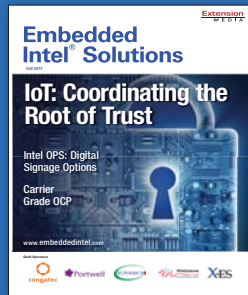


2018
Media
Kit

Embedded Intel® Solutions

*The Engineer's Source for IoT
& Embedded Intel® Technologies*

How will
you
Promote
NEW
Products?



Embedded Intel®
Solutions
Quarterly
Magazine



June 5-6, 2018



October 30, 2018



www.embeddedintel.com
20,000+ Monthly Website Visitors

Where
will your
NEW
Business
LEADS
come
from?

Product Marketing

Lead Generation

Face-to-Face
Events

Branding & PR



Monthly Email Newsletter
40,000 Subscribers

Content Marketing
Solutions



Dedicated Email Blasts
& Lead Generation

Embedded
Intel® Solutions

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

www.embeddedintel.com

Extension
MEDIA

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

Editorial Leadership



Lynnette Reese
Editor-in-Chief
 Lynnette Reese is Editor-in-Chief, *Embedded Intel® Solutions*, and has been working in various roles as an electrical engineer for over two decades.



Caroline Hayes
Contributing Editor
 Caroline Hayes has been a journalist, covering the electronics sector for over 21 years. She has worked on many titles, most recently the pan-European magazine, EPN.



Anne Fisher
Managing Editor
 Anne Fisher is managing editor of *Embedded Intel® Solutions*. Her experience includes being managing editor, Communications Group, at OpenSystems Media, where she had the opportunity to cover a wide range of embedded solutions in the PICMG ecosystem as well as other technologies.



Kevin Krewell
Events Chairman
 Kevin Krewell is Principal Analyst at TIRIAS Research. He is focused on computing industry challenges, including AR/VR, autonomous machines, connectivity, CPU architecture, gaming, graphics, machine learning, and security.

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

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

Embedded Intel® Solutions Magazine



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
- Focus On Intel
- Standards Watch
- Technology Applications
- Market Watch
- The Last Word

Key Editorial Topics in 2018

- Automotive/InVehicle Computing
- Digital Signage
- Embedded Gaming
- FPGA and SoC
- Industrial Computing
- Low Power
- IoT Technologies
- IoT Gateway Solutions
- Machine Learning/Artificial Intelligence
- Medical Electronics
- Military & Aerospace
- Multicore & Virtualization
- Networking / Communications
- Programmability
- Retail/POS/Kiosk
- Security
- Small Form Factors
- Smart Phone & Tablets
- Storage
- Transportation Systems
- Virtual/Augmented Reality
- Wearables
- Wireless

Embedded Intel® Solutions - Magazine Advertising Opportunities



Premium Display Ad Positions	Rate
Back Cover	\$4,000
Inside Front Cover	\$3,500
Page 1	\$3,500
Opposite Intro	\$3,250
Opposite ToC	\$3,250
Inside Back Cover	\$3,000



Display Advertising/Advertorial	Rate
2 Page Spread 4/c	\$2,950
1 Page 4/c	\$2,000
1/2 Page (Horizontal/Vertical) 4/c	\$1,500
4 Page Print/Digital Insert	\$7,500



- Digital Edition Text Ads**
- Text Ad (50 words + URL link)
 - Limited to (4) Advertisers
 - Broadcast to Engineers Guide Digital Subscribers
 - \$1,000 per text ad

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

Quarterly issues of Embedded Intel® Solutions are distributed at these industry events:

- CES/Las Vegas
- Embedded World/Nuremburg
- IoT Developers Conference
- IoT Device Security Summit
- ESC/Boston
- ESC/MN
- ESC/Silicon Valley
- Machine Learning & AI DevCon

Embedded Intel® Solutions Product Showcase Lead-Generator

Embedded Intel® Solutions Product Showcases are an easy and cost-effective tool for driving TARGETED engineering prospects to your new products and generating sales leads:

Your Product Showcase will be promoted for 12 months to this industry- targeted audience, generating both PRINT and DIGITAL exposure for your products and featured in the following:

- Quarterly print & digital magazine editions
- "Featured Product" eblast to 25,000+ *Embedded Intel® Solutions* subscribers
- Featured online for 12 months on that www.embeddedintel.com channel
- Promoted for 3 months in the *Embedded Intel® Solutions* monthly newsletter
- Production/Layout performed by Extension Media staff.
- \$1500 Full-page Showcase - or - \$1000 Half-page Showcase

Reach your customers online at www.embeddedintel.com

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



Average Monthly visitors on
www.embeddedintel.com

Page Views	123,503
Visits	21,458
Avg. Time on Site	47:12

Exclusive "Spotlight On" Position

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

- Featured on www.embeddedintel.com and the Embedded Intel® Solutions monthly email newsletter - \$2,500 per month (3 month minimum)

Exclusive Expandable "Push Down" Banner

High impact, center column position showcases your company as a market leader

- \$2,000 per month (3 month minimum)

Featured Solutions Expandable Banner

Feature your product above the fold/right hand column with a customized banner that expands from 125px wide by 215px to 440px by 215px

- \$3000/month
- (3 Month Minimum Ad Buy)

Featured Videos/Blog

Each Video or Blog is featured on EmbeddedIntel.com and up to 3 EECatalog.com microsites

- One Video or Blog, 6 months - \$1,500
- One Video or Blog, 12 months - \$2,000

Standard Banners

- Skyscraper (125x600) - \$125 cpm
- Leaderboard (728x90) - \$125 cpm
- Large Rectangle (336x280) - \$125 cpm
- Half Page (300x600) - \$125 cpm
- Banner Tiles (125x125) - \$50 cpm
- Standard Pop-Under (336x280) - \$350 cpm appears when browser closes

PR Maximizer

- Unlimited PR posts, rotating 125x125 banner - \$1250/12 months

Embedded Intel® Solutions Monthly Report email newsletter broadcast monthly to 40,000 subscribers!



Email Newsletter

Embedded Intel® Solutions monthly email newsletter features product announcements, industry news and technical articles from editors and industry thought leaders. The newsletter is distributed to over 40,000 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 two companies)

- 728x90 or 125x600 banner
- First or second 50 word text ad
- Unlimited product announcements
- 1xRate - \$1,500 per issue
- 4xRate - \$1,200 per issue

Gold Sponsor (limited to 3 companies)

- 125x125 banner
- 50 word text ad
- Unlimited product announcements
- 1xRate - \$950 per issue
- 4xRate - \$750 per issue

Embedded Intel® Solutions Lead Generation Programs



Dedicated Email Blasts

Send your own email blast to specific *Embedded Intel® Solutions* community subscriber lists

- \$300 cpm
- 15,000 minimum list size

White Paper Lead Generation Program

Submit your White Papers in PDF format and generate leads from *Embedded Intel® Solutions* target markets with these promos:

- Featured for 6 months on up to (3) EECatalog.com channels
- Showcased on the home page of *Embedded Intel® Solutions*
- Featured in *Embedded Intel® Solutions* email newsletters that are broadcast monthly to your target *Embedded Intel® Solutions* markets
- Showcased in 6 monthly EECatalog.com White Paper broadcasts
- \$1500 per White Paper -OR- \$3000 for 3 White Papers
- Dedicated email blast to 20,000 readers promoting your White Paper(s) for an additional \$2500.

Market Research and Lead Generation Program

These programs enable sponsors to gain valuable market intelligence and generate leads with detailed demographics. Sponsor provides upto 15 questions. We provide a 4 page executive summary report, contact information on survey respondents.

- 80 guaranteed responses/leads. - \$7,500

Embedded Intel® Solutions Content Marketing 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. Content marketing positions you as a trusted expert, impacts buying decisions, generates leads and improves SEO results!

- Monthly Blog (250 words)
\$1,750 per month (6 month minimum)
- Article (3 pages) (800 to 1,200 words max)
\$5,000
- Case Study (4 pages) (1,800 words max)
\$7,500
- eNewsletter - Quoted upon request
- Technology Slideshow

Extension Media Events Deliver Quality Face-to-Face Marketing Opportunities!

 **INTERNET OF THINGS
DEVELOPERS CONFERENCE**
Co-located with
**MACHINE LEARNING & AI
DEVELOPERS CONFERENCE**
June 5-6, 2018
Santa Clara Convention Center

 **INTERNET OF THINGS
DEVICE SECURITY SUMMIT**
October 30, 2018,
Hyatt Regency, Santa Clara

Exhibition and Presentation sponsorships provide opportunities to connect with pre-qualified embedded design engineers, system developers and managers developing IoT and Machine Learning/AI technologies and applications.

Well-attended conference sessions, catered lunches and evening receptions offer unparalleled networking opportunities and encourage productive discussions between exhibitors, presenters and qualified attendees.

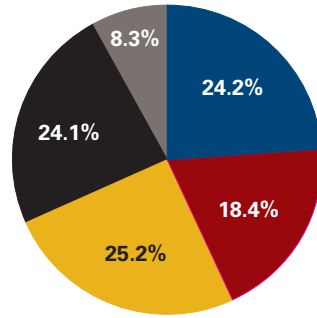
To receive an Events Prospectus and Media Kit for these Extension Media events, please contact:

Clair Bright, VP/Sales @
cbright@extensionmedia.com

Embedded Intel® Solutions will reach over 150,000 design engineers and embedded developers:

- **Print and Digital Formats**—35,000 copies will be distributed 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, where 21,000 engineers and embedded developers visit monthly.
- **Monthly Email Newsletter**—Monthly issues of *Embedded Intel® Solutions* email newsletter reach over 40,000 engineers and embedded developers.
- **Industry Events**—Print editions distributed at key events including Embedded World Nuremberg, ESC/Boston, CTIA, ESC/Silicon Valley, IoT DevCon, CES, LTE Conference, Flash Memory Summit, AnDevCon, ESC/Minneapolis, and Machine Learning/Artificial Intelligence Summit.

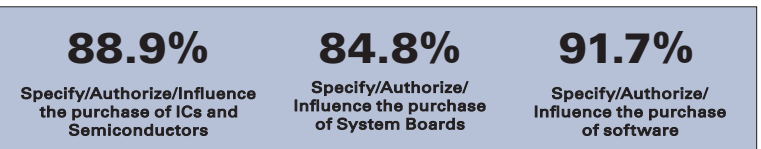
Circulation Breakdown



Job Function

- Executive Management 24.2%
- Engineering Management 18.4%
- Design Engineers 25.2%
- Software/Hardware Engineers 24.1%
- Other 8.3%

Purchasing Authority



Embedded Intel® Solutions - Editorial Calendar

Issue	Key Editorial Topics	Space Deadline	Materials Deadline	Publication Date	Event Distribution
Spring Issue	<ul style="list-style-type: none"> • Industrial IoT Solutions • Transportation • Automotive • Military and Aerospace 	February 5	February 7	February	Embedded World
Summer Issue	<ul style="list-style-type: none"> • IoT Gateways • Small Form Factors • Wearables & Sensors • Storage & Network Security 	April 2	April 5	April	ESC Boston IoT DevCon Flash Memory Summit
Fall Issue	<ul style="list-style-type: none"> • IoT Device Security • Networking & Data Center Technologies • Digital Signage/Smart Display • Android/Linux 	Sept 5	Sept 7	September	IoT Device Security Summit ESC/Minneapolis
Winter Issue	<ul style="list-style-type: none"> • IoT Smart Home • Medical & eHealth • Machine Learning/Virtual Reality • Gaming & Entertainment 	November 15	November	December	ESC/Silicon Valley CES

Embedded Intel® Solutions - Featured Product Solutions Promotional Broadcasts

Issue	Materials Due	Broadcast Date	Issue	Materials Due	Broadcast Date
Spring	March 9	March 15	Fall	October 15	October 18
Summer	May 14	May 17	Winter	January 14	January 17

Embedded Intel® Solutions - Monthly Email Newsletter Calendar

Issue	Materials Due	Broadcast Date	Issue	Materials Due	Broadcast Date
January	Jan 26	Jan 31	July	July 26	July 31
February	Feb 23	Feb 28	August	August 27	August 30
March	March 26	March 29	September	Sept 24	Sept 27
April	April 25	April 30	October	Oct 25	Oct 30
May	May 25	May 31	November	Nov 26	Nov 29
June	June 25	June 28	December	Dec 17	Dec 20

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