



MEDIA KIT '22

smttoday[®]

Electronics Beyond Content.

smttoday.com

About Us

A bit about the team, our experience and what to expect.

smttoday

Electronics Beyond Content.

Born in 2013 SMT Today is a team bursting with years of experience in online and offline marketing. Creating the first high quality, industry leading magazine for the world of electronics, we quickly grew to be the clear market leader.

By delivering quality content through the widest range of multi-media channels and platforms, our strategy is driven by success.

smttoday.com

i4.0today

Industry Smart Content.

2017 saw the launch of i4.0 Today, our exclusive platform dedicated to the concept, technology and future of Industry 4.0. The only dedicated Industry 4.0 magazine in the electronics industry, offering digital and print marketing for our clients as well as opportunities to speak at events.

i40today.com

our team

We are a team of strategic thinkers, creative geniuses and technical gurus. What we share is our passion for the electronics industry and delivering outstanding results for our clients.

our process


We really know our industry, but first we want to find out more about your business, your clients and your goals.

Then we begin our magic... We position your brand where it needs to be - in front of the right eyes, on the best platform and at that perfect moment.

“We’ve enjoyed working with SMT Today for a few years now, and it’s been a wonderful experience. The publication sets itself apart from competitors with beautiful design aesthetics. Their team isn’t afraid to explore new marketing trends, which is hard to come by in the electronics manufacturing industry.”

*Davina McDonnell, Director of Marketing,
Saline Lectronics, Inc.*

”





our difference

With our powerful branding, you will spot us at all the major trade shows. When you meet the SMT Today team, you'll notice that we like to do things a little differently.

We love to shake things up a bit, pushing the boundaries of technology.

With years of experience in media, marketing and design, across a range of sectors, we're driven to promote great content across the most dynamic and engaging platforms for the electronics industry.

We showcase outstanding innovation from around the globe alongside the latest news and hot topics - all in formats that readers love.

We pride ourselves in being different!



Printed Magazine.

A premium product. Delivered to people that matter.



SMT Today is our beautiful bi-monthly publication.

Launched in 2013, SMT Today raised the bar in quality and has grown to become the No.1 printed magazine for the Electronics Industry.

We are the Media Partner of Choice within the Industry for both clients and Trade Organisations who want to deliver their content to the widest, relevant audience.

Once you hold a copy in your hand, nothing else compares!



8,000+

Copies
Printed

35,000+

Monthly Digital
Readers

6 issues

Printed
Per Year

Top Industry

Interests

Embedded Systems
SMT Manufacturing
Design
PCBs Technology
Robotics
Test, Measurement and
Inspection
LED
Sensor Technology
Solar
Industry 4.0
Wearables
Consumer Electronics
Semiconductors
Technology Innovations

Sectors

Automotive
Medical
Defence
Space
Aerospace



Digital Marketing Services.

Proven online lead generation.



Web Advertising

With over 45,000 unique visitors every month and an average user time of over 4 minutes, it's no surprise that more and more advertisers want to be seen on our website.

Our digital team are constantly finding new, innovative ways to drive more traffic to our site and provide even better click-throughs for our advertisers.



Weekly e-Newsletters


Our weekly e-Newsletter is delivered to a growing database of over 25,000 active subscribers. It looks great and is easy to read whether you're at your desk or browsing on the go.

Not a surprise that our click-through rate is way above industry standard!

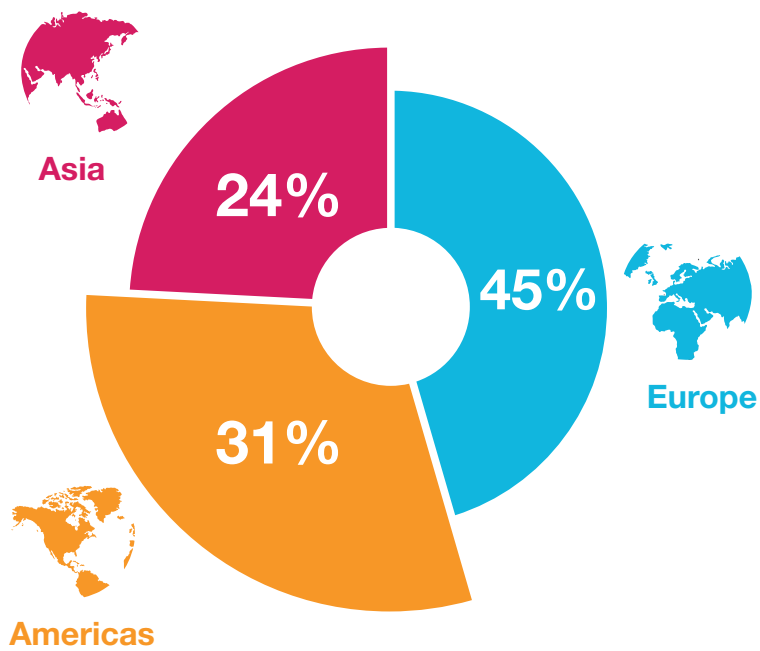
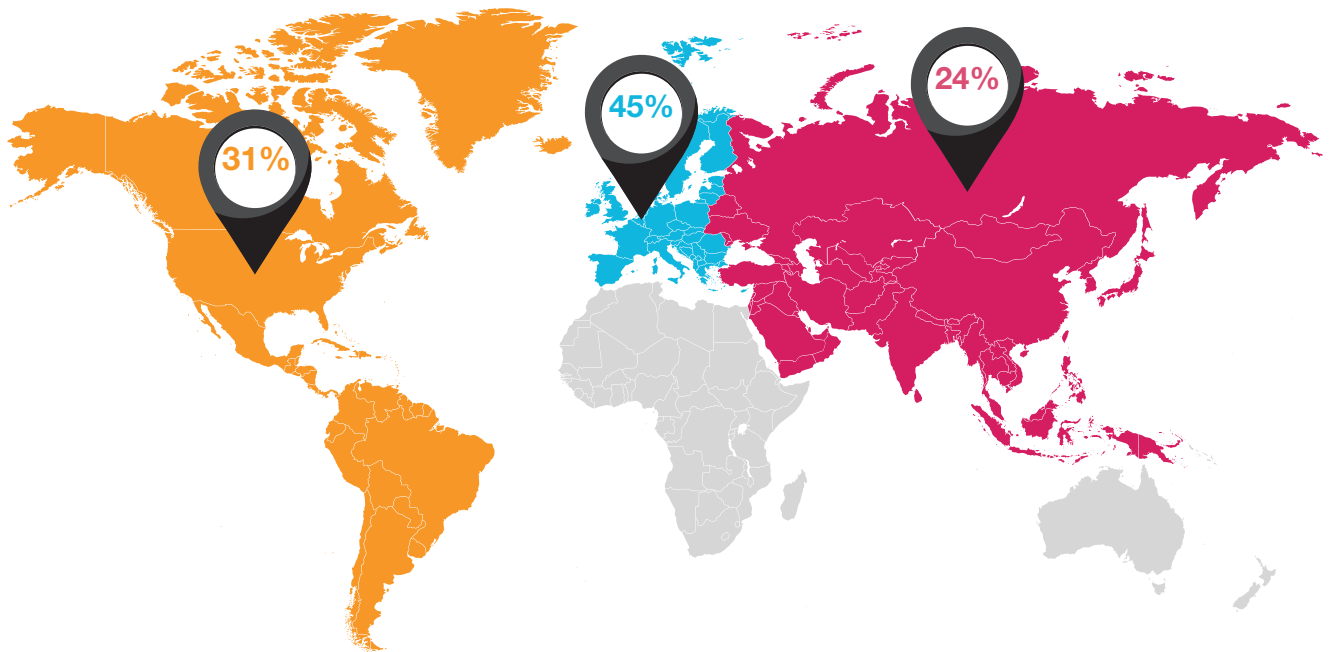


Bespoke Email Marketing

A creative service dedicated to promoting your organisation. Give yourself the power of direct lead retrieval!

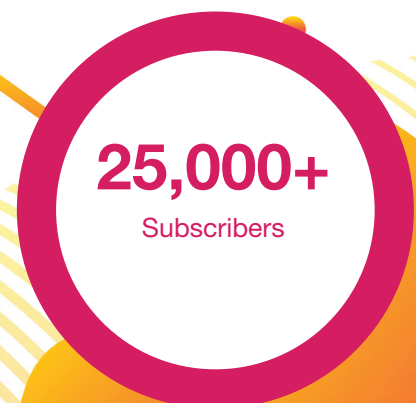


Targeted Regions



10% + CTR

above industry standard
click through rate,
with our bespoke
email marketing



Creative Solutions.

Creative at our core, intelligent in our design.



Video Production

Over 70% of internet usage is streaming video. Users love it!

Our video gurus can showcase your company in a way that no salesman or website can touch.

With the latest professional equipment and a full editing suite, we can deliver exactly what you need, from short Animated Promotions to HD Cinematic Films.



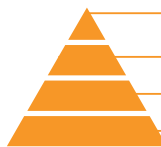
4.6k
ULTRA HD
Cinema Quality



150,000+
online video
views



Proven track
record of **lead
generation**



- eNewsletter
- Email Marketing
- Social Media
- Website


Marketed across
**all SMT Today
platforms**



Digital Design

Not only do we create great design across a broad spectrum of media - we help build brands from scratch!

From lead generation campaigns to newsletters that drive sales. When done properly, digital marketing creates winning results. We analyse, observe and research to find out about your business, your customers, competitors and business goals.





Creative Hub

Are you communicating your brand at its very best?

With so many mediums to deliver your message, it's vital that your companies image reflects the quality of your service and products. It could be what a customer will see first.

SMT Today have a full service design agency that specialise in your industry. If you want to stand out from the competition, get in touch and see what we can create.



Brochures



Email Marketing
(html)



Design for Print



Web Design



Social Media



Technical Data.

Creativity comes from setting the spec'

Print Advertising Specifications - Please send final artwork to hello@smttoday.com



Artwork to be supplied CMYK, 300dpi print ready PDF.

Full page artwork to be supplied with 3mm, 0.15 inch bleed all round.

Text content to be no less than 5mm, 0.2 inch from **finished edge**.

Full page trim dimensions - finished size

210mm wide by 297mm high. | 8.26 inch wide by 11.7 inch high.

"Safe" Area for content

210mm wide by 297mm high. | 8.26 inch wide by 11.7 inch high.

Full page bleed dimensions

216mm wide by 303mm high. | 8.5 inch wide by 11.9 inch high.

Please send final artwork to hello@smttoday.com

Website Advertising Specifications - Please send final artwork to hello@smttoday.com

Artwork to be supplied RGB, 72dpi, JPEG or GIF format.

Top Page Ad

1070px wide by 200px high

Side Ad

Template available - please contact hello@smttoday.com for details.

Large Ad

696px wide by 400px high

Small Sidebar

138px wide by 230px high

Medium Sidebar

324px wide by 186px high

Responsive Ad (required)

1070px wide by 200px high

Labels in the image:

- Top Page Ad
- Side Ad
- Large Ad
- Small Sidebar
- Medium Sidebar

Email Advertising Specifications - Please send final artwork to hello@smttoday.com

Artwork to be supplied RGB, 72dpi, JPEG or GIF format.

Full width banner dimensions

640px wide by 85px high

Side MPU dimensions

1280px wide by 1080px high

Key Dates & Deadlines

Planning your media schedule? We've identified the key dates across the year to keep you on track.

25 - 27 JAN 2022

IPC APEX

Editorial Deadline
10TH DEC 2021

20 - 22 APRIL 2022

NEPCON CHINA

Editorial Deadline
18TH MARCH 2022

10 - 12 MAY 2022

SMT CONNECT

Editorial Deadline
8TH APRIL 2022

12 - 14 JULY 2022

SEMICON WEST

Editorial Deadline
3RD JUNE 2022

2 - 3 NOV 2022

SMTAI

Editorial Deadline
23RD SEPT 2022

15 - 17 NOV 2022

ELECTRONICA

Editorial Deadline
7TH OCT 2022



Contact us

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Contact us and let's get started.

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