

# PC/104<sup>and</sup> **small** form factors

THE JOURNAL of MODULAR EMBEDDED DESIGN

[WWW.SMALLFORMFACTORS.COM](http://WWW.SMALLFORMFACTORS.COM)

# 2010 Media Kit

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[www.opensystemsmedia.com](http://www.opensystemsmedia.com)

## PC/104<sup>and</sup> small form factors

www.smallformfactors.com



*PC/104 and Small Form Factors* is the authority on miniature building blocks in the embedded boards and systems industry. Our editorial content and product databases highlight the growing list of standards-backed and *de facto* modules for embedded designs, including PCI/104-Express, PCIe/104, SUMIT, COMIT, Pico-ITXe, and everything in between.

We work with the PC/104 Consortium, SFF-SIG, and many other consortia and vendors to keep our readership of engineers informed about changing industry standards and to promote the development and use of small form factor products. Editorial features cover industry news and explore trends that drive this market, with exclusive executive forums, updates on the latest products and application ideas, analysis of system design considerations, and a detailed look at issues surrounding the Intel Atom processor and other ultra-low-power CPUs and chipsets.

In addition to special issues including the Resource Guide and Buyer's Guide, the magazine offers Quick Guides with short product listings and Executive Speakouts on industry trends, as well as featured white papers in the E-letter. *PC/104 and Small Form Factors* provides substantial coverage of the latest developments in modular embedded design.

### Departments

- **Editor's Insight:** Comments from the editor.
- **PC/104 Consortium:** Updates from the chairman on developments in PC/104 technology and the markets.
- **Small Form Factor SIG:** The president's perspective on small form factor board technology and the markets.
- **Euro Small Tech:** Global reports from Hermann Strass.
- **Editor's Choice:** Products that have recently impressed the editorial staff.

### Editorial Staff



**Chris Ciuffo** is group editorial director for *PC/104 and Small Form Factors* magazine. He brings more than seven years of experience with COTS Journal, where he was editor-in-chief for nearly five years and where he became widely recognized as one of the early proponents and commentators on the military's use of Commercial Off-the-Shelf (COTS) technology. Chris held key management positions at Dy4 Systems and VISTA Controls Corporation. His technical career began in 1985, having also held management positions in the semiconductor industry with AMD and Sharp Microelectronics Technology. He holds a BS in Electrical Engineering and a BS in Materials Science.

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**Jennifer Hesse**, assistant managing editor of *PC/104 and Small Form Factors*, solicits and reviews articles and oversees editorial 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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### Affiliations



**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.**

# PC/104<sup>and</sup> small form factors

www.smallformfactors.com

## Demographics

### Industries Served

Aircraft  
Aerospace  
Communications  
Defense  
Industrial  
Inventory management

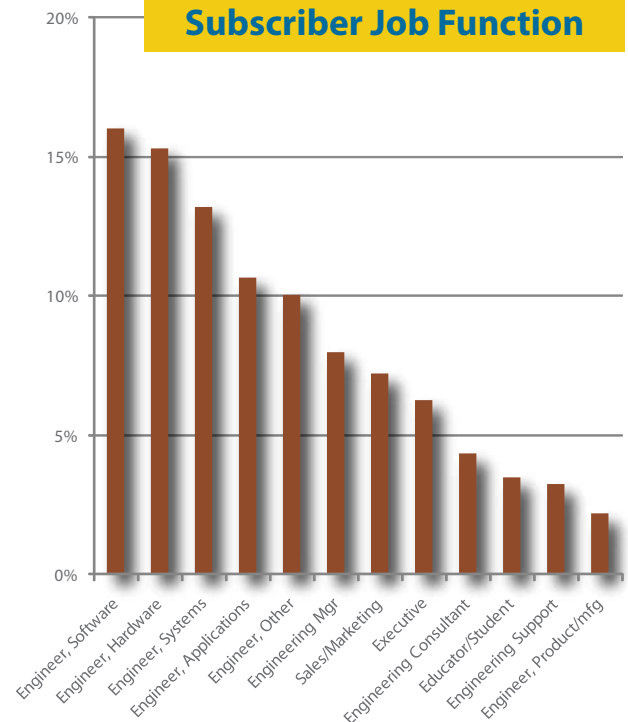
Kiosks/POS terminals  
Medical  
Research  
Robotics  
Test and Measurement  
Transportation

### Market Study

OpenSystems Media currently tracks more than 80 various types of small form factor boards and systems, both standards-based and proprietary, and the list grows daily.

According to VDC Research Group, the market for PC/104 family modules is showing healthy growth, with sales of \$248.4 million in 2007 and projected sales of \$262.7 million and \$281.5 million in 2008 and 2009, respectively. Of the established architectures, PC/104-Plus shows the highest projected growth, while the new PC/104-Express category also promises a high growth rate.

### Subscriber Job Function



## Circulation

Circulation Total: 18,177

- Print: 8,868
- Digital: 9,309

- Event distribution: 1,550
- E-letter distribution: 16,000

www.smallformfactors.com

- Average monthly unique visitors: 10,500
- Average monthly page views: 122,000

As of September 2009

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		Editorial Features				PROMOTIONS SUPPLEMENTS TRADE SHOWS E-LETTERS	
Volume 14 ISSUE	Abstracts Articles	Close Materials	THE BIG YET SMALL PICTURE Exclusive features and interviews Staff-written and contributed material	SMALL FORM FACTOR ROUNDUP Updates on boards, systems, and specs Contributed material	TECH SMALL TALK Views on system design issues Contributed material	IT'S A SMALL (FORM FACTOR) WORLD Application stories Contributed material	
<b>February Supplement</b> Issue 1	11Dec09 7Jan10	7Jan10 26Jan10	<b>SFFs in defense: Rugged gear for today's battlefield</b>  Boards and systems built for harsh environments	<b>Editor's picks of the top product listings targeting the defense market</b>			<b>MILICOTS DIGEST</b> <b>Supplement on rugged small form factor boards and systems</b>
<b>Resource Guide</b> (March) Issue 2	14Jan10 27Jan10	26Jan10 5Feb10	<b>Annual PC/104 and Small Form Factors Resource Guide</b> <b>Featuring PC/104 Consortium, SFF-SIG, and other small form factor-related product profiles</b>  Sections: Communications and networking • Complete systems • Industrial automation • Interfaces • I/O boards • MIL-SPEC • Packaging • Processor boards/SBCs • Storage • Vision systems and displays • And much more	<b>Articles on the following topics welcome:</b>	<b>Commercial:</b> mobile/wearable computing security mining construction farming oil/gas	<b>Bonus ESC Silicon Valley issue with pre-show announcements</b>  ❖ ESC Silicon Valley	
<b>Spring</b> (May) Issue 3	15Mar10 26Mar10	27Mar10 19Apr10	<b>The SBC scene</b>  EBX, EPIC, Catalyst, Industry Standard Module, Mini-ITX, PC/104 family, Pico-ITXe, Pico-I/O, Qseven, and more	<b>Articles on the following topics welcome:</b>	<b>Defense:</b> handheld devices man pack unmanned vehicle ship, tank, aircraft surveillance C3I	<b>ESC Editor's Choice Roundup</b> Quick Guide: <b>Stackable SBCs</b> -PC/104 family, SUMIT, Mini-ITX, and more  E-letter & white paper: <b>Designing with Atom</b>	
<b>Summer</b> (July) Issue 4	12May10 25May10	25May10 16Jun10	<b>Super-fast signaling</b>  Do emerging COMs have what it takes to meet the needs of PCI Express 2.0, USB 3.0, DisplayPort, and ultramobility?	<b>Articles on the following topics welcome:</b>	<b>Health care:</b> imaging/diagnostics patient monitoring point-of-care terminals medical tablets	<b>Quick Guide: Carrier boards and other unique modules (COMs, SOMs, ETX, and more)</b>  E-letter & white paper: <b>Packaging and power supplies</b>	
<b>Fall</b> (September) Issue 5	30Jun10 14Jul10	14Jul10 4Aug10	<b>Executive forum: Too much of a good thing</b>  Will fragmentation among SBC standards continue? Should it?	<b>Articles on the following topics welcome:</b>	<b>Industrial:</b> control/automation data acquisition, networking communications robotics	❖ ESC Boston  E-letter & white paper: <b>Ruggedizing small form factors</b>	
<b>Winter</b> (November) Issue 6	16Sep10 29Sep10 29Sep10 20Oct10	29Sep10 20Oct10	<b>Mission interoperable</b>  With so many SFF standards, how can designers get them all to work together?	<b>Articles on the following topics welcome:</b>	<b>Infotainment/transportation:</b> kiosks point-of-sale digital signage gaming/entertainment mass transit		
<p><b>Annual PC/104 and Small Form Factors Buyer's Guide</b></p> <p>Standard sizes: SUMIT, COMIT, MiniBlade, PCI/104-Express, PCIe/104, USB/104, and more Non-standard sizes: ARIM-based modules</p> <p>Sections: Communications • EPIC • ETX • Industrial automation • Mini-ITX • Packaging • PC/104 • PC/104-Plus • PCI/104-Express • Rugged and MIL-SPEC • Stand-alone systems • Storage • SUMIT • And much more</p>							
<p><b>Columns:</b> Editor's Insight • PC/104 Consortium • Small Form Factor SIG • Euro Small Tech <b>New Products:</b> Be sure to enter your new products into our product database at <a href="http://submit.opensystemsmedia.com">submit.opensystemsmedia.com</a> to be considered for inclusion in any New Products section. These products are also included in our social media networks, including Twitter and our PC/104 &amp; Small Form Factors LinkedIn group.</p> <p><b>Editor's Choice Products:</b> To be considered for Editor's Choice, enter your product news releases at <a href="http://submit.opensystemsmedia.com">submit.opensystemsmedia.com</a> in addition to sending to an OpenSystems Media editor.</p> <p><b>E-letters:</b> E-letters will have the same focus as the Special Feature with bonus contributed material. E-letters are published in April, June, October, and December.</p> <p><b>E-casts:</b> Any feature topics will be considered for E-casts throughout the year. See our E-cast calendar at <a href="http://east.opensystemsmedia.com">east.opensystemsmedia.com</a> for more details on upcoming events.</p> <p><b>Subscriptions:</b> Subscribe online at <a href="http://www.opensystemsmedia.com/subscriptions">www.opensystemsmedia.com/subscriptions</a>.</p> <p><i>Due to ongoing developments in the embedded electronics industry, topics on this calendar are subject to change without notice.</i></p>							

**Rate Plan: CompactPCI, AdvancedTCA & MicroTCA Systems, DSP-FPGA.com, Industrial Embedded Systems, PC/104 and Small Form Factors, and VME and Critical Systems**

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2 page spread	\$7,200	\$6,480	\$5,670	\$5,130	\$4,545	\$4,230	\$4,005	\$3,735	
1	\$4,000	\$3,600	\$3,150	\$2,850	\$2,525	\$2,350	\$2,225	\$2,075	
2/3	\$2,750	\$2,475	\$2,175	\$1,950	\$1,800	\$1,600	\$1,525	\$1,450	
1/2	\$2,275	\$1,950	\$1,750	\$1,600	\$1,475	\$1,375	\$1,250	\$1,150	
1/3 *	\$1,700	\$1,525	\$1,450	\$1,375	\$1,250	\$1,200	\$1,150	\$1,050	
1/4	\$1,375	\$1,275	\$1,200	\$1,150	\$1,100	\$1,050	\$1,000	\$950	
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

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\* Not available in Resource Guide issues.



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*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.*

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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"
1/3 Page		Island	4.625" x 7"
		Vertical	2.125" x 10"
1/4 Page		Square	4.625" x 4.875"
		Vertical	3.375" x 4.875"
1/9 Page		Square	2.125" x 3.125"
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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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- White papers
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