

Media kit

New-Tech Europe

2017

- Magazines
- Online Platforms

www.new-techeurope.com

About New-Tech Magazines Group

'New-Tech Magazines' A world leader in publishing high-tech and electronics, producing top quality publications read by 80,000 professionals from all over the world especially from Europe. Innovative electronics, IoT, microwave, homeland security, aerospace, automotive, embedded, electro-optics, test & measurement and technological industries.

Our specialized target audiences prefer **New-Tech Europe** because they know that our publications are a rich and reliable source of the latest information in their respective fields. Our multidimensional editorials, news items, interviews and feature articles provide them with a full, well-rounded picture of the markets in which they operate - an essential asset for every technological leader striving to stay ahead, make the right decisions, and generate the next global innovation.

Moreover, as an attractive platform for advertisers from around the world, **New-Tech Europe** has become a hub for bustling international commercial activity. Here, through ads and other promotional materials, all readers obtain crucial information about developers and manufacturers worldwide, finding the tools, instruments, systems and components they need to facilitate their innovative endeavors.

Targeting the needs of both the global and european industries and global advertisers, **New-Tech Magazines Group** constantly expands and upgrades its services. Over the years, the company has been able to formulate a remarkably effective, multi-medium mix of offerings, combining magazine publications with useful online activities, newsletters and special events and exhibitions.

New-Tech Magazines Group was founded in 2008 by Mr. Tomer Gur-Arie, based on 25 years of experience in journalism & advertising, with a special focus on hi-tech & electronics. The company's mission is to create and continuously update a powerful professional showcase for technological innovations, products and companies, targeting the dynamic hi-tech industry.



New-Tech Europe Web-Site

Read To Lead



www.new-techeurope.com

New-Tech Magazines Group Ltd.

Your gateway to the european technological marketplace

Our Magazines & Website

With New-Tech your message will reach more than tens of thousands potential customers from all over the world mostly from Europe.



W 200 X H 80

W 200 X H 600



W 728 X H 90

W 300 X H 250

W 300 X H 100

W 468 X H 60

W 468 X H 60

New-Tech

Europe

HOME

ARTICLES

NEW PRODUCTS

OUT OF THE BOX

ABOUT US

CONTACT US

01

HOME PAGE

New-Tech's home page includes: the "story of the day", latest news, the latest articles and new product press releases.

02

ARTICLES

New-Tech magazine publishes diverse technical articles written by engineers from the top companies in the electronic field.

03

NEW PRODUCTS

This page reveals the newest products in the fields of: Components, Connectors & Cables, IoT, Microwave & RF, Embedded Solutions and Power Solutions.

04

OUT OF THE BOX

All the interesting information for the high-tech and Electronic audience as added value for the professional information that exist on the site.

New-Tech

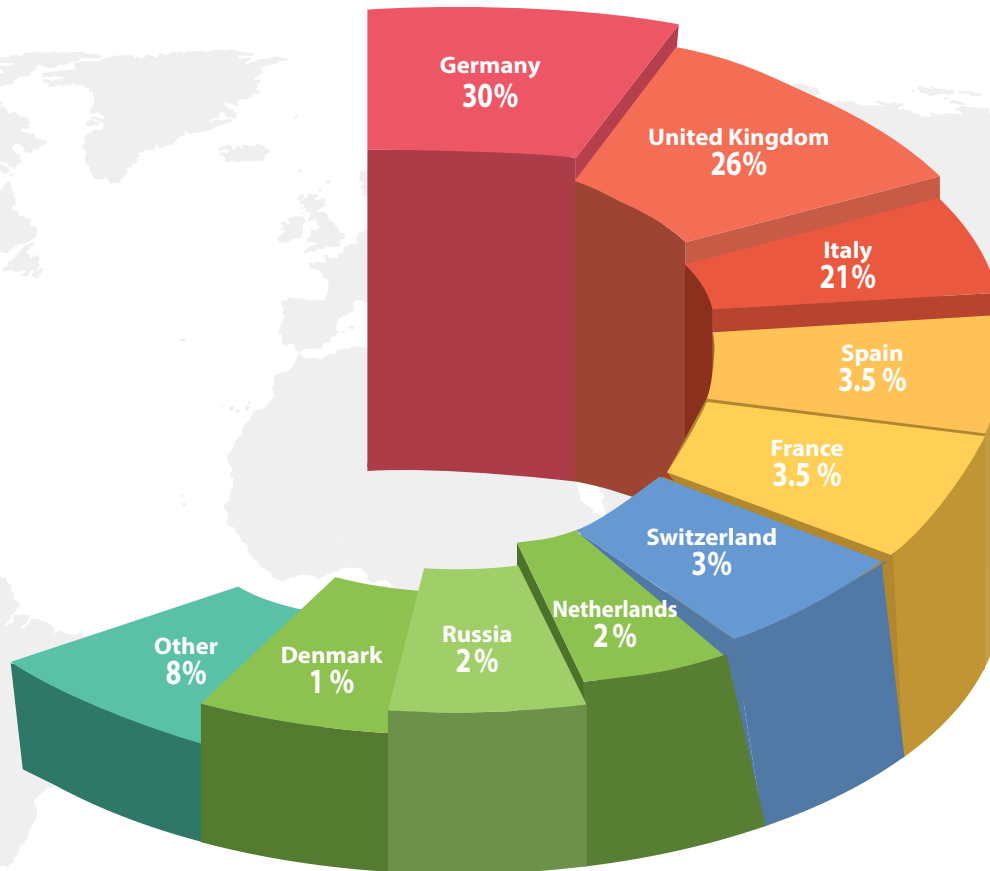
DIRECT EUROPE

Read To Lead

The New-Tech Europe Direct Newsletter

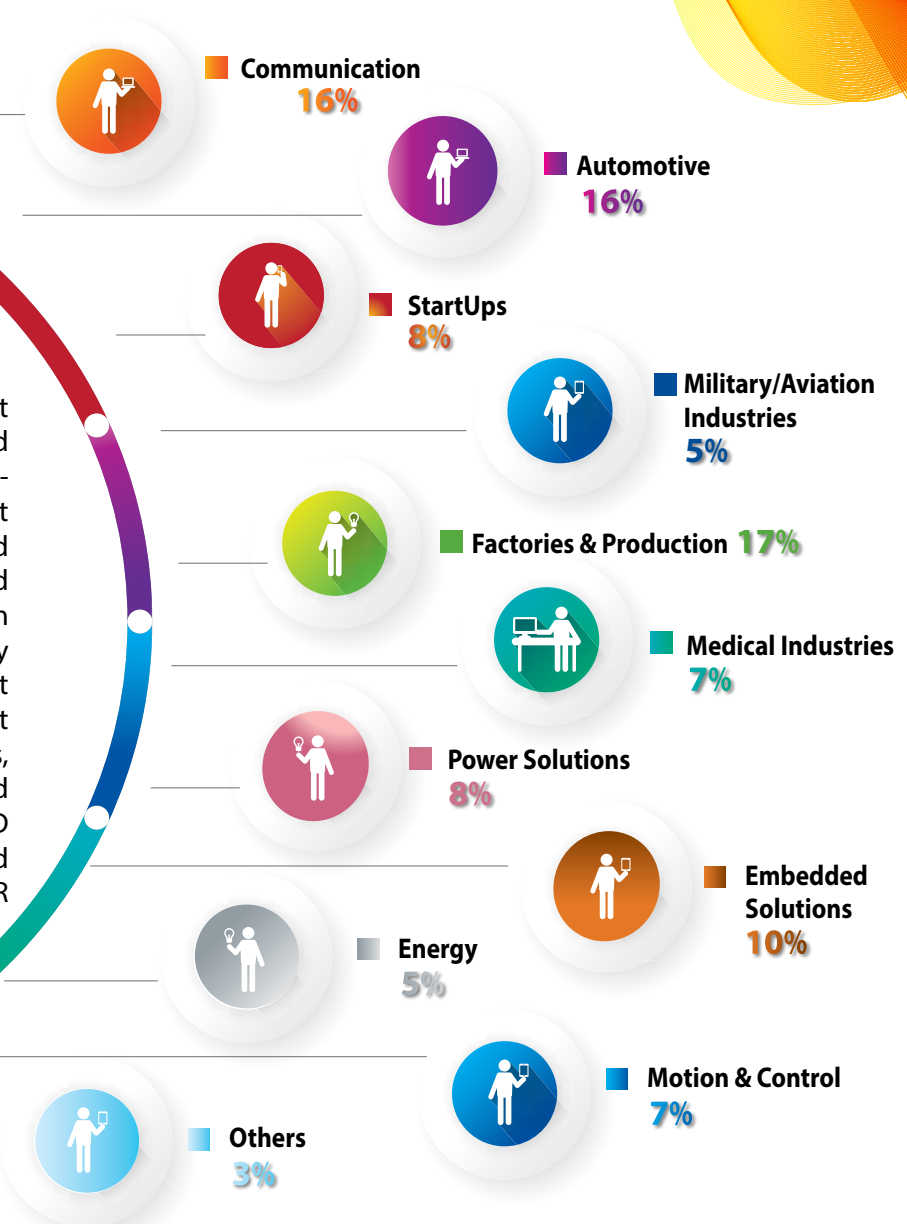
New-Tech Direct, our weekly Newsletter, delivers the latest technological news directly to our subscribers' email. Contents include a digital version of items from **New-Tech Magazines**, alongside special articles on targeted issues, and a direct link to the industry's hottest news bulletins.

TOP TEN Distribution Unit



Audience Profile

We at **New-Tech Europe** believe that we owe our customers - readers and advertisers alike - maximum exposure - We're doing the best to create the most effective combination of professional and interesting content for our readers and that what bring us many visitors, with outstanding impressions, including many return visitors. Our editorial department invest all the efforts to get the most interesting and updated materials, technical & interesting as well. We find all of our readers, such as Engineers, R&D teams, Purchasing and others, interested at all editorial content, such as articles, PR and all News.



Professionals:

- + R&D 18%
- + Purchasing 10%
- + Senior Engineering 21%
- + Production engineering 19%
- + engineering 5%
- + Test & Measurements 19%
- + Management 10%
- + Sales / Marketing 4%
- + Design 7%
- + Others 6%

New-Tech

Europe

Advertise with New-Tech

Join hundreds of global industry leaders and thousands of technological enterprises worldwide, who have chosen to run profitable promotional and advertising campaigns on New-Tech's various printed and online platforms.

New-Tech's advertising clientele already includes some of the biggest names in the industry:

Digi-Key Electronics, Analog Devices, Texas Instruments, Intel, Microchip, ST, Mini Circuits, National Instruments, Xilinx, ARM, Samtec, Avnet, Arrow, TTI, Future, Maxim, NXP, Linear, Molex, Murata, CUI, Würth, Amphenol FCI, Rohde & Schwarz, Mouser, Advantech and many more.



New-Tech Magazines Group LTD.
info@new-techeurope.com • www.new-techeurope.com