

smttoday[®]
Electronics Beyond Content.

MEDIA KIT



2025

an introduction

our team, our process

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.



“

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, Head of Global Marketing, Koh Young America

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.



issue
70

New Year Edition 2025

Editorial Deadline
1ST DECEMBER 2024

issue
71

IPC APEX EXPO

Editorial Deadline
1ST FEBRUARY 2025

issue
72

PCIM Europe

Editorial Deadline
31ST MARCH 2025

issue
73

Summer Edition 2025

Editorial Deadline
31ST MAY 2025

SMTA Guadalajara

Editorial Deadline
1ST AUGUST 2025

issue
74

Semicon West/SMTAi

Editorial Deadline
1ST SEPTEMBER 2025

issue
75

productronica

Editorial Deadline
14TH OCTOBER 2025

issue
76

coming to a trade show
near you

global innovation

You will spot us at all the major trade shows. The SMT Today team are 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.



SEMICON[®] WEST
October 7-9 2025
Phoenix, Arizona

APEX EXPO
IPC 2025
25th ANNIVERSARY
March 18-20 2025
Anaheim, California

SMTA International
October 20-23 2025
Rosemont, Illinois

productronica
November 18-21 2025
Munich, Germany

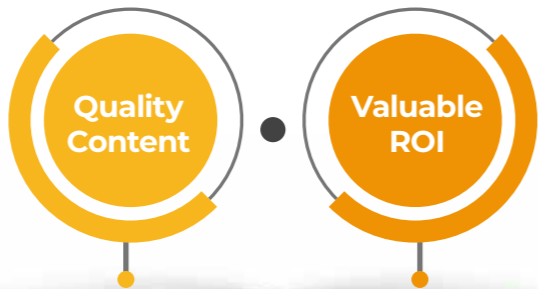
LONG ISLAND
SMTA
September 10 2025
Long Island, New York

GUADALAJARA
SMTA
September 17-18 2025
Guadalajara, Mexico

pcim
EUROPE
May 6-8 2025
Nuremberg, Germany

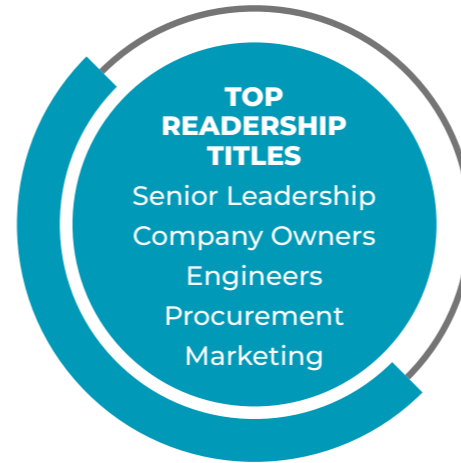
SMART SMT&PCB ASSEMBLY + SEMICONDUCTOR PACKAGING
April 2-4 2025
Suwon, South Korea

premium magazine
high quality

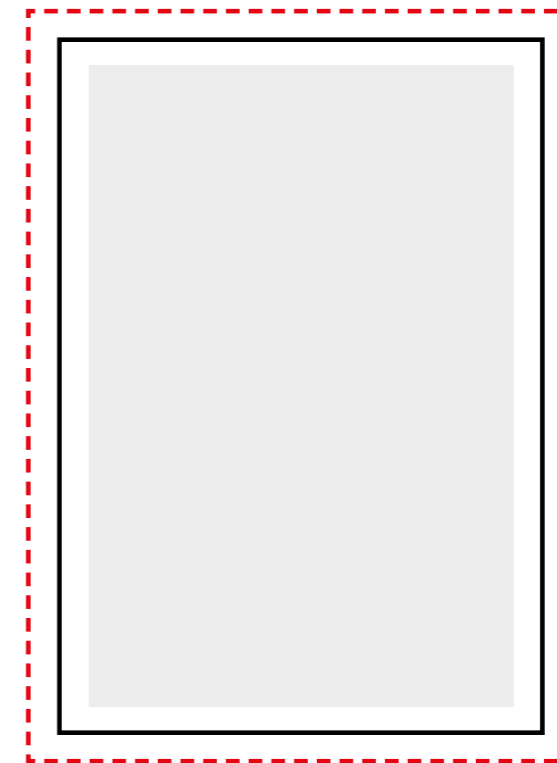


technical data
specifications

- 7 ISSUES PER YEAR
- ALL ADVERTISING WITHIN MAGAZINES ARE **FULL PAGES**
- CONTENT:-
 - Articles
 - Press Releases
 - High Res Images



Print Advertising Specifications - 216mm wide x 303mm high
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.

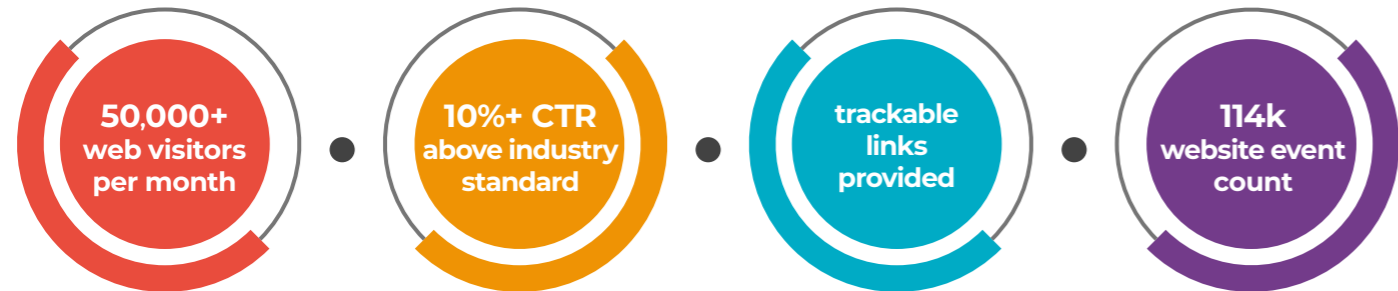
news website & e-newsletter reach your audience

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
 - Featured Headliner
 - Top Stories
 - Advertisements



technical data specifications

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

Top Page Ad
1070px wide by 200px high

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

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



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

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
660px wide by 120px high

Block ad dimensions
1280px wide by 1080px high



bespoke email marketing unique campaigns

- 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



campaign considered high-achieving between 17-28% open rate

campaign considered high-achieving between 6-17% click to open rate

campaign considered high-achieving between 2-5% click through rate

smtcreative

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



capabilities

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

social media management

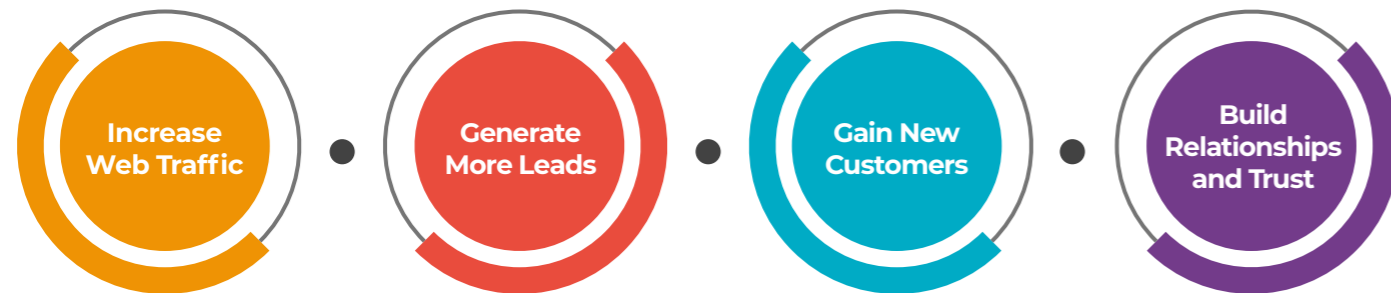
connect with your customers

BEING SOCIAL

- Connects directly with your existing and potential customers
- Appeals to professionals in your specific industry, as well as users interested in the field or possibly thinking of changing career
- Conveys branding and messaging across platforms at all time
- Targeted advertising opportunities, **reach customers with specific criteria i.e. demographics, job title, industry, region, interests, job experience etc.**
- Creates call to actions which compels engagement to conversions.
- Positions business at the forefront of field in adapting networking to the digital world.
- Capitalises on strengths.
- Encourages customer endorsements.

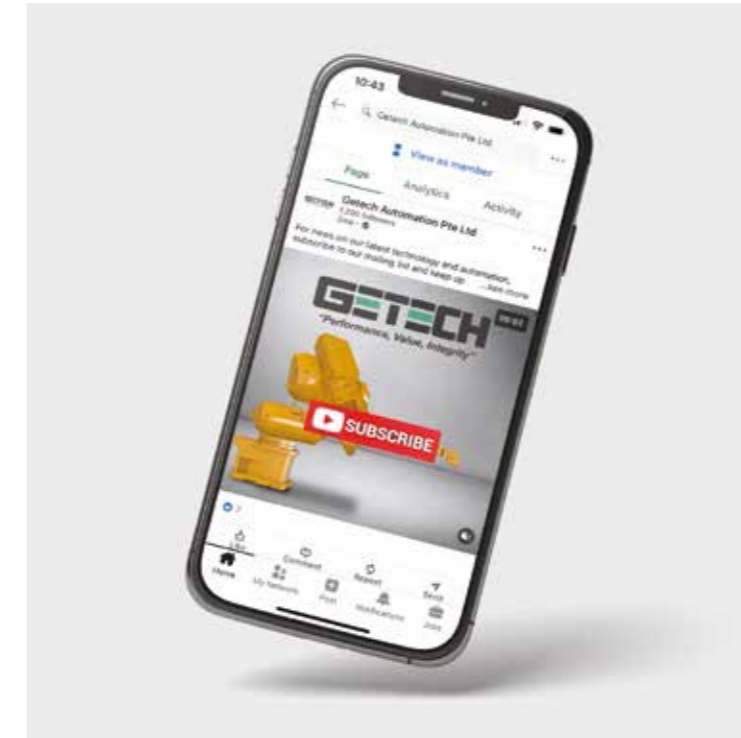
WHY DOES IT MATTER?

- Users are more comfortable using this method as opposed to direct sales marketing.
- Gen Z are entering the work force and land of consumerism - these digital natives generally seek authenticity, and prefer socially responsible businesses.
- Consumers are becoming much harder to sell to. In a scary world with a struggling economy, people are more likely to turn to companies that make the world a better place.
- Consumers now call brands out if they think they are driving them to a platform just to transact.
- The way to engage customers online is simply to inspire them, provoke thoughts, excite them or appeal to their emotions.
- Content opens the door for two-way communication, which is crucial for building trust and letting customers know that you appreciate their business.



goals that align with business objectives

marketing is changing



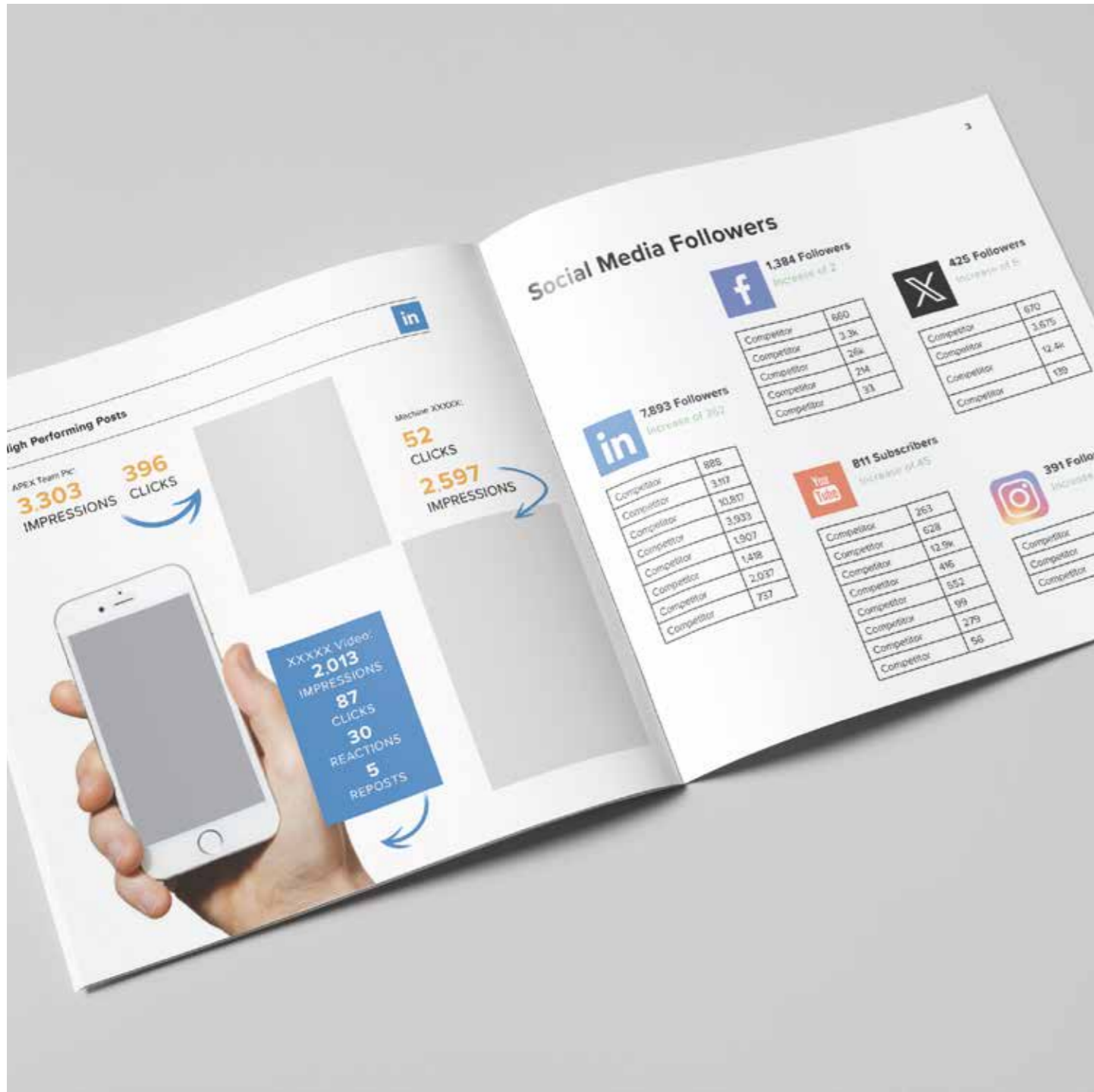
FLEXIBLE PACKAGES

- Varied offerings available.
- Campaigns can be adapted at any time.
- Creative support where required.
- Multiple channels or solo focus.

BESPOKE TO YOUR NEEDS

- Full management or one-off targeting using (SMT Today) third party platforms.
- Monthly calendar, artwork and accompanying text provided.
- Appropriate tagging implemented.
- Quarterly statistical report provided.
- Monthly communication and meetings with account manager.

Business Objective	Social Media Goal	Metric
Drive leads and sales	Conversions	Website clicks, email signups, customer contact
Grow the brand	Awareness	Follows, shares, profile branding
Improve customer experience and retention	Consumer / Engagement	Testimonials, comments, likes, @shares
Online reputation management	Conversions / Engagement	Website clicks, email signups, comments, likes, shares



market the smart way own your platform

An online presence isn't just a website, it's the whole package. Active social channels play a vital part in engaging with your customers and building trusting relationships. Our marketing experts will build a strategy and monitor results, ensuring your brand stays on trend.



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