

Embedded System Engineering

Your fastest and most authoritative link to the embedded community

Media Pack 2006

Editorial Focus

ESE meets the challenges to printed media in the Internet world by offering a quadruple-play route to the embedded community: printed magazine, web site, specialist seminars and a trade show and conference. This careful balance of the strengths of each medium, with each working with the others, is unique to us in the UK.

ESE: the printed resource

The magazine provides an authoritative and easy to read guide to the things that matter to the embedded engineer. At the heart of each issue is a strong technical focus on a significant area of technology.

'In Depth' combines reviews of recent product developments, compiled by our technical editor, Martin Whitbread, and invited technical articles by authoritative industry experts. In the printed edition, invited articles will keep to a single page to provide a busy engineer with an introduction to aspects of the topic. This will be supported by extended versions of the same articles on the ESE web site to allow the engineer to gain greater insight into the topic.

In most issues we will focus on two topics: one a class of technologies or tools, such as microcontrollers, development tools, programming languages or boards, the other a group of application-specific or vertical market-specific technologies, such as automotive control, wireless networks or safety-critical systems.

A recent addition to the editorial resource is the buyers' guide. Buyers' guides are linked to one of the 'In Depth' topics; to give greater comparative information on specific products beyond the editorial overview. In the long-term these will become a significant information resource on core embedded product technologies, available to all through the ESE website.

Every issue has a round-up of recent product announcements, including reference designs, development kits and industry news.

Together, these changes will keep ESE in its position as the primary source of information for the UK's embedded engineers.

Details of how to advertise in ESE and of the sponsorship opportunities for the Buyers' Guides are on page 4.

Specialist seminars

A programme of seminars focuses on topics of immediate importance. Recent topics have included mission-critical systems and wireless M2M, while one on Eclipse is planned for 2006. Seminars provide a number of opportunities to reach focused individuals with a keen interest in the topic under discussion.

Features planned:

The 2006 features planned cover a wide range of topics, and may be adjusted to match changing news. We welcome contributions to these areas; but before investing too much effort, please send an abstract or description of an idea to ese@edatld.co.uk.

Features synopses

Automotive

Increased safety through accident avoidance, infotainment devices and new buses are all adding to the use of electronics in automotive applications.

Consumer & Multimedia

The increasing expectation of the end user drives exciting developments in consumer applications.

Control & Automation

Developments in the control field include increased use of higher-level tools for system design, implementation and management.

Embedded & Configurable Processors

The programmable devices can include serious processing power and at the same time new processor architectures are inherently re-configurable.

Embedded Boards & Modules

A guide to navigating the evolving world of boards and buses.

www.esemagazine.co.uk

The revised website provides a long-term reference resource for the embedded engineer. An archive of the printed magazine is supplemented by a complete set of extended buyers' guides and extended versions of the compact feature articles.





Low Power & Portable Devices

The processing power of portable devices grows faster than Moore's law would suggest, and the needs of the power supplies are also evolving.

Microcontrollers

8 bit workhorses to 64 bit powerhouses are all finding a niche in the embedded world.

Networks & Communications

Changing standards and increased bandwidth continue to drive networks at all levels.

Real-Time Programming Languages

Languages are being enhanced to meet the demands of hard real-time. But do tools designed explicitly for real-time do a better job?

Real-Time & Embedded OS

Users can choose proprietary, open-source or hybrid OS.

Safety-Critical Systems

Safety-critical functionality is at the heart of many of the new developments in aerospace, automotive and railways.

Security & Encryption

Encryption can be software or hardware driven, and new developments are keeping pace with changing demands.

System & Software Modelling

UML is making steady growth in larger projects. What is its relevance to the smaller team?

System (& Software) Development & Debugging

New tools and techniques are meeting the demands of more complex systems.

Wireless M2M Networks

ZigBee is not the only game in town for wireless machine-to-machine communication.



Trade show and conference

The Embedded System Show, the UK's leading event, combines an outstanding exhibition with a challenging and informative conference programme (www.embedded.co.uk). On the exhibition floor, the leading companies in embedded systems showcase the latest products and tools. The conference rooms bring together speakers across the entire spectrum, from acknowledged leaders in the field to the current generation of PhD students, to provide an overview of the latest developments in the industry.








Editorial Schedule

Issue	In-Depth Technology Focus	Application Focus	Extra Coverage	Buyers' Guides	Special Distributions
January/February	Real-Time & Embedded OS	Consumer & Multimedia		Eclipse & Open-Source OS	Embedded World: 3GSM Congress
March	Embedded Boards & Modules	Control & Automation	Embedded World	PC/104Plus Modules	DATE
April	Real-Time Programming Languages	Networks & Communications		Connectivity Protocols & Middleware	
May/June	Embedded & Configurable Processors	Security & Encryption	Embedded Systems Conference	High-Performance Embedded Processors	
July/ August	System & Software Modelling	Wireless M2M Networks		Modelling & Code Generation	
September	Embedded Boards & Modules	Safety-Critical Systems	ESS Preview	COM Express Modules	
October	Microcontrollers	Low Power & Portable Devices		Flash-Based Microcontrollers	ESS
November December	System Development & Debugging	Automotive	ESS Review	Test & Debugging	

Rate Card — 2006










2006 Advertising Rates

Size	Mono	Colour
 DPS	£3630	£4688
 Full Page	£2032	£2562
 Half Page Landscape or upright	£1058	£1587
 1/4 Page	£605	£1133
 Strip Ad		£1375

Premiums: Inside front / Outside back at 15%.
Inside back / Right hand pages at 10%.

Discounts: 5% for 3 or more and 10% for six or more. Agency discount 10%.

Mechanical Data

Ad Size	Dimensions
 DPS Trim	297 x 420mm
 DPS Bleed	303 x 426mm
 Full Page Trim	297 x 210mm
 Full Page Bleed	303 x 216mm
 Page Type Area	280 x 190mm
 Half Page	130 x 190mm
 Half Page	280 x 92mm
 1/4 Page	130 x 92mm
 Strip Ad	55 x 190mm

Inserts:

For information on loose or bound inserts or cover mounts (CDs, belly-bands etc), please contact steve@edaltd.co.uk or call 020 7681 1000.

ESE Web Banners:

Get your message on-line.

Prices available on request

Special Buyers' Guide Sponsorship Package

Special cost is **£4,000** which includes:-

- 1 Sponsorship coverage on the magazine front cover, plus web address and sponsored message Logo on editorial pages of supplement.
- 2 An invitation to contribute an A4 page technical article.
- 3 1 x A4 full colour Right Hand Page advertisement (worth £2,562).
- 4 The sponsor also receives 500 copies of the buyers' guide to use as collateral marketing material.

Publishing Data

ESE is published **eight times per annum**.

Final copy deadlines: Contact the Production Manager on 020 7681 7914.

Important! Previous copy will be used when agreed deadlines are missed.

Digital copy: Before sending copy on disk or ISDN (020 7681 7925, please call our Production Manager on 020 7681 7914.

Important! Please ensure adverts are supplied to the correct size and specifications. Any work carried out by us to correct wrongly supplied film will be charged to the advertiser at industry rates.

Cancellation: Twelve weeks prior to the end of the month preceding publication. All cancellations must be made in writing and will be confirmed to you in writing by return.

Cancellation series bookings: Where discount rate series is cancelled prior to completion, all insertions up to the point of cancellation will be re-invoiced at the full rate card price.

To advertise please call **Steve Banks on 020 7681 1000**, or email: steve@edaltd.co.uk



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