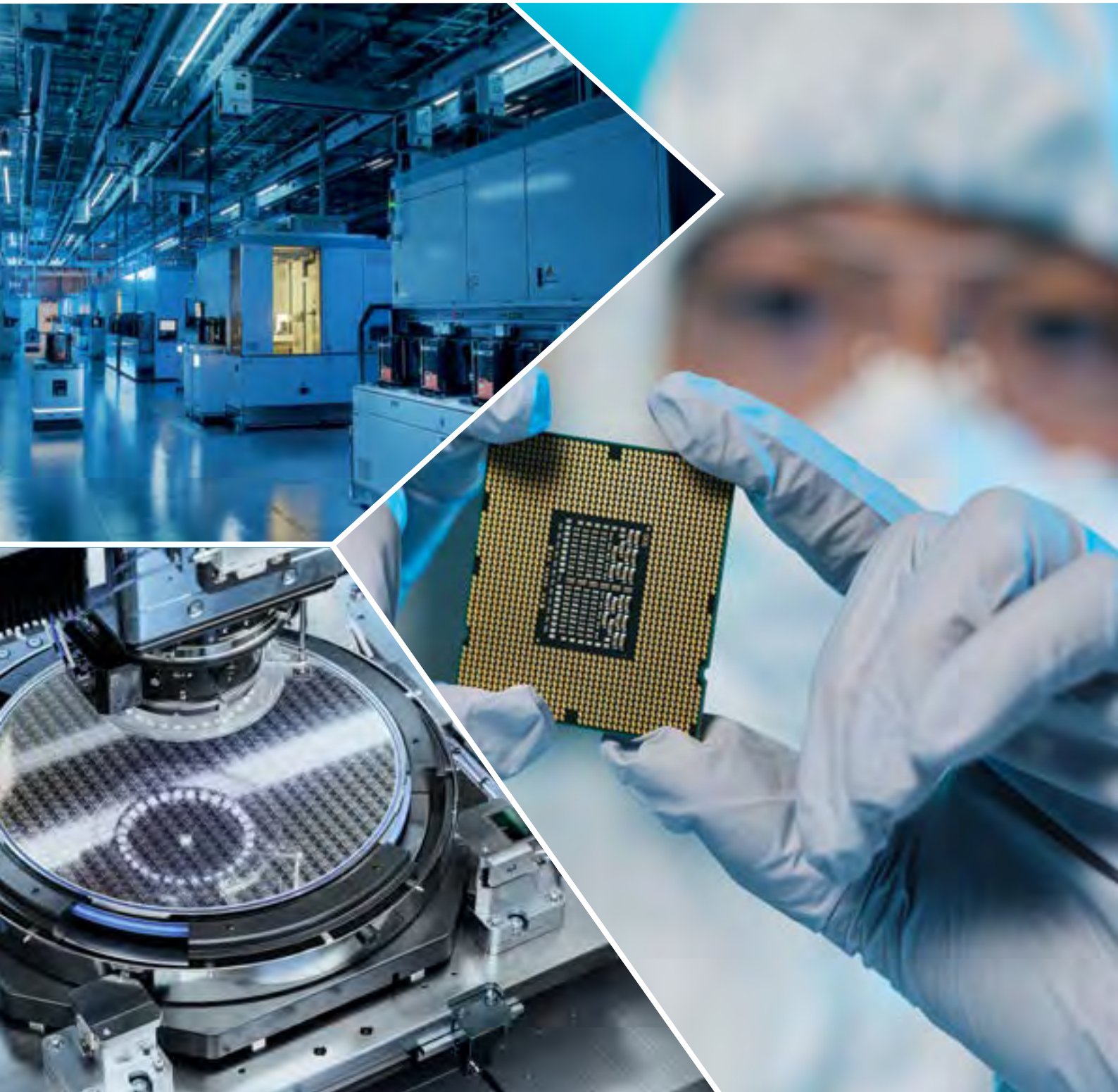




SILICON SEMICONDUCTOR

CONNECTING THE SILICON SEMICONDUCTOR COMMUNITY



MEDIA PACK 2025

siliconsemiconductor.net

Editor's viewpoint

SILICON SEMICONDUCTOR (SIS) MAGAZINE continues to enhance its reputation as the go-to publication for authoritative coverage of the global semiconductor industry – developing the magazine, website and newsletter content to best meet the needs of our 55,364+ strong, international readership.

The SiS magazine remains our flagship publication for both silicon semiconductor technology and management professionals, keeping them informed of the technical innovations and continuously developing trends which together shape the industry's future roadmap.

Advanced packaging and AI are just two examples of the new technologies which are already making a significant impact across the industry. And the three Ss – supply chain, skills and sustainability – continue to dominate the industry's future strategic thinking. And the SiS magazine is the perfect vehicle to provide the necessary, detailed information and knowledge on these key developments.

Alongside the magazine, the SiS website combines the here and now of the internet with the depth of content you'd expect from the leading semiconductor industry publication. Alongside our daily news updates, you'll find longer articles, blogs and even white papers. And, of course, we've long since introduced video interview content, which provides some immediate and powerful content, focusing on both

technology innovations and industry hot topics. Add to this combination of magazine and website our weekly SiS newsletters and some seriously detailed social media content provision and promotion and the overall Silicon Semiconductor brand delivers an unrivalled breadth and depth of semiconductor industry coverage.

For 2025, we'll be adding in online roundtable discussions – bringing you expert opinions on the latest industry innovations and issues set to make an impact in the coming months and years - alongside special focus video magazines and exhibition coverage.

As ever we'll be making our usual visits to many industry events – with previews and reviews highlighting what's going on at these key conferences and exhibitions – and are delighted to announce that we'll be joining much of the industry in the autumn of 2025 at the first SEMICON West to be held in Phoenix, Arizona.

We look forward to working with both our long-established and new partners in the year ahead – whether that's focusing on editorial content, an advertising schedule or, better still, a combination of the two to bring together a comprehensive marketing plan for 2025.

From AI and ATE, to wafers and wet etching, Silicon Semiconductor has it covered.





product overview

THE SILICON SEMICONDUCTOR PORTFOLIO INCLUDES:

- Silicon Semiconductor magazine – Global circulation
- www.siliconsemiconductor.net
- www.siscmag.com (Chinese Edition)
- Weekly E-Mail news alerts – Global broadcast





Each issue of Silicon Semiconductor will carry news, features and research from the full spectrum of the silicon semiconductor community. The magazine and its associated web-site deliver comprehensive coverage of the silicon semiconductor industry. There will be specific focus on the topics as viewed from a Technology, Business or Application viewpoint. Silicon Semiconductor magazine is also distributed at various industry events throughout the year including all SEMICON events.

SIS Issue	Ad Copy Deadline**	Mailing Date	Primary Theme	Secondary Theme
1	08.01	15.01	Video issue	-
2*	03.03	17.03	Sustainability	Metrology
3	04.04	18.04	Supply Chain & Geopolitics	Packaging & Assembly
4*	03.06	17.06	Video Issue	-
5	13.06	27.07	Skills + Education	Critical Subsystems
6*	06.08	20.08	Video Issue	-
7	06.09	20.09	Test + Measurement	Back-End Processing
8	01.10	15.10	Materials	AI
9*	25.10	08.11	Video Issue	-
10	15.11	29.11	The Future	Data Tools

* Issues 1, 4, 6, and 9 are digital video issues; SILICONSEMI INTERVIEWS.

Issues 4 & 5 will have a SEMICON West focus.

Issues 8 & 9 will have a SEMICON Europa focus.

** Copy deadline refers to advertisement copy. These deadlines do not relate to editorial which are given separately.

Each issue will address an application, ie: Telecoms / Mobile IT, Wearables, Automotive, Quantum Computing. The editorial calendar is subject to change.

If you wish to be considered for any issue editorially, please contact Phil Alsop at philip.alsop@angelbc.com

Editorial content is finalised the month before publication, so please contact us well in advance of your preferred issue.

ZOOM video magazine

The Silicon Semiconductor ZOOM magazine allows for companies to present face to face in an interview with the Editor Phil Alsop.

A company can focus on their achievements, latest product launch or advise on a topic their company has leadership in.

- The 30-minute interview will be included in a VIDEO Magazine
- The Video Magazine is mailed 3 x to 55,000 readers
- Hosted on SIS website for 3 months
- Promoted via social media
- Promoted on weekly newsletters for 4 weeks
- Plus: Logo on video
- Plus: Video file provided to client for promotion.

The main sponsor for each video newsletter will receive a full-size banner (728 X 90) and the lead ZOOM interview.

Example: <https://siliconsemiconductor.net/mailers/interviews-2023/semicon/>

Price to sponsor + ZOOM Interview €1995
(One sponsor only)

Price for video interview only €995



magazine **circulation**

A TRULY GLOBAL AUDIENCE

Silicon Semiconductor magazine (alongside www.siliconsemiconductor.net) is the primary information resource for professionals working with silicon semiconductor materials and devices. Each issue of the magazine is distributed to 55,364+ professionals worldwide (includes digital circulation). Silicon Semiconductor magazine is also distributed at various global industry events throughout the year.

PRIMARY

- Managing Director
- President, Chief Executive Officer
- Director, General Manager, VP
- President of Technology/Operations
- R&D, IC Engineering
- Quality Assurance
- Manufacturing Process Development
- Senior Scientists
- Supervisors
- Department Heads of Research
- University Professors
- Fab Site Managers
- Engineering Managers

SECONDARY

- Production Managers
- Process Managers
- Purchasing Managers
- Process Engineers
- Line Engineers
- Document Supervisors
- Safety/Environment Managers
- Equipment Maintenance Managers
- Facilities Managers
- Heads of Departments
- Department Heads of Government
- Research Centres, Project Managers
- Senior Scientists, Consultants

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%

EUROPE

Germany	5500	Netherlands	233	Czech Rep	13
Great Britain	2200	Turkey	111	Denmark	11
France	1800	Norway	81	Romania	7
Italy	1654	Sweden	76	Ukraine	7
Ireland	1220	Poland	50	Hungary	6
Spain	1081	Greece	48	Estonia	4
Switzerland	980	Finland	35	Croatia	3
Belgium	505	Portugal	27		
Austria	330	Slovakia	15	Total	15997

magazine **circulation**

ASIA

China	3877	Qatar	72
Taiwan	3200	UAE	72
India	2511	Philippines	43
S. Korea	1872	Indonesia	22
Japan	1540	Vietnam	14
Singapore	820	Pakistan	13
Russia	620	Jordan	11
Hong Kong	241	Lebanon	8
Saudi Arabia	224	Bangladesh	7
Malaysia	107	Sri Lanka	5
Israel	106		
Thailand	102	Total	15487

AFRICA

South Africa	430	Sudan	1
Mauritius	19	Senegal	1
Egypt	10	Gabon	1
Algeria	4	Uganda	1
Tunisia	2	Niger	1
Morocco	2	Total	472

NORTH AMERICA

United States	19950	Antigua / Barbuda	4
Canada	1640	Belize	3
Puerto Rico	24	Barbados	2
Bermuda	22	Total	21645

SOUTH AMERICA

Brazil	110
Uruguay	52
Colombia	9
Ecuador	5
Total	176

AUSTRALIA & OCEANIA

Australia	1101
New Zealand	175
Guam	10
New Caledonia	1
Total	1287



displayrates



Size	6 Issues	2 Issues	1 Issue
Full Page	3,639	3,900	4,200
Half Page	2,333	2,500	2,700
Half Island	2,407	2,700	2,950
Third Page	1,790	2,050	2,300
Quarter Page	1,223	1,500	1,750
Inside Cover	4,500	4,750	4,950
Outside Cover	4,700	4,900	5,100

Contact: Shehzad Munshi, Sales and Marketing Manager
T: +44 (0)1923 690215 E: shehzad.munshi@angelbc.com



displayrates



Size	6 Issues	2 Issues	1 Issue
Full Page	4,258	4,565	4,915
Half Page	2,750	2,925	3,160
Half Island	2,816	3160	3,457
Third Page	2,095	2399	2,692
Quarter Page	1,431	1,755	2,048
Inside Cover	5,266	5,559	5,798
Outside Cover	5,500	5,735	5,969

Contact: Shehzad Munshi, Sales and Marketing Manager
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[stand out from the crowd]

frontcoverpromotionpackage

THE FRONT COVER of Silicon Semiconductor 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. Silicon Semiconductor Magazine is distributed to over 55,364.

FRONT COVER PACKAGE INCLUDES:

- Cover image with your branding
- 2 - 3 pages of editorial within magazine
- Full page advertisement
- Magazine with your image hosted on siliconsemiconductor.net for six weeks
- 728 x 90 pixels banner for 8 weeks
- 30 printed copies for promotion
- PDF of your cover and article for web promotion

Price on application

Contact us today for further information on:
+44 (0)1923 690215



technical**details**

www.siliconsemiconductor.net

FILE FORMAT

High Resolution PDF.

- Files must be CMYK, images should be high resolution 300 dpi, with ALL fonts embedded.
- Files must contain printers marks and show bleed.

Any file supplied non-CMYK, may print with unexpected results, due to possible colour shifts during CMYK conversion.

ARTWORK DIMENSIONS

210 mm (w) x 297 mm (h) + 3 mm bleed on all sides

DELIVERY METHODS

Email: PDF or ZIP file to: mitch.gaynor@angelbc.com

or use:

wettransfer.com

mailbigfiles.com

Please send an email confirming you have used either wettransfer.com or mailbigfiles.com

If you require any assistance please contact:

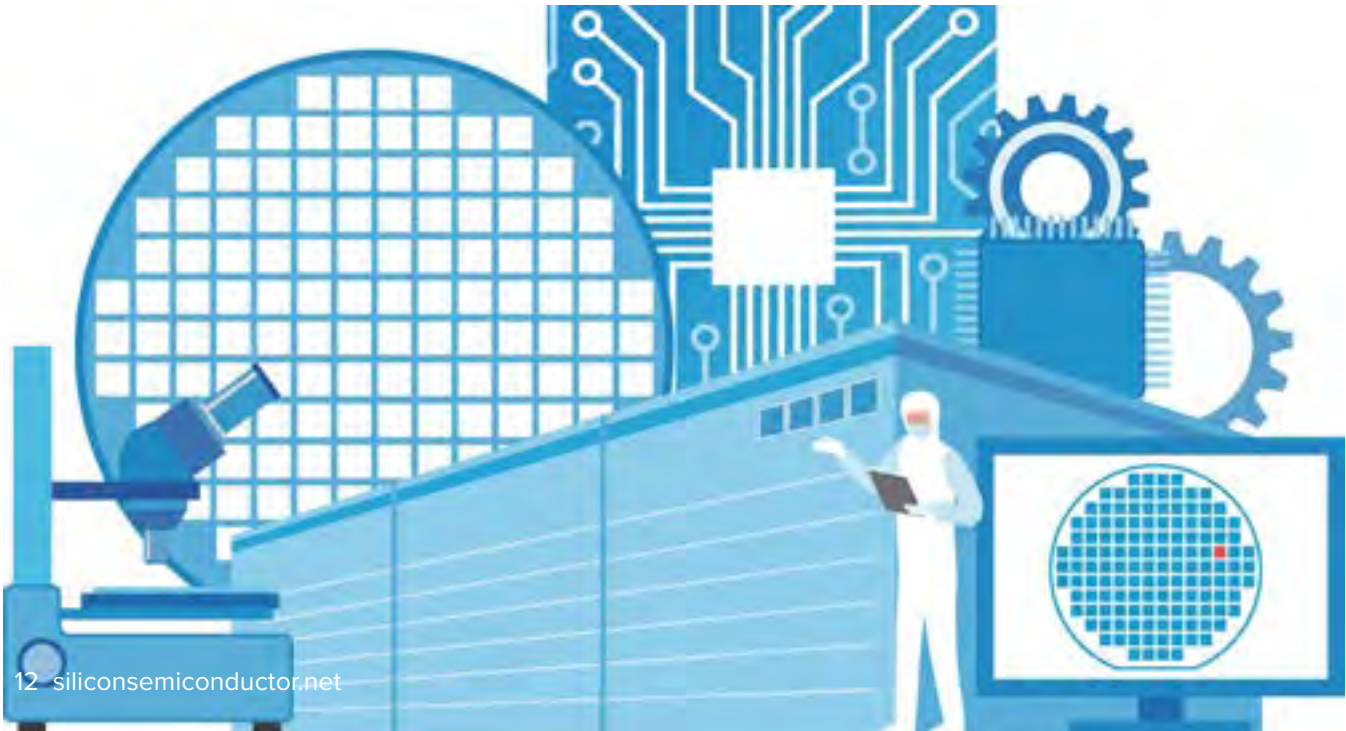
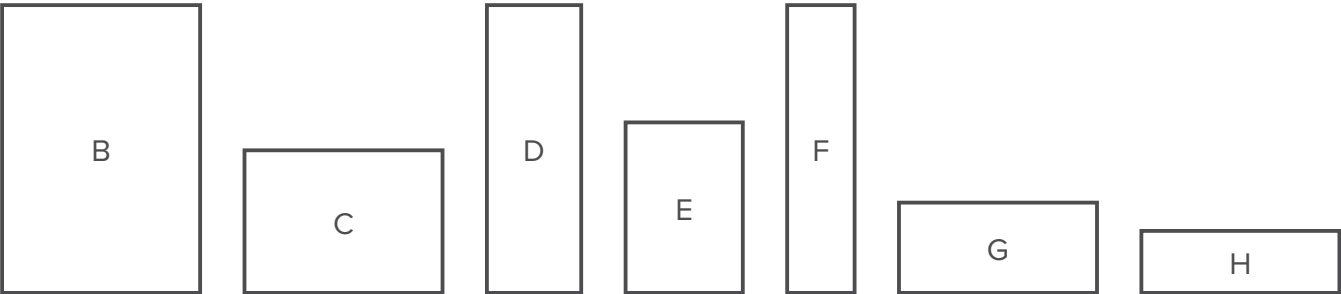
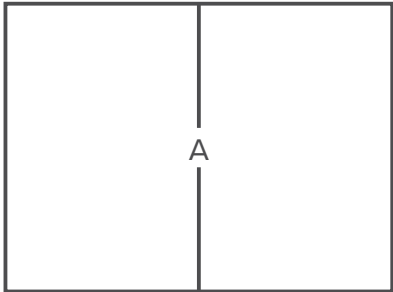
Mitch Gaynor, Design & Production Manager

T: +44 (0)1923 690214 or **E:** mitch.gaynor@angelbc.com

Disclaimer: Whilst every effort is made to ensure that advertisements are produced to the highest standards, Angel Business Communications will not accept responsibility for the reproduction of adverts that have not been supplied to our specification

mechanical **specification**

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	36 x 70	-	-



website **advertising** options

LEADER BOARD

DURATION: 1 MONTH

\$4,000 / €3,000

MAIN DISPLAY SIZE:

1109 x 92 (Please supply as 1281 x 105)

RECTANGULAR BANNER

DURATION: 1 MONTH

\$2,400 / €1,800

MAIN DISPLAY SIZE:

475 x 238 (Please supply as 700 x 350)

SKYSCRAPER

DURATION: 1 MONTH

\$1,760 / €1,320

MAIN DISPLAY SIZE:

158 x 389 (Please supply as 335 x 825)

SQUARE BANNER

DURATION: 1 MONTH

\$2,200 / €1,600

MAIN DISPLAY SIZE:

158 x 158 (Please supply as 335 x 335)

NEWS SECTION BANNER

DURATION: 1 MONTH

\$1,760 / €1,320

MAIN DISPLAY SIZE:

426 x 90 (Please supply as 888 x 188)

VIDEO

DURATION: 1 MONTH

\$1,760 / €1,320

MAIN DISPLAY SIZE:

340 x 170 (Please supply as 1280 x 720)

NATIVE BANNER

DURATION: 1 MONTH

\$3,200 / €2,400

MAIN DISPLAY SIZE:

600 x 300 (Please supply as 1000 x 500)

CORPORATE PARTNERS

DURATION: 12 MONTHS

\$2,800 / €2,395

MAIN DISPLAY SIZE:

Landscape logos will appear larger than portrait logos

FLOOR BANNER

DURATION: 1 MONTH

\$3,200 / €2,400

MAIN DISPLAY SIZE:

1481 x 122 (Please supply as 1568 x 130)



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.

emailnewsalerts

THE SILICON SEMICONDUCTOR 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 55,364 industry professionals.

Sponsors enjoy:

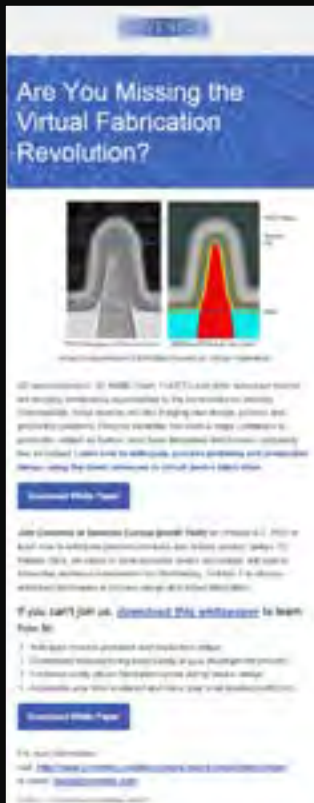
- A sponsor's message (up to 50 words)
- A 728 x 90 banner
- Cost: €1,800 / \$1,800

Custom HTML email shots

Are you launching a new product?

Would you like your company, products or services to reach over 55,364 industry professionals?

If the answer is yes, then a custom HTML mailing would be a perfect marketing promotion to the 55,364 SiS readership. A customised HTML will give your company massive exposure to your target market. You can create the HTML mailing and we send it to the database. Alternatively, you can use our in-house multimedia team to create the HTML for you for a small fee.



Price: (with mailer supplied): \$3200 / €2600

Price: (with Angel designing): \$3600 / €2850





Marketing & Communications package

Your message will reach over 55,364 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 (Additional service, we can create the banner)
- Classified listing in six issues. This is a position on the Corporate Partners page which allows for company logo, contact details and web address in a 36 x 72 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 Silicon Semiconductor
- 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 55,364
- Q&A feature included in magazine and online in a month to be agreed. Editorial assistance included

Price: €3000 / \$3550





corporatepartnershipprogram

WHAT YOU GET?

- **PRINT:** A Corporate Partnership entry in 6 issues of SiS Magazine (size (w x h) 36 mm x 70 mm)
- **WEBSITE:** A Corporate Partnership box (size 160 x 60 pixel) under Corporate Partners section on Silicon Semiconductor homepage siliconsemiconductor.net for 12 months linking to your website
- **DIRECTORY:** Enhanced listing within siliconsemiconductor.net/buyers-guide/companies
- **NEWSLETTER:** One sponsorship of SiS E-News Alert with a 728 x 90 pixel banner + text (100 words)
- 160 x 60 pixel banner on SiS E-Newsletter linking to your company home page

PROGRAM 1

Price: €2395 \$2800

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 55,364 professionals worldwide through 3 different mediums of magazine, website and newsletter which creates maximum visibility.

PROGRAM 2

Price: €3680 \$3995

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

- 1 x half page advertisement in classified section
- 1 x half page Vendor View feature which includes 150 words and one image.

PROGRAM 3

Price: €5520 \$5995

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

- 2 x half page advertisement in classified section
- 2 x half page Vendor View feature (150 words per vendor view) plus one image. These features will be included in print, digital issues and online.

PROGRAM 4

Price: €6910 \$7500

Corporate Partnership - Digital Level - will include all of Program 1 benefits + 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 (up to 1000 words) and several images of product or program.



Silicon Semiconductor **Zoom** interview

- The 15 or 30 min interview allows for multiple topics to be addressed. As well as promoted through our platforms, it also is a useful asset for your company
- Moderated by the editor
- Questions prepared and shared in advance
- An opportunity to edit file(s) in advance
- This video would be a useful asset for any company to use on their website and social media platforms
- This event would be publicised for 4 weeks through all our mediums including:
 - On two Silicon Semiconductor Newsletters
 - Promoted once through our social media platforms

Cost per **Zoom** interview

- 15 mins **€995** (This allows for discussion based around a single issue or product announcement)
- 30 mins **€1800** (This allows for a deeper dive into a particular topic)

Dedicated webinars for the silicon semiconductor industry

Using our 30+ years' experience in B2B vertical technical markets, and as the publisher of Silicon Semiconductor, we offer effective webinars, ZOOM interview and virtual events. We help you get your message, to your desired audience, by marketing to over 55,000 silicon semiconductor 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 silicon semiconductor industry.

Contact: Jackie Cannon

jackie.cannon@angelbc.com

+44 (0)1923 690205

ROUNDTABLE

Connecting Leaders & Experts in the Silicon Semiconductor Field



- 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 Silicon 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

Contact: Jackie Cannon at jackie.cannon@angelbc.com

The Silicon Semiconductor (SiS) Social Media Package

THE SILICON SEMICONDUCTOR (SiS) SOCIAL MEDIA PACKAGE

Incorporating SiS social media posts into your marketing plan is crucial for several compelling reasons. Here are the best reasons for using SiS social media in your strategy:

1. Increased Brand Visibility

By maintaining an active presence on SiS social media you can significantly increase the visibility of your company to relevant audience of buyers and specifiers.

2. Targeted Audience Engagement

Social media allows for precise targeting. This ensures your content reaches the most relevant audience, such as datacentre managers, decision-makers, and industry influencers who are interested in your company solutions.

3. Showcasing Expertise and Innovation

Regularly sharing updates, articles, case studies, and insights about your data centre solutions demonstrates your industry expertise and positions your brand as a thought leader. Highlighting your technological advancements and innovative solutions can attract interest from potential customers.

4. Driving Website Traffic and Lead Generation

Posts that include links to your website, blog, or specific landing pages can drive significant traffic and generate high-quality leads.

5. Customer Interaction and Feedback

SiS social media provides a platform for direct communication with your customers. You can quickly address inquiries, gather feedback, and engage in meaningful conversations, which helps in building strong customer relationships and trust.

Incorporating social media posts into your marketing plan to Silicon Semiconductor leverages these benefits to enhance your brand's presence, engage with your audience, and drive business growth.

Packages to reach 6278 (July 2024) subscribers:

- 1 post (to LinkedIn and X) £500
- 2 posts (to LinkedIn and X) £750
- 3 posts (to LinkedIn and X) £1000



Silicon Semiconductor



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