

# Media kit

2015

**New-Tech**  
Magazine

- Magazines
- Online Platforms
- Events

[www.new-techonline.com](http://www.new-techonline.com)

# About New-Tech Magazines Group

'New-Tech Magazines' is Israel's most prominent publisher of hi-tech magazines, producing top quality publications read by more than 60,000 professionals in the country's innovative electronics, military and technological industries.

Our specialized target audiences prefer **New-Tech Magazines** 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 Magazines** has become a hub for bustling international commercial activity. Here, through ads and other promotional materials, Israeli 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 local 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 printed publications with useful online activities 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 Israel's dynamic hi-tech and military industries.



# New-Tech Magazines Group Ltd.

*Your gateway to Israel's technological marketplace*

With New-Tech your message will reach more than 60,000 potential customers in Israel – the Superpower of Innovation

## Israel the Superpower of Innovation

Israel's hi-tech & electronics industry has gained a formidable reputation as one of the world's foremost centers of innovation, invention and excellence. Its renowned leaders develop and manufacture some of the most advanced technologies and products in the international marketplace, and many global corporations have opted to establish their main R&D facilities in the country. Because in Israel, with a vibrant technological community that launches hundreds of bold, enterprising startups every year, the next technological breakthrough is always just around the corner.



**New-Tech Magazine**  
(over 60,000 readers every month) – The Israeli hi-tech industry's leading monthly publication, bringing the latest technological news and trends, as well as in-depth analyses and opinions, to Israel's technological trailblazers, professionals & corporate leaders.



**Military Magazine**  
(over 20,000 readers) – A market-leading bimonthly targeting the professionals of Israel's globally renowned military, space & aviation industries – from engineers designing breakthrough applications, through project and program managers, to decision-makers at the corporate and national levels.



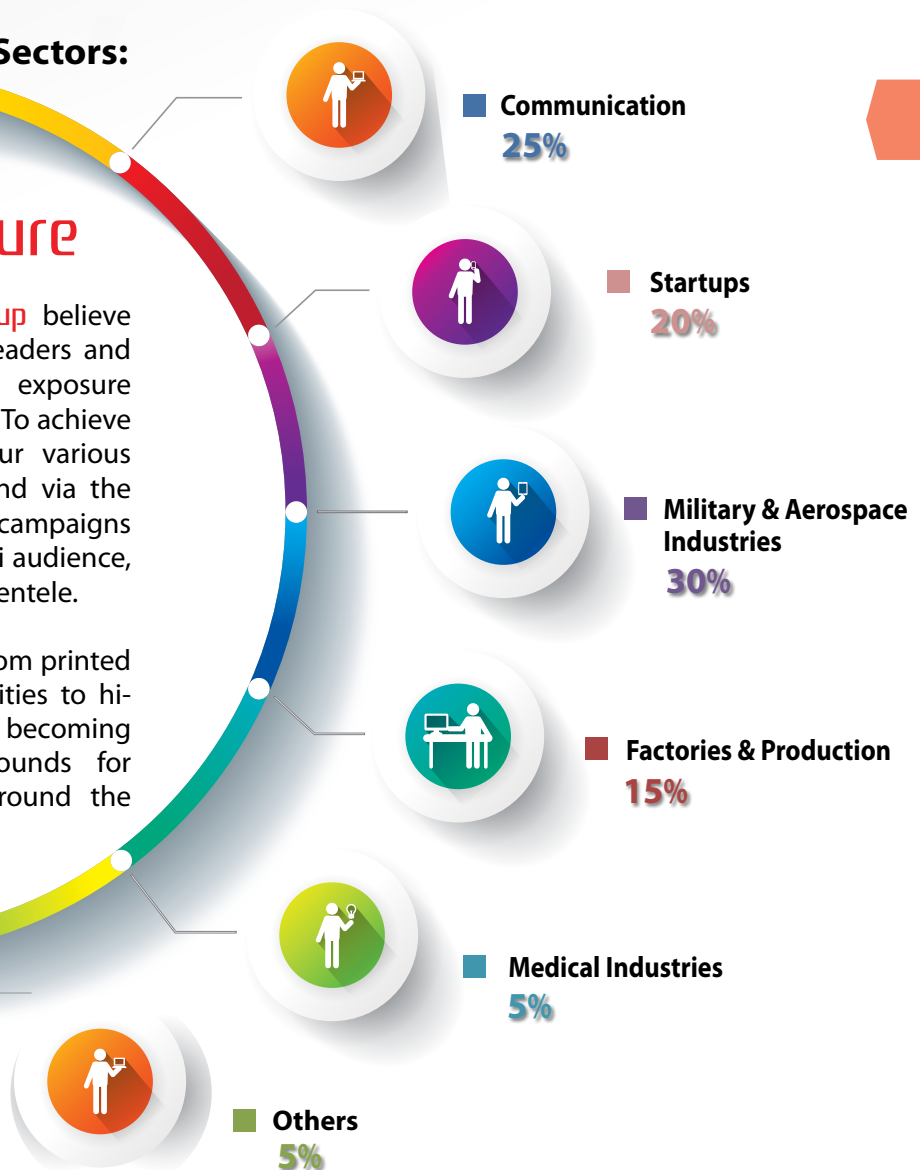
**MicroWave Magazine**  
(over 60,000 readers) – A professional quarterly that covers a range of technological fields such as RF, communication, antennas, microwave and more, delivering up-to-the-minute information to managerial teams, academic experts and engineers throughout the Israeli industry.

## Sectors:

# Maximum exposure

We at **New-Tech Magazines Group** believe that we owe our customers - readers and advertisers alike - maximum exposure through every available channel. To achieve this we constantly promote our various offerings in the press, on TV and via the internet, running high-profile campaigns that draw in every relevant Israeli audience, and continuously multiply our clientele.

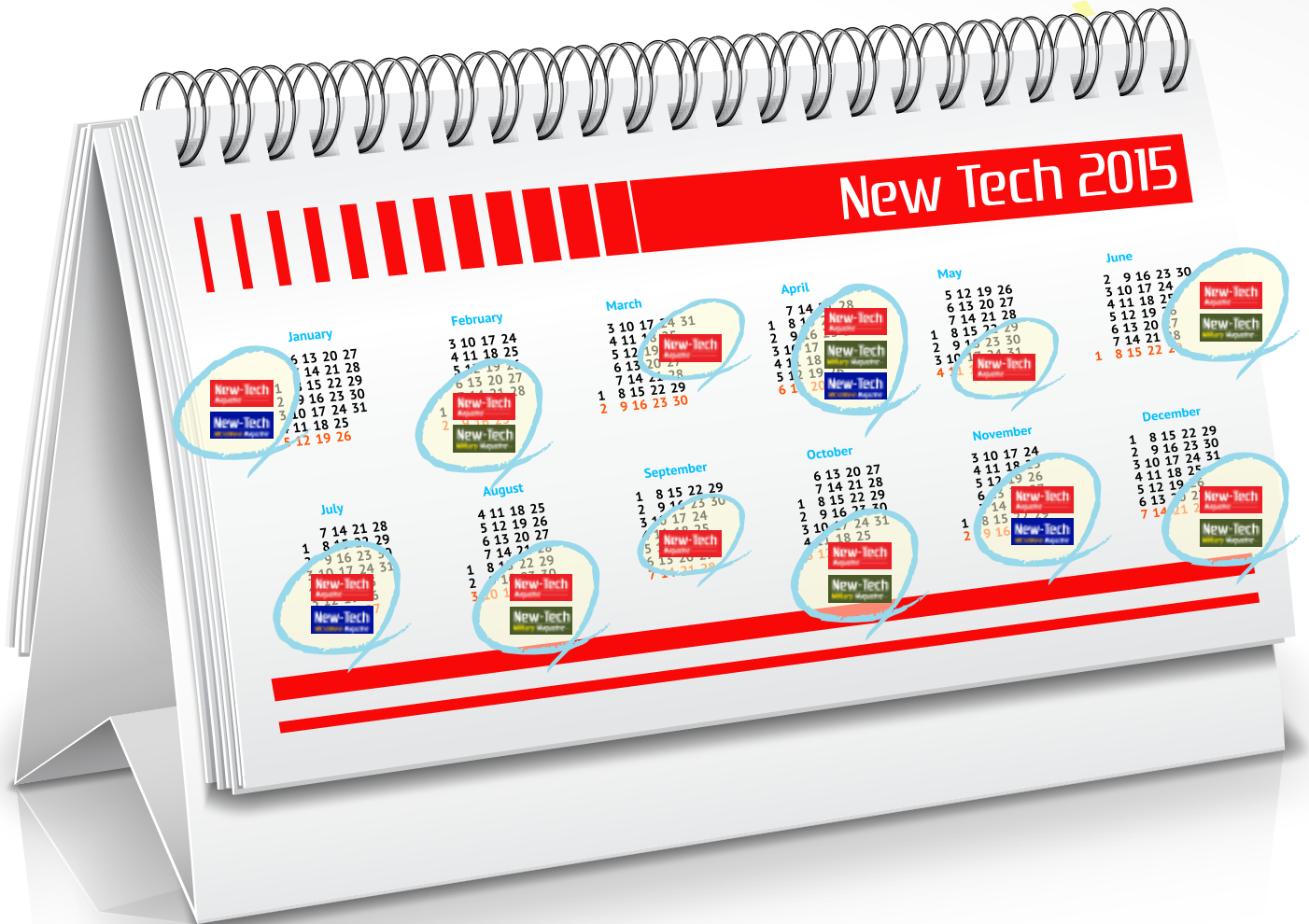
As a result, all our operations - from printed magazines through online activities to hi-tech events and exhibitions, are becoming increasingly fertile hunting-grounds for advertisers and sellers from around the world.



## Professionals:

+ R&D 45% + Management 15% + Purchasing 15% + Production 20% + Others 5%

# Publications scheduled 2015



## Special additions during 2015:

IoT, Packaging, Micro Processors, Electro Optics, Test & Measurement, Israeli Industry, Components, Medical, Power Solutions, Connectors & Cables, Embedded Solutions & Micro Processors, Green Energy, Production, Chip Design, Motion Control, Embedded Solutions, Computers.

\*\* New Tech Microwave will be published as part of the "New-Tech Magazine"

# New-Tech Online

## *The Israeli Hi-Tech Portal*

The Israeli Hi-Tech Portal, a busy online platform established and run by the **New-Tech Magazines Group**, brings the value of **New-Tech Magazines** to every hi-tech professional in Israel. Delivering all content published in the printed Magazines, the Portal also provides detailed information about upcoming **New-Tech Events**, conferences and exhibitions, and quite a bit more.

The Portal's daily updated News Column features bulletins on the latest hi-tech technologies, products and trends, both in Israel and worldwide; and dozens of video clips, specially produced by **New-Tech**, enrich the surfing experience, allowing viewers to listen to the innovators firsthand and enhance their understanding of advanced technological concepts.

[www.new-techonline.com](http://www.new-techonline.com)



**New-Tech**  
DIRECT

Read To Lead

## The New-Tech Direct Newsletter

**New-Tech Direct**, our biweekly 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 focal issues, and a direct link to the industry's hottest news bulletins. Also, for our readers' benefit, upcoming **New-Tech Events** are announced regularly in the Newsletter.







מנוע חיפוש לאיתור ספקים = יצרנים = מוצרים

## The New-Tech Electronic Buyers Guide

Our advanced, recently launched **New-Tech Electronic Buyers Guide** is a smart online search engine that greatly facilitates interaction between customers in the Israeli hi-tech industry and manufacturers and suppliers worldwide. Users – such as purchasing, development or engineering personnel - just type in the search words to find a specific company, or alternately, obtain a list of suppliers offering the product they are looking for. RFQs can then be sent simultaneously, with a single click, to all suppliers on the list - or just to several vendors chosen by the buyer, launching yet another mutually profitable business transaction.

### *Online advertising opportunities*

The **Israeli Hi-Tech Portal** offers advertisers a choice of high-impact formats, enabling the delivery of powerful messages to numerous players in Israel's technological industries. Banners of almost any type and size are posted precisely in the right place, to target the most relevant audiences, with online links leading to the advertiser's detailed info.

Our **New-Tech Direct** biweekly Newsletter, emailed to over 55,000 professional readers, is the fastest, easiest and most cost-effective route into the very heart of Israel's technological industries. Newsletter advertising opportunities include banners, promotional articles, marketing videos and any other relevant PR materials.

The **New-Tech Electronic Buyers Guide**, the newest addition to New-Tech's high-value offering, enables advertisers to target their audiences with fine-tuned accuracy. By posting banners on the result pages of popular searches, they can reach numerous potential customers within their own specific market segment or industry.

*Seeking Test & Measurement products?  
Seeking connectors or cables?  
Seeking Obsolete Electronic Components?*

A screenshot of the search interface showing three dropdown menus: 'Select a product', 'Select a supplier', and 'Select a manufacturer', followed by a 'search' button. Red arrows point to each dropdown menu and the search button.

*Looking for information  
on a manufacturer?*

*Do you wish to  
contact the provider?*

We make it  
easy!





# NEW-TECH EVENTS



**New-Tech Events** is Israel's foremost organizer of **hi-tech trade events, fairs, conventions and exhibitions**. Our high-profile, accurately targeted events attract large professional crowds and provide a convenient, friendly business environment where many new transactions are generated. Our well-attended events are designed to serve the interests of all participants - from well-established global corporations to driven startup ventures, from manufacturers and distributors of advanced technologies to potential buyers in search of the latest word in their respective fields. In the following pages you will be able to browse through a list of **New-Tech's** upcoming events, scheduled to take place in 2015, and choose the platforms most relevant to your business

## **Military & Aviation 2015**

The Leading Exhibition For Military Capabilities Developments

March 10, 2015 | Avenue Convention Center, Air Port City

## **Motion control & Power Solutions 2015**

The Annual Conference for Motion Control & Power Supplies

January 13, 2015 | Avenue Convention Center, Air Port City



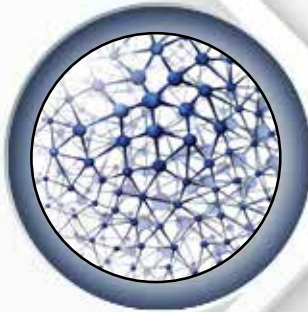
# **New-Tech Exhibition 2015**

# **2015**

*The Hi-Tech and Electronics International Exhibition*

The Israel Trade Fairs Center in Tel-Aviv

19-20.5.2015



## **Meditech Conference 2015**

The Leading Event For Medical Electronics Development

November 10, 2015 | Avenue Convention Center, Air Port City



## **Electronic Packaging & Electro Mechanical Solution 2015**

The Annual Conference For Electronic Packaging  
December 2, 2015 | Avenue Convention Center,  
Air Port City



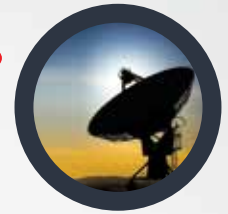
## **Embedded & Micro Processors Solutions 2015**

The Leading Event In The Field Of Embedded Systems  
October 20.2015 | Avenue Convention Center, Air Port City

**Robotics 2015**  
The Annual Robotics  
Conference



**Machine Vision 2015**  
The Annual Conference  
For Machine Vision and  
Computer Vision



**RF & MicroWave  
Conference 2015**  
The Annual Conference For RF,  
Microwave & Communication



**PRODUTECH 2015**  
The Annual Conference  
of Electronic Production,  
Subcontracting and PCB

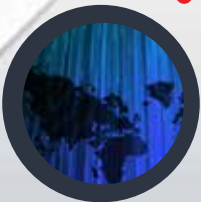


**Purchasing Managers  
Supply Chain &**  
New-Tech Forum For Purchasing  
Managers & Supply Chain



**Meditech 2015**  
The Leading Event For Medical  
Electronics Development

**The Israeli Start-Up  
Conference 2015**  
The Annual Conference For  
Promoting The Hi-Tech In Israel



**Opto-tech 2015**  
The Annual Convention  
For Electro Optics



**New-Tech  
Exhibition 2015**

**2015**

The Hi-Tech and Electronics International Exhibition

The Israel Trade Fairs Center in Tel-Aviv

19-20.5.2015





### New-Tech Magazine

The Israeli hi-tech industry's leading monthly publication, bringing the latest technological news and trends



### Military Magazine

market-leading bimonthly targeting the professionals of Israel's globally renowned military, space & aviation industries



### MicroWave Magazine

A professional quarterly that covers a range of technological fields such as RF, communication, antennas, microwave and more

## 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:

Analog Devices, Texas Instruments, Intel, Microchip, ST, National Instruments, Agilent, Altera, ARM, Samtec, Avnet, Arrow, DigiKey, TTI, Future, Farnell, Maxim, Freescale and many more.



### New-Tech Magazines Group LTD.

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