

**SUSTAINABLE
DEVELOPMENT**

media
data
2016

ONBOARD
TECHNOLOGY

A multi-channel media initiative
for today's Electronics Industry

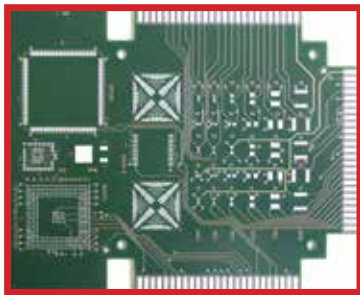
Editorial Profile

The most comprehensive multi-channel media initiative dedicated to the electronics manufacturing industry

Sustainable Development and OnBoard Technology provide an integrated editorial platform for your digital and print campaigns surrounding materials, tools and equipment for design, fabrication, assembly and testing of electronic components and systems.

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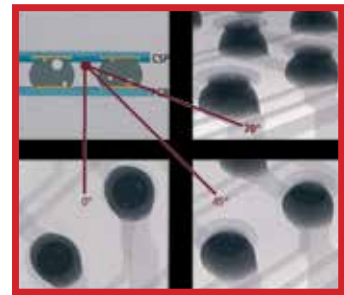
**The world of electronics manufacturing:
Emerging trends, tools and technologies**



PCB Design & Manufacturing



SMT & Advanced Packaging



Testing & Inspection

ONBOARD
T E C H N O L O G Y

Addressing high-end segments

Today's manufacturers strive to remain competitive in the global market by integrating new technologies and adapting their business models. A real advantage remains for those capable of addressing high-end applications calling for exacting quality requirements, sophisticated solutions and local presence. Sustainable Development and OnBoard Technology pay exceptional attention to specialised electronics markets in which the leading players have a competitive edge, such as the automotive, aerospace, defence, energy and biomedical segments, as well as emerging markets such as RFID and smart cards.



Automotive



Aerospace



Biomedical



Smart Cards & RFID

Audience Profile

An Invaluable Circulation List

OnBoard Technology's initiative has been successfully empowered within Sustainable Development's multi-channel media platform. It aims at design and production, R&D, purchasing and procurement professionals throughout Europe as well as general management in the electronics manufacturing industry world-wide. Digital Newsletters and print editions hit the desks and desktops of our readership, addressing OnBoard Technology's 15,237 highly qualified readers.

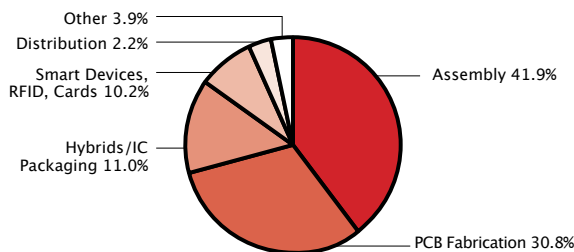
Today, the world of electronics manufacturing is anything but quiet. The value chains are redesigned with different players gaining and losing ground according to their competitive edge based on evolving technology and market factors.

It is a challenging task to keep track of all of the decision makers involved in sourcing materials and equipment for electronics production. The distinctive trait of our multi-channel media initiative is its unique ability to effectively meet this challenge.

Leverage a smart channel to reach your clients and prospects, informing them how your manufacturing equipment, materials and solutions can help them stay ahead of the competition. Over 15,000 industry players turn to our media platform to obtain the critical information they need to establish and strengthen their competitive advantage in the electronics manufacturing market. Our circulation lists are constantly updated to keep the right people informed.

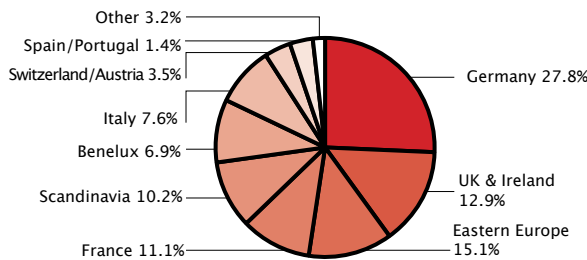
“Leverage the ideal media for delivering your message to the right contacts and gain share-of-wallet in your target markets!”

Circulation by Industry*



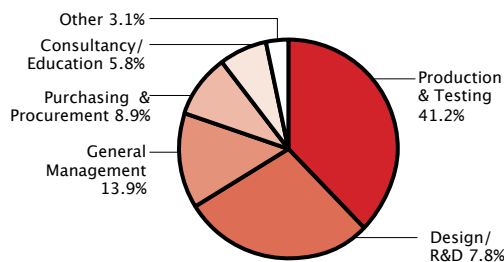
Assembly	41,9%	6384
PCB Fabrication	30,8%	4693
Hybrids	11,0%	1676
Smart Card	10,2%	1554
Distribution	2,2%	335
Other	3,9%	594
Total	100,0%	15237

Circulation by Area*



Germany	27,8%	4235
Eastern Europe	15,4%	2346
UK & Ireland	12,9%	1967
France	11,1%	1691
Scandinavia	10,2%	1554
Italy	7,6%	1158
Benelux	6,9%	1051
Switzerland	3,5%	533
Spain	1,4%	214
Other	3,2%	488
Total	100,0%	15237

Circulation by Job Function*



Production	41,2%	6278
Design	27,8%	4236
General	13,9%	2117
Purchasing	8,2%	1250
Consultancy	5,8%	884
Other	3,1%	472
Total	100,0%	15237

* Average breakdown based on On Publishing S.A. circulation data. March 2014

Get connected with your target audience cost-effectively and selectively reach the electronics manufacturing decision makers

Editorial Calendar 2016

World Class Experts Serving the Electronics Industry

Each issue of our print editions features special reports focusing on
 1) industry outlook, market drivers and tools for competitiveness
 2) technologies for PCB design, fabrication and assembly.

A special annual issue focuses on quality and test.

ONBOARD
 TECHNOLOGY

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Issue	Special Reports		Extras	Events
	INDUSTRY	TECHNOLOGIES		
Jan/Feb Q 1	Automotive innovation. Industry 4.0 and emerging business models.	State of the art production materials. Digitalization: issues and opportunities.	Focus on tracking	APEX/IPC, San Diego, February 22-26 Smart System Integration, Munich, March 9-10
Mar/Apr Q 2	Complex SMT environments. New growth sectors for advanced electronics products.	Assembly processes and equipment for increased flexibility and productivity.	Bonus circulation issue	APEX/IPC, San Diego, March 15-17 SMT, Nuremberg, April 26-28 Semicon West, San Francisco, July 12-14
Sep/Oct Q 3	Pre-electronica issue! What's new ? Tomorrow's products and market drivers.	Quality issue of the year. Cards & RFID Tag Manufacturing. Test & Inspection	Anti-counterfeiting	IMAPS, Pasadena, October 10-13
Nov/Dec Q 4	ICT infrastructure development as a business driver for electronics. Traceability of PCBs & components.	Soldering., technologies and materials. Underfills, coatings, molding and accessory materials.	Bonus circulation issue	electronica, Munich, November 8-11 Cartes, Paris, November

*Hadrian Media reserves the right to make changes to the editorial calendar at any time to more accurately cover the latest market and technology trends.

The editorial focus is on market drivers, industry outlook, future electronics products. On the technology side it covers design, manufacturing, assembly and test technologies and equipment. Topics include Advanced Materials, SBUs (Sequential Build-Ups), MIDs (Moulded Interconnect Devices), Area Arrays, Flip-Chip assembly, MCMs (Multi-Chip Modules), HDI (High Density Interconnects), HDP (High Density Packaging), Smart Cards and RFID Tags, Advanced Soldering, Microsystem & Nanosystem Technology, MEMS, MOEMS and ICT infrastructures.

With the outstanding editorial content provided and reviewed by our international editorial team of renowned industry experts, your message is always positioned in an authoritative context that demands industry attention and respect.

Our dedicated editorial team engages renowned experts who acquired their expertise in PCB manufacturing through years of work in the industry before joining our magazine. They have the technical background necessary to update European PCB manufacturers about emerging trends, as well as the tools and techniques that are available to them to gain and maintain competitiveness in the global market.

EDITORIAL DEADLINES

Issue	Editorial deadlines
Jan/Feb	December 22 nd
Mar/April	February 14 th
Sep/Oct	July 25 th
Nov/Dec	September 23 rd

Please submit editorial material to: obt@hadrianmedia.net

Advertising Rates

Reach Out to the Market!

Sustainable Development print editions and OnBoard Technology Newsletters offer the integrated instrument for your visibility and promotion campaigns. Please find below the details you need to get on board.

Hadrian Media puts its communication expertise to work for you. We support you in establishing a leadership position in the market, improving communication within your sales channels, sharing and disseminating your know-how and educating your target audience, as well as in driving customer contact by addressing a specific link of the electronics value chain with a targeted message.

“Delivering your marketing message to a focused audience of professionals involved in electronics manufacturing”

2016 RATES

DISPLAY ADVERTISING

Magazine size: standard A4, 210mm x 280mm

All rates in Euro

Size	Width by Height (mm)	Black and White			Colour supplements	
		1x rate	3x rate	4x rate	1 colour	full colour
Full page	210 x 280	3 500	3 300	3 100	400	750
2/3 page	v. 140 x 280 / h. 210 x 187	2 600	2 320	2 210	300	550
1/2 page	v. 105 x 280 / h. 210 x 140	1 950	1 800	1 700	225	400
1/3 page	v. 70 x 280 / h. 210 x 94	1 350	1 280	1 180	170	290
1/4 page	210 x 70	980	950	925	150	250
2/1 page	420 x 280	5 900	5 700	5 530	650	1 250

Ad sizes shown refer to the final dimensions of the printed ad. Working files provided by the advertiser must have an extra 3mm of bleed on each side. Files must be in .pdf format at 300 dpi in process colors (CMYK) and must be provided with crop marks.

SPECIAL POSITIONS

Front Cover	Only in full colour	7 500
Inside Front Cover	Only in full colour	7 000
Inside Back Cover	Only in full colour	7 000
Outside Back Cover	Only in full colour	8 000

All rates in Euro

WEBSITE

Banner 468x60 pixels	1 500 / month
Tile 120x120 pixels	750 / month
Skyscraper 120x300 pixels	1 500 / month

Banner ads are positioned at the top of all pages and rotate (max 6 at a time). Tile and skyscraper ads are positioned on the right bar (max 6 at a time). All rates in Euro.

ADVERTISING DEADLINES

Print edition Issue	Booking deadlines	Materials deadlines
Q1: Jan/Feb	January 4 th	January 15 th
Q2: Mar/Apr	February 18 th	February 25 th
Q3: Sep/Oct	August 12 th	August 22 nd
Q4: Nov/Dec	October 14 th	October 24 th

NEWSLETTERS AND COMMUNITY MEDIA

A high-profile digital initiative!

Please contact us today to receive specific information:

- Regular Newsletters
- Community Newsletters for Special Initiatives

Newsletter campaigns	1 x rate	3 x rate
Banner 468x60 px.	1 250	800
Sponsorship	1 000	800
Tile 120x120 px.	800	700
Button 120x60px.	600	450

Banner ad is positioned at the top of the Newsletter. Special rates for 12 months - enquire via email. All rates in Euro

For advertising enquiries contact: obtsales@hadrianmedia.net

Continuing OnBoard Technology's 16 year legacy



Sustainable Development & OnBoard Technology

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