

Media kit 2022

New-Tech Magazine

Since 2008 New-Tech Magazine Group has served the high-tech and electronic industries through multiple channels, including our printed magazines, websites, conferences, exhibitions and newsletters.

About New-Tech Magazines Group

"New-Tech Magazines" a world leader in publishing high-tech and electronics, produces top quality publications read by over 250,000 professionals from all over the world. The fields we cover are wide-ranging and include: innovative electronics, IoT, AI, smart factory, RF & microwave, Electro Mechanical, aerospace, automotive, medical, embedded, electro-optics, test & measurement, machine vision & machine learning and technological industries.

New-Tech Magazines Group was founded in 2008 by Mr. Tomer Gur-Arie, who has more than 27 years of experience in editing and advertising, with a special focus on hi-tech & electronics. The company mission is to create and continuously update a powerful, professional showcase for technological innovations, products and companies; targeting the dynamic hi-tech industry.

Advertise with New-Tech Magazine Group:

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.

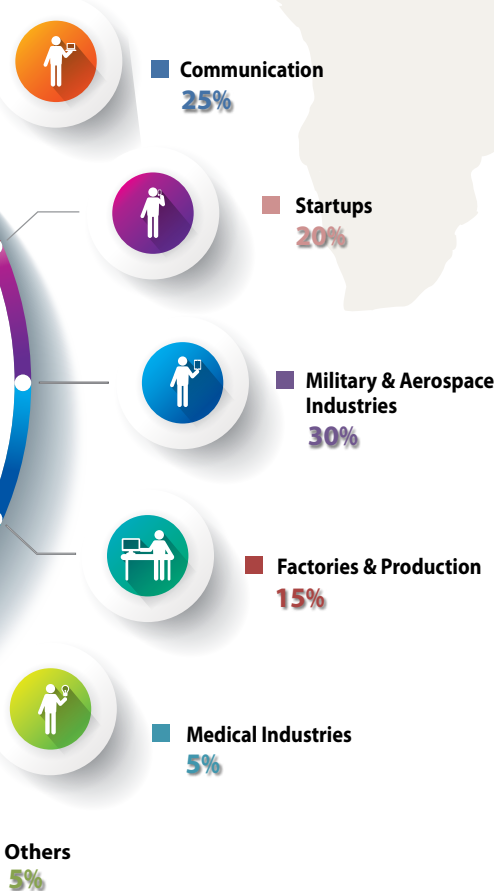
New-Tech's advertising clientele already includes some of the leading companies in the industry:

Digi-Key Electronics, Analog Devices, Mouser, Farnell, ARROW, Würth Texas Instruments, Intel, Microchip, Microsoft, Mini Circuits, Pasternack, AWR, National Instruments, Xilinx, Future, Maxim, SAMTEC, Molex, TE, CUI, Advantech and many more

Audience Profile

We at **New-Tech Europe** believe that we owe our customers - readers and advertisers alike - maximum exposure - We do the best to create the most effective combination of professional and interesting content for our readers. This is what invites our many visitors, provides us with outstanding impressions, and keeps our visitors interested in the long-run.

Sectors:



Our Magazines - Print & Digital



New-Tech Magazine

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 and corporate leaders.



Military Magazine

A market-leading quarterly, 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

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.

| Ad Size | Double Spread | Full Page | 1/2 Page | 1/3 Page | 1/4 Page | Strip |
|------------|---------------|-----------|----------|----------|----------|----------|
| Size in cm | W42XH27 | W21XH27 | W19XH12 | W6XH23.5 | W9.2XH12 | W19XH4.5 |

| Prices | |
|---------------|----------|
| Double Spread | 6,000 \$ |
| Full Page | 3,400 \$ |
| 1/2 Page | 2,400 \$ |
| 1/3 Page | 2,100 \$ |
| 1/4 Page | 1,900 \$ |
| Strip | 1,400 \$ |

| Prices Special Positions | |
|----------------------------|-----------|
| Page 2 | 5,700 \$ |
| Page 3 | 6,000 \$ |
| Page 4-11 | 4,000 \$ |
| Cover | 10,000 \$ |
| Back Cover | 7,000 \$ |
| Inside Back Cover | 4,000 \$ |
| Front Cover Strip | 3,200 \$ |

Our Websites | Rates and Banner Sizes

New-Tech Online | www.new-techonline.com

The Israeli Hi-Tech Portal, an 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 industry's latest news, the portal also provides detailed information about upcoming **New-Tech Events**, conferences and exhibitions, and much more.

| Banner Size (Pixel) | W728XH90 | W200XH80 | W300XH100 | W300XH250 | W600XH300 | W468XH60 |
|--|----------|----------|-----------|-----------|-----------|----------|
| Price per Month | 7,000 \$ | 2,500 \$ | 3,200 \$ | 5,000 \$ | 4,200 \$ | 5,700 \$ |
| Price per Month for 2-5 Months | 6,500 \$ | 2,200 \$ | 3,000 \$ | 4,800 \$ | 4,800 \$ | 4,000 \$ |
| Price per Week | | | 1,000 \$ | | | |
| Price for 10 days + 2 days bonuses (total 12 days) | | | 1,350 \$ | 1,600 \$ | | |

New-Tech DIRECT

Read To Lead

The New-Tech Direct Newsletter

New-Tech Direct, our weekly Newsletter, delivers the latest technological news directly to our subscribers' emails. Content includes 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.

The "Product of the week" Newsletter - a weekly newsletter sent to all New-Tech data base (100K) with our customer product - technical article / PR & Banner.

For more information about advertising options at our newsletters - please contact us: info@new-techmagazine.com

New-Tech Buyers Guide | www.new-techguide.com

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 teams - 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 simply to several vendors chosen by the buyer; launching yet another mutually profitable business transaction.

| | |
|---------------------|---|
| Banner Size (Pixel) | W500XH80 |
| Price | Banner at the HP+ 15 groups of products - 2,500\$ per month |
| Banner Size (Pixel) | W300XH100 |
| Price | Banner for 15 groups of products - 1,200\$ per month |

Banner sizes



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Seeking connectors or cables?
Seeking Obsolete Electronic Components?

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Do you wish to contact the provider?

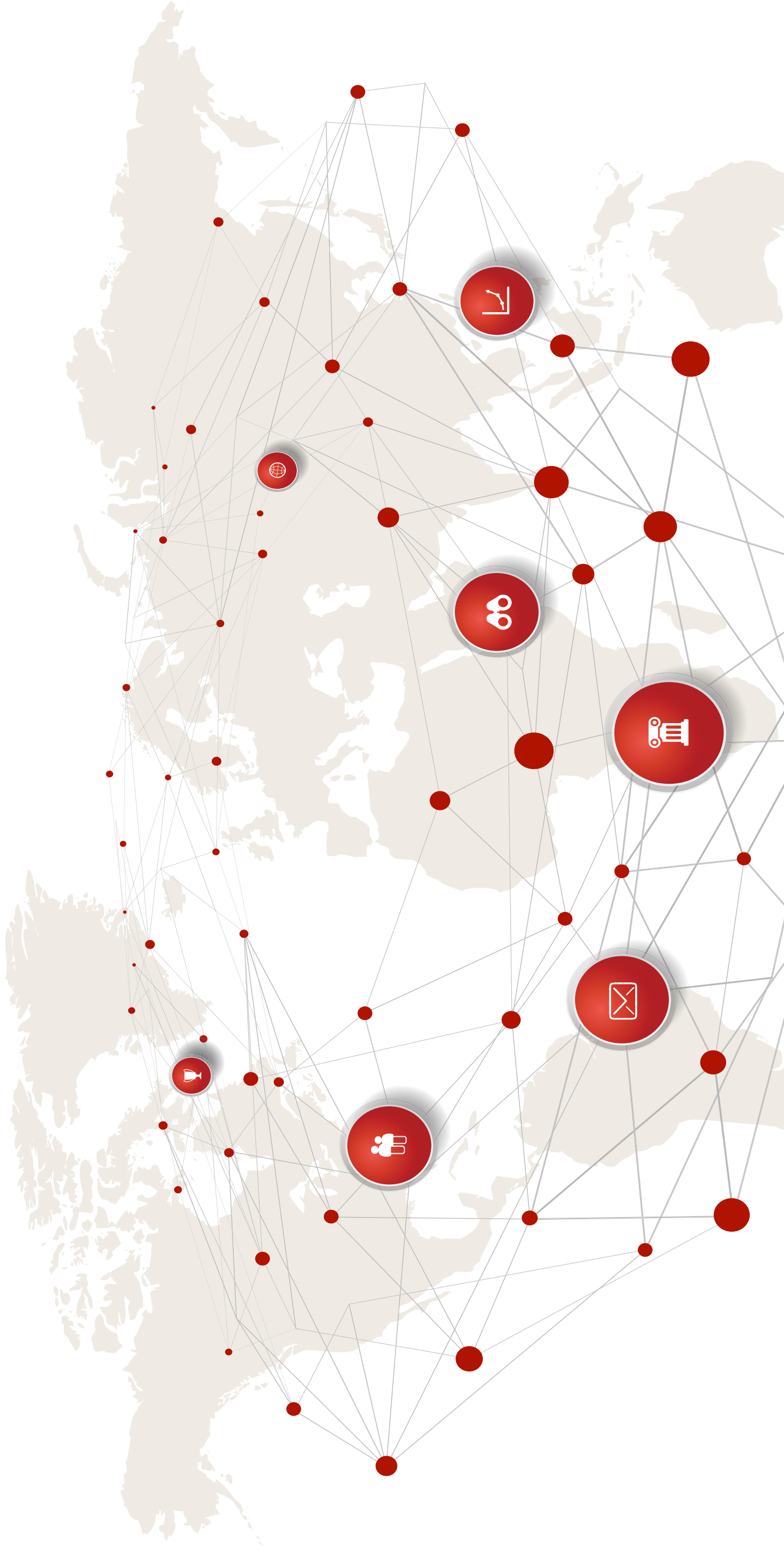
Looking for information on a manufacturer?

New-Tech Magazines Group LTD.

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New-Tech
Magazine

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