



SENSOR SOLUTIONS

CONNECTING THE GLOBAL SENSOR COMMUNITY

MEDIA PACK 2025



Welcome to:

Sensor Solutions

SENSOR TECHNOLOGY is evolving consistently and is an integral part of all the major industries. Sensor systems and electronic instrumentations are highest growing segments in the semiconductor market. The future of the global sensor market looks bright, with opportunities in the industrial, healthcare, consumer electronics, automotive, and aerospace/defence industries.

The rising demand for sensors and key drivers for this robust market growth include technological evolutions, the growing adoption of the Internet of Things (IoT), growing usage of sensors in smartphones, strong demand in the automation industry (Industry 4.0), growth in the automotive industry, increasing demand for wearables, increased use of image sensors in applications like cameras, increased use of fingerprint sensors for various purposes and miniaturization of sensors.

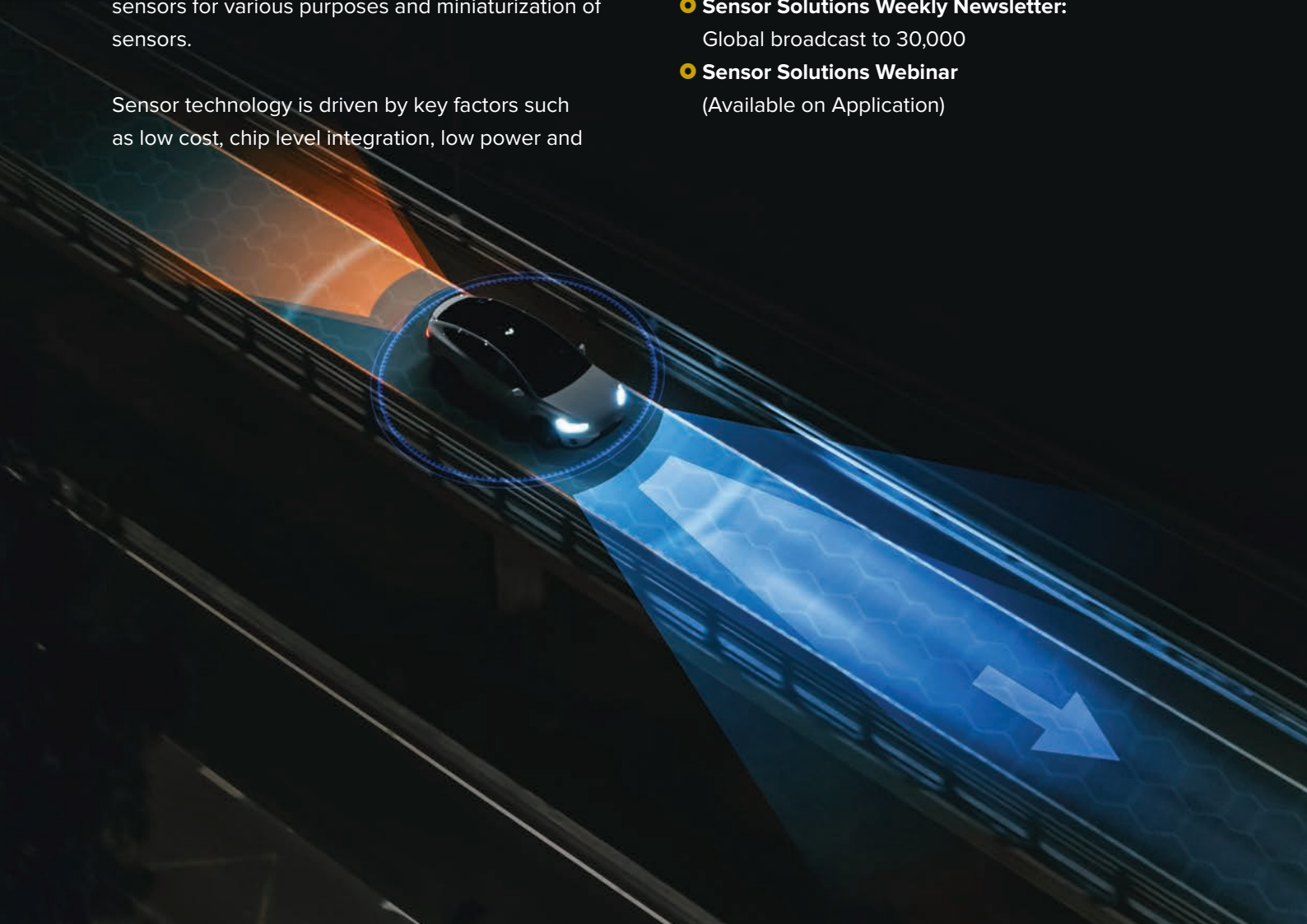
Sensor technology is driven by key factors such as low cost, chip level integration, low power and

wireless connectivity. Advancement in technology and miniaturization of devices has driven the market growth in recent times. High demand in consumer electronics and automotive industry has positively impacted the market demand owing to numerous applications of sensors in these sectors.

In addition to factors such as time to market and price sensitivity posing a challenge, the fluctuating global economic conditions could hinder the sensor market. Sensor Solutions portfolio will cover the evolving landscape with news, views, and features supporting the industry as it develops.

The Sensor Solutions portfolio includes:

- **Sensor Solutions Website:**
sensorsolutions.net
- **Sensor Solutions Weekly Newsletter:**
Global broadcast to 30,000
- **Sensor Solutions Webinar**
(Available on Application)



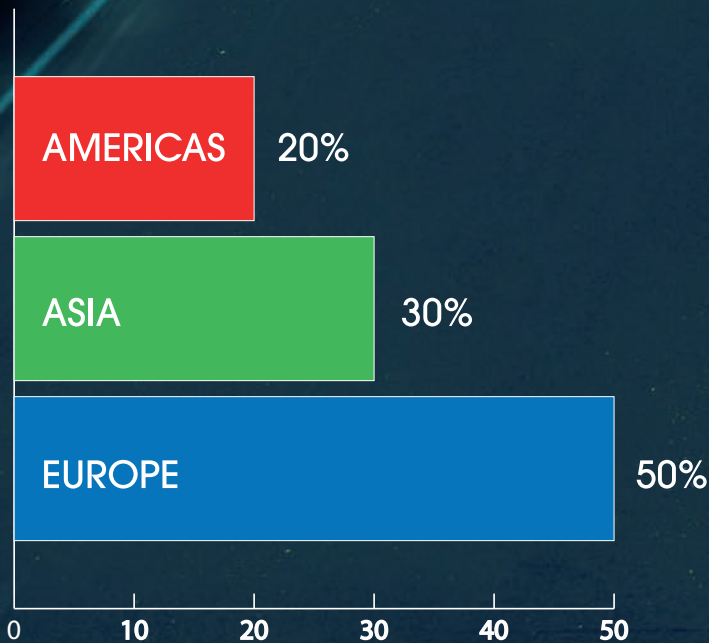
readershipprofile

SENSOR SOLUTIONS is used by managers and senior executives who have a purchasing and/or specifying responsibility for sensor components, products and equipment

Industry Analysis

- Aircraft, Space and defence **6%**
- Automotive **12%**
- Communications **10%**
- Computer & Datacentres **7%**
- Consumer **8%**
- IoT/IIoT **12%**
- Medical **12%**
- Motion Control **14%**
- Renewable Energy **5%**
- Transportation **6%**
- R&D **5%**
- Other **3%**

BREAKDOWN BY CONTINENT



TOTAL CIRCULATION: 30,000

Website homepage advertising options

The screenshot shows the Sensor Solutions website homepage. At the top, there is a navigation bar with links for HOME, NEWS, MAGAZINE, VIDEOS, BUYER'S GUIDE, EVENTS, and SUBSCRIBE. Below this is a large banner for EV GROUP, which is highlighted as a Leaderboard Banner. The main content area is divided into several sections: Latest Sensor News, Latest Videos, More Stories, and More News. The Latest Sensor News section contains several articles with headlines like 'More accurate force measurement' and 'New standards in the assessment of water quality'. The Latest Videos section features three video thumbnails. The More Stories section lists various news items, including 'Baumer level sensor PLE770 wins AutomationsBest Award' and 'New Baumer sensor detects point levels despite films and adhesion'. The More News section has four news items with accompanying images. At the bottom of the page, there is a footer with a list of links, the Sensor Solutions logo, and a contact information section. A large banner for TAIYO NIPPON SANSO MOCVD Equipment is also visible at the bottom.

Leaderboard Banner
 (1484 x 122 Site wide)
 £1200 per month

Right Button Banner
 223 x 223
 £500 per month

News Banner
 426 x 90
 £900 per month

Box ad
 480 x 100
 £1000 per month

Supplier Directory
 480 x 100
 £600 per month

Video 340 x 170
 Bring your company and products
 to life via sight, sound, and motion

Floor Banner
 1484 x 122
 Always present in the browser window, the floor banner draws users' attention to the same place, regardless of how they interact with the page

website advertising rates

With an audience of 10,000 unique visitors per week, readers access news, articles, videos and blogs.

Description	Duration	£	\$	€	Size
Leader Board	1 Month	2,500	4,000	3,000	1484 x 122
Block Banner	1 Month	1,500	2,400	1,800	475 x 238
Home Page MPU	1 Month	1,400	2,200	1,600	222 x 222
News Banner	1 Month	1,100	1,760	1,320	480 x 100
Video	1 Month	1,100	1,760	1,320	340 x 170
News Page MPU	1 month	1,500	2,400	1,800	350 x 300
News Page Skyscraper	1 Month	1,100	1,760	1,320	215 x 530
News Page Banner	1 Month	1,400	2,200	1,600	852 x 126
Site wide Floor Banner	1 Month	2,000	3,200	2,400	1484 x 122
Corporate Partnership	12 Months	2,995	2,750	3,250	-
Floating Banner (Standard)	POA	-	-	-	400 x 300

All banners and logos must be supplied as GIF, JPG with "alt" text and a URL to which to link the banner or logo. Advertisers must warrant that they have tested adverts for technical stability on Internet Explorer, Firefox, Opera, Safari and Google Chrome browsers prior to supply. For the purposes of these guidelines, stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

CORPORATE PACKAGES FOR MAXIMUM IMPACT

6 MONTH PACKAGE

3x Sponsored weekly newsletters (banners & sponsor message)
6x Month Banner on Sensor Solutions homepage 223 x 223

Package Cost: £1,995

12 MONTH PACKAGE

5x Sponsored weekly newsletters (banners & sponsor message)
12x Month Banner on Sensor Solutions homepage 223 x 223

Package Cost: £2,995



weeklyemailnewsalerts

THE EMAIL NEWS 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 over 30,000 industry professionals.

Sponsors enjoy:

- A sponsor's message (up to 50 words)
- A 728 x 90 banner
- Cost: £1,500

Custom HTML email shots

Are you launching a new product? Would you like your company, products or services to reach over 30,000 industry professionals?

If the answer is yes, then our custom HTML email shots are for you. This service will allow you to send an 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.

A webinar without the right audience is worthless!

Dedicated webinars for the sensors industry:

Using our 30+ years' experience in semiconductor B2B vertical technical markets, and as the publisher of Sensor solution portfolio we now offer effective webinars, webcasts and virtual events. We help you get your message, to your desired audience, by marketing to over 30,000 sensor Industry professionals.

We offer access to the right audience at the right time.



In addition to organising and managing your webinar, we can also market your webinar to our specialist Sensor's database.

We deliver the audience!

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 and researchers.

Not sure what to say? Let our editors work with you and help you with the content.

Harness the power of a webinar

● Brand Awareness

Increase global awareness by running sponsored webinars, webcasts and virtual events which also have the possibility of generating revenue

● Lead Generation

Generate and mature leads through the use of online events. Then analyse, qualify, and understand their buying behaviour

● Thought Leadership

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

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