

# HIGH FREQUENCY

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## ELECTRONICS

# 2020 MEDIA GUIDE

*Published in print and online since 2002*

Ideas for today's engineers: Analog · Digital · RF · Microwave · mm-wave · Lightwave

# HIGH FREQUENCY

## ELECTRONICS

### ■ Experience

Our team has decades of experience in both technology and B-to-B publishing. With both engineering-design and product-marketing experience, we have the perfect combination to serve our engineering readers as well as our advertising clients.

### ■ Substance

*High Frequency Electronics* has the mission of providing an exchange of ideas among engineers. Our hands-on design experience and many years of industry participation allow us to select the right mix of subject matter, at the right technical depth for engineers of all experience levels. We like to think of our magazine as delivering a “chapter a month” of essential tutorial, applications-oriented and advanced material — an ongoing textbook for the continuing education and professional development of our readers.

### ■ Presentation

In keeping with our attention to substantive content, our magazine is designed to present technical material clearly, with a clean, highly readable layout. This approach has a benefit to advertisers — ads stand out prominently when articles do not have unnecessary artistic frills.

### ■ Online Presence

Every issue of *High Frequency Electronics* is available online — with exactly the same appearance as the printed issues, in the universally accessible PDF format. The Online Edition is interactive, too. Our web site also includes news headlines, events listings, supporting information for authors and advertisers, plus new and renewal subscription services. Every past article we have published is archived for download by any interested web visitor. The Archives is the most-visited part of our web site.

### ■ Service

We take pride in our professionalism, knowledge and cooperative attitude when dealing with advertisers. We can help you develop a marketing and advertising plan with the options of print ads, web site banners, direct mail, e-mail marketing, print brokering, and many other service options. Contact the advertising sales representative in your area for more information.

### ■ 100% Engineering Audience

*High Frequency Electronics* reaches 20,000 “engineers, senior management, managers, supervisors, technical staff, and other personnel allied to the field” qualified within one year.



### Web Statistics

Page Views:  
68,225 per month

Unique visitors:  
43,511 per month

Opt-in Email Subscribers  
9,000 plus

### Origin Hits:

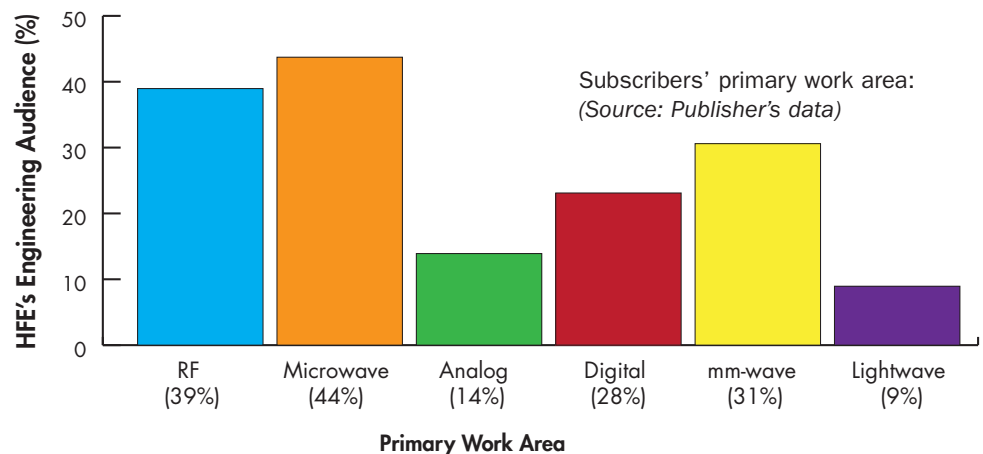
United States . . . . .39.3%

Asia . . . . .35.2%

Europe . . . . .16.2%

Canada . . . . .5.5%

All Other . . . . .3.8%



Publisher's data using AWStats.  
Analysis period March 2019

# 2020 EDITORIAL CALENDAR

Issue	Featured and New Product Coverage	Important Industry Events
<b>January</b>	Antennas, Cable Assemblies, Couplers, Test and Measurement	<b>IEEE Radio &amp; Wireless Symp.</b> <i>San Antonio</i> , January 26 – 29 <b>DesignCon</b> , Santa Clara, January 28 – 30
<b>February</b>	Design Tools, Power Amplifiers Filters, Mil-Aero Products	<b>Satellite 2020</b> , Washington, DC, March 9 - 12
<b>March</b>	Passive Components- Attenuators, DC Blocks/Bias Tees	<b>WAMICON</b> , Clearwater Beach, April 15 - 17 <b>NAB</b> , Las Vegas, April 19 – 22
<b>April</b>	Test & Measurement Tools Cable Assemblies, Integrated Assemblies	
<b>May</b>	Active Components, Switches, Mixers, Phase Shifters, IMS2020 Show Issue	<b>IMS</b> , Los Angeles, June 21 – 26
<b>June</b>	Frequency Control Components, Low Loss Cables, Design Tools Update	<b>IEEE EMC + SIPI</b> , Reno, July 27 - 31
<b>July</b>	Passive Components, Isolators, Circulators, Connectors, Antennas	<b>IEEE Autotestcon</b> , Washington, DC, August 26 – 29
<b>August</b>	Defense Electronics EDA, Automated Test, Test Cables, Signal Generators	<b>EuMW</b> , Utrecht, Netherlands, September 13 – 18
<b>September</b>	Millimeter Connectors and Components, Detectors	<b>MILCOM</b> , location TBD, October
<b>October</b>	Circuit Materials, Interconnects, Base Station Products, Network Analyzers, Mil-Spec Products	
<b>November</b>	Coaxial Adapters, Low Noise Amplifiers, Modular Test Equipment	<b>AOC International</b> , Washington DC, December 8 – 10
<b>December</b>	Passive Components, Couplers and Power Dividers, Crystal Oscillators, VCOs, YIG Oscillators	<b>IEEE Radio &amp; Wireless Symposium</b> , location TBD, January 2021

Additional technical articles can be published in each issue, covering other topics

**AD CLOSING DATES:** 15th of the prior month (next business day if weekend)

**AD MATERIAL DEADLINE:** 20th of the prior month. Contact your advertising sales representative for extra time or special requirements

**BONUS DISTRIBUTIONS:** Subject to change.

## Editorial Submissions

### Regular Columns

Meetings & Events, In the News, Design Notes, High Frequency Applications

### Press Releases

Press releases for our informational columns should be sent by the first of the month prior to the desired publication date (e.g., April 1 for the May issue). Late-breaking news can be accommodated, but please advise the editors of urgent items by telephone or e-mail.

[tim@highfrequencyelectronics.com](mailto:tim@highfrequencyelectronics.com)

### Article Contributions

We encourage the submission of technical articles, application notes and other editorial contributions. These may be on the topics noted above, or any other subject of current interest. Contact us with article ideas:

[tim@highfrequencyelectronics.com](mailto:tim@highfrequencyelectronics.com)

### How to Contact Us

Send press releases and other communications to our Associate Publisher.

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**Phone:** 603-759-1840

# Advertising Information

	1x	3x	6x	12x
Spread	\$ 9,500	\$ 7,650	\$ 6,950	\$ 6,250
Full page	\$ 4,800	\$ 4,250	\$ 3,800	\$ 3,450
1/2-page	\$ 3,100	\$ 2,750	\$ 2,450	\$ 2,200
1/3-page	\$ 2,100	\$ 1,850	\$ 1,650	\$ 1,500
1/4-page	\$ 1,600	\$ 1,450	\$ 1,300	\$ 1,150
1/6-page	\$ 1,250	\$ 1,100	\$ 1,000	\$ 900

The above rates are for display ads, which appear in both the print and online editions.

## Banner Ad sizes (W x H in pixels):

728x90 leaderboard banner  
160x600 tower banner  
468x60 banners  
180x180 banners  
Peel Back Option (upper right)

Online advertising opportunities include banners and sponsored pages. We can also provide e-newsletters, custom email blasts and direct mail list rentals, webcasts, white paper programs, and other digital media, as well. With many options available, it is not practical to list rates here. Contact your advertising sales representative (or check our website).

Additional print advertising opportunities include inserts, polybagged outserts, business reply cards and trade show promotions.

Reader Service response to advertisements is provided online using our exclusive HFeLink™ service, with links to the company home page, or a specific product data page.

All advertising is commissionable at the rate of 15% to recognized advertising agencies.

**Advertising Notes**—Ads are accepted in digital format only. For more information on digital ad creation and PDF file submission, please visit the “Advertising and Media Info” section of our Web site.

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## Print Ad Sizes Specs

Trim Size: 8 x 10.75 inches  
Pre-trim (Bleed) Size: 8.25 x 11 inches  
Column Width: 2.25 inches  
Presswork: Standard web  
offset, CMYK

## Ad sizes (W x H in inches):

2-page spread (trim size): 16 x 10.75  
2-page spread (with bleed): 16.25 x 11  
Full page (trim size): 8 x 10.75  
Full page (live area): 7.5 x 10.25  
Full page (with bleed): 8.25 x 11  
1/2 page island: 4.75 x 7.25  
1/2 page horizontal: 7.25 x 4.75  
1/2 page vertical: 3.5 x 9.75  
1/3 page square: 4.75 x 4.75  
1/3 page vertical: 2.25 x 9.75  
1/4 page vertical: 3.5 x 4.75  
1/6 page vertical: 2.25 x 4.75

Full-page ads have a live area that begins 0.25 inches inside the trim dimensions. Background images in bleed ads should fill the pre-trim dimensions of 8.25 in. width; 11 in. height.

## Digital Files:

HFE uses all-digital, PDF-based publishing process in a Macintosh computing platform.

The industry standard for platform-independent digital printing is a high resolution PDF file. PDF-X and CMYK process press setups are expected, with all fonts and images embedded and all images in PSD or JPG format. In special cases we can accept other file formats – contact your advertising representative.

All images and colors must be defined as process CMYK. We cannot be responsible for the quality of ads provided with RGB, Index, or Lab color, low resolution images or ads provided in other formats than those specified.

## For best results:

Build ads in a layout program such as InDesign or QuarkXpress. Place 300 dpi CMYK images at 100% on the page. **Layout of ads in programs such as Adobe Illustrator or Adobe Photoshop is NOT ADVISED AND will produce large output files.**

## Advertising Notes:

- Ads should be submitted via e-mail or on CD. FTP upload is also available.
- New advertisers should provide digital files in advance of the ad closing date. Additional matters will be coordinated with our production staff.
- Film is no longer accepted by most publishers. Please contact us if film is your only choice for providing an ad.
- Web banners may be jpg, gif, or png formats (contact us regarding other formats.)