

Bodo's Power Systems®

Your best choice to communicate!

One World
One Magazine
On Time, Always



www.bodospower.com

www.bodospowerchina.com

Partner with these Events:

APEC • Battery Experts Forum • CWIEME • ECCE • electronica • embedded world • EMC • EPE ECCE
ESREF • EV Tech Expo • ExpoElectronica • ForumLED • Intersolar • ISiCPEAW • LpS • PCIM • PCNS
Power Electronics • Power Fortronic • productronica • SEMICON • Sensor + Test
Smartsystemsintegration • SMT Hybrid • sps ipc drives • Thermal Management



Mission Statement

Launched in June 2006, Bodo's Power magazine serves the Power Electronics, Power Management, Power Conversion, Intelligent and Embedded Motion Control markets world wide for systems design engineers.

The Only Journal for Power Electronics and Systems Delivering World Wide Print

In addition to the monthly circulation of 22,000 print issues (Sep 2018) there is extra bonus distribution at events, as detailed in our editorial planner. Also, our magazine is circulated within the companies and laboratories, where engineers, as well as marketeers and salesmen share our publication.

The electronic version reaches up to 18,000 subscribers via our Newsletter and PDF-download from the website. This gives a total audience of at least **40,000** high qualified readers all around the globe!

In 2012 we launched Bodo's Power System China which now reaches over 16,000 circulation in Asia. Further details can be found at www.bodospowerchina.com

Circulation Profile

(Projected Data from Processed Info)

Approved Circulation Statement

Print and circulation of mailed copies to the readers have been audited by an Advertiser Steering Committee (**ASC**) of international Members with full visibility to circulation, print and postage details since September 2006. Advertiser Steering Committee Members include Power Integrations, Fuji, Infineon, LEM, Mitsubishi and Danfoss.

The Advertiser Steering Committee of Bodo's Power Systems

ABB	Graciene Schneider
Power Integrations	Peter Rogerson
Danfoss Silicon Power	Andreas Liebsch
Fuji	Fred Eschrich
Infineon	Jörg Malzon Jessen
LEM	Hans Dieter Huber
Mitsubishi	Robert Wiatr

Origins

Germany	6936
United Kingdom	1437
France	1328
Italy	1115
Scandinavia	951
Benelux	943
Eastern Europe	1014
Southern Europe	926
Austria	404
Switzerland	655
Israel	152

USA / Canada	5174
Far East VIP Only	965

Print readers Total	22000
e-Newsletter Receivers	18000

Total Reached	40000
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Industry

Automotive	16.9 %
Aircraft, Space and Mil	7.5 %
Motion Control	20.5 %
Industrial Control	10.4 %
Robotics	4.6 %
Communications	12.9 %
Computer	7.6 %
Power Supply	5.7 %
Medical	2.9 %
Test & Measurement	8.6 %
Research Institutes	1.4 %
Others	1.0 %

Job

Design	69.1 %
Education	4.2 %
Manufacturing	7.6 %
Management	10.3 %
Purchasing	3.4 %
Test	4.3 %
Others	1.1 %

We are committed to protecting the privacy of our subscribers and other users of our online services. Our data protection declaration is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (**GDPR**).

We do not sell or buy our addresses. They are all collected only by us. As proof of the high quality of our Email circulation list we see **opening rates up to 20 percent!**

Advertising Rates

Print

Double Page Spread	9.500 €
Full Page	5.100 €
Half Page	3.400 €
Third Page	2.200 €
Quarter Page	1.700 €
Eight Page	900 €

Online

Banner Web

Banner 468 x 60 pixel in the multiple changer on
www.bodospower.com monthly rate **850 €**

Banner e-Newsletter

Banner in one of our e-Newsletters 1st or 15th 468 x 60 pixel **450 €**
Banner in both e-Newsletters of the month 468 x 60 pixel **850 €**

Banner Combo

The combo of Web and e-Newsletter for one month **1.600 €**

Private e-Newsletter

About 200 words, one picture and two banner
mailed to 18000 subscribers worldwide **1.000 €**

Multiple frequency, inserts, and all others on request:

cody@eetech.com	North America
june hulme@geminimarketing.co.uk	United Kingdom
xumin@i2imedia.net	China
advertising@bodospower.com	Others

Production Requirements

Closing Dates:

- Print Advertising by 15th of previous month
- Online Advertising always 10 days ahead

Mechanical Requirements are based on A4 Format:

- Full Page 180 x 270 mm
- Half Page 90 x 270 mm
- Half Page 180 x 130 mm
- Third Page 60 x 270 mm
- Quarter Page 85 x 130 mm
- Eight Page 43 x 130 mm

Full Page Bleed is based on 210 x 297 mm for full A4 plus 5 mm around results into 220 x 307 mm

Partial Bleed Adverts on request.

Send Materials to:

Electronically

materials@bodospower.com

(It is insured that large attachments will be able to send)

CD by postal mail:

Bodo's Power Systems

Katzbek 17a

D-24235 Laboe

Germany

Phone + 49 (0) 4343 421790

Fax + 49 (0) 4343 421789

Contribution

Form	Text	Graphics
Cover Story	2400 Words in word	about 6 to 8 graphics in 300 dpi jpg
Feature Story	1200 words in word	about 4 graphics in 300 dpi jpg
Industry News	200 words in word	one picture in 300 dpi jpg
New Products	200 words in word	one picture in 300 dpi jpg

Feature article guidelines for publishing

About 1200 words +/- 200, with no embedded graphic or pictures, just the text and marks where to place them. About 2 – 4 graphics or pictures should be included, with a min of 300dpi and be sent in jpg, tif or bmp format. Please send material the first week of the previous month. Articles should be agreed with us asap to help with forward planning.

Cover article rules for publishing

About 2400 words +/- 200, with no embedded graphic or pictures, just the text and marks where to place them. About 6 – 8 graphics or pictures should be included, with a min of 300dpi and be sent in jpg, tif or bmp format. **Please send material the first week of the previous month.** Articles should be agreed with us asap to help with forward planning.

Press release guidelines for publishing

About **100 to 200 words** are perfect to explain the key message, please do not include embedded graphics or pictures, only the text in **word format**. Pictures should be a min of **300dpi** and be sent in jpg, tif or bmp format with the same file name for identification. PDFs or RTFs are not acceptable formats.

Press releases are collected into a monthly folder, for one month only and the selected PRs will be published in the magazine of that month. Any special addressed PRs for an upcoming issue will be saved for that specific issue.

We receive over 300 press releases each month and are only able to select 15. We cannot predict until the last minute how much space in total will be available for PRs and how many of the 15 selected will be published.

Please ensure that your full contact details for the reader service is included at the end of the text. This should include location and postal address. It is very helpful to have the company name used as the file name for easy identification within the email subject. We receive too many emails just named "Press Releases".

No company names in the headlines!

Editorial Planner 2019

Additional events and workshops will be announced in magazine, the e-Newsletter and online. Important Features indicated by industry will be added on demand in the magazine.

Month	Features	Events
January	Motion Control Power Management Digital Power Magnetic Components Measurement	
February	Power Management Transformer IGBT Modules Capacitors Technology Power Modules Thermal Management	embedded world Nuremberg, Germany Feb 26 th - 28 th <<Bonus 500>>
March	Motor Drives Power Management Digital Power Communication Power Power Modules Charger Supply Power ICs	APEC Anaheim, CA, USA Mar 17 th - 21 st <<Bonus 500>> emv Stuttgart, Germany Mar 19 th - 21 st <<Bonus 500>>
April	Motion Control Power Management Digital Power Magnetic Components Power Modules MOSFETs	PCIM Europe Nuremberg, Germany Show Preview May 7 th - 9 th <<Bonus 500>>
May	IGBTs Motion Control Power Management Digital Power Wide Band Gap Magnetic Components Power Modules Technology eMobility	PCIM Europe Nuremberg, Germany Show Issue May 7 th - 9 th <<Bonus 2000>> SMTconnect Nuremberg, Germany Jun 7 th - 9 th <<Bonus 500>> Battery Show Europe Stuttgart, Germany May 7 th - 9 th <<Bonus 200>> The Smarter E Europe Munich, Germany Jun 20 th - 22 th <<Bonus 500>>
June	Passive Components Magnetic Components Power Modules Driver ICs Power Supply PCIM Innovations	Sensor+Test Nuremberg, Germany May 25 th - 27 th <<Bonus 500>> PCIM Asia Shanghai, China Jun 26 th - 28 th <<Bonus 500>>

Month	Features	Events	
July	Motion Control Power Management Digital Power Communication Power Magnetic Components Measurement PCIM Innovations	SEMICON West San Francisco, CA, USA	Jul 9 th – 11 th <<Bonus500>>
August	Power Management Transformer IGBT Modules Capacitors Technology Review Communication Power Thermal Management		
September	Motor Drives Motion Control Power Management Digital Power Power Modules Charger Supply Alternative Energy	EPE ECCE Genova, Italy ECCE Baltimore, MD, USA LpS Bregenz, Austria	Sep 2 nd - 6 th <<Bonus 500>> Sep 29 th – Oct 3 rd <<Bonus 500>> tbd <<Bonus 200>>
October	Motor Drives Motion Control Power Management Digital Power Magnetic Components Power Modules MOSFETs		
November	IGBTs Motion Control Wide Brand Gap Power Management Digital Power Power Modules MOSFETs Technology Review	Productronica Munich, Germany SPS/IPC/DRIVES Nuremberg, Germany SEMICON Europa Munich, Germany	Nov 12 nd – 15 th <<Bonus 3000>> Nov 26 th - 28 th <<Bonus 800>> tbd <<Bonus 500>>
December	Passive Components Magnetic Components Wide Band Gap Power Modules MOSFETs Driver ICs Power Supply Years Review	WBG Power Conference Munich, Germany	tbd <<Bonus 500>>