



POWER

ELECTRONICS WORLD

CONNECTING THE GLOBAL COMMUNITY



MEDIA PACK 2024

powerelectronicsworld.net

New power electronics opportunities abound in 2024

POWER TRANSISTORS constitute a significant segment within the global discrete semiconductor market, boasting a substantial worth of \$26 billion. Their substantial contribution of \$18.7 billion, which represents 64 percent of the overall power device market forecast, may eventually pale in comparison to the growth of packaging and thermal management technologies. Analysts predict that these technologies will play an increasingly pivotal role in the power electronics (PE) market's expansion.

The realization of the potential of wide bandgap (WBG) III-V technologies, such as Silicon Carbide (SiC) and Gallium Nitride (GaN), hinges on two critical factors. First, ongoing efforts to enhance their performance and second, addressing manufacturing issues that have historically hindered widespread adoption. The quest to increase yield and gain a better understanding of failure mechanisms promises to reduce production costs by eliminating defects and standardizing processes.

SiC and GaN technologies are poised to play increasingly influential roles in electric vehicle (EV) and hybrid-EV (HEV) markets, as well as in consumer electronics, healthcare, and the digitization of industries that presently rely on analog control systems. These technologies are expected to be key drivers of global PE market growth, both in 2024 and beyond. Throughout the pandemic and its initial recovery stages, SiC advancements have facilitated new generations of EVs through improved charging and power utilization solutions. Additionally, GaN devices are increasingly integrated into battery management, power conversion, and related applications. Emerging battery technologies, such as the lithium iron phosphate battery, are already making their mark in the latest EVs, offering extended lifetimes, enhanced power density, and greater safety, which will significantly impact EV range and reliability.

Analysts are optimistic about continued solid growth within the power electronics sector, noting that this market has exhibited healthy expansion ranging from 10 to 14 percent in recent years. The PE market is expected to deliver above-average returns in 2024 and beyond. Automotive electrification presents numerous opportunities due to international efforts to reduce greenhouse gas emissions. Segments like power modules, control systems, switching, and module packaging are poised to benefit from the growing global market. While

supply chain challenges persist and hinder recovery efforts, they also generate pent-up demand that will drive sales in the coming years.

Analysts project that vehicle electrification could achieve a notable growth rate through 2024. Chinese automakers and tier-one suppliers have already established themselves as major players in the industry, with the potential for dominance in 10, 15, and 20-year strategies. China's long-term outlook has spurred a construction spree to support the production of advanced semiconductors within its borders.

Simultaneously, European and North American companies, which laid the foundations for today's power electronics industry, remain deeply involved in developing highly efficient power modules, switches, and related components. These market leaders maintain their positions through continuous innovation and decades-long efforts to optimize manufacturing efficiency. Keep an eye on Power Electronics World for the latest updates on how innovation, efficiency, and quality control will determine the leaders in the global power electronics markets.

The Power Electronics World portfolio includes:

- Power Electronics World Digital Magazine
- Website: powerelectronicsworld.net
- Event: pe-international.net
- Power Electronics Weekly Newsletter: Circulation 53,000

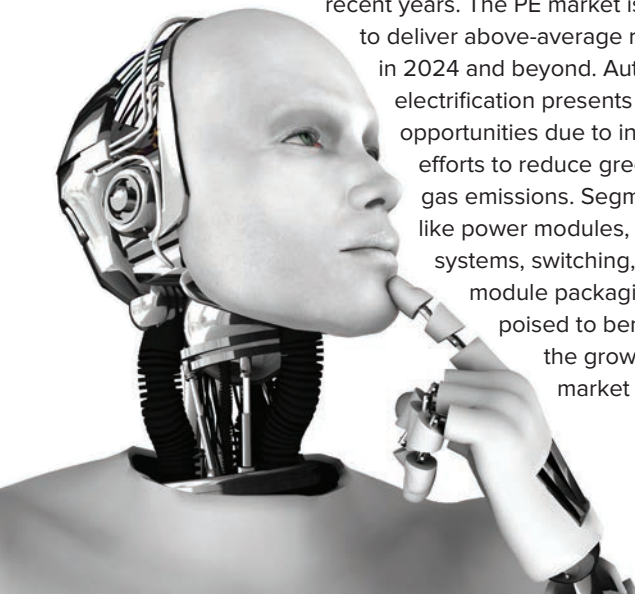
Each includes research, analysis, news, opinions, and new technology for the whole power electronics value chain from materials, devices, including applications and systems.

PEW will consider the industry drivers and report on changes that could affect the industry.

- Power Semiconductors ● Power Management
- Power Supply Design ● Energy ● Components
- Applications/Systems

Primary themes in 2024 will include, but are not limited to:

- Tomorrow's power circuits: Silicon, GaN or SiC?
- Growth of power semiconductors – it's all about IoT
- New materials will enable new applications.
- How the reshaping world economy is impacting the need and manufacturing of power circuits/systems
- EV & Hybrids: How will power reshape transportation?
- Research and analysis: What's new in the lab?



POWER Editorial Calendar ELECTRONICS WORLD

Publication	Ad Deadline	Mail Date	Themes
Issue 1	1 March	8 March	Capacity Across the Supply Chain
Issue 2	10 May	17 May	Silicon MOSFETs and IGBTs: Evolving for the Future
Issue 3	2 September	9 September	Technology Developments in WBG: SiC, GaN and Beyond
Issue 4	21 November	28 November	GaN - Widening the Application Space

The editorial calendar is subject to change

Power Electronics World magazine alongside www.powerelectronicsworld.net is the primary information resource for professionals working within power electronics industry. Each issue of the magazine is distributed to 53,000+ professionals worldwide.

Bonus distribution

- Issue 1: PE International
- Issue 2: PCIM
- Issue 3: SEMICON Europa / Electronica



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

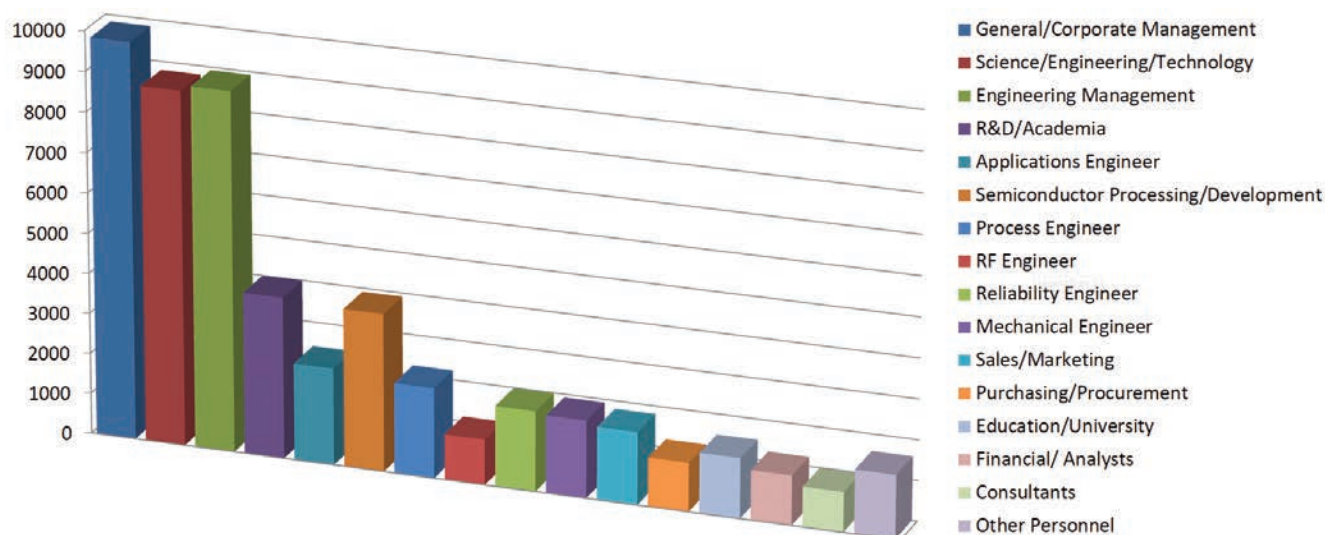
Sectors	Subscribers	Percentage
Power Device Manufacturers	11130	21%
Power Module Makers	10070	19%
Other Semiconductor Companies	7950	15%
Material and Substrate Suppliers	6360	12%
Power Device Manufacturing Foundries Services	5300	10%
Inverter Manufacturers	4770	9%
Investors/Analysts	3180	6%
R&D Laboratories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

INDUSTRY ANALYSIS

Business Sector	Percentage
Aircraft, Space and Defence	6%
Automotive	12%
Communications	10%
Computer & Datacentres	7%
Consumer	8%
Industrial Motor Control	13%
Medical	4%
Motion Control	14%

Business Sector	Percentage
Others	1%
Power Supply /Power grid	5%
Renewable Energy	5%
Research Institutes	2%
Robotics	3%
Test & Measurement	4%
Transportation	6%

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

	4x	2x	1x
	€	€	€
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

Virtualisation: a key enabler of the future power grid
ABB

ISSUE I 2023 POWERELECTRONICSWORLD.NET

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

It's time to commercialise the GaN IC
Power ICs continue to expand power functions in a GaN chip are set to play a major role in worldwide electrification

There is still life in the silicon IGBT
With the recent Tesla announcement, is SiC the way forward for EV power electronics?

Controlling threshold voltage instabilities in SiC MOSFETs
System designers can benefit from test and stress procedures for SiC MOSFETs that determine their worst-case threshold voltage variations

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Soft-switching becomes reality for EV drivetrains

ISSUE II 2023 POWERELECTRONICSWORLD.NET

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

GaN HEMTs for performance in USB-C designs
GaN HEMTs operate at the high switching frequencies needed for high-power density USB-C adapter and charger designs

SiC production to soar at Microchip
Investment at Microchip's Colorado Springs campus will create a 200 mm line for producing SiC diodes, MOSFETs and modules

Enhancing the ferroelectric gate HEMT
Adding ferroelectric doping and a 2D₂ layer layer to a normally off ferroelectric gate HEMT causes leakage currents to fall

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A superior process for the SiC superjunction
by GE Research

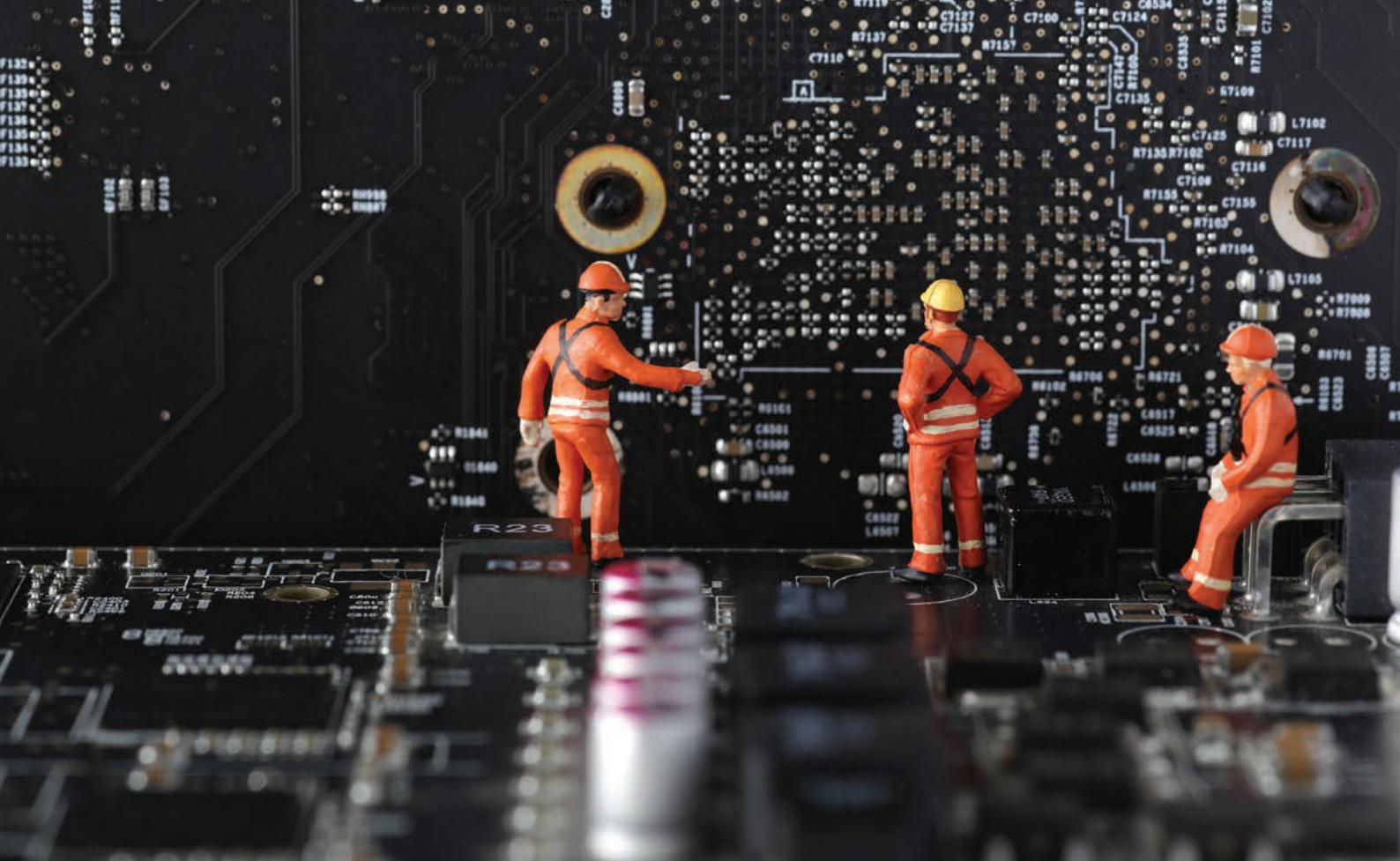
ISSUE III 2023 POWERELECTRONICSWORLD.NET

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

Banishing barriers to GaN adoption
Performance advantages of GaN established and the challenges of driving GaN HEMTs overcome

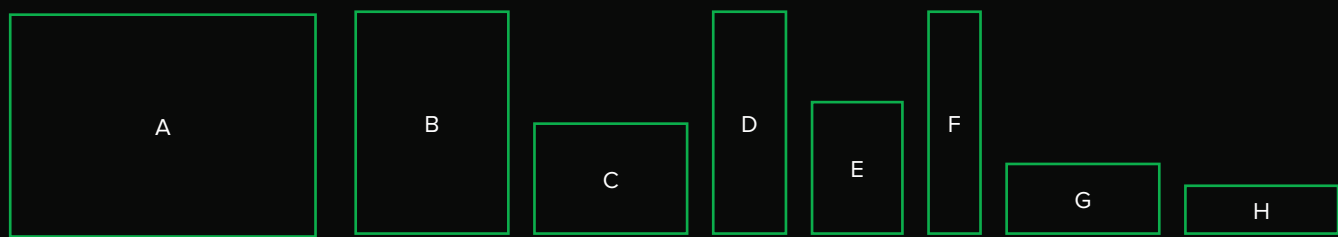
GaN's ability in high-speed switching
GaN transistors can switch at faster speeds than silicon or SiC making them much more efficient

Physics-based tools step into the WBG space
Wide band gap (WBG) semiconductor SiC and GaN promise a dramatic increase in power performance



mechanicalspecificationad 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	184 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

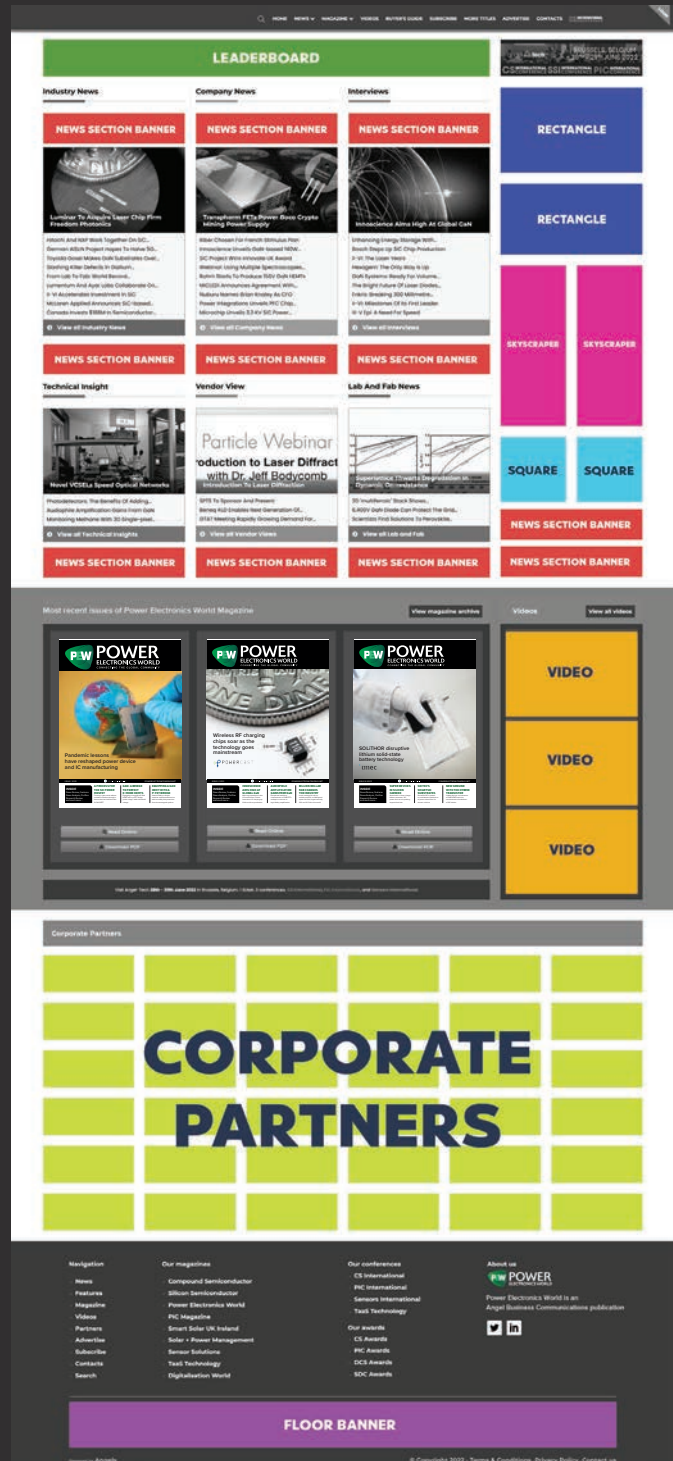
FLOOR BANNER

DURATION: 1 MONTH

€2,400

MAIN DISPLAY SIZE:

1481 x 122 (Please supply as 1568 x 130)



PEW POWER e-newsletter ELECTRONICS WORLD 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

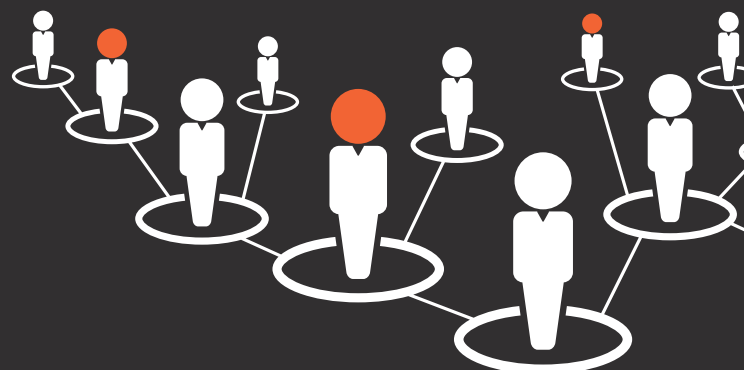
Corporate Partnership Program 3 will include all of Program 1 benefits PLUS the following:

- 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.



ROUNDTABLE

Connecting the Global Community

Not every discussion is a heated battle...



- 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, Laura Hiscott, this can include 3 speakers
- Questions prepared and shared in advance
- There would be an opportunity to view and edit in advance

This event would be publicised for 4 weeks through all our mediums including:

- A banner on the PEW Magazine 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

