

Silicon, software, and strategies for embedded devices

2010 Media Kit

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Embedded COMPUTING DESIGN

www.embedded-computing.com

Embedded Computing Design is targeted at engineers, architects, and decision makers looking at silicon, software, and strategies for embedded devices. With an estimated 15,000,000,000 devices in the world soon, we're out to help every designer working on one of them—this is where the next decade of embedded computing is going.



- *With eight print issues and twelve E-letters, plus a series of E-casts, editorial coverage focuses on design from a problem/solution viewpoint. Staff-researched and written features plus contributed material from industry executives, technical experts, and thought leaders provide insight and ideas on trends, technology, and tools.*
- *Sponsorship opportunities include an annual Resource Guide issue with extended product profiles, Quick Guides with short product listings, and white papers targeting exclusive E-letter topics, along with a complete range of print and online vehicles.*
- *Real-time information is delivered via self-service RSS news feeds and online product databases, which keep the audience informed of announcements and new products.*

Departments

- **Left to My Own Devices:** *The editorial director weighs in on the theme for the issue/E-letter and what's really going on.*
- **Deep Green:** *The latest in energy-efficient, low-power, and "green" designs and embedded applications.*
- **Editor's Choice:** *New products that have recently impressed the editorial staff.*
- **Embedded Now:** *The blog, with a wide range of musings and audio entries from editors.*

Our editorial calendar shows many topics for contributed articles, E-casts, and more. The editorial staff can take your ideas and present them in ways that can help you get noticed. Contact the staff to submit abstracts, suggest topics, or request a briefing or discussion.

Editorial Staff



Don Dingee, *Embedded Computing Design's* editorial director, has been in the embedded computing industry since 1983. As an editor, broadcaster, speaker, and blogger for OpenSystems Media since 2005, he's able to bring a range of experience and skills in both design and marketing to the industry. Previously, Don was a marketing professional with Embedify LLC, a marketing and sales contributor with Motorola, and a design engineer at General Dynamics. Don holds an MSEE from the University of Southern California and a BSEE from Cal Poly Pomona.

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Jennifer Hesse, assistant managing editor of *Embedded Computing Design*, oversees contributed article reviews, production, and layout. In addition to her work as an editor for OpenSystems Media since 2005, she has an extensive background in the media and publishing industry, including several years of experience as a copy editor at a daily newspaper, a reporter for a regional business journal, and a freelance writer for news and lifestyle publications. Jennifer earned her BA in Journalism at Whitworth University.

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Industry Coverage

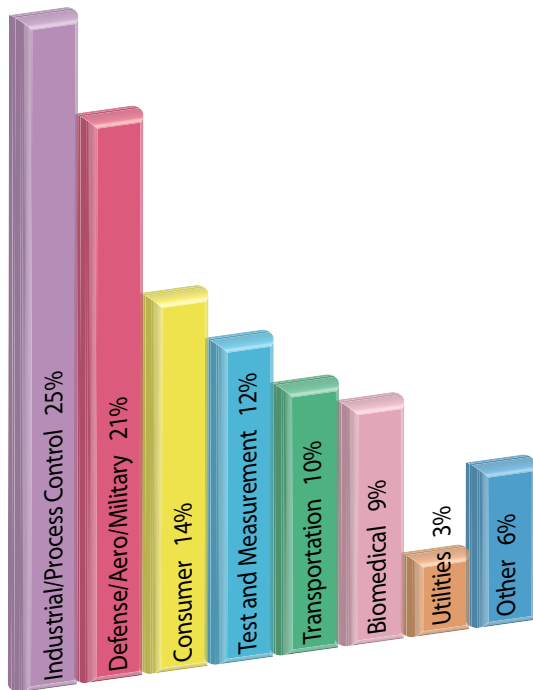
Embedded Computing Design focuses on four major markets for embedded devices, highlighting what decision makers need to know about selecting, designing, and succeeding with embedded technology addressing these applications:

- Mobile
- Home
- Industrial
- Medical

Embedded COMPUTING DESIGN

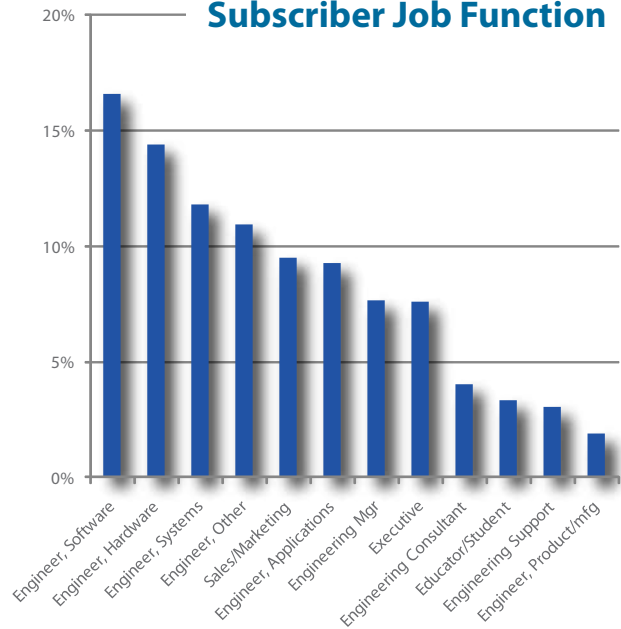
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Reader Markets



The readership of *Embedded Computing Design* comes from more than 5,000 companies in the consumer, medical, telematics, defense and aerospace, test and measurement, industrial, and communications sectors.

Subscriber Job Function



According to the Consumer Electronics Association, while other industries contracted at 30-40% during this recession, consumer electronics revenues fell only 7.7% in 2009 to \$165M, and growth will resume in 2010. CE spending as a percentage of durable goods is as high as it has been in 50 years. In 2009, unit volumes of digital displays jumped 24%; smart phone revenues rose 3% to \$14B despite continuing price declines; and netbook unit shipments reached \$3.4B with similar price pressure.

"CE is a must-have even during the darkest of economic times," says Steve Koenig, CEA director of industry analysis.

Market Study

Gartner is projecting worldwide semiconductor revenue of \$233B in 2010. In 2009, ASICs and ASSPs reached \$75B; microprocessors, MCUs, and DSPs were over \$39B; and memory reached \$41B.

According to Semicast, "ARM and MIPS are engaged in a ferocious battle in applications such as home networking gear, handheld games consoles, media players/MP3 players, digital cameras, digital TVs, set-top boxes, and DVD recorders, all of which are key growth areas for both architectures over the coming years. In comparison, Power Architecture has achieved the dominant position in wired games consoles, with design-wins for Sony PlayStation 3, Nintendo Wii, and Microsoft Xbox 360. The partnership between Intel and TSMC to introduce the Atom processor as a CPU core for ASICs and ASSPs will further help to establish the x86 architecture in the digital home, where highly customized solutions are the norm."

Circulation

Circulation Total: 42,693

- Print: 20,423
- Digital: 22,270

- Event distribution: 3,800
- E-letter distribution: 30,000

www.embedded-computing.com

- Average monthly unique visitors: 40,500
- Average monthly page views: 266,000

As of September 2009

Market Study

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Editorial		Print and E-cast Topics		Online Topics			
Volume 8 ISSUE	Abstracts Articles	Close Materials	SILICON Contributed material	SOFTWARE Contributed material	STRATEGIES Contributed material	PROMOTIONS SHOWS E-CASTS	E-letters Contributed material
January E-letter only	14Dec09	18Dec09				<ul style="list-style-type: none"> Consumer Electronics Show 	The Embedded Side of CES White paper: Multicore silicon
February	27Nov09	Dec10	Microcontrollers: breaking 8-, 16-, 32-bit boundaries	Compilers, code analysis, modeling, debug, trace, profiling technology	Android, Eclipse, LabVIEW, Symbian, and community-driven platforms	<ul style="list-style-type: none"> Mobile World Congress 	Deep Green White paper: Programming Tools
Issue 1	10Dec09	6Jan10	Quick guide: MCUs, reference designs, development kits	Quick guide: Embedded programming tools	Quick guide: Embedded communities, platforms, and apps	E-cast: EDA/ESL	Embedded Tech in Phones and MIDs White paper: Microcontrollers
March E-letter only	12Feb10	20Feb10				Embedded World	
April	27Jan10	9Feb10	High-end multicore: CPUs, GPUs, Network Processors	New ground in operating systems: RTOS, Linux, Windows Embedded	Applications: Mobile devices, Automotive, Home, Industrial, Medical	Bonus ESC Silicon Valley Issue	From the Floor at ESC White paper: Operating Systems
Issue 2	9Feb10	2Mar10	Quick guide: Multicore processors, chipsets, and boards	Quick guide: Embedded operating systems	Executive Speakouts on Device Apps	ESC Silicon Valley	
May	26Feb10	11Mar10	Shape shifting: FPGAs, CPLDs, more programmable logic, IP	Virtualization: mix and match cores, OS, costs with needs	Security: keeping ahead of the game	<ul style="list-style-type: none"> Multicore Expo 	Deep Green White paper: FPGAs and Programmable Logic
Issue 3	11Mar10	1Apr10	Quick guide: FPGAs, programmable logic, boards, IP, tools	Software development kits for any application	Security-focused chips, software, devices	E-cast: FPGAs and CPLDs	
June	26Mar10	9Apr10	Around the core: memory, Ethernet, PCI Express, USB, graphics, HDMI, audio, wireless, and more	EDA: verification, DFM, simulation, and moving beyond basic RTL	Focus on low power, energy-efficient, green designs and applications	Design Automation Conference	Windows Embedded White paper: EDA tools
Issue 4	9Apr10	30Apr10	Quick guide: Memory, connectivity, multimedia chipsets	Quick guide: EDA and ESL design, simulation, verification tools	Executive Speakouts on Deep Green	E-cast: Around the Core: PCI Express and USB, SoCs	
July E-letter only	11Jun10	18Jun10					EDA: The Latest from DAC White paper: Green device design
August	27May10	10Jun10				Bonus ESC Boston Issue	Deep Green White paper: Security
Issue 5	10Jun10	21Jun10	MCUs and ref designs • Embedded programming tools • Multicore processors • Embedded operating systems • Board-level products System-level products • FPGAs and prog logic • SDKs • Security chips and software • Memory • Connectivity chipsets • Multimedia chipsets EDA and ESL tools • SoCs • SoCs and reference designs • Connectors • Graphical design tools • Simulation and modeling • LCD displays Hard drives • Solid-state drives • MRAM and Flash • and more ideas	Editorial and full product listings: MCUs and ref designs • Embedded programming tools • Multicore processors • Embedded operating systems • Board-level products System-level products • FPGAs and prog logic • SDKs • Security chips and software • Memory • Connectivity chipsets • Multimedia chipsets EDA and ESL tools • SoCs • SoCs and reference designs • Connectors • Graphical design tools • Simulation and modeling • LCD displays Hard drives • Solid-state drives • MRAM and Flash • and more ideas		ESC Boston NIWeek E-cast: Software Development Tools	
September E-letter only	13Aug10	20Aug10					Embedded Linux and Devices White paper: SDKs for Mobile Apps
October	30Jul10	12Aug10	Multicore on a device mission: SoCs	New frontiers: graphical system design, Java, Web 2.0, virtual platforms, and more	Same processor, different boards: Adding value around x86 chips	SAE Convergence	ESC and NIWeek Highlights White paper: Multicore programming
Issue 6	12Aug10	25Sep10	Quick guide: SoCs, reference designs, development kits	Graphical design, prototyping, simulation tools	Quick guide: x86 modules and boards	E-cast: High-End Multicore	
November	30Aug10	13Sep10	Technology for low power and energy efficiency in devices	Advanced multicore programming with Embedded Linux and RTOS	EDA: dealing with mixed signal, power, high-speed interconnects	Electronica	Deep Green White paper: New SW frontier
Issue 7	13Sep10	4Oct10	Quick guide: Low-power core IP, power mgmt chips, batteries, energy harvesting	Quick guide: Multicore programming libraries, tools	EDA mixed signal, power optimization tools, IP	E-cast: Low-Power Devices	
December	29Sep10	12Oct10	Memory and disk: flash, MRAM, phase change, disks, emerging standards	Infotainment browsers and application frameworks: Mobile, Auto, Home	Annual Trends Issue: Editor's Choice Revisited with Executive Speakouts	E-cast: Embedded Linux	Top 20 Embedded Device Stories White paper: Flash and SSDs
Issue 8	12Oct10	2Nov10	Quick guide: Hard drives, solid-state disks, MRAM chips, flash chips	Quick guide: Multimedia middleware, content delivery tools			

Columns: Left to My Own Devices • Deep Green

New Products: Be sure to enter your new products into our product database at submit.opensystemsmedia.com to be considered for inclusion in any New Products section. These products are also included in our social media networks, including Twitter (@embedded_mag) and our Embedded Computing Design LinkedIn group.

Editor's Choice Products: To be considered for Editor's Choice, enter your product news releases at submit.opensystemsmedia.com in addition to sending to an OpenSystems Media editor.

E-letters: E-letters will have the best of print and online plus new products.

E-casts: Any feature topics will be considered for E-casts throughout the year. See our E-cast calendar at ecast.opensystemsmedia.com for more details on upcoming events.

Subscriptions: Subscribe online at www.opensystemsmedia.com/subscriptions.

Due to ongoing developments in the embedded electronics industry, topics on this calendar are subject to change without notice.

Rate Plan: Embedded Computing Design and Military Embedded Systems

Size		1x	2-3x	4-6x	7-9x	10-12x	13-18x	19-24x	25-30x
2 page spread		\$8,910	\$7,830	\$7,380	\$6,750	\$6,075	\$5,535	\$5,040	\$4,770
1		\$4,950	\$4,350	\$4,100	\$3,750	\$3,375	\$3,075	\$2,800	\$2,650
2/3		\$3,750	\$3,400	\$3,050	\$2,750	\$2,475	\$2,225	\$2,025	\$1,825
1/2		\$2,600	\$2,275	\$2,125	\$1,975	\$1,875	\$1,750	\$1,675	\$1,550
1/3 *		\$1,825	\$1,750	\$1,675	\$1,575	\$1,500	\$1,425	\$1,350	\$1,275
1/4		\$1,500	\$1,450	\$1,400	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150
1/9 *		\$600	\$575	\$550	\$525	\$500	\$475	\$450	\$425
Product profile, advertiser	full page	\$1,300	\$1,275	\$1,250	\$1,225	\$1,200	\$1,175	\$1,150	\$1,125
	half page	\$700	\$675	\$650	\$625	\$600	\$575	\$550	\$525
Product profile non-advertiser	full page	\$1,400	\$1,375	\$1,350	\$1,325	\$1,300	\$1,275	\$1,250	\$1,200
	half page	\$850	\$825	\$800	\$775	\$750	\$725	\$700	\$675
Tabs	Full	\$4,950							
	Mini	\$1,750							

Covers 2, 3, or 4 and center spreads are available for an extra charge.
 Rate combinations: Insertions can be combined to give you the maximum discount.
 * Not available in Resource Guide issues.

Submit ads to submit.opensystemsmedia.com

Colors/Resolution

4-color CMYK @ 300 dpi (Spot colors will not be preserved and will be converted to 4-color process.)

File formats

Preferred format: High-resolution PDF (press setting) Adobe Acrobat 5.0 or above.

Note: If text is outlined or the below formats are used. We cannot guarantee that your ad will be searchable in our E-mag platform.

Other acceptable formats: TIF, Photoshop PSD, or JPEG (best quality setting).

Deadlines

Insertion schedules cancelable only on written notice when received 10 days prior to the closing date of advertising forms. If the new ad is not received by the material due date, OpenSystems Media reserves the right to repeat the previous advertisement.

Advertisers are to receive the publications in which their display advertising appears.

Commission

15 percent commission to recognized advertising agencies on display advertising; net 30 days. No commission allowed on tipping-in or other production charges. Invoiced date of issue.

High Impact Ads

OpenSystems Media has a variety of high impact advertising options for you next marketing campaign.

- Inserts and outserts
- Belly Bands – wrap around magazine
- Gate Folds – special fold out pages
- Post-its
- Tabs and Mini-tabs
- Products on cover
- Cover peel backs
- and many more

Contact your account manager for specifications.

Special services

Copy and design charges: Creative services for print advertisements available for a fee. Please discuss with your account manager.

Technical questions

If you are unsure about the specifications, please contact:

creative@opensystemsmedia.com



Ad Size	Shape	Trim (W x H)	Bleed (W x H)
Page Spread		Full	16" x 10.875" / 16.25" x 11.125"
1/2 Page Spread		Horizontal	16" x 4.875" / 16.25" x 5.125"
Page		Full	8" x 10.875" / 8.25" x 11.125"
2/3 Page		Vertical	4.625" x 10"
		Island	5.125" x 7.375"
1/2 Page		Vertical	3.375" x 10"
		Horizontal	7" x 4.875"
		Island	4.625" x 7"
1/3 Page		Vertical	2.125" x 10"
		Square	4.625" x 4.875"
1/4 Page		Square	3.375" x 4.875"
1/9 Page		Square	2.125" x 3.125"
Tab		Full	8.5" x 10.875" / 8.75" x 11.125"

Keep copy at least 0.375" from top and 0.5" from left, right, and bottom.

Production address/Mailing address for proofs

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