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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

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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	12/5		<ul style="list-style-type: none"> Power Electronics Electronics Devices for Wearables Wireless charging 	CES 2017	CES 2017 Jan.5-8 (Las Vegas)
FEB	1/28	1/6		<ul style="list-style-type: none"> Test & Measurement Instruments for IoT Devices High-functional modules 	SEMICON Korea 2017	SEMICON Korea 2017 Feb.8-10 (Seoul)
MAR	2/27	2/3	I. AEI News II. Tech Watch III. Corporate Profile/ Strategy/Interview	<ul style="list-style-type: none"> AI & VR Accelerate IoT SMT components/parts in wiring boards Semiconductor Manufacturing Equipment and Electronic Materials 	SEMICON China 2017 electronica & productronica China 2017 Japanese manufacturing equipment manufacturers Chinese edition, spring issue	<ul style="list-style-type: none"> SEMICON China 2017 Mar.14-16(Shanghai) electronica & productronica China 2017 Mar.14-16(Shanghai)
APR	3/28	3/2	IV. Technology Focus V. Sections	<ul style="list-style-type: none"> Industrial 4.0 and Automation Key Devices of Car Electronics 	NEPCON China 2017	<ul style="list-style-type: none"> NEPCON Korea 2017 Apr.5-7 (Seoul) NEPCON China 2017 Apr.25-27 (Shanghai)
MAY	4/28	4/4	A) Critical Components B) IoT / M2M C) Automotive Electronics	<ul style="list-style-type: none"> Sensors, MEMS and Enabling Technologies Medical/Nursing/ Health Care and ICT 	Communic Asia 2017	<ul style="list-style-type: none"> PCB EXPO Thailand 2017 May.11-13 (Bangkok) Inatronics 2016 May.17-19 (Jakarta) Communic Asia 2017 May.23-25(Singapore)
JUN	5/26	5/2	D) Power Electronics E) Medical Electronics F) Surface Mount Technology	<ul style="list-style-type: none"> CPS & IoT UAV (drones) & Cutting-edge electric components Wireless Network Technology & IoT 	Computex Taipei 2017 Special: eNewsletter NEPCON Thailand 2017	<ul style="list-style-type: none"> Computex Taipei 2017 May.30-June.3 (Taipei) CES Asia 2017 June.7-9 (Shanghai) NEPCON Thailand 2017 June.21-24 (Bangkok)
JUL	6/28	6/5	G) Test & Measuring Instruments	<ul style="list-style-type: none"> EMC/Noise-Suppression Components PWB Technologies 	Cutting-Edge Manufacturing Chinese Edition, Summer issue	
AUG	7/29	7/6	VI. Product Updates VII. AFTA ALL	<ul style="list-style-type: none"> Component Technologies for Mobile Communications Smart Factory Solutions 	NEPCON South China 2017	<ul style="list-style-type: none"> NEPCON South China 2017 Aug.29-31 (Shenzhen)
SEP	8/28	8/4		<ul style="list-style-type: none"> Semiconductor Packaging Technologies Electronic Components for Mobile Devices Touch Panel Solution 	SEMICON Taiwan 2017 electronica & productronica India 2017 Touch Taiwan 2017	<ul style="list-style-type: none"> SEMICON Taiwan 2017 Sept.13-15 (Taipei) NEPCON Vietnam 2017 Sept.13-15(Hanoi) electronica & productronica India 2017 Sept.14-16(New Delhi) Touch Taiwan 2017 Sept.20-22 (Taipei)
OCT	9/28	9/5		<ul style="list-style-type: none"> 5G Network & Test Solutions Printed, Flexible and Organic Electronics 	TAITRONICS 2017 electronic Asia 2017 TPCA 2017	<ul style="list-style-type: none"> TAITRONICS 2017 Oct.6-10 (Taipei) electronic Asia 2017 Oct.13-16(Hong Kong) KES 2017 Oct.14-17(Seoul) TPCA 2017 Oct.25-27 (Taipei)
NOV	10/27	10/5		<ul style="list-style-type: none"> Automotive Electronic Components Low-Ag Soldering Materials 	productronica 2017	<ul style="list-style-type: none"> productronica 2017 Nov.14-17 (Munchen)
DEC	11/28	11/2		<ul style="list-style-type: none"> High-density Surface-Mounted Components LED Manufacturing Technologies 	HKPCA 2017 Chinese edition Special edition on electronic components & measuring instruments	<ul style="list-style-type: none"> HKPCA & IPC 2017 Dec.TBA(Shenzhen) ELEXCON 2017 Dec.21-23 (Shenzhen)

*Subject to change without notice

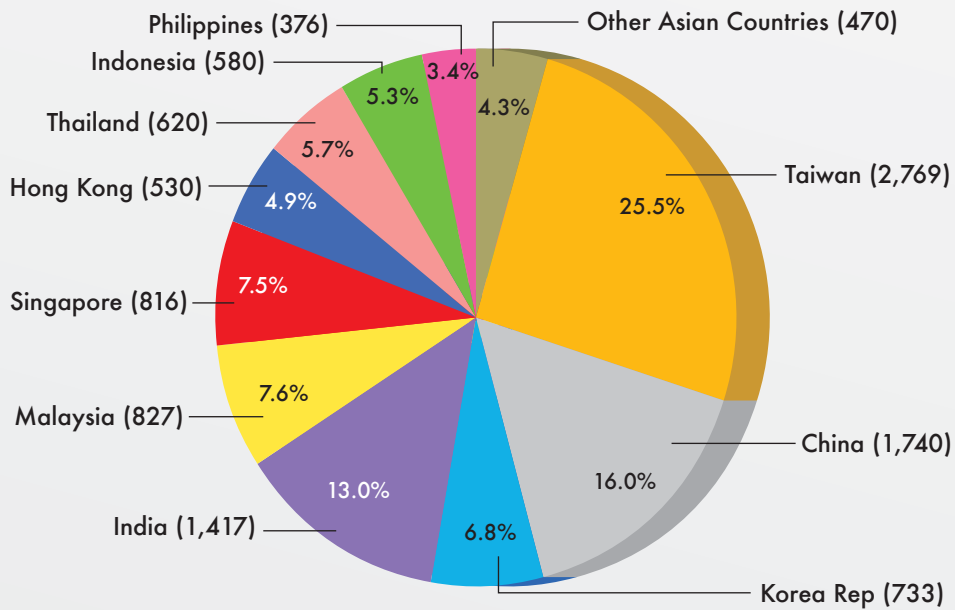


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Asia Electronics Industry
circulates to **11,000** professionals
in asian countries including china.

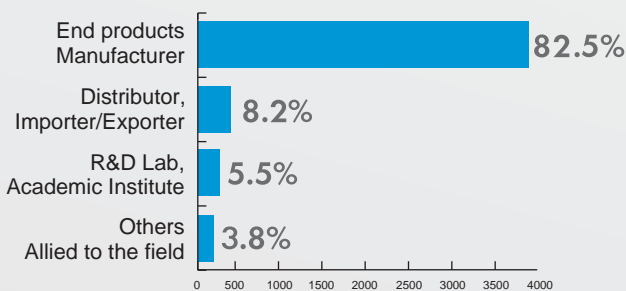
circulation

Regional Breakdown of Circulation

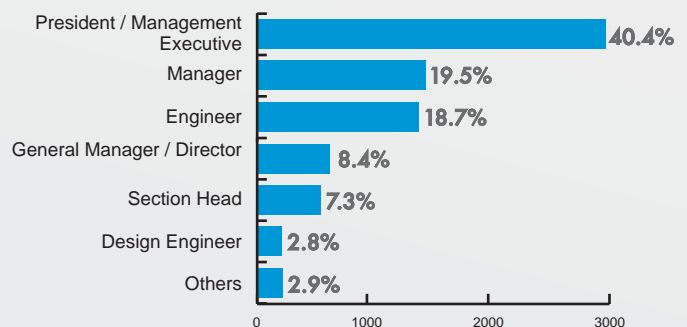


Analysis by:

type of business*

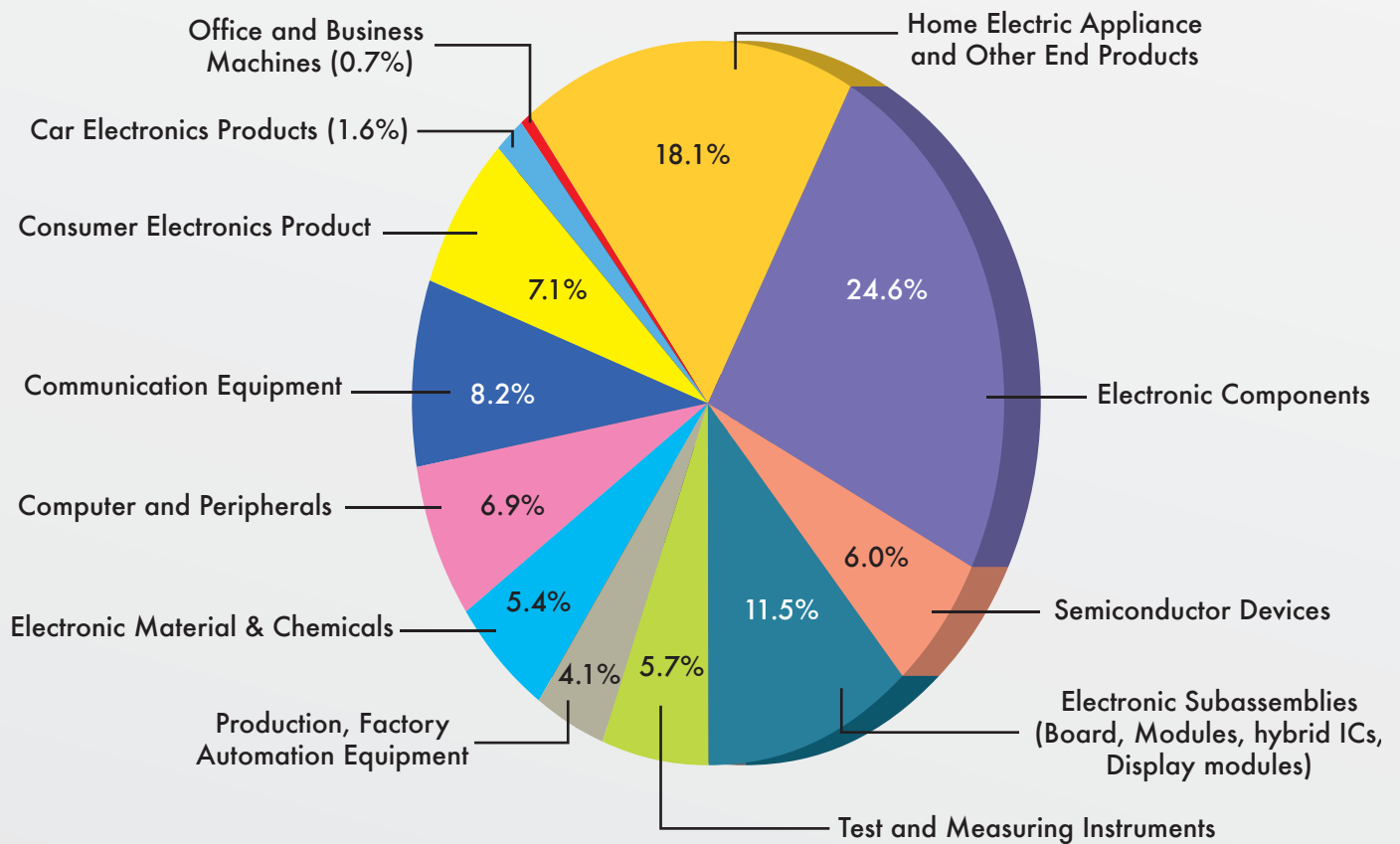


job title*



circulation

Breakdown by Primary End Product





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advertisements

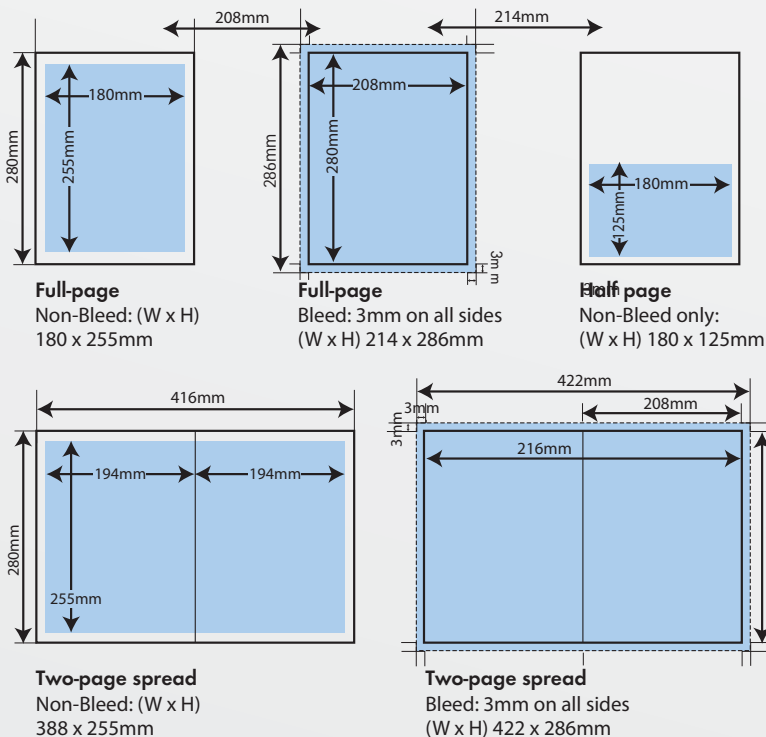
Rates

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

Mechanical Requirements

PUBLICATION TRIM SIZE: 208 × 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

merchandising
service

“You Are on the Cover”



COVER STORY

Hirose Electric Co., Ltd., a leading connector manufacturer, held its private technology show "Hirose Technology Exhibition—Connection 2016" at Carlton Tower Tokyo Hotel in Shibuya-ku, Tokyo on September 15 and 16. The company showcased a broad range of cutting-edge connection technologies, and a wide variety of high-performance and high-reliability products, attracting a significant number of visitors.

Hirose Technology Exhibition is held every three years, and this year marked the 13th holding of the event. At the event, Hirose Electric showcased the company's latest products and technologies under one roof targeting its customers and distributors from trading agencies. Held under the theme of "Our commitment to meeting challenges helps to create the future," this year's technological exhibition drew many visitors, including foreign visitors.

The technology exhibition center in the venue introduced latest products and technologies in an easy-to-understand manner, including automotive connectors, micro connectors, high-frequency coaxial connectors, vehicles and sensors, optical connectors, high-speed transmission connectors, internal mount connectors, and external connectors.

In a separate corner, display samples of connectors in main devices and products, including smartphones, wearable terminals, and other mobile devices, communication equipment, industrial equipment and robots, measuring instruments, drones, lighting apparatuses, automotive and on-vehicle electronic devices, were exhibited along with application devices. These exhibits got the attention of visitors.

By application, the company secured a large space for automotive connectors and introduced advanced automotive connector technologies.

In the automotive connector corner, the company introduced a lineup of products that feature excellent heat resistance and vibration resistance, targeting advanced driver assistance systems (ADAS)-enabled and environment-friendly vehicles. In addition to an abundant variety of various specialized connectors for automotive antennas, Hirose Electric introduced a variety of high-reliability connectors, including on-board camera connectors, automotive high-speed transmission shield connectors, micro connectors for automotive printed circuit boards (PCBs) that have resistance against high heat of 125°C, and the FFF Series 12V-Circuit automotive flexible printed circuit (FPC) and flexible flat cable (FFC) connectors provided with measures to prevent self-heating and measures against foreign matters.

Among the latest automotive high-speed signal shield connectors introduced at the event include the compact-shield-type USB3.0 transmission-compatible GTG-10 pin connector and the compact-shield-type high-definition multichannel, universal 1.4 (HDML 1.4) transmission-compatible GTG-10 pin connector, as well as products under development.

Among products for mobile devices, Hirose Electric introduced a lineup of latest products, including low-profile, narrow-pitch board-to-board connectors that meet the next-generation needs.

In the category of micro connectors for PCBs in mobile devices, 0.4- and 0.35mm-pitch board-to-FPC connectors, featuring low profile and space savings, and ultra-compact connector for ballless wave introduced. Among the FPC and FFC connectors introduced include a 0.2mm-pitch, low-profile 0.6x0.6mm product, which features high-FPC holding force.

A wide range of products for industrial equipment on show included high-current connectors for industrial robots, and next-generation high-speed transmission solutions. The company introduced an extensive lineup of products, including a power supply connector with a small current of 300A, high-current plastic-type connector, the Function MAX Series board-to-board connectors that support floating and high-speed transmission, and the EPT Series spring-type terminal block connectors that feature excellent on-site workability without the need for screws.

Hirose Electric has developed the EPT Series spring-type terminal block connector aiming for replacement of black-wire-type terminal block connector. As compared with the connection of normal terminal blocks that require screw fastening and torque management, the EPT Series enables complete lock through one screw insertion operation. Removal of the connector can also be easily done through two actions. The EPT Series supports high current of up to 400A, it adapts a high-compatibility spring structure, and allows crimping connection using general-purpose Japanese Industrial Standards (JIS) crimp tools. Hirose Electric stands to obtain UL and TUV certifications for the Series.

Other products on show included optical connectors, switches and sensors, and medical electronics devices. The history of the company, which will mark its 50th founding anniversary next year, since August 1917 at Hirose Station, was introduced.

- 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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contact us

www.aei.dempa.net

Tokyo Head Office

1-11-15 Higashi Gotanda
Shinagawa-ku, Tokyo 141-8715
Japan

Tel: +81 3 3445 6135

Fax: +81 3 3445 6125

E-mail: aei@dempa.co.jp

Osaka Office

6F Keihan Yodobashi Building
3-2-25 Kitahama, Chuo-ku
Osaka, 541-0041
Japan

Tel: +81 6 6203 3361

Fax: +81 6 6227 5153

Sales offices

Taiwan

International Dempa Trade Co., Ltd.
Taipei Office
7F-1, 36 Nanking W. Road
Taipei, Taiwan
Tel: +886 2 2558 1817
Fax: +886 2 2555 6428
E-mail: tricia@dempa.com.tw

Editorial offices

Korea

Dempa Publications, Inc.
Room 1902 Master Tower Building
553 Dohwa-dong, Mapo-ku
Seoul, Korea Rep
Tel: +82 2 714 2983
Fax: +82 2 714 2984
E-mail: duckjoong@gmail.com

Philippines

Dempa Publications, Inc. - Regional Headquarters
2510 Herrera Tower, 98 V.A. Rufino St.
Salcedo Village, Makati City
Philippines
Tel: +63 2 845 0906
Fax: +63 2 845 1829
E-mail: cris@dempa.co.jp