



POWER ELECTRONICS INTERNATIONAL

DESIGN + MATERIALS + PACKAGING + PERFORMANCE



MEDIA PACK 2026

powerelectronicsworld.net

Editorial overview



THE power electronics industry sits at the heart of global electrification, enabling the efficient conversion, control, and distribution of energy across automotive, renewable, industrial, aerospace, and digital infrastructure markets. As demands for efficiency, power density, reliability, and scalability intensify, the industry is undergoing a fundamental shift from component-led optimisation to tightly integrated, system-driven design.

This transformation is being shaped by advances in wide bandgap semiconductors, power module architectures, and packaging technologies, where performance is increasingly determined by the interaction between device physics, interconnects, thermal paths, and control strategies. At the same time, system designers are being asked to deliver higher efficiency and availability under more demanding operating conditions, from electric vehicle traction and fast-charging systems to grid-scale renewables, data centres, and high-reliability industrial platforms.

Reliability and lifetime performance have become defining constraints. Qualification, power cycling, and mission-profile-based design are now integral to development workflows, supported by more sophisticated testing, modelling, and digital tools. In parallel, AI-enabled techniques are beginning to influence predictive maintenance, system optimisation, and accelerated design, adding a new digital dimension to power electronics engineering.

PEI exists to serve this evolving industry through editorial that reflects how power electronics is actually designed, manufactured, tested, and deployed. Our coverage focuses on the full technical chain from devices and gate drive circuits through packaging, thermal management, reliability, and system integration, rather than treating these disciplines in isolation.

We prioritise applied engineering insight, practical design challenges, and manufacturing realities, ensuring content remains relevant to both hands-on engineers and technical decision-makers.

Alongside deep technical features, PEI provides context on standardisation, supply chain dynamics, and market direction, recognising that technology choices are increasingly shaped by availability, scalability, and long-term risk.

Executive perspectives, industry analysis, and research to industry collaboration complete this picture, helping readers understand not only what is technically possible, but what is commercially viable.

Through this editorial approach, PEI aims to be the reference publication for the power electronics community, connecting innovation at device and package level with the systems, markets, and infrastructure that depend on it.

Editorial calendar 2026

We welcome the submission of bylined features for consideration for inclusion in PEI magazine, website and our weekly newsletters. Feel free to get in touch with the editor, Philip Alsop, for more information on the features programme or to send through a brief synopsis of the content of a proposed feature.

ISSUE	PRIMARY THEME	SECONDARY THEME
ISSUE 1	Designing Intelligent Power Systems	Next-Generation Power Modules & Packaging
ISSUE 2* Show Issue	High-Reliability Design for EV & Aerospace Systems	Gate Drivers & Control Strategies for High-Speed Switching
ISSUE 3 Video Magazine	Innovations in Thermal Management	Designing for Lifetime Performance
ISSUE 4**	Smart Sensors & Embedded Intelligence in Power Modules	AI for Predictive Maintenance & Energy Optimisation
ISSUE 5	System-Level Efficiency: From Silicon to Subsystem	Packaging-Driven System Design
ISSUE 6 Video Magazine	Advanced Power Packaging for Scalable Production	Manufacturing-Ready Power Module Architectures
ISSUE 7***	Standardisation in Power Electronics	Supply Chain Innovation & Resilience
ISSUE 8 Video Magazine	Reliability, Qualification & Power Cycling	Advanced Test, Inspection & Validation
ISSUE 9	Packaging & Materials for Next-Gen Power Electronics	Thermal, Mechanical & Electrical Co-Design
ISSUE 10 Video Magazine	The Future of Power Electronics	AI-Driven Design, Digital Twins & Emerging Materials

ISSUE	ADVERTISING DEADLINE	PUBLISHED DATE	ISSUE	ADVERTISING DEADLINE	PUBLISHED DATE
1	27 January	10 February	6 VIDEO	7 August	15 August
2*	11 March	16 March	7***	5 September	19 September
3 VIDEO	10 April	17 April	8 VIDEO	3 October	17 October
4**	14 May	27 May	9	5 November	21 November
5	1 July	15 July	10 VIDEO	5 December	12 December

* Issue 2 is the show issue for **PE International Conference**

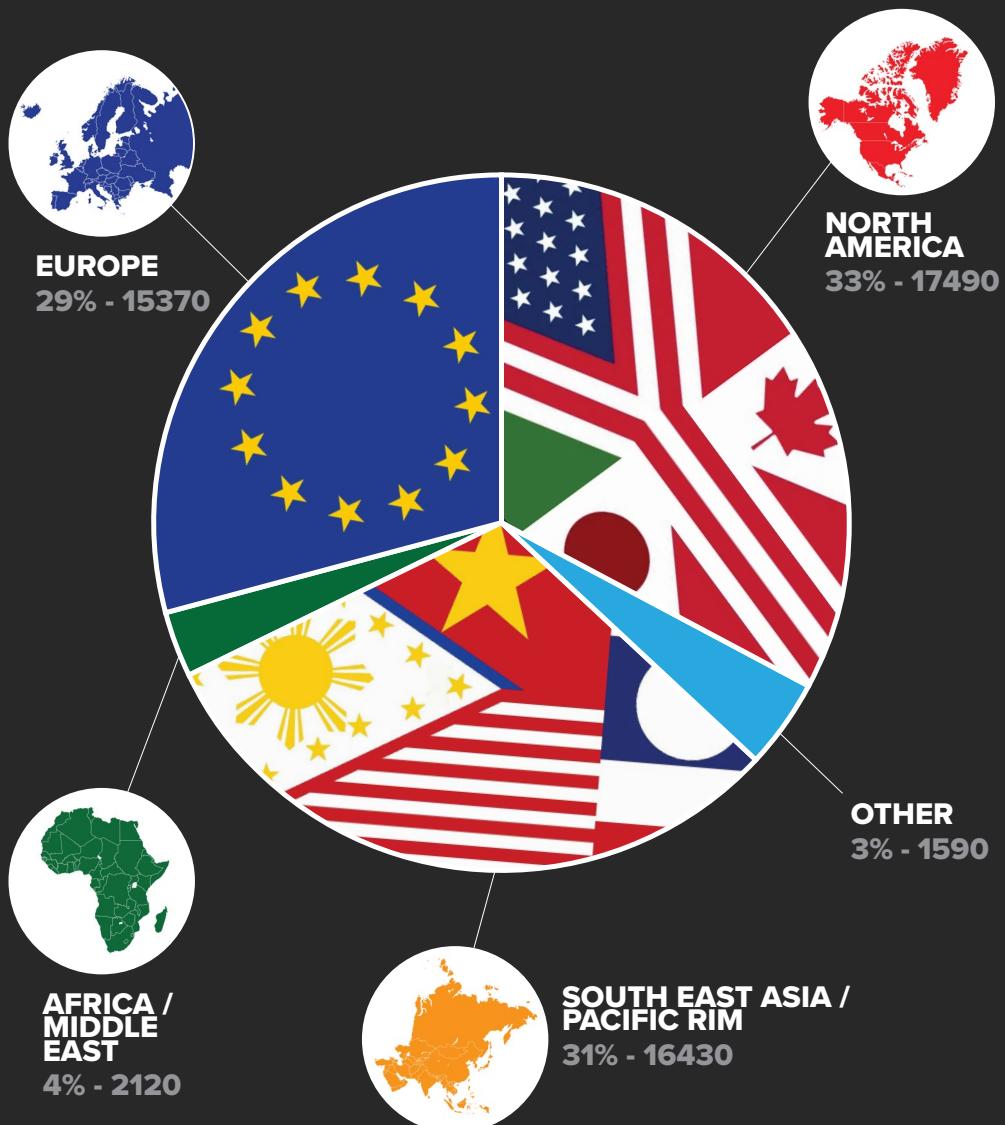
** Issue 4 **PCIM**

*** Issue 7 **Electronica**

Publication date two weeks after advertisement deadline



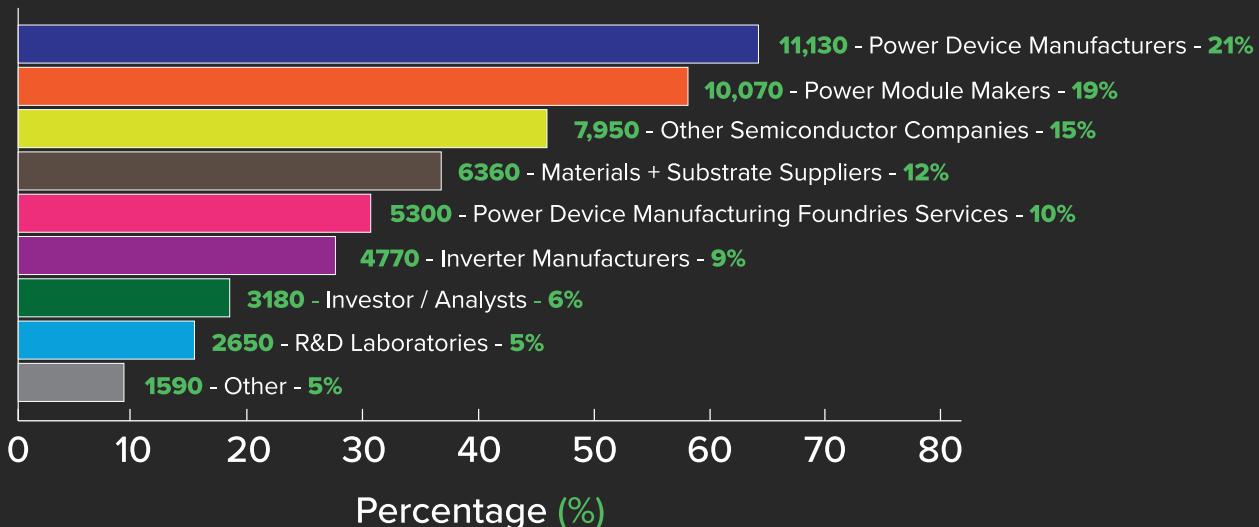
Circulation **analysis**



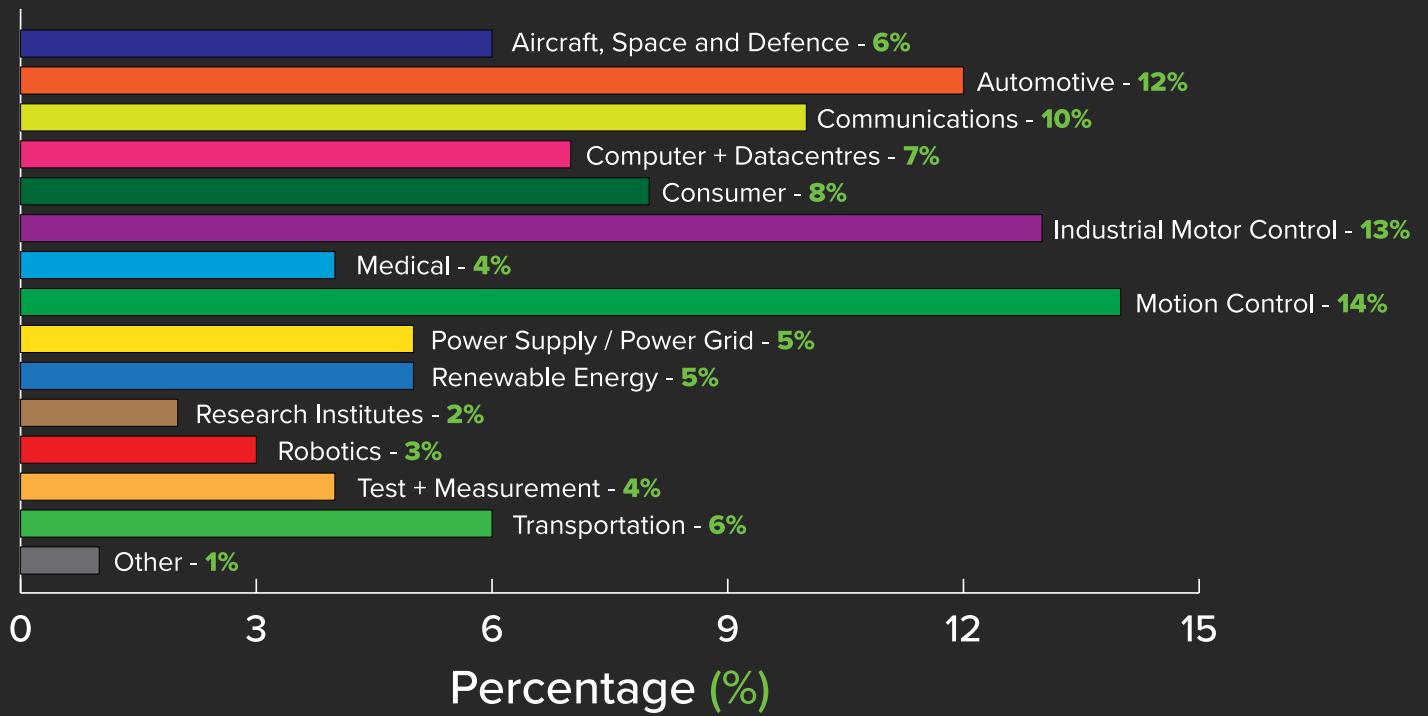
PEI serves a global power electronics audience with a strong concentration in Europe, complemented by significant readership across North America and Asia. Its reach spans key automotive, industrial, renewable, and semiconductor hubs, connecting engineers, system designers, and technical decision-makers across the full international power electronics ecosystem.

Circulation analysis

AUDIENCE BREAKDOWN BY ORGANIZATION TYPE



BUSINESS ACTIVITY



Readership profile

Core Power Electronics Engineers – 40%

- Power Electronics Engineers (converters, inverters, chargers, power supplies) – **18%**
- Module Designers & Packaging Experts (integration, interconnects, thermal) – **12%**
- Circuit Designers (control, gate drive, mixed-signal ICs for Si / SiC / GaN) – **10%**

Test, Reliability & Qualification Specialists – 15%

- Test & Reliability Engineers (qualification, inspection, lifetime prediction) – **15%**

System-Level Designers & Integrators – 25%

- Automotive Engineers (EV traction, OBCs, fast charging) – **8%**
- Renewable Energy Specialists (PV, wind, grid integration) – **6%**
- Aerospace & Industrial Power Designers (high-reliability systems) – **6%**
- Data Centre & Energy Infrastructure Designers (HVDC/MVDC, UPS, power distribution) – **5%**

Executive & Business Leadership – 15%

- C-Suite (CEO, CTO, CFO, Strategy) – **6%**
- Business Development & Product Managers – **6%**
- Investors & Analysts – **3%**

Research & Academia – 5%

- University & Research Institute Professionals – **3%**
- Industry–Academia R&D Collaboration Professionals – **2%**





Advertisement **rates**

(€)	6x	4x	2x
Full page	2,375	2,675	2,975
Half page	1,200	1,500	1,795
Island	1,200	1,500	1,795
1/3 page Vertical	1100	1,300	1,600
Quarter (Horizontal)	895	1000	1075

Mechanical **specification** and **sizes**

Advertisement Size (w) Width x (h) Height	Trim Size (mm)	Bleed (+3mm)	Type Area (mm)
A - DPS (Double Page Spread)	420 x 297	426 x 303	400 x 277
B - Full Page A4	210 x 297	216 x 303	190 x 277
C - 1/2 Page Horizontal	177 x 130	-	-
D - 1/2 Page Vertical	88 x 247	-	-
E - Island (On request)	121 x 186	-	-
F - 1/3 Page Vertical	58 x 248	-	-
G - 1/3 Page Horizontal	184 x 79	-	-
H - 1/4 Page Horizontal	184 x 58	-	-
Corporate Partnership	30 x 88	-	-

Website advertising

LEADER BOARD

DURATION: 1 MONTH

€3,000

MAIN DISPLAY SIZE:

1109 x 92 (Please supply as 1281 x 105)

RECTANGULAR BANNER

DURATION: 1 MONTH

€1,800

MAIN DISPLAY SIZE:

475 x 238 (Please supply as 700 x 350)

SKYSCRAPER

DURATION: 1 MONTH

€1,320

MAIN DISPLAY SIZE:

158 x 389 (Please supply as 335 x 825*)

SQUARE BANNER

DURATION: 1 MONTH

€1,600

MAIN DISPLAY SIZE:

158 x 158 (Please supply as 335 x 335)

NEWS SECTION BANNER

DURATION: 1 MONTH

€1,320

MAIN DISPLAY SIZE:

426 x 90 (Please supply as 888 x 188)

VIDEO

DURATION: 1 MONTH

€1,320

MAIN DISPLAY SIZE:

340 x 170 (Please supply as 1280 x 720)

NATIVE BANNER

DURATION: 1 MONTH

€2,400

MAIN DISPLAY SIZE:

600 x 300 (Please supply as 1000 x 500)

CORPORATE PARTNERS

DURATION: 12 MONTHS

€2,100

MAIN DISPLAY SIZE:

Landscape logos will appear larger than
portrait logos

FLOOR BANNER

DURATION: 1 MONTH

€2,400

MAIN DISPLAY SIZE:

1481 x 122 (Please supply as 1568 x 130)

The screenshot displays the Power Electronics World website layout with several advertising sections highlighted:

- LEADER BOARD:** A large green rectangular area at the top left.
- RECTANGLE:** Two blue rectangular boxes on the right side.
- SKYSCRAPER:** Two pink rectangular boxes below the rectangles.
- SQUARE:** Two light blue rectangular boxes below the skyscrapers.
- NEWS SECTION BANNER:** Multiple red rectangular boxes throughout the page, including a prominent one at the top and several in the main content area.
- VIDEO:** Three large yellow rectangular boxes on the right side.
- FLOOR BANNER:** A large purple rectangular box at the bottom of the page.
- Corporate Partners:** A large green grid area in the center with the text "CORPORATE PARTNERS" overlaid.
- Navigation and Footer:** Includes links for News, Features, Magazine, Videos, Partners, Advertise, Subscribe, Contacts, and Search. The footer also contains links for Our magazines, Our conferences, Our awards, and About us, along with social media icons for Twitter and LinkedIn.

E-newsletter advertising rates



Weekly email news alerts

The Power Electronics International email news alerts are sent out on a weekly basis to over 53,000 + industry professionals.

Weekly newsletter alerts deliver the latest industry news direct into the inboxes of our subscribers, and provide our news alert sponsors a fantastic opportunity to get their message seen by 53,000+ industry professionals.

Sponsors enjoy:

A 728 x 90 banner displayed at the top, middle and bottom of the alert.

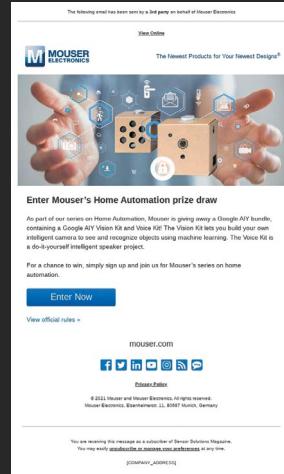
COST: €1,800

Custom HTML email shots

Would you like your company, products or services to reach 53,000+ industry professionals?

If the answer is yes, then our special HTML email shots are for you. This service will allow you to send a email shot, branded within your corporate style to our database. This will give your company a massive exposure to your target market.

You can create the HTML newsletter and we send it out, alternatively you can use our in-house multimedia team to create the HTML for you.



Total recipients: 53,829

Average total delivery: 49,061

Average open rate: 8,830 (approx. 18%)

Average click rate: 2,944 (approx. 6%)

COST: €2,800

Stand out from the crowd

Front cover promotion package

THE FRONT COVER of PEI Magazine is the most prestigious position in the magazine. It allows for an image and a technology story connected to your company to be showcased in front of a global audience. PEI Magazine is distributed to over 53,000 professionals.

What do you get?

- Cover image with your branding
- Editorial article within magazine
- Full screen advertisement
- Web address on contents page
- Magazine hosted on website for 10 weeks
- An e-shot of the article as a HTML emailed to database of 53,000+
- HTML document of your cover and article for web promotion

Price on application

Contact:

Shehzad Munshi

Sales Manager

shehzad.munshi@angelbc.com



Corporate partnership

Promoting your products or your brand through a Corporate Partnership Program is an economical way to generate interest and drive prospects. Your message will reach over 53,000 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

PROGRAM 1

- **Newsletter:** The sponsored newsletter
A sponsor's message (up to 100 words)
A 728 x 90 banner displayed at the centre of the alert (As an additional free service we can create the banner at no extra charge)
- **Magazine:** Listing in 4 issues
A position on the Corporate Partners page for company logo, contact details and web address 300 x 150 pixels.
- **Website:** A button banner 160 x 54 pixels for 12 months plus sponsor logo: 24/7 and 365 days (jpg or .gif; max. file size: 15k click-thru URL).
- All Corporate Partners are included in online buyers guide

Price: €2100

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PROGRAM 2

Corporate Partnership Program 2 will include all Program 1 benefits PLUS the following:

- 2 x one half page display advertisement
- 2 x one page Vendor View Features which includes 400 words and a photograph of product
- Contact information will be included in digital magazine and website in a specially designed Corporate Partners section - to be included on the home page
- All Corporate Partners are included in online buyers guide

Price: €3150

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PROGRAM 3

Corporate Partnership Program 3 will include all of Program 1 benefits PLUS the following:

- 2 x one full page advertisement
- 2 x two page Vendor View Feature (800 to 1,000 words) and several photos of product
- Features will be included in digital issues AND the website in the specially designed Corporate Partners section as detailed above
- All Corporate Partners are included in online buyers guide

Price: €4650

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PROGRAM 4

Corporate Partnership - DIGITAL Level - will include all of Program 1 benefits PLUS the following:

- Four custom e-blasts per year - one per quarter
- One banner - 728 x 90 in news section for 12 months
- 2 x two page Vendor View Feature (800 to 1,000 words) and several photos of product
- Contact information will be included in digital magazine and website in a specially designed Corporate Partners section - to be included on the home page detailed above
- All Corporate Partners are included in online buyers guide

Price: €5775

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Marketing & Communications package



Your message will reach over 53,000 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

What is included?

- One sponsored newsletter which includes your message (up to 150 words) and 728 x 90 static banner (As an additional service, we can create the banner)
- Classified listing in 4 issues. This is a position on the Corporate Partners page which allows for company logo, contact details and web address in a 1/8 format (included in Magazine, Newsletter & Website)
- Website: A button banner 160 x 60 pixels for 12 months
- All Partners are included in online buyer's guide
- One half page advertisement in issue of choice of PEI Magazine
- All press releases added to website within 48 hours with image, logo URL plus contact details
- All press release will be included in the weekly newsletter which goes out to 53,000 professionals
- A company Q&A feature included in magazine and online in a month to be agreed. Editorial assistance included

Price: €3995

PEI

WEBINARS



Using our 40 years' experience in B2B vertical technical markets, and as the publisher of Power Electronics International, we offer effective webinars, ZOOM interview and virtual events. We help you get your message, to your desired audience, by marketing to over 53,000 power electronic professionals.

In addition to organising and managing your webinar, we can also market your webinar to our specialist databases.

In a dedicated 6-week program we will promote through our magazine, newsletters, LinkedIn group and website.

We can also provide the webinar moderator, from our team of highly respected editors.

Let our editors work with you and help you with the content.

Reach Educate Influence

● Brand Awareness

Increase global awareness by running sponsored webinars, ZOOM interviews and virtual events.

● Lead Generation

Generate and mature leads through the use of online events.

● Thought Leadership

Become the voice of knowledge by generating compelling content via online events.

€6995

Find out how Angel Webinars can help you organise and run a webinar within the power electronics industry.

Contact: Jackie Cannon

jackie.cannon@angelbc.com

+44 (0)1923 690205

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ROUNDTABLE



How the **Roundtable** works:

- Based around a hot topic for your company, this 60-minute recorded, moderated ZOOM roundtable would be a platform for debate and discussion
- Moderated by an editor, Phil Alsop, this can include 3 speakers
- Questions prepared and shared in advance
- There would be an opportunity to view and edit out any unflattering bloopers

This event would be publicised for 8 weeks through all our mediums including:

- A Banner on the Power Electronics International homepage for 8 weeks
- 4x weekly dedicated HTMLs
- 4x news pieces which would also appear on the weekly e-newsletters
- Promoted through our social media platform for 8 weeks (pre and post event)
- Available as an on-demand asset through all mediums
- All registered attendees' details would be made available to you

Contact:

Jackie Cannon

jackie.cannon@angelbc.com

Cost: €6995



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