

# IN COMPLIANCE

## 2021 MEDIA KIT



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IN COMPLIANCE IS A LEADING SOURCE OF NEWS, INFORMATION, EDUCATION, AND INSPIRATION FOR ELECTRICAL AND ELECTRONICS ENGINEERING PROFESSIONALS.

Through our magazine, website, newsletters, and directory we provide a forum for sharing essential, evidence-based information and perspectives on Compliance design, testing, and theory.

Our mission is to strengthen awareness, collaboration, and communications among electrical/electronics engineers, technicians, educators, researchers, and industry suppliers with the goal of helping to engineer the future, safely and sustainably,

# about

In Compliance articles and headlines encompass practical guidance, technical explanations, compliance insights, and fundamental theory across the electrical engineering disciplines, plus timely news intended to alert, inform, and inspire engineers of breaking developments, important industry announcements, and more.

As a multi-media publisher, In Compliance provides exciting opportunities for advertising delivered alongside in-depth articles and newsworthy headlines. Using both print and online media, In Compliance reaches a diverse group of interests within the engineering community. From EMC engineers and design engineers to managers and executives, our audience is full of educated influencers with purchase authority that have come to trust In Compliance and our continuous commitment to quality, credibility, and reliability.



**17,000**  
MAGAZINE  
SUBSCRIBERS



**23,000**  
ENEWS SUBSCRIBERS



**34,500**  
MONTHLY UNIQUE  
WEBSITE VISITORS



# audience

Our reader-base spans across all sectors of the electronics marketplace and is comprised of electrical and electronic engineering professionals who make key purchasing decisions as they strategize, design, develop, and produce compliant electronic products, components, devices, and systems for use globally.

## WHAT OUR READERS SAY

“Great resource for compliance, from safety, to EMC, consumer, and manufacturing. Compilation of articles each month is perfect mix of humor, field issues, practical how-to, and technical explanations. Variety of topics brings at least 2 or 3 articles that interest me in depth each month.”

- ENVIRONMENTAL  
COMPLIANCE MANAGER

educated.  
technical.  
engaged.



10%  
CONSULTANTS



20%  
LEADERSHIP



35%  
SENIOR  
ENGINEERS



25%  
ENGINEERS



3%  
EDUCATORS



3%  
CORPORATE



5%  
TECHNICIANS

## ENGINEERING EXPERTISE

EMI/EMC	COMPLIANCE	TESTING	DESIGN/DEVELOPMENT
PRODUCT SAFETY	ESD	HARDWARE	RADIO FREQUENCY
QUALITY/RELIABILITY	WIRELESS	SOFTWARE	OTHER

INDUSTRIES SERVED

CONSUMER ELECTRONICS

TEST & MEASUREMENT  
INSTRUMENTATION

AEROSPACE

INDUSTRIAL CONTROL

TESTING SERVICES

MANUFACTURING

INFORMATION TECHNOLOGY

AUTOMOTIVE

CONSULTING

MEDICAL

COMMUNICATIONS

ENERGY AND POWER

MILITARY AND DEFENSE

EDUCATION AND RESEARCH

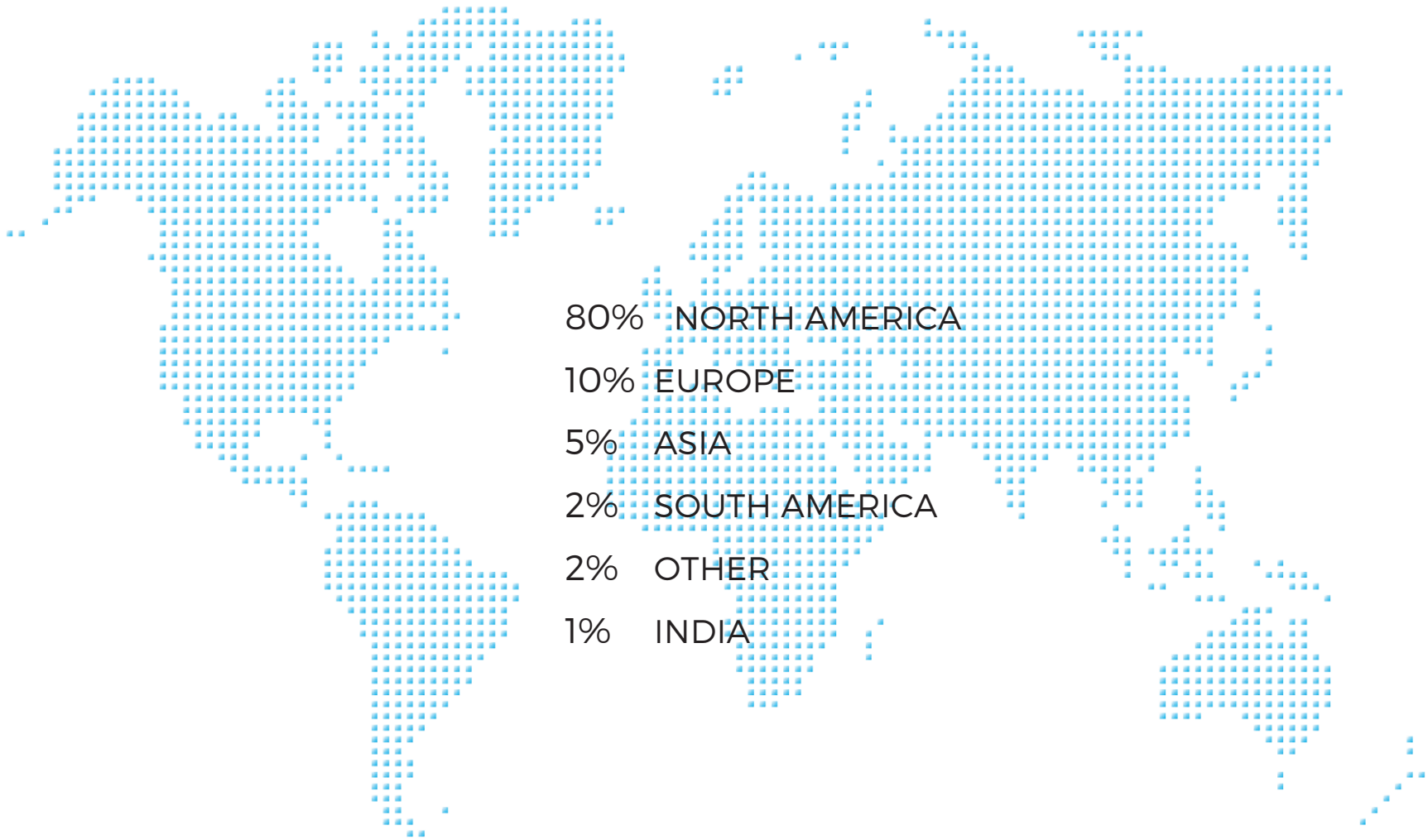
TELECOM/WIRELESS

AVERAGE AGE  
**55 - 64 YEARS**  
37% OF AUDIENCE

AVERAGE YEARS  
IN INDUSTRY  
**30+ YEARS**  
43% OF AUDIENCE

AVERAGE DEGREE  
**BACHELORS**  
52% OF AUDIENCE

GLOBAL REACH



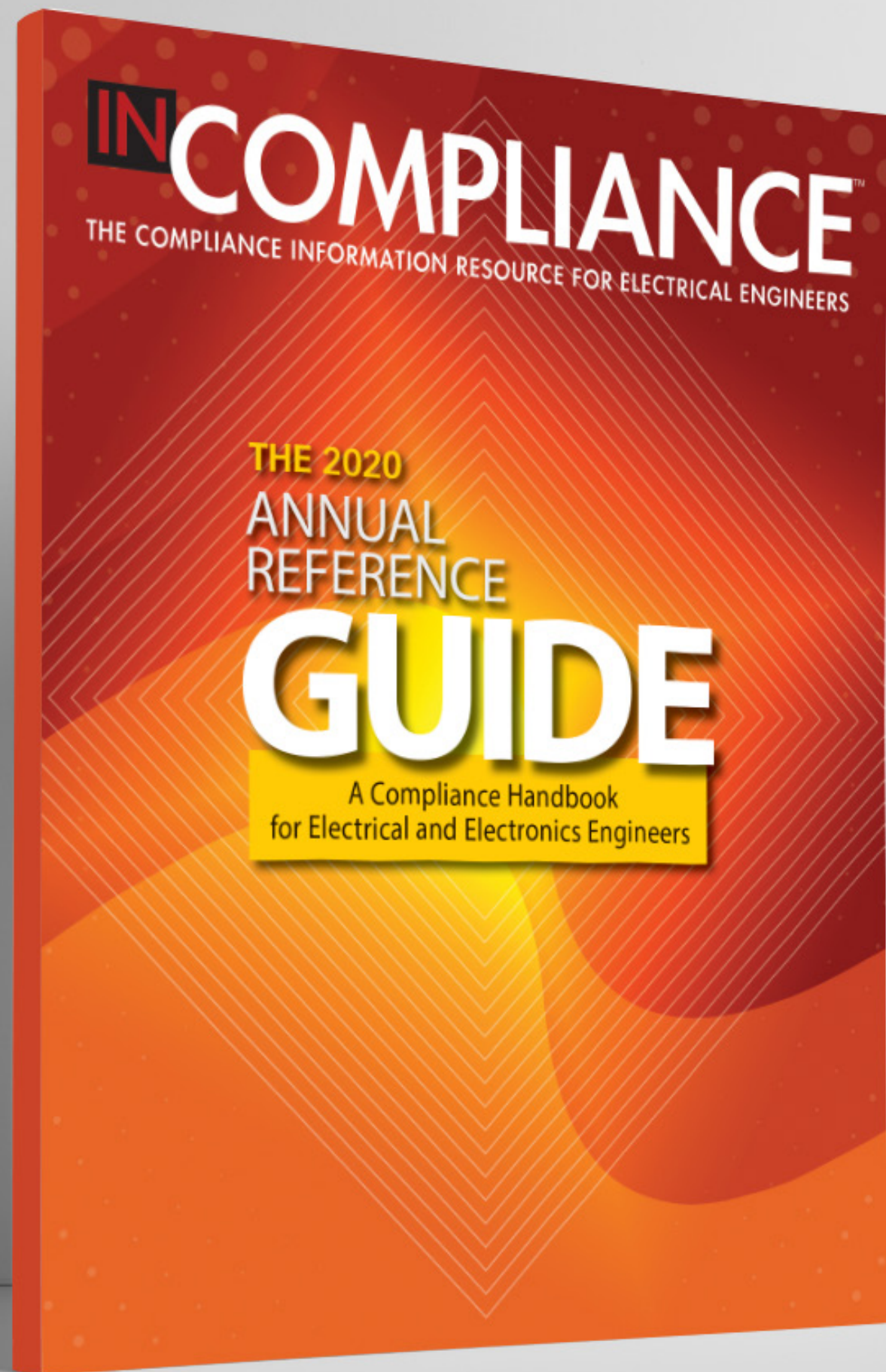
OUR READERS,  
YOUR TARGET MARKET

90% of our readers have purchase  
influence and decision making authority

PRODUCTS AND SERVICES THAT OUR READERS RECOMMEND, SPECIFY, OR BUY:







# magazine

Each monthly issue is delivered to over 17,000 engineers globally and focuses on electrical regulatory compliance issues, and expands into in-depth technical coverage, as well as inspirational coverage and historical coverage of this important field.





topics of coverage

## COMPLIANCE

Guidance from engineers in the field on how to comply with existing and upcoming standards requirements.

## DESIGN

Information on the latest design practices, general tips, recommended tools, and considerations for pre and post product development.

## TESTING

Best practices within the industry, including pre-testing considerations, troubleshooting tips, lessons-learned, and problem-solving recommendations.

## FUNDAMENTALS

Resource articles covering basic electrical and compliance engineering concepts, theory and application, historical references, and general information.

## RESOURCES

Discover current events and training, review career development tips, browse industry resources, or peruse our quick reference product & service directories.

### FEATURES AND REGULAR COLUMNS:

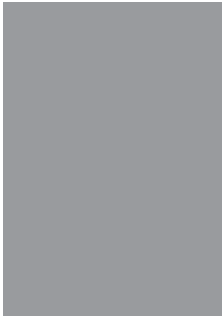
PRACTICAL TIPS  
EMC CONCEPTS EXPLAINED  
ON YOUR MARK  
HOT TOPICS IN ESD

BANANA SKINS  
GLOBAL COMPLIANCE NEWS  
EVENTS CALENDAR  
DILBERT


# editorial calendar

JANUARY	FEBRUARY	MARCH
<b>PROFESSIONAL DEVELOPMENT</b>	<b>AUTOMOTIVE COMPLIANCE</b>	<b>ANNUAL REFERENCE GUIDE</b>
SPECIAL SECTION: Faces in Compliance	SPECIAL FOCUS: Electric Vehicles, Autonomous Technology, and Connectivity	SPECIAL SECTION: 2021 Vendor and Product Directory
RESERVE BY: 11 / 13 MATERIALS DUE: 11 / 27	RESERVE BY: 12 / 11 MATERIALS DUE: 12 / 30	RESERVE BY: 1 / 15 MATERIALS DUE: 1 / 29
APRIL	MAY	JUNE
<b>COMMUNICATIONS</b>	<b>PRODUCT SAFETY</b>	<b>MILITARY AND AEROSPACE</b>
SPECIAL FOCUS: 5G, IoT, Broadband, Satellite, and Radio	SPECIAL FOCUS: Consumer Electronics	SPECIAL FOCUS: Emissions and Susceptibility
RESERVE BY: 2 / 12 MATERIALS DUE: 2 / 26	RESERVE BY: 3 / 19 MATERIALS DUE: 4 / 2	RESERVE BY: 4 / 16 MATERIALS DUE: 4 / 30
JULY	AUGUST	SEPTEMBER
<b>EMC COMPLIANCE</b>	<b>POWER AND ENERGY</b>	<b>ESD AND STATIC CONTROL</b>
SPECIAL FOCUS: International Compliance	SPECIAL OPPORTUNITY: Brand Analysis AdStudy	SPECIAL FOCUS: Circuits and Systems
RESERVE BY: 5 / 14 MATERIALS DUE: 5 / 28	RESERVE BY: 6 / 18 MATERIALS DUE: 7 / 2	RESERVE BY: 7 / 16 MATERIALS DUE: 7 / 30
OCTOBER	NOVEMBER	DECEMBER
<b>COMPONENTS AND MATERIALS</b>	<b>EMERGING TECHNOLOGIES</b>	<b>TESTING AND MEASUREMENT</b>
SPECIAL SECTION: 2022 Product Resource Guide and Directory	SPECIAL FOCUS: Signal Integrity	SPECIAL SECTION: Testing Handbook and Directory
RESERVE BY: 8 / 13 MATERIALS DUE: 8 / 27	RESERVE BY: 9 / 17 MATERIALS DUE: 10 / 1	RESERVE BY: 10 / 15 MATERIALS DUE: 10 / 29

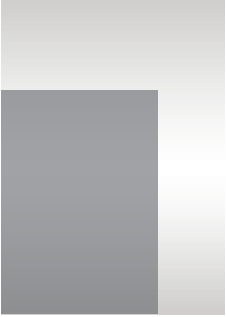
# specifications




FULL PAGE



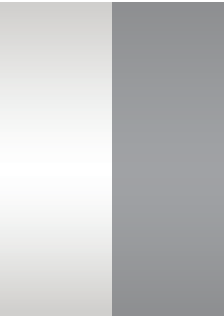
2/3 PAGE




1/2 PAGE ISLAND



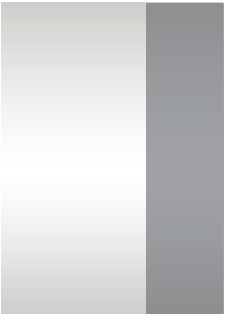
1/2 PAGE HORIZONTAL




1/2 PAGE VERTICAL




1/3 PAGE SQUARE



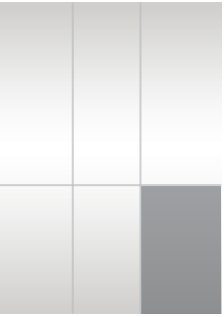
1/3 PAGE VERTICAL



1/4 PAGE



1/6 PAGE



PRODUCT SHOWCASE

INSERTIONS	BLEED (W x H)	NON-BLEED (W x H)
SPREAD	16.750" x 11.125"	14.25" x 10"
FULL PAGE	8.375" x 11.125"	7.125" x 10"
2/3 PAGE	5.25" x 11.125"	4.5" x 10"
1/2 PAGE ISLAND	5.25" x 8.625"	4.5" x 7.5"
1/2 PAGE VERTICAL	4.125" x 11.125"	6.875" x 4.875"
1/2 PAGE HORIZONTAL	8.375" x 6"	3.3125" x 10"
1/3 PAGE SQUARE		4.5" x 4.875"
1/3 PAGE VERTICAL		2.125" x 10"
1/4 PAGE		3.375" x 4.875"
1/6 PAGE		3.5" x 3"
PRODUCT SHOWCASE		2.125" W x 4.3175"

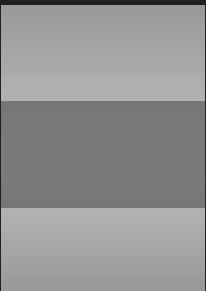
REQUEST AD RATES

## CUSTOM IMPRESSIONS

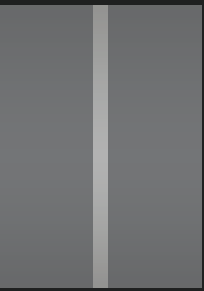
REQUEST AD RATES

Be sure to stand out should you choose to add a special touch with a unique advertising approach.

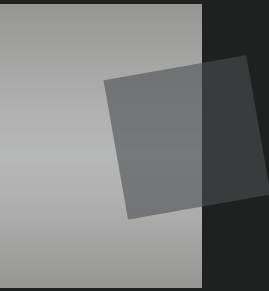
- Belly band
- Gate fold
- Brochures
- Postcards
- Posters
- Regional Targeting



BELLY BAND



GATE FOLD



INSERTS

### PREMIUM POSITIONS AVAILABLE

Ask your account manager about available and upcoming opportunities.

## DIGITAL FILE REQUIREMENTS

- EPS, JPG, PDF or TIFF. No application files will be accepted.
- All images used in design must be 300 dpi and CMYK color profile.
- All fonts used in the document must be included, printer and screen, as well as embedded fonts.
- If you wish to use PMS or spot colors, additional charges apply.

For specific measurement information, please contact [erin.feeney@incompliancemag.com](mailto:erin.feeney@incompliancemag.com)

## MECHANICAL INFORMATION

PRINTING  
Web-offset presses

BINDING  
Saddle Stitched with exception of the March issue

TRIM SIZE  
8.125" W x 10.875" H

LIVE MATTER  
Text and graphics at least .25" from the trim

BLEED  
At least .125" past the trim

SPREAD  
Live matter at least .375' from gutter

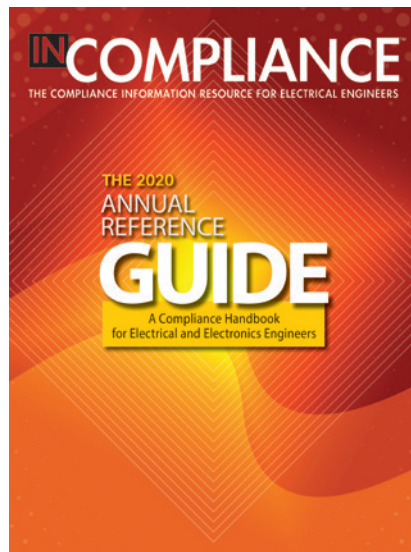


## REQUEST AD RATES

The Annual Reference Guide features a collection of top reference articles, this unique issue boasts a complete Buyer's Guide packed with essential product and supplier information.

Opportunities include:

- Exclusive Solutions Spread
- Spotlight Ad
- Vendor & Product Directory
- Product Directory Ad
- Logo Enhancement
- Business Card Ad



*Published in January*

## REQUEST AD RATES

This special advertising initiative provides your brand with an opportunity to showcase the strengths of your company and promote the people at the forefront of your business.

*Published in October*

## REQUEST AD RATES

A comprehensive source of insights and information on how to operate and evaluate electrical/electronics engineering products to help engineers make informed purchase decisions. The product marketplace and supplier listing guide offers businesses a unique medium to present their products and services to a captive buying audience.



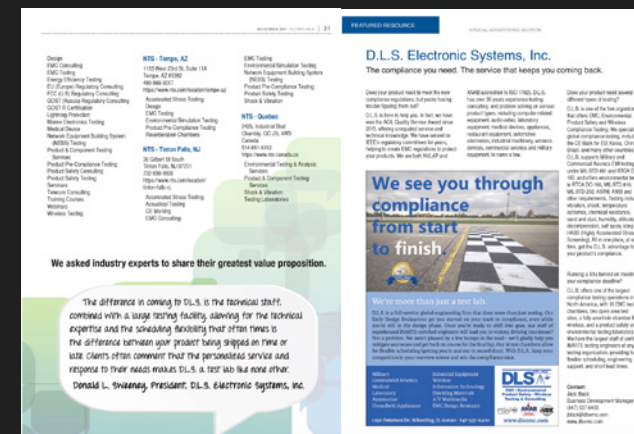
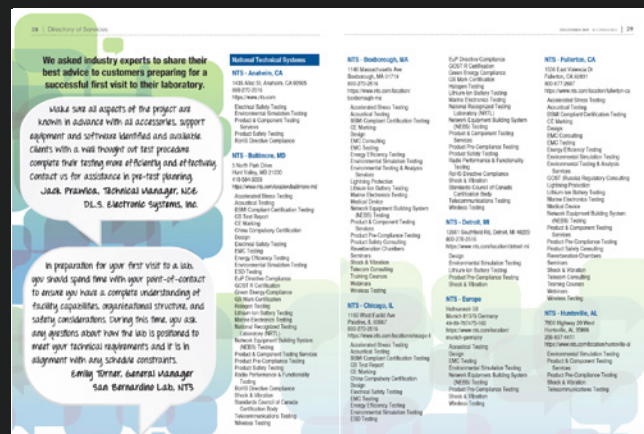
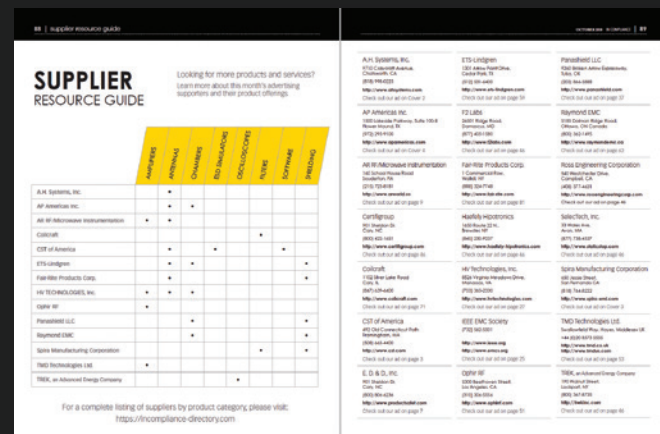
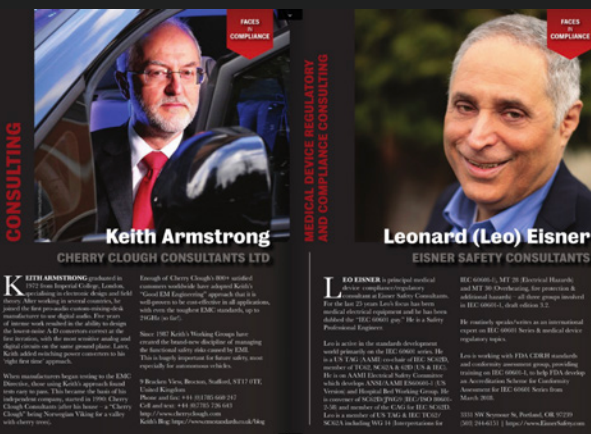
## LOGO ENHANCEMENT

*Published in December*

## REQUEST AD RATES

A unique opportunity to feature your testing organization or consultancy and share your greatest value proposition, tips for a successful testing experience, and customer testimony to further solidify your messaging.

Participants will be included as a featured resource and listed in the Testing Services Directory.





# special opportunities



## ISSUES AND ANSWERS

REQUEST AD RATES

This special feature to our monthly issues offers a distinctive advertorial approach. Serving to educate and inform readers about current industry challenges and solutions, organizations will have the opportunity to showcase industry expertise. Have leading members within your company address key topics in this unique interview format reviewed by an In Compliance editor.



## INDUSTRY INNOVATORS

REQUEST AD RATES

This custom advertorial allows you to craft an in-depth message that can encourage buyers to do business with you. Profile your industry experience, discuss and highlight key R&D investments that demonstrate industry innovation or advancement, share information about new products, or even promote your industry recognized achievements.



# digital edition

Our new digital edition presents a modern, responsive, and user-friendly version of the magazine that unlocks a unique and interactive reader experience on any device. Presented in a full-width scrollable format, this enhanced version of the magazine provides exciting new opportunities for advertisers to engage with our digital readership.

VIEW

## AD BRAND STUDY

Available in August

Have you ever wondered if your advertising was noticed, read, or even acted upon? Here's your chance to evaluate the effectiveness of your advertising!

Our in-depth Ad Brand Analysis Study is performed by a third party research company. Readers will be asked a series of questions about the magazine and the display ads appearing throughout the issue. Readers will assess the ad and provide measurable and candid feedback regarding company awareness, purchase consideration, and brand perception.

Participating advertisers will receive a comprehensive report with both quantitative and qualitative results, including extensive verbatim commentary containing thoughtful criticism that your team can take action on.



# digital edition advertising

Bring life to your traditional print advertisement with interactive elements in the new Premium Digital Edition. Enhanced media options instantly modernize your brand while offering more opportunities for engagement and conversion.



### RESPONSIVE AD

Transform your print ad to take advantage of the responsive full-width design of our Premium Digital Edition.

[REQUEST AD RATES](#)

[VIEW](#)



### PREMIUM ENHANCEMENTS

Take your virtual connection opportunity to the next level with the following enhancements. Premium enhancements include one call-to-action button.

[REQUEST AD RATES](#)

#### ANIMATION

Add eye-catching movement to the page, attracting the reader's attention and deepening the level of engagement. Option for a single HTML animation or an introductory movement effect.

[VIEW](#)

#### SLIDESHOW

Showcase up to five additional images that will auto-rotate/slide within your ad. Images may contain separate marketing copy.

#### VIDEO/AUDIO

Feature a trailer style video or embed an audio clip to encourage readers to learn more about your offering.

[VIEW](#)

### FULLY-CUSTOMIZED AD

For an unrivaled effect with the highest impact, we'll produce a custom-designed digital ad with your supplied art. This fully customized, responsive ad includes an edge-to-edge format, allowing for multiple call-to-action links and is fully embedded.

[REQUEST AD RATES](#)

### LANDING PAGE SPONSOR

For maximum visibility, sponsor our publication landing page adjacent to the issue cover. Sponsorship features your company as the digital edition sponsor. Includes the option to add a welcome message, scrolling images or even embed audio or video.

[REQUEST AD RATES](#)

[VIEW](#)

# incompliancemag.com

Our website is a primary source for engineering news, product recalls, industry announcements, and social discussions.

VISIT OUR WEBSITE



34,500

monthly  
unique visitors

63,000

monthly  
unique page views



79%  
DESKTOP



18% 3%  
MOBILE TABLET



75% OF READERS  
VISIT THE WEBSITES  
OF OUR ADVERTISERS\*\*



# banner advertising



Advertising on incompliancemag.com allows you to reach over 34,500 engineers and engineering professionals each month. Get in front of a diverse audience to build brand awareness, and share information about your products and services with traceable, cost-efficient placement options.

### WEBSITE FEATURES:

- Global Compliance News
- Engineering Developments
- Issue Archive
- Articles and Columns
- Standards Library
- Tech Terms
- Industry Resources

**LEADERBOARD**  
728 X 90 PX

**FULL BANNER**  
468 X 60 PX

### LARGE RECTANGLE

336 X 280 PX

\*Displayed on homepage and in the side bar of all News posts

### FEATURED VIDEO

600 X 315 PX  
.MP4 OR .MOV  
Video length max 90 seconds

\*Displayed on homepage and side bar

[REQUEST AD RATES](#)

# eNewsletters

Deliver your message to a large audience with In Compliance eNewsletters.

Our newsletters provide readers with a curated and shareable collection of the latest news, technical resources, products and services, electronic related recalls, and new developments within the community.

**23,000**  
subscribers

**55,000**  
monthly sends

# THE WORLD IN COMPLIANCE

9,000  
SUBSCRIBERS



VOTED FAVORITE  
READER NEWSLETTER

# PRODUCT INSIGHTS

7,000  
SUBSCRIBERS

Special Opportunity!

## SELECTION TIPS

This exclusive position allows your business to promote up to ten tips for selecting product specific equipment.

As a bonus, your selection tips will be included in the 2022 PRODUCT RESOURCE GUIDE, published in October.

This bi-weekly eNewsletter provides coverage of global regulatory and product compliance news.

The World in Compliance reaches a broad audience of readers across the globe looking to stay connected to the industry through a trusted source.

## TOPICS OF COVERAGE INCLUDE:

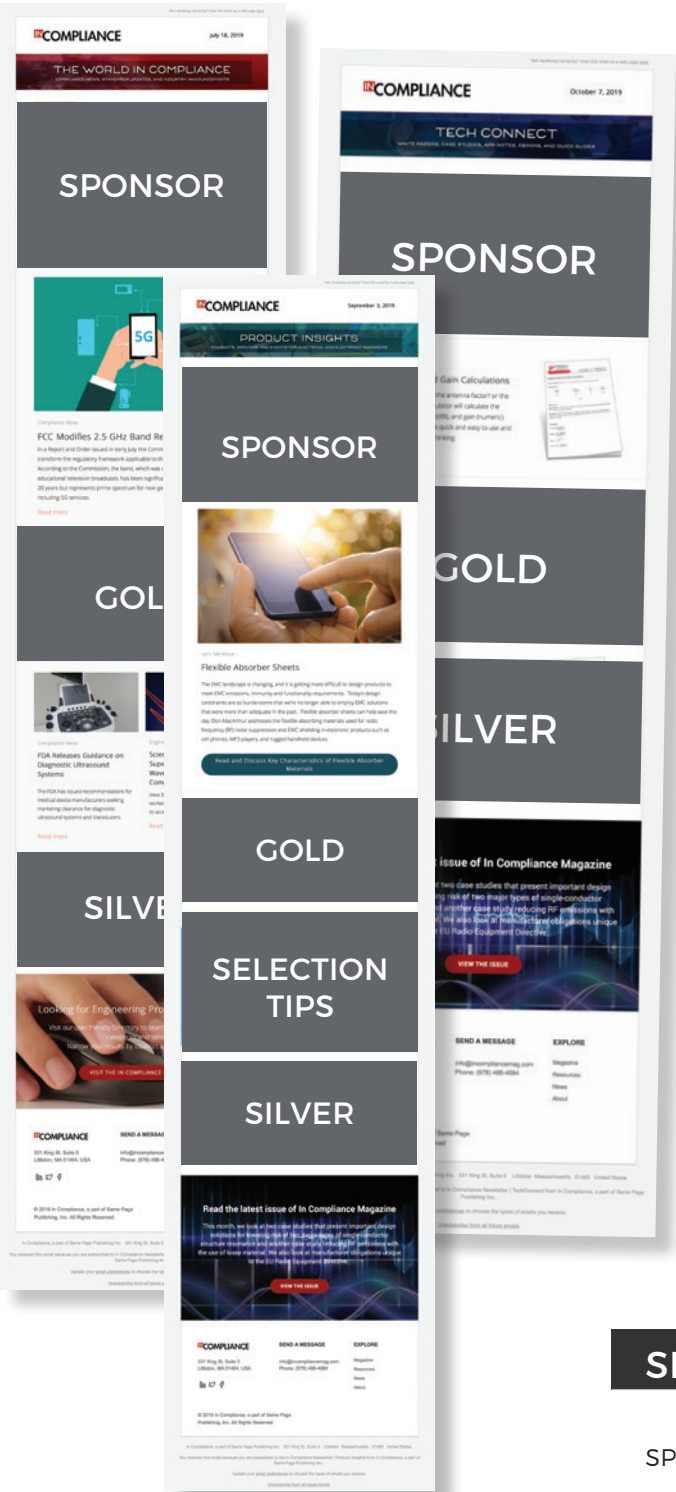
- Global Compliance News
- Standards Updates
- Featured Products & Services

REQUEST AD RATES

A monthly alert of current industry products, services, and announcements.

	TOPIC FOCUS:
JANUARY	RF Amplifiers
FEBRUARY	ESD Simulators
MARCH	Antennas
APRIL	Testing Laboratories
MAY	Career
JUNE	Oscilloscopes
JULY	Simulation Software
AUGUST	EMI/RFI Shielding
SEPTEMBER	Spectrum Analyzers
OCTOBER	Absorbing Materials
NOVEMBER	Filters
DECEMBER	Chambers

REQUEST AD RATES



# TECH CONNECT

7,000  
SUBSCRIBERS

Top technical resources including whitepapers, app notes, and more.

Engineers are known to gravitate towards informational resources. They are in constant search of a greater depth of knowledge in their areas of expertise. Instead of letting your best resources become buried on your website, share them on Tech Connect and start building a more profound connection with members of your target audience.

REQUEST AD RATES

## SPECIFICATIONS

SPONSOR

LOGO, HEADLINE (5-7 WORDS), 75 WORDS  
600PX W x 300PX H IMAGE,  
CALL TO ACTION, ONE DESTINATION LINK.

GOLD FEATURE

HEADLINE (5-7 WORDS), 50 WORDS,  
200PX W x 210PX H IMAGE,  
CALL TO ACTION, ONE DESTINATION LINK.

SILVER FEATURE

HEADLINE (5-7 WORDS), 50 WORDS,  
200PX W x 210PX H IMAGE,  
CALL TO ACTION, ONE DESTINATION LINK.



# EERC

electrical engineering  
resource center

A virtual library, stocked with technical industry resources such as white papers and case studies intended to help engineers solve and understand challenges in the workplace.

The way it works, in action

VISIT



VALUABLE  
CONTENT



PREMIUM  
PROMOTION



EXPRESSED  
INTEREST



READY TO  
NURTURE














# content marketing

Share your valuable content marketing resources with a qualified audience of engineers. By participating in the EERC, your content will get the exposure it deserves with three-months of promotion on incompliancemag.com and through additional push marketing efforts in our TechConnect eNewsletter and promotion in the pages of *In Compliance Magazine*.

REQUEST RATES

## CONTENT TYPES

Your resource must be technical in nature and contain evidence-based information.

-  checklists
-  eBooks
-  case studies
-  podcasts
-  guides and overviews
-  video
-  white papers
-  webinars
-  reports and analytics

## CONTENT PROMOTION

- Dedicated landing page
- incompliancemag.com
  - Homepage feature
  - Side rail rotation
- EERC landing page feature and rotation
- In Compliance Magazine promotion
- TechConnect eNewsletter

## LEAD GENERATION

- Gated form access
- User submitted details
- Permission to share consent
- Optional **Lead Qualification Add-On\***

## MEASURE + OPTIMIZE

- Monthly performance summary
- Build organic seo + backlinks

For optimal exposure, this program runs for three consecutive months.

## CONTACT PERMISSION POLICY

We are committed to protecting the privacy of our readers and believe in transparent disclosure of data collection and handling processes.

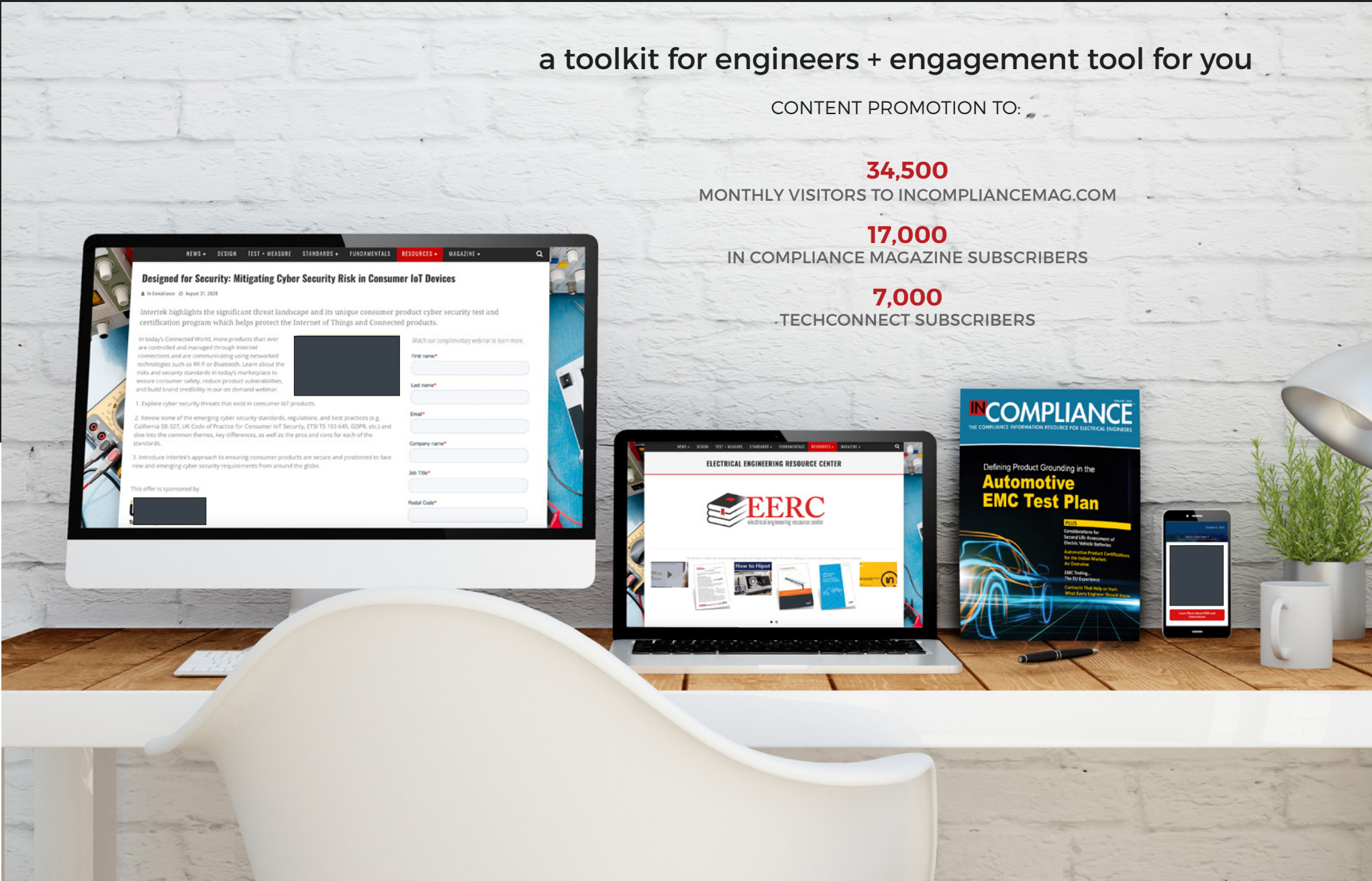
We follow the guidelines of global compliance regulations such as GDPR and CASL, and apply those policies globally to all of our data handling processes. As such, we will rightfully obtain the permission to share any personal information with and to be contacted by a content sponsor as part of the EERC download interaction. Any contact information that is shared with your organization is with the consent of the reader.

Please consider all local data and privacy laws as your team continues to nurture your new contacts.

## a toolkit for engineers + engagement tool for you

CONTENT PROMOTION TO:

- 34,500  
MONTHLY VISITORS TO INCOMPLIANCEMAG.COM
- 17,000  
IN COMPLIANCE MAGAZINE SUBSCRIBERS
- 7,000  
TECHCONNECT SUBSCRIBERS





# directory

Our easy search and find Directory is specifically designed and developed for the electrical/electronic engineering community.

The In Compliance Directory is a one stop source for locating industry suppliers, products, and services. All directory participants are featured in our biggest, most coveted issue of the year, the Annual Reference Guide.

## LISTING CREATION AND MANAGEMENT

Submissions and updates can be self-managed from members area: [www.incompliance-directory.com](http://www.incompliance-directory.com).



Choose from over 300 product and service categories to align your business with:

AMPLIFIERS+

CHAMBERS

COMPONENTS

MATERIALS

RESOURCES

SAFETY+

SERVICES

SHIELDING

SOFTWARE

STATIC CONTROL

TEST & MEASURE

TESTING SERVICES

## MEMBERSHIP PACKAGES

## REQUEST DIRECTORY RATES

### ELITE

Promote your business with our elite membership package for the ultimate impact.

Elite membership unlocks:

- Company Description
- Contact Info
- Top of Category Placement
- 30 Product Categories
- Up to 15 Business Locations
- 10 Images
- Social Sharing Links

### ADVANTAGE

Upgrade your membership to access additional categories, and include more details about your brand.

Advantage membership unlocks:

- Company Description
- Contact Info
- 20 Product Categories
- Up to 5 Business Locations
- 5 Images

### BASIC

Utilize our free membership option to include a basic inclusion of your business details.

Basic membership includes:

- Company Description
- Contact Info
- 10 Product Categories
- 1 Business Location
- 1 Image

### BONUS!

ALL LISTING MEMBERS APPEAR IN THE ANNUAL REFERENCE GUIDE.

### ANNUAL REFERENCE GUIDE INCLUSIONS:

**Vendor Directory** - Company name, address, telephone number, and website. Index arranged alphabetically.

**Product Directory** - Company name appears under pre-selected product categories.

Categories must be chosen/updated by **January 1, 2021**.



# sponsorship

We have spent years developing a deep relationship with our readers. Our continued commitment to offering valuable, quality resources has earned the trust and respect of this highly influential audience. The sponsorship benefactor program is an exclusive opportunity to align your business with the top-notch, reader-recognized quality that In Compliance has come to be known for.

## OUR BENEFACTORS

An exclusive program, the benefactor sponsorship positions your brand as an elite partner of In Compliance. This program is reserved for a limited number of industry leaders whose products and/or services are highly relevant to this niche audience.

As a valued benefactor, in return your brand will receive year-round benefits of exclusive advertising opportunities, content distribution, and sponsorship recognition.

## SPONSORSHIP BENEFITS

- Align your brand with a well-established, highly trusted source.
- Elevate your brand as a recognized sponsor.
- Receive a premium promotional package featuring exclusive placement opportunities.
- Build deeper relationships with a highly influential audience of engineering professionals.
- Generate new contacts for your sales funnel by sharing valuable technical resources.

[DETAILS AND PRICING AVAILABLE UPON REQUEST](#)

# policies

## ADVERTISING POLICIES

All invoices are due and payable net 30 days after invoice date. All accounts past 30 days will be assessed a monthly service charge of 1.5% per month of the unpaid balance. Collection costs, including collection agency and/or attorneys' fees will be charged jointly to the advertiser and agency. If agency fails to pay In Compliance as agreed, advertiser will be held responsible for all monies due. Prepayment may be required of new advertisers or agencies until credit approval is obtained. Advertisers not using amount of space upon which billings have been based within one year from insertion will be short-rated.

The advertiser and its agency assume liability for advertising content. The advertiser and its agency shall indemnify, defend and hold harmless In Compliance from any responsibility or liability for claims arising from the printing or publishing of advertisements. In Compliance reserves the right to reject or omit any advertisement. In Compliance will not be held responsible for circumstances beyond its control, including Acts of God, strikes or civil unrest. The publisher reserves the right to place the word "advertisement" within any ad the publisher determines resembles editorial material. All advertising insertion orders and contracts are subject to approval of the publisher.

## COMMISSIONS + DISCOUNTS

### BLACK AND WHITE RATES

Subtract \$600 from the four-color display rate (Some restrictions apply.)

### AGENCY COMMISSION

15% discount to recognized advertising agencies with approved credit rating, and if paid within 30 days. (Some restrictions apply.)

### PREMIUM POSITIONS

Contact your account manager for information.

### BLEED PAGES

Bleed pages incur no additional charges and are accepted for spreads and full-page ads.

## CANCELLATIONS

Cancellations are not accepted after Space Closing date. Covers can not be canceled within six weeks of issue date. Ads canceled after the space reservation deadline will be billed at 100%.

All materials must be supplied in electronic format. Submit press-ready materials to [erin.feeney@incompliancemag.com](mailto:erin.feeney@incompliancemag.com).

In Compliance Magazine is produced in Adobe InDesign on a Macintosh platform. Materials not supplied according to the requirements set out above may result in delays in the production process and may incur additional expense to the advertiser.



# contact us



**LORIE NICHOLS**

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