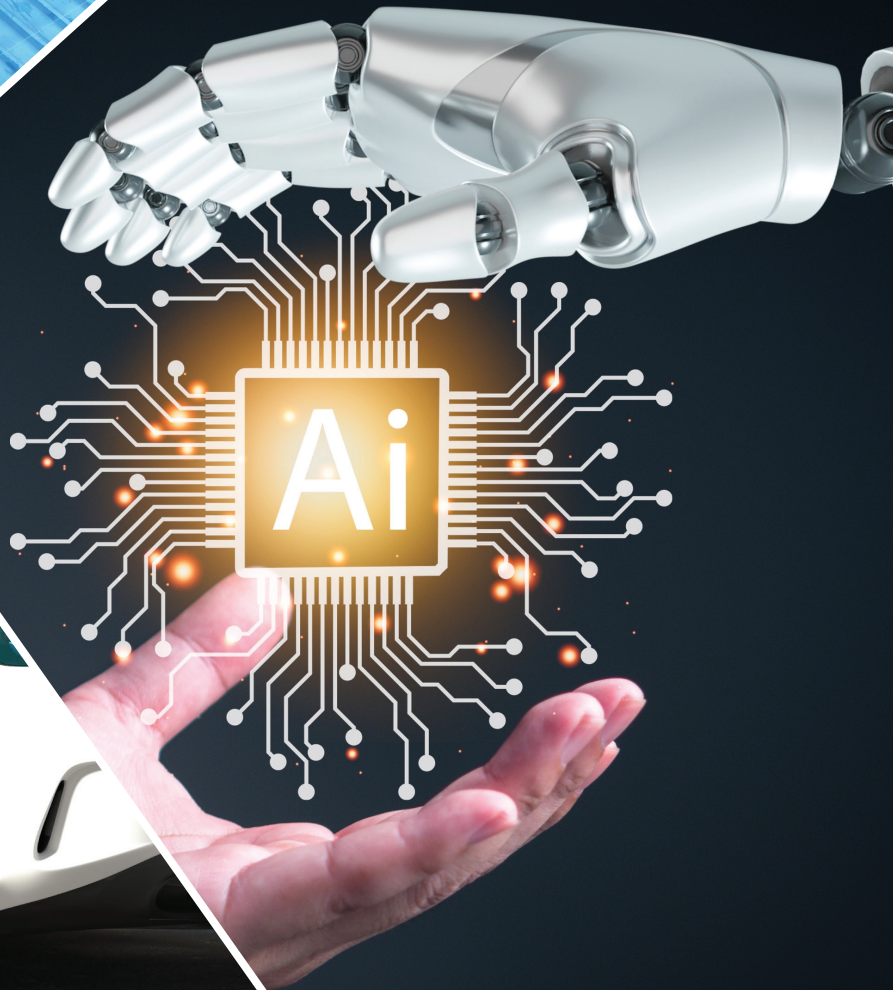




# POWER

## ELECTRONICS WORLD

CONNECTING THE GLOBAL COMMUNITY



**MEDIA PACK 2025**  
powerelectronicsworld.net

# New power electronics opportunities abound in 2025

IN 2025, power transistors remain central to the global discrete semiconductor market, valued at \$26 billion and representing 64 percent of the power device market, contributing \$18.7 billion.

Packaging and thermal management technologies are increasingly vital, enhancing transistor performance and efficiency while driving market growth. Analysts predict these technologies will play an even greater role as power electronics require higher efficiency and reliability.

## Unleashing GaN Power Savings

The potential of wide-bandgap (WBG) III-V technologies like Silicon Carbide (SiC) and Gallium Nitride (GaN) hinges on performance and overcoming manufacturing challenges. Improvements in processes and defect reduction have made GaN and SiC more practical and affordable.

GaN devices are now widely used, from consumer electronics to industrial automation. GaN is increasingly essential for EV power systems, battery management, fast charging, and high-efficiency power conversion.

## SiC and GaN's Role in EV and Consumer Electronics

SiC and GaN technologies are set for substantial growth, particularly in EV and consumer electronics. SiC supports high power density and thermal efficiency, enabling fast charging and optimal power usage in EVs, while GaN advances battery management and power conversion. Additionally, lithium iron phosphate (LFP) batteries extend battery life, density, and safety, boosting EV reliability and appeal.



## Power Electronics Market Outlook

The power electronics sector is expected to grow 10 to 14 percent annually, with demand for efficient, high-performance solutions in renewable energy, electric mobility, and automation driving expansion through 2025.

## Reliability Testing Automation

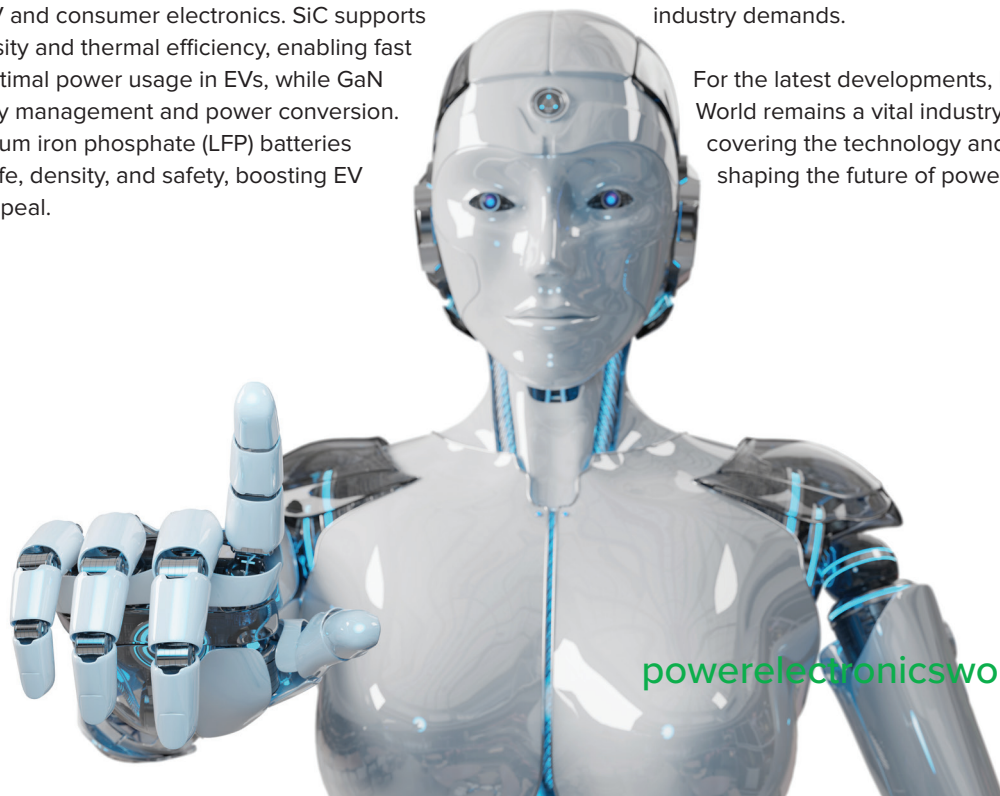
Automated reliability testing ensures semiconductor durability, optimizing testing, identifying early failures, and ensuring reliability in high-stakes applications. Automated testing is now essential in power electronics, meeting rising industry standards.

## Silicon-Based Semiconductors: Key Components

Despite rising WBG materials, MOSFETs and IGBTs remain crucial, supporting power conversion across renewable energy, industrial systems, and data centers. Their role in efficient energy regulation maintains their relevance.

## Vehicle Electrification: Expanding Opportunities

Automotive electrification continues globally, driven by emissions reduction goals. Segments like power modules and switching systems are positioned for growth. Despite supply chain issues, demand will sustain growth through 2025, with China's investments fueling EV leadership. Meanwhile, European and North American companies lead in efficient module and switch innovations, meeting evolving industry demands.



For the latest developments, Power Electronics World remains a vital industry resource, covering the technology and market trends shaping the future of power electronics.

# EDITORIAL CALENDAR 2025

We welcome the submission of bylined features for consideration for inclusion in PEW 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	1	2	3 VIDEO MAGAZINE	4
ADVERTISING DEADLINE	27 JANUARY	11 MARCH	INTERVIEWS BY 10 APRIL	13 MAY
EDITORIAL DEADLINE	27 JANUARY	11 MARCH	-	13 MAY
PUBLISHED:	10 FEBRUARY	25 MARCH	17 APRIL	27 MAY
FEATURE 1	NEXT-GENERATION MATERIALS	SMART GRID INTEGRATION	-	ENERGY HARVESTING
FEATURE 2	SUSTAINABLE POWER	ELECTRIC MOBILITY	-	AI: OPTIMIZING PERFORMANCE

ISSUE	5	6 VIDEO MAGAZINE	7
ADVERTISING DEADLINE	01 JULY	INTERVIEWS BY 07 AUGUST	05 SEPTEMBER
EDITORIAL DEADLINE	01 JULY	-	05 SEPTEMBER
PUBLISHED:	15 JULY	15 AUGUST	19 SEPTEMBER
FEATURE 1	SUPPLY CHAIN	-	TECH DEVELOPMENT IN WBG MATERIALS
FEATURE 2	SILICON MOSFETS AND IGBTs	-	GaN DEVELOPMENT

ISSUE	8 VIDEO MAGAZINE	9	10 VIDEO MAGAZINE
ADVERTISING DEADLINE	INTERVIEWS BY 03 OCTOBER	05 NOVEMBER	05 DECEMBER
EDITORIAL DEADLINE	-	05 NOVEMBER	-
PUBLISHED:	17 OCTOBER	21 NOVEMBER	12 DECEMBER
FEATURE 1	-	PACKAGING + MATERIALS	THE FUTURE
FEATURE 2	-	RELIABILITY + TESTING	

Publication date two weeks after advertisement deadline.

## GLOBAL DISTRIBUTION

Continent	Subscribers	Percentage
North America	17490	33%
Southeast Asia/Pacific Rim	16430	31%
Europe	15370	29%
Middle East/North Africa	2120	4%
Others	1590	3%

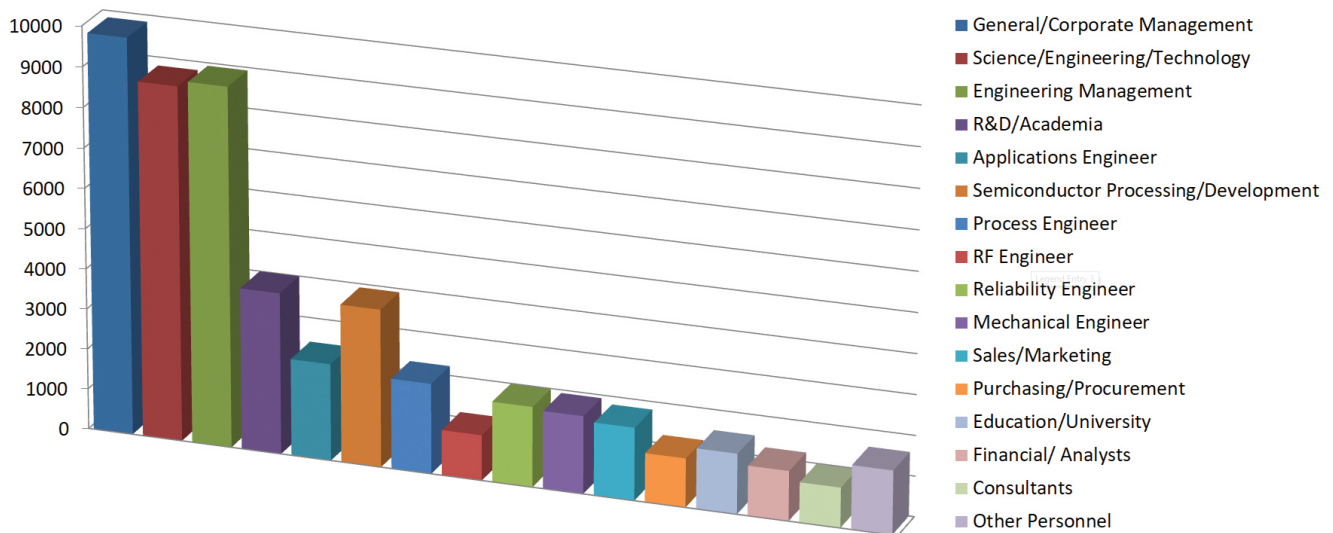
## INDUSTRY ANALYSIS

Sectors	Subscribers	Percentage
Power Device Manufacturers	11130	21%
Power Module Makers	10070	19%
Other Semiconductor Companies	7950	15%
Material and Substrate Suppliers	6360	12%
Power Device Manufacturing Foundries Services	5300	10%
Inverter Manufacturers	4770	9%
Investors/Analysts	3180	6%
R&D Laboratories	2650	5%
Other	1590	3%

## INDUSTRY ANALYSIS

Business Sector	Percentage	Business Sector	Percentage
Aircraft, Space and Defence	6%	Others	1%
Automotive	12%	Power Supply /Power grid	5%
Communications	10%	Renewable Energy	5%
Computer & Datacentres	7%	Research Institutes	2%
Consumer	8%	Robotics	3%
Industrial Motor Control	13%	Test & Measurement	4%
Medical	4%	Transportation	6%
Motion Control	14%		

**BREAKDOWN BY JOB TITLE**



Job Title	Subscribers
General/Corporate Management	9833
Science/Engineering/Technology	8790
Engineering Management	8927
R&D/Academia	3999
Applications Engineer	2399
Semiconductor Processing/Development	3910
Process Engineer	2234
RF Engineer	1123
Reliability Engineer	1988
Mechanical Engineer	1923
Sales/Marketing	1801
Purchasing/Procurement	1209
Education/University	1492
Financial/ Analysts	1233
Consultants	991
Other Personnel	1578

	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

**PEW POWER**  
ELECTRONICS WORLD  
CONNECTING THE GLOBAL COMMUNITY

**REVOLUTIONISING POWER:**  
THE IMPACT OF LASER-BASED OHMIC CONTACT FORMATION IN SIC SEMICONDUCTORS

3D, MICROMAC

ISSUE I 2024 POWERELECTRONICSWORLD.NET

**INSIDE**  
News Review, Features  
News Analysis, Profiles  
Research Review  
and much more...

**PEW POWER**  
ELECTRONICS WORLD  
CONNECTING THE GLOBAL COMMUNITY

**HOW TO UNLEASH GaN POWER SAVINGS**

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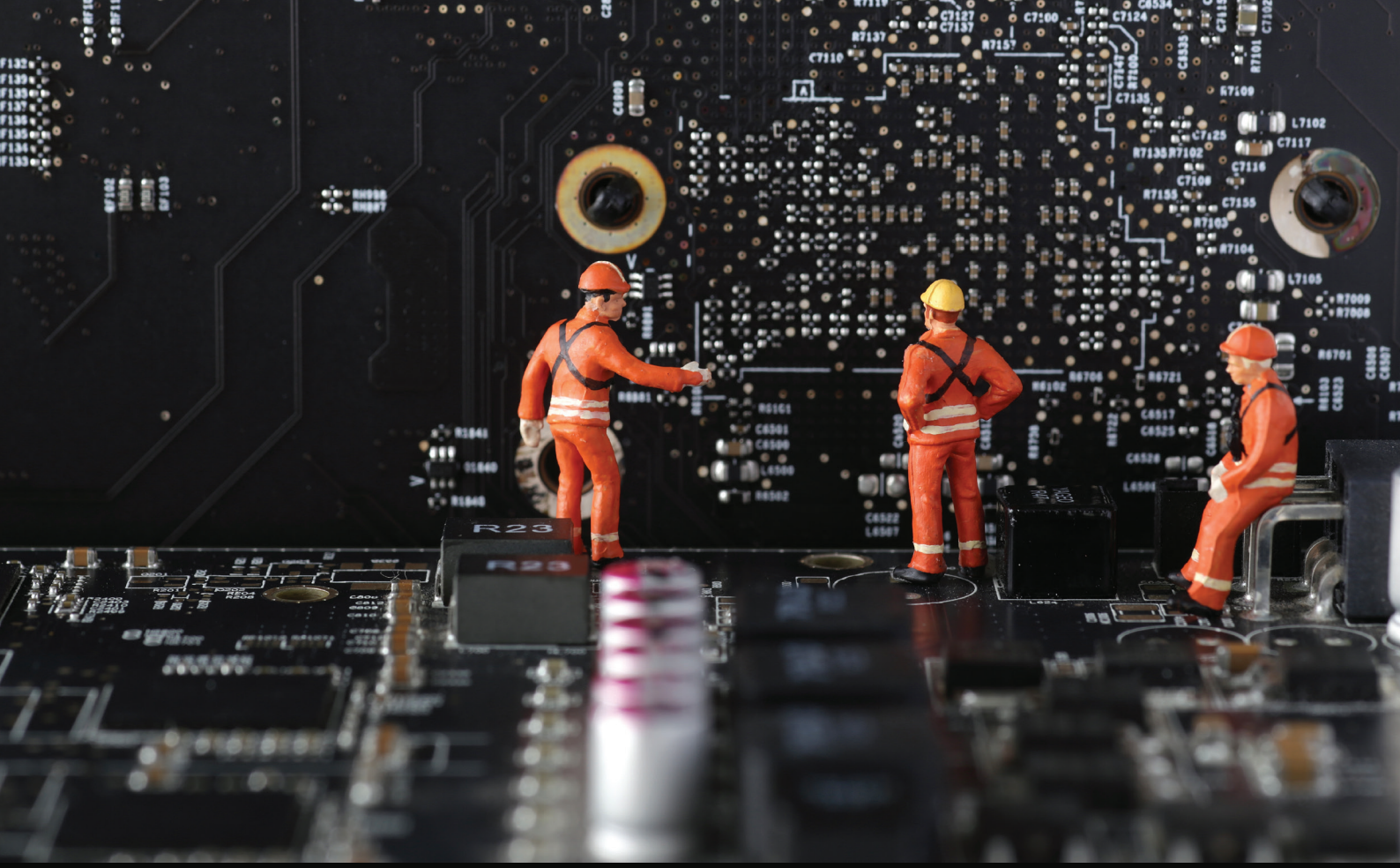
**PEW POWER**  
ELECTRONICS WORLD  
CONNECTING THE GLOBAL COMMUNITY

**DISCOVER THE PATH TO ULTRA-COOL, COMPACT, AND EFFICIENT FAST CHARGING**

pulsiV

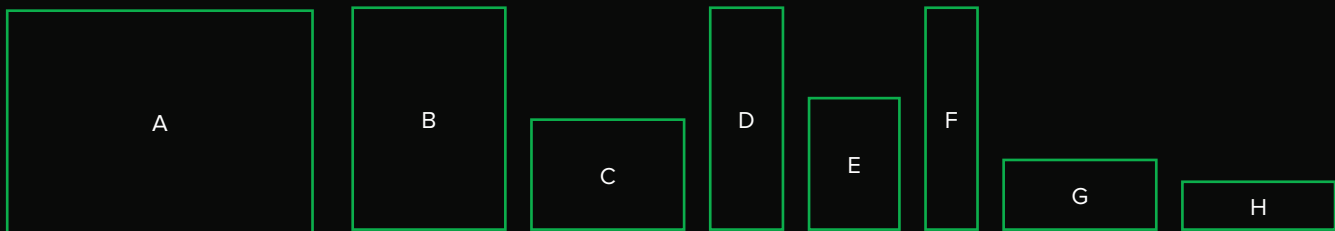
ISSUE III 2024 POWERELECTRONICSWORLD.NET

**INSIDE**  
News Review, Features  
News Analysis, Profiles  
Research Review  
and much more...



# 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 120	-	-
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	-	-



**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)

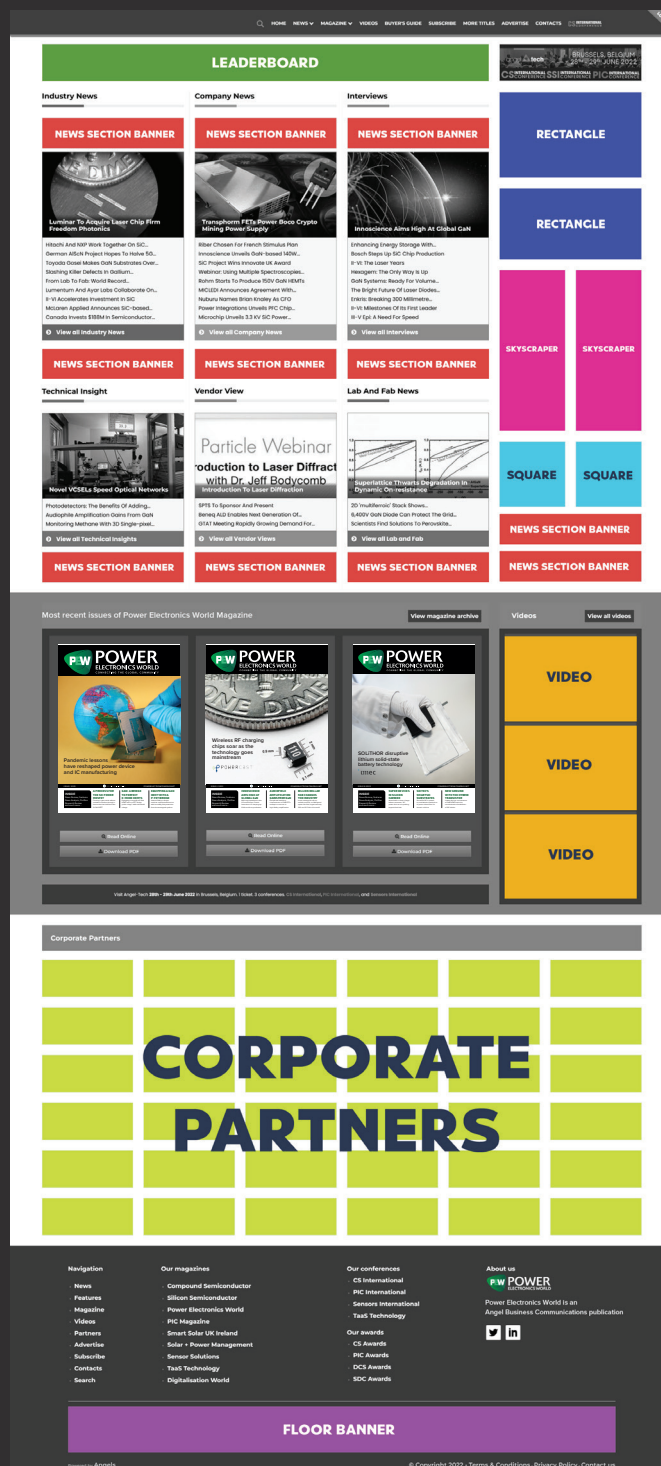
**NEWS SECTION BANNER**  
 DURATION: 1 MONTH  
 €1,320  
 MAIN DISPLAY SIZE:  
 426 x 90 (Please supply as 888 x 188)

**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)





# PEW POWER ELECTRONICS WORLD e-newsletter advertising rates

## weekly email news alerts

The Power Electronics World 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**

### HTML Mailer

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.

**COST: €2,800**

**Total Recipients: 53,829**

**Average Total delivery: 49,061**

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

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

# front cover promotion package

## stand out from the crowd

THE FRONT COVER of PEW 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. PEW Magazine is distributed to over 53,000 professionals.

- Cover image with your branding
- Editorial article within magazine
- Full screen advertisement
- www. 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 us today for further information

**Sales Manager**

**Shehzad Munshi**

shehzad.munshi@angelbc.com



## CORPORATE PARTNERSHIP PROGRAM 1

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.

### What will you get?

- **Newsletter:** One 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**

## CORPORATE PARTNERSHIP PROGRAM 2

Corporate Partnership 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 or program.
- 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**

## CORPORATE PARTNERSHIP PROGRAM 3

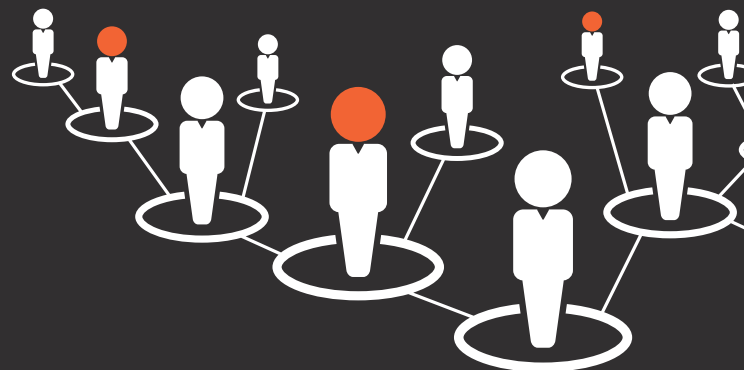
Corporate Partnership Program 3 will include all of Program 1 benefits PLUS the following:

- 2 x one full page advertisement
- 2 x two page Vendor View Feature (800 to 1,000 words) and several photos of product or program including contact information.
- 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**

## CORPORATE PARTNERSHIP 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 - 468 x 60 in news section for 12 months
- 2 x two page Vendor View Feature (800 to 1,000 words) and several photos of product or program.
- 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**



## 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 (jpg or .gif; max. file size: 15k click-thru URL)
- All Partners are included in online buyer's guide
- One half page advertisement in issue of choice of PEW 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: €3000

# Dedicated webinars for the power electronics industry

Using our 30+ years' experience in B2B vertical technical markets, and as the publisher of Power Electronics World, 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.*



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](mailto:jackie.cannon@angelbc.com)

+44 (0)1923 690205



# ROUNDTABLE

*Connecting the Global Community*



- 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 4 weeks through all our mediums including:**

- A banner on the Compound Semiconductor 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 platforms 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

**Cost: €5995**

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PEW joins a powerful portfolio including

