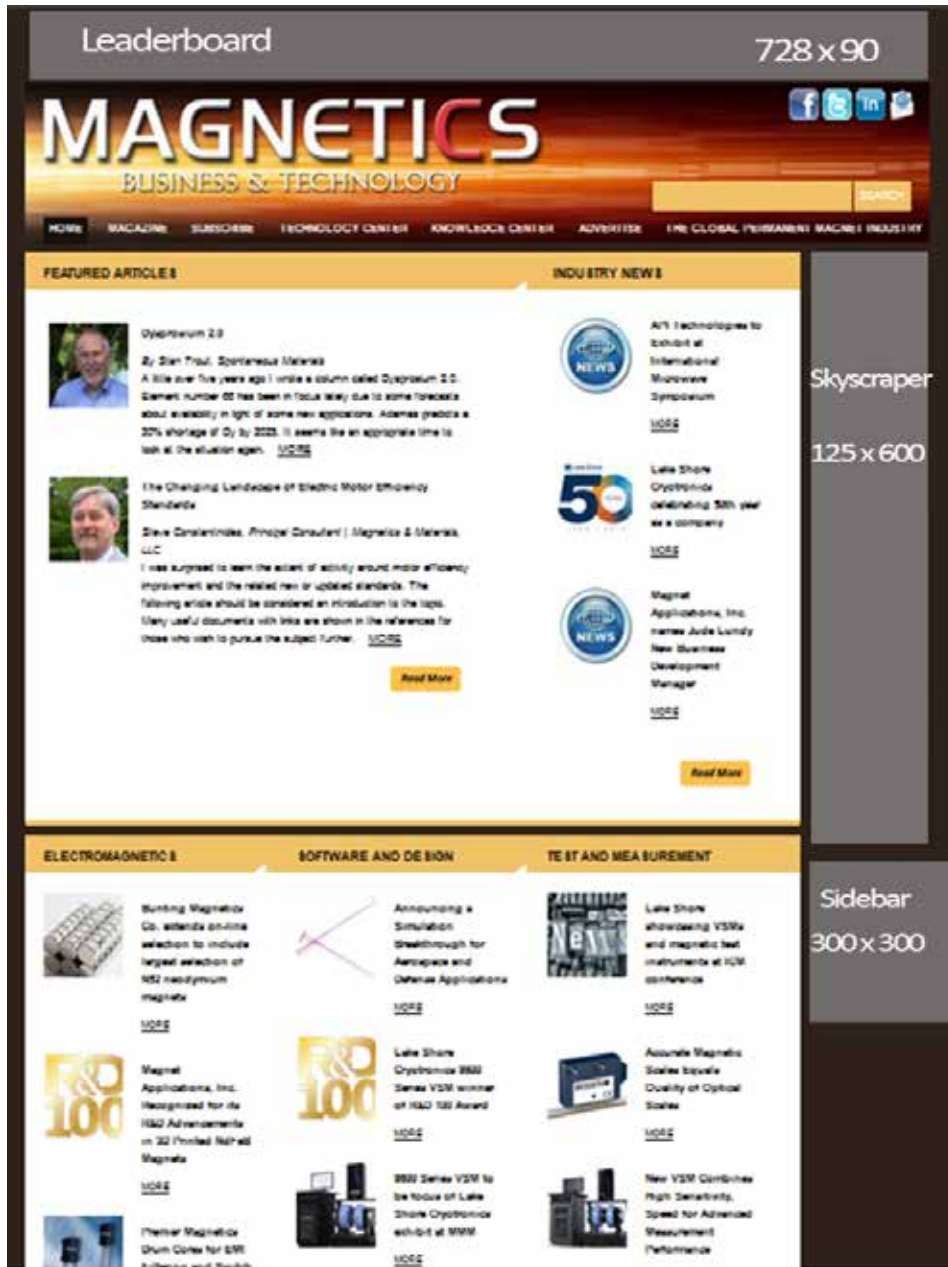
**Circulation:** 20,000 copies per issue distributed via print, e-mail, leading industry events, and online download

**Color Rates:** Four-color included in rates

# MAGNETICS

BUSINESS & TECHNOLOGY





## Website Advertising

MagneticsMag.com has thousands of visitors each month that are looking for news on the latest in magnetic technology. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

## Monthly Rates (NET)

Size	1X	3X	6X
<b>A</b> Leaderboard 728 wide x 90 tall	\$1,500	\$800	\$525
<b>B</b> Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
<b>C</b> Sidebar 300 wide x 300 tall	\$1000	\$575	\$400

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.



## MAGNETICS E-NEWS UPDATES

Check out our redesigned website at [www.MagneticsMag.com](http://www.MagneticsMag.com). More news and technology than ever! Note, you may need to refresh your browser.



**Honeywell and DENSO Collaborate on Electric Propulsion Systems for Urban Air Mobility**  
Honeywell and DENSO, the world's second largest mobility supplier, are collaborating to propel the future of urban air mobility and other aerospace market segments by combining their expertise in

L July 2019 GL.html[7/16/2019 9:17:45 AM]

## eNewsletter Advertising

Size	1x	6x-12x	12x-24x
Top Banner 728 wide x 90 tall	\$1,125	\$850	\$575
Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
Sponsored Announcement * See below	\$575	\$400	\$300
Product/Industry Posting * See below	\$575	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$275	\$250	\$175

- The Magnetics eNewsletter goes out to 5,000 readers via email on the 10th and 25th of each month.
- Readers include technical contacts in the magnetics industry, as well as OEMs in need of the latest magnetic technology for use in their products

*\* Sponsored Announcement and Product Posting consists of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.*

## Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/5, 1/20	2/5, 2/20	3/5, 3/20	4/5, 4/20	5/5, 5/20	6/5, 6/20	7/5, 7/20	8/5, 8/20	9/5, 9/20	10/5, 10/20	11/5, 11/20	12/5, 12/20



MAGNETICS: BUSINESS & TECHNOLOGY presents

# COIL WINDING & EM TECHNICAL REVIEW

A Guide to Equipment, Materials, Supplies & Services for Manufacturers of Motors,  
Transformers, Generators & e-Mobility Products

2021 Edition  
a Webcom Publication

Sourcebook and Product Guide

## Annual Market Report



## Coil Winding & Electrical Manufacturing 2021 Sourcebook & Technical Review

A Guide to Equipment, Materials, Supplies & Services for Manufacturers of Motors, Transformers, Generators & e-Mobility Products

### About

An annual magazine-style publication focused solely on coil winding and electrical manufacturing products, services and technology for the manufacture of electric motors, transformers, generators and e-mobility products.

### Content

- To ensure the highest level of readership and distribution, the publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:
- Technology Review and Market Outlook articles written by leading industry professionals, analysts and staff editors.
- Advertisements.
- Vendor Showcase articles – as a participating vendor, you receive free matching space to include your own editorial content such as a company profile, guest technical article, application profile article, product announcement or description about your company's products and services.

### Target Audience

Decision-makers involved in the manufacture of electric motors, transformers, generators and e-mobility products such as design engineers, manufacturing engineers and managers, product development managers, supply chain managers, corporate managers involved in technical operations and purchase decisions.

### Distribution & Demographics

The guide will publish via a combined print and digital distribution of 50,000+ copies thus providing powerful exposure to the global marketplace. Beyond its initial distribution, the guide will have a full-year's continuing distribution and promotion through online accessibility and to attendees at key trade shows worldwide such as CWIEME in Berlin, Chicago and Shanghai; CoilTech Italia, CoilTech Deutschland; EV Technology Show; EASA; Aerospace Expo; and more. Geographic spread will be approximately 35% Europe; 40% Americas; 20% Asia; 5% Other.

### Markets

Automotive, Aerospace, Military/Defense, Medical, Aviation, Marine, Electronics, Energy/Power, Industrial Equipment & Machinery, Appliances, Electrical Products, eMobility, Robotics.

### Who Should Advertise

Suppliers of coil winding machinery; materials for coil winding and electrical manufacturing such as magnet wire, coatings, insulation, adhesives; electrical steel and laminations; components such as cores, bobbins, connections; other products and services for coil winding and electrical manufacturing used in the production of motors, transformers, generators and hybrid & electric powertrains.

### Benefits to Participants

- Reach a large, highly targeted worldwide audience.
- Exposure in a powerful mix of print and online distribution that reaches the global marketplace at their office and manufacturing facilities, at key events worldwide, and via mobile apps wherever they happen to be.
- Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
- Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and tracking.

**Publish Date:** April 1, 2021

**Space Close:** March 1, 2021

**Materials Deadline:** March 5, 2021

**Format:** 8.5" x 11" full-color, high-quality magazine style, approx. 32 pages

## Coil Winding & Electrical Manufacturing Technical Review Advertising Options

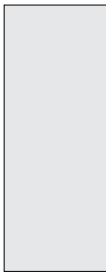
<p>Full Page Edit</p> <p>Editorial Includes: - 700 words - 2 images</p>	<p>Full Page Ad</p>
---	---------------------

**Full Page**  
 - includes full page of editorial  
 Live: 8.125W x 10H  
 Trim: 8.375W x 10.875H  
 Bleed: 8.625W x 11.125H  
**Rate: \$5,050**

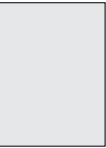
**Premium Positions**  
 Outside Back Cover + \$750  
 Inside Back Cover + \$500  
 Inside Front Cover + \$500  
 Preferred Page Positions + \$500

<p>Half Page Edit</p> <p>- 350 words - 1 image</p> 
--


**1/2 Page Horizontal**  
 - includes half page of editorial  
 7.375W x 4.75H  
 No Bleed  
**Rate: \$3,525**

<p>Half Page Edit</p> <p>- 350 words - 1 image</p> 
--

**1/2 Page Vertical**  
 - includes half page of editorial  
 3.625W x 9.375H  
 No Bleed  
**Rate: \$4,425**


---

**1/4 Page**  
 3.625W x 4.75H  
 No Bleed  
**Rate: \$2,475**


---

**1/4 Page Company Profile**  
 - 150 words, 1 image provided by advertiser  
 - Profile is created by the production staff  
**Rate: \$1,275**

### Advertising Sales Contact

Scott Webster  
 Director of Content & Sales  
 917-445-6122  
 ScottW@WebcomCommunications.com

## Print Advertising Specifications & FTP Site Information

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to Scott Webster, Director of Content. Please see editorial calendar for materials deadline. A late fee will be incurred if materials are not received by deadline date.

## Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Scott Webster, Director of Content, at [ScottW@WebcomCommunications.com](mailto:ScottW@WebcomCommunications.com). For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

## FTP Site Instructions

1) Please e-mail Ross Webster, Director of Operations & Customer Service, at [RossW@WebcomCommunications.com](mailto:RossW@WebcomCommunications.com), to indicate you are uploading a file. Include your company name, the file name, Magnetics magazine, and for which issue the advertisement is scheduled.

2) With an ftp Client

host name: [www.webcomcommunications.com](http://www.webcomcommunications.com)

username: ads

password: Webcom21

3) Through Windows Explorer

<ftp://ads@www.webcomcommunications.com>

username: ads

password: Webcom21

## Send production materials to:

Ross Webster, Director of Operations & Customer Service  
Webcom Communications  
501 S. Cherry Street, 11th Floor  
Denver, CO 80246-1330  
[RossW@WebcomCommunications.com](mailto:RossW@WebcomCommunications.com)

**MAGNETICS**  
BUSINESS & TECHNOLOGY