

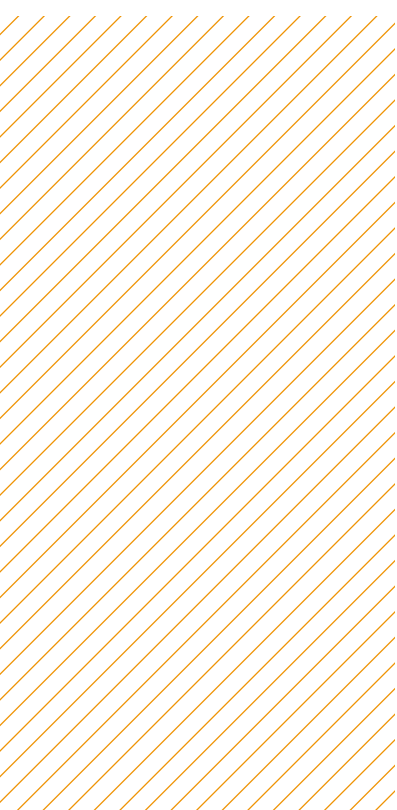


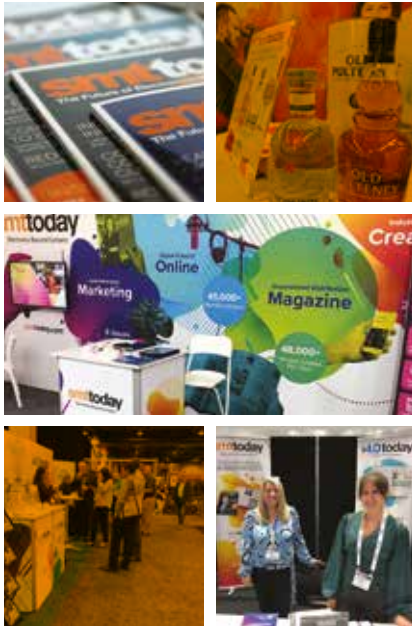
smttoday[®]
Electronics Beyond Content.

**MEDIA KIT
2024**



**We're
passionate
about
electronics,
high
technology
and delivering
outstanding
results for
our clients.**





FOUNDED

2013

www.smttoday.com

Introduction

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.

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.



- Committed to results.

I have engaged the SMT Today team as part of the marketing solution at Koh Young America for a few years now, and I could not be more satisfied. The team has helped me further elevate our brand with their creativity, passion, and communication. When we discuss a concept or plan, I know they will deliver outstanding content and design. They are a results-orientated group that I highly recommend."

- Brent Fischthal, Sr. Manager, Americas Marketing & Regional Sales, Koh Young America, Inc.



our difference

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 - in all formats that readers love.

We pride ourselves in being different!

KEY DATES AND DEADLINES

FEBRUARY 2024
FIRST EDITION
ISSUE 63

Editorial Deadline
15TH JANUARY 2024

9 - 11 APRIL 2024
IPC APEX EXPO
ISSUE 64

Editorial Deadline
1ST MARCH 2024

11 - 13 JUNE 2024
SMTCONNECT
ISSUE 65

Editorial Deadline
30TH APRIL 2024

9 - 11 JULY 2024
SEMICON WEST
ISSUE 66

Editorial Deadline
31ST MAY 2024

11 - 12 SEPTEMBER 2024
SMTA GUADALAJARA
ISSUE 67

Editorial Deadline
1ST AUGUST 2024

21 - 24 OCTOBER 2024
SMTAi
ISSUE 68

Editorial Deadline
7TH SEPTEMBER 2024

12 - 15 NOVEMBER 2024
ELECTRONICA **ISSUE 69**

Editorial Deadline **30TH SEPTEMBER 2024**

Premium Magazine



8,000+
Copies
Printed

125,000+
Digital
Reach

- 6 ISSUES PER YEAR
- ALL ADVERTISING WITHIN MAGAZINES ARE **FULL PAGES**
- CONTENT:-
 - Articles (Q&A, Technical Piece, Testimonial, New Products, New Facility etc.)
 - Industry News – Top Press Releases
 - Show Preview – PRs Attending Show
 - Red Carpet – Personal Achievement or Company Supporting Local Community etc.

Technical Data

Readership

INTERESTS

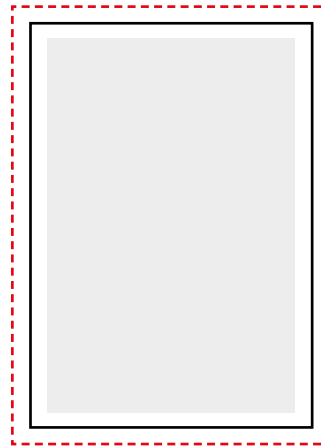
Embedded Systems
SMT Manufacturing
Design
PCBs Technology
Robotics
Test, Measurement and Inspection
LED Sensor Technology
Solar
Industry 4.0
Wearables
Consumer Electronics
Semiconductors
Technology Innovations

SECTORS

Automotive
Medical
Defence
Space
Aerospace

Print Advertising Specifications -

Please send final artwork to hello@smttoday.com



KEY

- **Full page trim dimensions**
210mm wide by 297mm high.
(8.26" wide by 11.7" high.)
- **"Safe" Area for content**
200mm wide by 287mm high.
(7.9" wide by 11.3" high.)
- - - **Submitted Size - full page bleed dimensions**
216mm wide by 303mm high.
(8.5" wide by 11.9" high.)

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

Full page artwork to be supplied at 216mm wide x 303mm high - this will include the 3mm (0.15") bleed all round. This will be trimmed during the print process to produce the final size of 210mm wide x 297mm high. This ensures ink will bleed off the edge of the page.

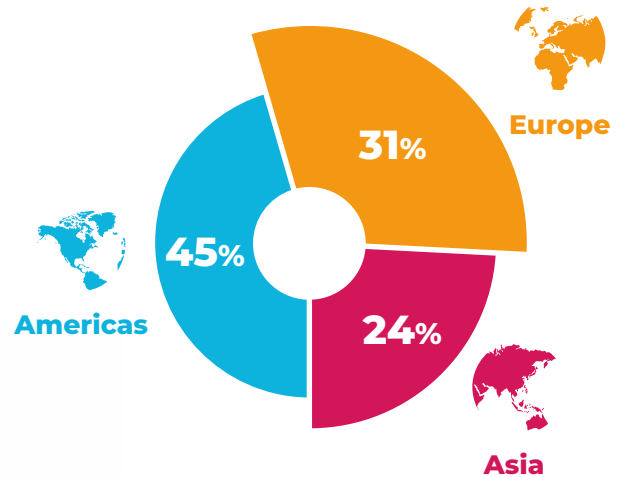
Text content to be no less than 5mm (0.2") from finished edge.

News Website & E-Newsletter



45,000+
Web Visitors
Per Month

10+CTR
Above Industry
Standard



NEWS WEBSITE

- UPDATED DAILY WITH LATEST PRESS RELEASES
- OPPORTUNITY TO BE FEATURED ON WEBSITE NEWS
- PLATFORM USED BY INDUSTRY PROFESSIONALS
- ADVERTISING OPPORTUNITIES
 - Small/Medium/Large Banners
 - Side Banners
 - Top Rotating Banner (Only 3 At One Time)

E-NEWSLETTER

- DELIVERED TO FULL DATABASE WEEKLY
 - Top Stories
 - Advertisements (Side / Banner)

Technical Data

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

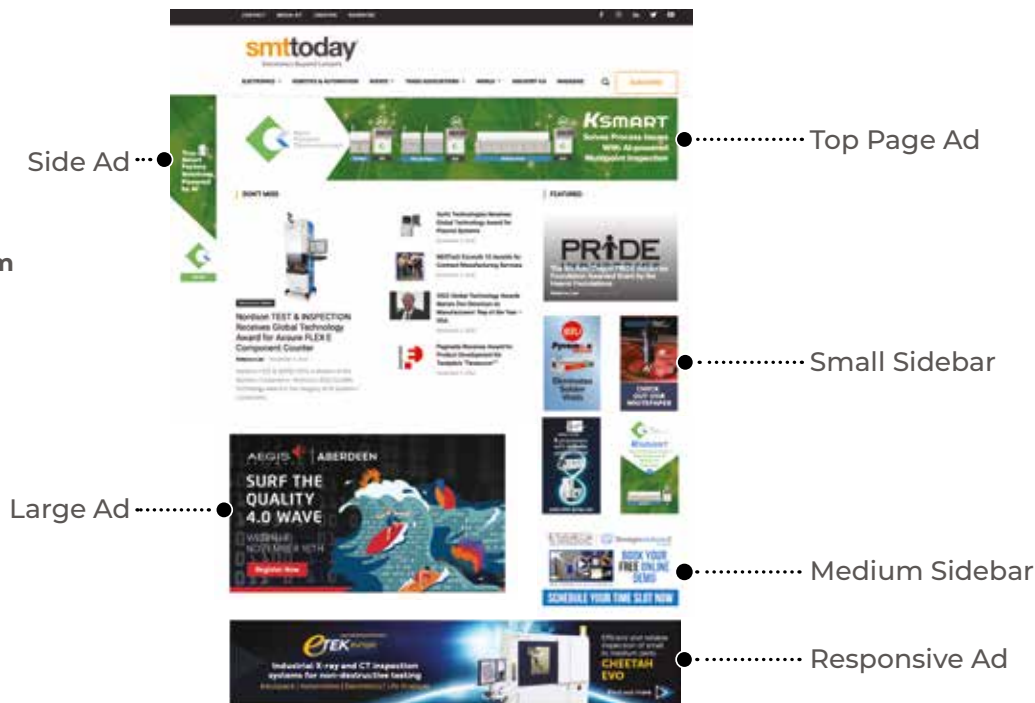
138px wide by 230px high

Medium Sidebar

324px wide by 186px high

Responsive Ad (required)

1070px wide by 200px high



E-Newsletter 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

Bespoke Email Marketing



- CAN BE DESIGNED FROM GIVEN BRIEF OR YOUR OWN HTML
- DELIVERED TO FULL DATABASE OF INDUSTRY PROFESSIONALS
- HIGH CLICK THROUGH RATE
- GIVE YOURSELF THE POWER OF DIRECT LEAD RETRIEVAL
- OWN CONTACTS CAN BE UPLOADED
- BOOSTS OFF-SITE SEO, RESULTING IN ENGAGEMENT

Marketing Services

We like to see ourselves as an extension of your marketing department. Building and executing full marketing plans to drive your business.



DESIGN FOR PRINT

- Product Brochures
- Leaflets
- Booth Graphics
- Printed Advertising
- Machine Specs
- Stationery

DIGITAL DESIGN

- Web Ads
- Newsletter Ads
- Bespoke Emails
- Social Media Assets
- Digital Brochures
- Screen Designs
- Image Retouching
- Animated GIFs

WEB DESIGN

- Design
- Optimization
- UI Design
- Building and Maintaining

SOCIAL MEDIA

- Post & Story Design
- Annual / Monthly Calendars
- Planning & Scheduling
- Optimizing Profiles
- Engagement
- Targeted Ad Placements
- Message Management





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