Embedded Computing Design is the leading source of in-depth technical knowledge, news, views, and instructional design content for the electronics engineering industry. Leveraging a 360-degree community outreach strategy comprised of sophisticated marketing automation tools, the www.embeddedcomputing.com website, digital newsletters, videos, podcasts, print magazines, and live events, each year Embedded Computing Design helps more than 500 partner organizations engage developers and achieve their marketing goals using a variety of customizable techniques.

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The Embedded Computing Design family of properties offers 360-degree marketing and advertising solutions.
Richard Nass  Executive Vice President
rich.nass@opensysmedia.com
Rich’s key responsibilities include setting the direction for all aspects of OpenSystems Media’s Embedded and IoT product portfolios, including websites, E-newsletters, print and digital magazines, and various other digital and print activities. He was instrumental in developing the company’s online educational portal, Embedded University. Previously, Rich was the Brand Director for UBM’s award-winning Design News property. Prior to that, he led the content team for UBM Canon’s Medical Devices Group, as well all custom properties and events in the U.S., Europe, and Asia. Rich has been in the engineering OEM industry for more than 25 years. In prior stints, he led the Content Team at EE Times, handling the Embedded and Custom groups, and the TechOnline DesignLine network of design engineering websites. Rich holds a BSEE degree from the New Jersey Institute of Technology.

Brandon Lewis  Editor in Chief
brandon.lewis@opensysmedia.com
Brandon is responsible for guiding content strategy, editorial direction, and community engagement on the Embedded Computing Design platform and its associated properties. In addition to a prolific career as a technology multimedia journalist publishing hundreds of design articles, industry opinion pieces, and news bulletins, Brandon routinely performs product video reviews, co-hosts the Embedded Insiders podcast, and develops evaluation tools for technologists. Brandon has acted as chair, presenter, and moderator at leading technology exhibitions such as Sensors Expo, the Advantech IoT Co-Creation Summit, Industrial IoT University, the Embedded Technologies Exhibition & Conference, Embedded TechCon, and others, and is also active in the field of industry research where he provides analysis on market-altering movements in the embedded and IoT engineering space. Brandon attended Arizona State University, where he studied English Literature, Journalism, and Business, graduating with honors.

Curt Schwaderer  Technology Editor
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Curt is the publication’s software expert. He has held technical leadership and management positions in various RTOS, embedded systems, and networking companies over his 30-year career. Curt cofounded and served as Chief Software Architect at IP Fabrics, Inc. before it was acquired by Yaana Technologies, where he is currently Vice President of Engineering. Curt is an embedded software and network processing patent holder. Curt received his BS and MS in Computer Engineering from Iowa State University.

Taryn Engmark  Associate Editor
taryn.engmark@opensysmedia.com
Taryn Engmark is an Assistant Editor at OpenSystems Media’s Embedded Computing Design. Taryn graduated from Arizona State University with her BA in Journalism and Mass Communication. Before working at ECD, she was a digital editor for the ASU’s student led newspaper, The State Press. Taryn’s responsibilities at ECD include editing and posting news, press releases, and guest blogs in addition to interviewing sources and contributing original content for the website. Taryn also regularly contributes to the Embedded Daily Newsletter, the Embedded Insiders podcast, and ECD print.

Tiera Oliver  Associate Editor
tiera.oliver@opensysmedia.com
Tiera Oliver is the Associate Editor at Embedded Computing Design. Tiera’s responsibilities include web content edits, story contributions, and contributions to the company’s product news releases, Product of the Week. She regularly assists with the construction of the E-newsletters, print and digital magazines, and ECD podcasts. Tiera attended Northern Arizona University where she graduated with her B.S in journalism and political science, she also worked as a news reporter for the university’s student led newspaper, The Lumberjack.

Chad Cox  Assistant Editor
chad.cox@opensysmedia.com
Chad is an assistant editor responsible for web content and our weekly IoT Newsletter. He graduated with a B.A. in Cultural and Analytical Literature from the University of Cincinnati. After spending some time in the classroom, Chad earned a M.S. in Curriculum Design and Technology, which he enjoyed using to get his students engaged in all things tech when applicable. Since leaving the classroom Chad has dedicated more time to researching and building gaming PCs.
### Demographics

**Total Database of More Than 350,000 Subscribers**

<table>
<thead>
<tr>
<th>GEOGRAPHIC WEB TRAFFIC</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>60%</td>
</tr>
<tr>
<td>Asia</td>
<td>7%</td>
</tr>
<tr>
<td>Europe</td>
<td>22%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
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</table>

<table>
<thead>
<tr>
<th>JOB FUNCTIONS</th>
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</thead>
<tbody>
<tr>
<td>Design/Development Engineering Manager</td>
<td>38%</td>
</tr>
<tr>
<td>Design Engineer</td>
<td>24%</td>
</tr>
<tr>
<td>Executive/Corporate Management</td>
<td>11%</td>
</tr>
<tr>
<td>Systems Engineer</td>
<td>9%</td>
</tr>
<tr>
<td>Manufacturing/Production/Control Engineering</td>
<td>6%</td>
</tr>
<tr>
<td>Sales/Marketing/Business Development</td>
<td>5%</td>
</tr>
<tr>
<td>Educator/Consulting/Engineering Support</td>
<td>4%</td>
</tr>
<tr>
<td>Scientist/R&amp;D</td>
<td>3%</td>
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</table>

<table>
<thead>
<tr>
<th>CUSTOM DATABASES</th>
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</thead>
<tbody>
<tr>
<td>Analog and Power</td>
<td>6,711</td>
</tr>
<tr>
<td>AI &amp; Machine Learning</td>
<td>84,607</td>
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<tr>
<td>Automotive</td>
<td>23,733</td>
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<td>Consumer Electronics</td>
<td>15,699</td>
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<tr>
<td>Debug &amp; Test</td>
<td>3,549</td>
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<td>Healthcare &amp; Medical</td>
<td>13,544</td>
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<tr>
<td>Industrial</td>
<td>37,268</td>
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<tr>
<td>IoT</td>
<td>41,071</td>
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<tr>
<td>Storage</td>
<td>1,977</td>
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<tr>
<td>Networking</td>
<td>12,470</td>
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<tr>
<td>Open Source</td>
<td>1,622</td>
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<tr>
<td>Signal Processing</td>
<td>1,239</td>
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<tr>
<td>Security</td>
<td>22,877</td>
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<tr>
<td>Software &amp; OS</td>
<td>12,050</td>
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</table>

<table>
<thead>
<tr>
<th>EMBEDDED COMPUTING SOCIAL MEDIA FOLLOWERS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Embedded Groups</td>
<td>70,000</td>
</tr>
<tr>
<td>Facebook Embedded Computing Design</td>
<td>5,500</td>
</tr>
<tr>
<td>Facebook IoT, Internet of Things</td>
<td>5,700</td>
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<td>Twitter Embedded_Comp</td>
<td>26,800</td>
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<td>LinkedIn Groups</td>
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</table>
### Print/Online and E-newsletter Distribution

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation</th>
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</thead>
<tbody>
<tr>
<td>Embedded Computing Design Print (Bi-Annually)</td>
<td>45k</td>
</tr>
<tr>
<td>IoT Design (Weekly)</td>
<td>9.3k</td>
</tr>
<tr>
<td>Safety &amp; Security Critical Systems</td>
<td>11.2k</td>
</tr>
<tr>
<td>Embedded Daily</td>
<td>9.9k</td>
</tr>
<tr>
<td>Embedded Europe (Monthly)</td>
<td>7.4k</td>
</tr>
</tbody>
</table>
## 2023 MEDIA CALENDAR

### Q1

#### JANUARY
- **eNL: IoT Design**
  - Home and Building Automation
- **eNL: Safety & Security-Critical Systems**
  - Securing Consumer Devices/Matter Update
- **Print**
  - N/A
- **Podcast Focus**
  - Natural Language & Speech Processing
  - Advances in Consumer Electronics
- **Embedded Toolbox Focus**
  - Getting Started with Embedded Android
- **Dev Kit Weekly Focus**
  - Bluetooth 5.0 & BLE Audio Kits

#### FEBRUARY
- **eNL: IoT Design**
  - The Latest Connectivity Options
- **eNL: Safety & Security-Critical Systems**
  - Static Analysis
- **Print**
  - Embedded Computing Design
  - Embedded World Issue
- **Podcast Focus**
  - Digital Twins for the Industrial Metaverse
  - & Industry 4.0
- **Embedded Toolbox Focus**
  - RTOSs
- **Dev Kit Weekly Focus**
  - Cloud Connectivity Kits

#### MARCH
- **Print**
  - Blockchain
- **Podcast Focus**
  - Designing in Security
- **Embedded Toolbox Focus**
  - N/A
- **Dev Kit Weekly Focus**
  - Highlighting the Best-in-show at Embedded World

### Webcasts
- Virtual Event: Smart Manufacturing/Metaverse Virtual Conference, Feb. 16;
- Other webcasts: Automotive Technologies (ADAS, ISO26262, Charging, Autonomous Drive, Security) and Industrial Applications (Industry 4.0/5.0, 5G, Predictive Maintenance)

### Events
- **JANUARY**
  - Consumer Electronics Show (CES)
- **FEBRUARY**
  - IoT Evolution Expo
  - Mobile World Congress
- **MARCH**
  - APEC
  - Embedded World
  - NVIDIA GTC

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Brandon Lewis, Editor in Chief: brandon.lewis@opensysmedia.com

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www.embedded-computing.com | twitter.com/embedded_comp
### 2023 MEDIA CALENDAR

#### Q2

<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>eNL: IoT Design</strong></td>
<td>Industrial Comms: Ethernet, Fieldbus, etc.</td>
<td>Edge vs. Cloud Processing</td>
</tr>
<tr>
<td>Print</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Podcast Focus</strong></td>
<td>Streamlining Safety Standards Compliance</td>
<td>The Continued Evolution of Embedded Operating Systems</td>
</tr>
<tr>
<td><strong>Embedded Toolbox Focus</strong></td>
<td>Brushing Up on C and C++</td>
<td>Embedded Virtualization, Hypervisors &amp; Containers</td>
</tr>
<tr>
<td><strong>Dev Kit Weekly Focus</strong></td>
<td>Robotics Kits</td>
<td>Computer Vision</td>
</tr>
</tbody>
</table>

#### Webcasts

- Other webcasts: IoT/IIoT (SBCs, 5G, LP WANs, Wearables) and Security (Matter, TrustZone, Static Analysis)

#### Events

- Hannover Faire
- Embedded Vision Summit
- NI Connect
- Computex
- Automate
- Design Automation Conference
- TU-Automotive
- Sensors Expo
## 2023 MEDIA CALENDAR

### Q3

#### JULY
- **eNL: IoT Design**
  - Short-Range Wireless (WiFi, BT, LoRaWAN, etc.)
  - Safety vs. Security
- **Print**
  - N/A
- **Podcast Focus**
  - Optimizing Object-Oriented Programming Languages for Use in Embedded Systems
- **Embedded Toolbox Focus**
  - Power-Efficient Programming
- **Dev Kit Weekly Focus**
  - Functional-Safety & Security Kits

#### AUGUST
- **eNL: IoT Design**
  - Open-Source discussion
  - AI as a Security Tool (white hat and black hat)
- **Print**
  - Embedded Computing Design Annual Resource Guide
  - Embedded Interface & Hardware Connectivity Standards Update
- **Podcast Focus**
  - Making the Most of Your Embedded Memory
- **Embedded Toolbox Focus**
  - Hobbyist Hardware (Shields, Capes & Maker Boards)
- **Dev Kit Weekly Focus**
  - Industrial AI/ML Kits

#### SEPTEMBER
- **eNL: IoT Design**
  - AI at the Edge/Endpoint
- **Print**
  - N/A
- **Podcast Focus**
  - Fully Autonomous Vehicles, Robots & Other Machines
- **Embedded Toolbox Focus**
  - Embedded Linux Best Practices
- **Dev Kit Weekly Focus**
  - Industrial AI/ML Kits

### Events
- **Virtual Event:** AI Day, Sept. 21.
- Other webcasts: Medical/Healthcare (Securing AI) and Software Tool Chains (Open Source)
- **LoRaWAN World Expo**
- **Taiwan Industrial Automation Exhibition**
- **Hardware AI Summit**

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www.embedded-computing.com | twitter.com/embedded_comp
## 2023 MEDIA CALENDAR

### Q4

<table>
<thead>
<tr>
<th>Month</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>eNL: IoT Design</strong></td>
<td>Ultra Low Power MCUs</td>
<td>IoT Cloud Platforms</td>
<td>The Latest in RISC-V</td>
</tr>
<tr>
<td><strong>eNL: Safety &amp; Security-Critical Systems</strong></td>
<td>Securing a Smart Building/City</td>
<td>Blockchain for IoT Security</td>
<td>Industry 5.0 Update</td>
</tr>
<tr>
<td><strong>Print</strong></td>
<td>N/A</td>
<td>Automotive Embedded Systems Design Guide</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Podcast Focus</strong></td>
<td>The Latest Embedded Security Vulnerabilities &amp; How to Avoid Them</td>
<td>Ultra-Efficient Power Electronics, EVs &amp; Other Green Tech</td>
<td>2023 Embedded &amp; IoT Market Forecast</td>
</tr>
<tr>
<td><strong>Embedded Toolbox Focus</strong></td>
<td>Serial Debug Basics</td>
<td>Secure Coding</td>
<td>Embedded Development Best &amp; Worst Practices</td>
</tr>
<tr>
<td><strong>Dev Kit Weekly Focus</strong></td>
<td>Debuggers, Probes &amp; Other Tools</td>
<td>Power Electronics Prototyping Platforms</td>
<td>Value Scopes &amp; Analyzers</td>
</tr>
<tr>
<td><strong>Webcasts</strong></td>
<td>Virtual Event: IoT Device Security Conference, Nov. 2.</td>
<td>Other webcasts: Maximizing Processing Platforms (RISC V, ARM, X86, NVIDIA, DSP) and Analog/Power (GaN, SiC)</td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td>Arm DevSummit, Hardware Pioneers</td>
<td>IoT World / AI Summit, SPS - smart production solutions</td>
<td>RISC-V Summit</td>
</tr>
</tbody>
</table>
Embedded Computing Design consists of four vertical industries and eight horizontal categories. The horizontal categories apply to each of the four vertical categories.

**Verticals**

**Industrial Automation, Manufacturing, & Energy**
"Industrial" is a broad market that encompasses manufacturing, automation, robotics, smart energy & power distribution, and so on. Embedded Computing Design readers are the backbone of the industrial engineering community in that they design and develop systems and subsystems that make this equipment tick.

Embedded Computing Design covers the hardware (such as boards and components) and software (including the operating systems, tools, and code development) industrial engineers need to create safe, secure, and reliable machines. As we move into a more automated manufacturing society, concepts like IoT/Industry 4.0, AI and machine learning, and just about any piece of consumer electronics. While they ship in the millions, the design issues are often the same: you still need a main CPU, an operating system, and analog circuitry. But your approach may be different, considering the volumes and tight time to market pressures.

**Automotive**
Embedded Computing Design covers the full spectrum of automotive electronics, from the devices, components, and software shipping in current vehicles to next-generation components for autonomous driving. These include advanced driver assistance systems (ADAS), vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) connectivity, infotainment, automotive cybersecurity, and more. This coverage is augmented by ongoing analysis of functional safety standards and regulations that will help accelerate the safe and secure development of vehicle designs.

**Mass Market/Consumer**
In the industrial sector, quantities often get measured in the hundreds, thousands, or tens of thousands. When you talk about the mass-market/consumer space, you measure quantities in the millions. Examples of end products include smart phones, fitness trackers, and just about any piece of consumer electronics. While they ship in the millions, the design issues are often the same: you still need a main CPU, an operating system, and analog circuitry. But your approach may be different, considering the volumes and tight time to market pressures.

Embedded Computing Design offers in-depth coverage of tools and techniques to keep the burgeoning consumer electronics market satisfied.

**Medical/Healthcare**
Medical/Healthcare design is somewhat different for a few reasons. One is that the design windows are traditionally far longer than any other segment. Second is that the regulatory process is far more stringent than other application areas because people’s lives are literally at stake – there’s no second chance or re-boot.

Embedded Computing Design’s coverage of the Medical/Healthcare Electronics industry focuses on quality, where price is less of an issue.
Our Coverage

**Horizontals**

**Analog/Power**
Embedded Computing Design covers the latest trends and techniques in analog and power, including digital power delivery. We do this by addressing topics of interest to the power electronics industry, including emerging materials; new components; test, measurement, and development tools; and more. Such technologies play dominant roles in all four of the verticals defined by Embedded Computing Design.

**AI/machine Learning**
Embedded Computing Design tracks the evolution of artificial intelligence (AI), including the use of deep neural networks (DNNs) and related approaches to autonomous compute intelligence. Coverage includes the use of frameworks such as Caffe and TensorFlow, as well as enabling technologies for AI at the edge like neural network processors and accelerators. It’s easy to envision AI/machine learning becoming a foundational technology in each of our key vertical industries.

**IoT**
In its simplest form, the term IoT means that “things” are connected to each other. Its ubiquity means that it has found a home in each of the four vertical coverage areas described previously.

Embedded Computing Design covers all aspects of the IoT, including sensors at the Edge, connectivity in the Fog, and analytics and storage in the Cloud. Coverage also includes the embedded processors, development kits/boards, and software tools that support IoT development; short- and long-range wireless solutions; advances in machine learning and artificial intelligence; and security. 5G networking is another aspect of IoT that’s growing in importance. It too spans multiple vertical segments, and is included as part of Embedded Computing Design’s IoT coverage.

**Security**
Every day, designers think about security. They know that hackers are out there, but in many cases, hacks, data breaches, and compromised systems are inadvertent. But that doesn’t matter; it’s still a vulnerability.

Embedded Computing Design covers all the strategies and techniques that help hardware designers and software developers keep their systems safe, from the latest cryptoprocessors to network encryption to static and dynamic analysis tools. Taking a holistic, system-level design view helps readers understand how to bake in security as soon as development kicks off.

**Embedded Processing**
Microprocessors are the foundation of modern electronics, but the slowing of Moore’s Law is fundamentally changing the way our industry operates. Instead of twice the computing power every couple of years, embedded processors are now being customized to meet the needs of specific applications, whether that be through ultra-low power consumption, specialized architectures that excel in various workloads, re-programmable silicon, and so on.

Embedded Computing Design covers these technologies from the chip design level to their actual implementation, helping electronic engineers get the most out of next-generation SoCs.

**Development Tools & Operating Systems**
In an increasingly software-centric world, efficient development tools and operating systems are key to getting the right features and functionality designed into devices as quickly as possible. From the latest trends in Linux and open source to real-time operating systems running in complex machinery to test tools that help engineers develop code more efficiently than ever before, Embedded Computing Design’s Development Tools and Operating Systems coverage spans the complete software development lifecycle.

**Memory and Storage**
Data is the currency of the 21st century, as connected systems harvest more information to make our lives less expensive, more convenient, and increasingly efficient. However, if that data cannot be accessed and stored in the most efficient manner possible, we risk drowning in data overload – or worse, losing critical information altogether.

Embedded Computing Design’s coverage of the latest storage and memory technologies addresses not only storage architectures that allow data to be accessed when and where it is needed, it also encompasses emerging materials that enable to most reliable data retention at the lowest cost per bit.

**Test and Measurement**
The need to test and measure has been an integral part of design for as long as engineers have been designing electrical/electronic systems. What’s changed over the years is what needs to be tested and how that testing occurs. As frequencies increase and voltages and currents decrease, testing is more difficult, but just as important. Meanwhile, test tools have also seen major upgrades.

To that end, Embedded Computing Design covers leading-edge test tools like the latest automated test equipment, as well as the mainstays like oscilloscopes and logic analyzers. Coverage also includes the tips and techniques to maximize usage of these tools.

**Industrial Metaverse**
The industrial metaverse is where high-fidelity models based on real-world physics help engineers, developers, and data scientists create digital twins that mimic actual systems. With digital twins, you can drastically reduce the time, cost, effort, and risk associated with physical prototypes and predict the future by simulating how systems respond to limitless stimuli, phenomena, and environmental scenarios. You can then go a step further into the industrial metaverse by connecting your design with others in a system of virtual systems to discover how it performs in the context of an entire sector’s worth of domain-specific data – and more.
Webcasts and Virtual Events

Continuing education is a responsibility of electronics engineers in the fast-paced world of technology. Embedded Computing Design’s online education platforms serve as a digital classroom for thousands of engineers annually, while doubling as a channel for partners to discuss their viewpoints and technologies.

Our webinars delve deep into the world of technology, touching on Artificial Intelligence and Machine Learning, IoT/Industrial IoT, Security, Automotive/Autonomous Vehicles, Power, Consumer/Mass Market and Medical/Healthcare.

Our on-line virtual events are highly successful because we put the engineer/developer first. We understand his/her needs, and we ensure that the content is appropriate and actionable. In 2022, the topics will include Smart Manufacturing, Automotive, AI/ML, and Security. We combine live and pre-recorded sessions over the course of a full day, so attendees have the ability to get their questions answered on the spot from experts in each of the various areas.

## 2022 AVG LEADS BY VERTICAL

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>AI</td>
<td>225</td>
</tr>
<tr>
<td>Automotive</td>
<td>280</td>
</tr>
<tr>
<td>Embedded</td>
<td>225</td>
</tr>
<tr>
<td>IIoT</td>
<td>200</td>
</tr>
<tr>
<td>IoT</td>
<td>230</td>
</tr>
<tr>
<td>Medical</td>
<td>200</td>
</tr>
<tr>
<td>Security</td>
<td>235</td>
</tr>
</tbody>
</table>

More than 15,000 leads are generated each year for our clients.
Embedded Computing Design is a media sponsor at the world’s largest electronics events. We create custom campaigns to help drive awareness, generate leads and position industry leaders at the forefront of engineers’ minds. We also coordinate speaking opportunities on panels and keynotes for many events.

Let us be your marketing arm to help you:

- Leverage multiple media platforms (custom outbound email campaigns, social media, podcasts, websites, etc.) to help drive traffic to events, booths and/or technical tracks
- Create multiple content elements to build awareness and exposure to thought leaders, innovations and/or announcements
- Offer venues and platforms for your subject matter experts to engage with design engineers face-to-face
- Conduct video/podcast interviews and shoot product demos on-site and amplify their exposure
- Host, manage and conduct surveys and giveaways in an effort to gain industry insights and capture leads
- Recognize, distribute and showcase Best-in-Show award winners
LEAD GENERATION
“I’m all about leads.”
Use different lead generating vehicles to help feed your sales funnel and/or grow your database to nurture.
• Live/virtual events
• Webcasts/webinars
• Surveys
• White paper/gated asset campaigns
• Interactive marketing campaigns
• Nurture programs
• Special reports
• Asset (datasheets, videos, Executive briefs, etc.) email blasts
• Custom digital newsletters

CONTENT CREATION
“I’m all about content but have no time.”
What’s your biggest challenge? Partner and work collaboratively with the OSM team to create unique marketing solutions that differentiate you from the competition.
• Web sites/portals
• Blogs
• White papers
• Design articles
• Videos
• eBooks
• Tear downs
• Custom digital newsletters
• Interactive content
• Print magazines and catalogs
• Visual content
• Podcasts
• Executive Q&As/interviews
• Industry reports
• Press releases
• Webcast/webinar presentations
• Multi-language capabilities

THOUGHT LEADERSHIP
“I want to be the leader in my area of expertise.”
Educate an engineer with a design article, offer insight on trends to executives or advise management on best practices with the right platform for your target audience.
• Websites
• Tech trends videos
• Podcasts
• Custom content
• Advertorials
• Native advertising
• Social media
• Online education
• Live/virtual events
• Guest blogging
• Panel webcasts
• Research

BRAND AWARENESS
“I want engineers to know who I am.”
Be first thought. Expand your reach when executing leadership, re-branding, and generating trust within the engineering community.
• Websites
• Guest blogging
• Native ads
• Digital newsletters
• Email blasts
• Videos and podcasts
• Live/virtual events
• Tradeshow promotions
• High impact banner ads
• Ad retargeting
• Print
• Social media
Custom Programs

OpenSystems Media can provide the following services

- Face-to-face developer conferences
- Client-centric seminars globally
- Moderator services
- Custom websites, microsites, portals
- Custom reference design portals
- Completely turnkey webcast events (speaker, material, promotions, logistics, etc.)
- Custom content (blogs, white papers, design articles, videos, eBooks, podcasts, press releases, datasheets)
  - Design challenges
  - Interactive content and marketing programs
  - Custom digital newsletters (including template design and list segmentation)
  - Event coordination and support
  - Social media campaigns (amplification/ expansion campaigns, paid promotion and management)
- Custom research
- Video campaigns
- Nurture campaigns
- Market research and industry reports
- CEO Q&A videos/interviews
- Podcasts
- Creative services (infographics, ads, banners, brochures, collateral, eBooks, etc.)
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