

semiconductor**TODAY**

COMPOUNDS & ADVANCED SILICON

2022 Media Kit

Choose *Semiconductor Today* for...

- Accurate and timely coverage of key issues
- Targeted 104,518 international circulation
- Highly competitive rates
- Magazine, website, and E-brief package options
- Direct delivery by e-mail and RSS feeds
- Environmentally conscious publishing



2022 Media Kit

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Introduction

Semiconductor Today is a digital magazine and online resource for the compound semiconductor and advanced silicon industries. With a targeted international circulation, the magazine and online resource provide a highly effective and cost-competitive means to reach your audience.

Semiconductor Today's mission is to disseminate high-quality, timely, compound semiconductor focused editorial material to as targeted an audience as possible. Above all else, we understand that it is the quality and accessibility of a publication's content that is the key to advertising success. However, we always strive to improve what we offer. In 2021, we introduced a completely redesigned website, with industry sector subsites that provide advertisers better targeted options for reaching buyers. Our new design is also more responsive, making it easier to read on mobile devices.

Media solutions

At **Juno Publishing & Media Solutions**, we offer our advertising clients a multi-channel extension to their marketing activities. Our primary aim is to help our clients

market and sell their products through the reach and influence of **Semiconductor Today**. To do this effectively, alongside advertising options, we also offer media solutions, including: •Outsource social media marketing •Website design •Advertisement design •Editorial services •Telesales •Surveys

Benefits of a digital magazine

Digital magazines offer a sophisticated range of advertising options, such as audio/video content, which can be used to create greater impact. All websites cited within the magazine are hyperlinks, enabling the reader to respond to advertising instantly.

Rapid delivery

Printed magazines take several weeks to produce and deliver, especially to inaccessible countries. The result is outdated content. However, digital magazines can be produced quickly and delivered instantly, even to geographical regions that cannot be served efficiently with printed mail. Typically, readers receive **Semiconductor Today** within 2 days of it being completed.

Unlimited distribution

Print publishers limit the number of copies of each issue they distribute to keep their costs low. However, digital magazines are inexpensive to distribute, regardless of reader volumes, allowing you to reach every decision maker and everyone with purchasing influence within your target markets. Digital magazines also enable greater pass-on readership.

Cost effective

Digital magazines are inexpensive to publish; there are no print and postage charges, so **Semiconductor Today** can pass the production savings onto its advertisers.

And it is environmentally friendly, too!

Editorial content

- III-V materials, e.g. GaAs, InP and GaN.
- II-VI materials, e.g. CdHgTe and ZnSe.
- IV-IV materials, e.g. SiC and SiGe, as well as advanced silicon technology such as strained silicon and silicon-on-insulator (SOI).
- Applications such as mobile wireless communications, fiber-optic communications, light-emitting diodes (LEDs), and photovoltaic solar cells.

Close attention will also be given to areas where the compound and advanced silicon industries converge.



Pictures (above) from left to right: LED bulbs from LEDtronics; GigOptix's GX3110 chip; MOCVD reactor at Finisar; and Sanyo DL-8142-201 IR laser.

Magazine readership

Semiconductor Today is primarily aimed at professionals working in both integrated device manufacturing fabs and foundries worldwide, producing either compound semiconductor or advanced silicon materials-based microelectronic and optoelectronic semiconductors.

Published 10 times per year, each issue of **Semiconductor Today** magazine and the weekly E-Brief is now e-mailed to 104,518 individual

scientists, engineers, and executives involved in the manufacturing of compound semiconductor and advanced silicon materials and devices. (Based on October 2021 figures).

Website

Semiconductor Today's website www.semiconductor-today.com publishes daily news updates, making it a first choice for industry professionals who want to be kept fully up to date with accurate and timely information. Furthermore, all

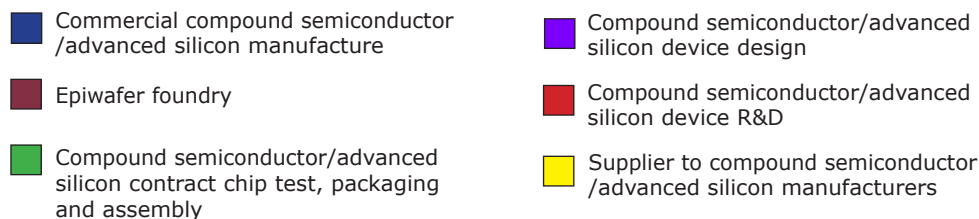
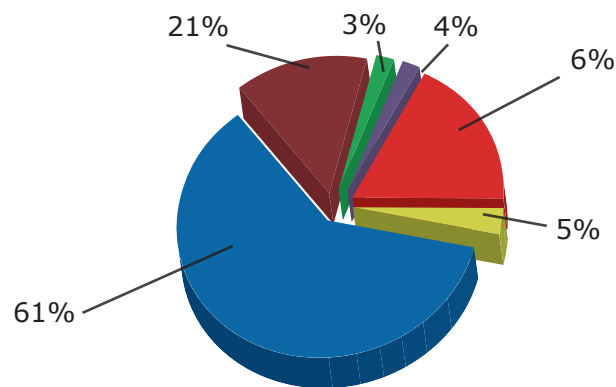
news items appearing on the **Semiconductor Today** website are edited, ensuring that nothing is published unless it meets the highest editorial standards.

Semiconductor Today is a Google-listed news source, which means that each news item on the site appears in relevant Google news alerts. We also offer RSS feeds, so that interested parties can receive news the instant it is posted.

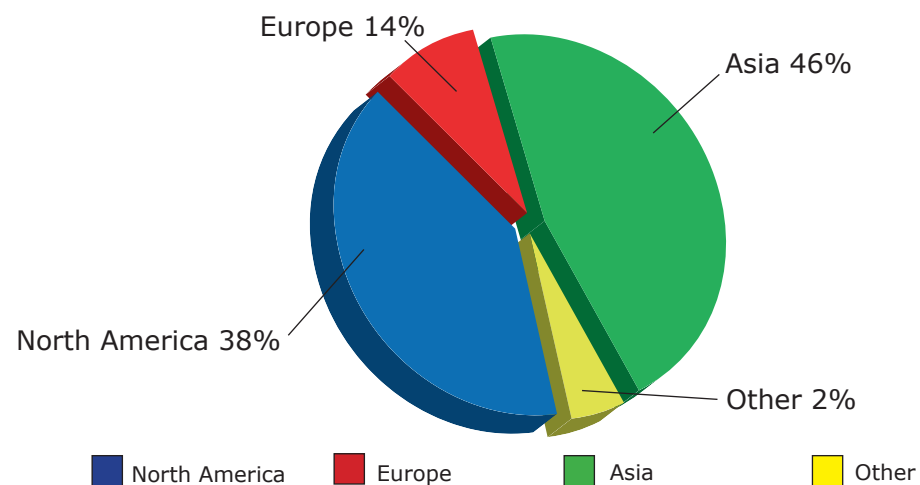
On average, **Semiconductor Today's** website now receives 27,919 unique visitors each month, and this figure continues to grow. (Based on October 2021 figures).

Semiconductor Today has an open-access policy: all magazine and website material is available free of charge and free of access restrictions.

Readership: Organisation Type



Readership: Geographical Breakdown



Featured topics:

Deadlines:

Issue 1: February 2022

- III-Vs on silicon
- Solar photovoltaics

Advertising copy: February 1
Distribution: February 28

Issue 2: March 2022

- UV LEDs
- Optoelectronics for communications

Advertising copy: March 1
Distribution: March 31

Issue 3: April 2022

- Advanced silicon
- Power electronics (GaN, SiC, etc.)

Advertising copy: April 1
Distribution: April 30

Issue 4: May 2022

- Epitaxy (MOCVD, MBE, etc)
- GaN RF technology

Advertising copy: May 1
Distribution: May 31

Issue 5: June 2022

- GaAs technology
- SiC developments

Advertising copy: June 1
Distribution: June 30

Featured topics:

Deadlines:

Issue 6: July / August 2022

- InP & photonic integration
- Micro-LEDs

Advertising copy: July 1
Distribution: July 31

Issue 7: September 2022

- Nitride materials and devices
- Solar photovoltaics

Advertising copy: September 1
Distribution: September 30

Issue 8: October 2022

- SiC materials and devices
- Lasers (VCSELs, etc)

Advertising copy: October 1
Distribution: October 31

Issue 9: November 2022

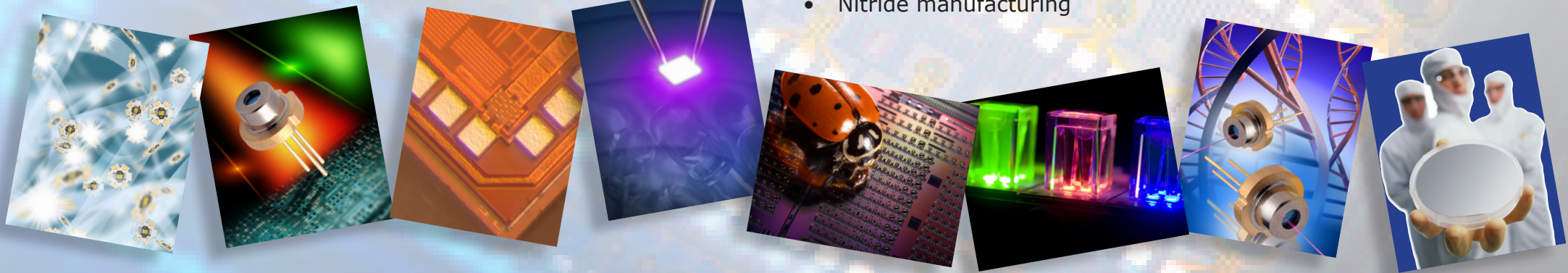
- GaAs technology
- Two-dimensional materials

Advertising copy: November 1
Distribution: November 30

Issue 10: December 2022 / January 2023

- LED manufacturing
- Nitride manufacturing

Advertising copy: December 1
Distribution: December 31



Note: Distribution dates are given as a guideline only, and are subject to change without prior notice. For confirmed dates please contact: darren@semiconductor-today.com

www.semiconductor-today.com

Pictures (above) from left to right: Osram OSTAR LEDs; Sanyo DL-8142-201 IR laser; GigOptix's GX3110 chip; Fox Group's UV LED chip; Intel's APD chip; Osram RGB OSTAR LEDs; Sanyo blue-violet laser; and EpiWorks wafer.

\$ USD Rate	x3 Package	x6 Package	x10 Package
Double page Total	\$8,100.00	\$13,800.00	\$17,900.00
Full page Total	\$6,900.00	\$11,400.00	\$13,900.00
Half page Total	\$5,850.00	\$10,200.00	\$11,900.00
Third page Total	\$5,100.00	\$8,700.00	\$10,000.00
Directory listing Total	*	*	\$1,990.00

Note: stated rate is the total for the package.

Rates for x1 and x2 insertions charged at 75% of x3 total package rate, per insertion.

All x10 display advertising packages include an enhanced Supplier Directory listing, including a logo and 25-word company promotion.

If you would like your printed brochure or promotional material converted to a digital format and e-mailed with **Semiconductor Today**, please ask for the rates.

Website banners

With the introduction of our redesigned and improved website at www.semiconductor-today.com, we now provide a range of banner positions that can be targeted at specific industry sectors.

Our Home page and News Story pages attract the most traffic and so banners on these pages are charged at a premium. Large, prime position banners start at \$12,500.00 for one year. Small and medium size banners start at \$6500.00.

Many of the prime positions are booked early in the year as part of a year-long schedule of advertising, so please contact Darren (darren@semiconductor-today.com) to check availability and exact pricing. Note: Discount banner pricing is available when booked as part of a package that includes magazine and/or e-newsletter advertising.

All advertising appearing in the digital magazine will also appear in the printed version of Semiconductor Today for distribution at trade events, such as CS MANTECH.

Solus mail outs and banner/text promotional options in the electronic weekly news-brief are also available.

For more information and booking, please contact Darren: Darren@semiconductor-today.com