



semiconductor**TODAY**

COMPOUNDS & ADVANCED SILICON

2012 Media Kit

Choose *Semiconductor Today* for...

- Accurate and timely editorial coverage of all the key issues
- Targeted 13,850 + international circulation
- Highly competitive rates
- Magazine, website, and E-brief package options
- Direct delivery by e-mail and RSS feeds
- Unbeatable service

Picture: Close-up of concentrated photovoltaic (CPV) power unit, courtesy of SolFocus.

Introduction

Semiconductor Today is a digital magazine and online resource for the compound semiconductor and advanced silicon industries. With a targeted international circulation, the magazine and online resource provide a highly effective and cost-competitive means to reach your audience.

Semiconductor Today's mission is to disseminate high-quality, timely, compound semiconductor focused editorial material to as targeted an audience as possible. Above all else, we understand that it is the quality and accessibility of a publication's content that is the key to advertising success. Over the last twelve months, *Semiconductor Today* published more issues, and more original features than its nearest competitor. And unlike some of our competitors, *Semiconductor Today* always presents its magazine content in reader-friendly news categories and in a professionally laid-out format.

Investing in the future

At *Semiconductor Today* we believe in continual investment and development in order to provide our readers with an exceptional experience. In 2011, we launched a redesigned

and enhanced website, and a new version of our digital magazine, with even greater functionality and advertising options. For 2012, we are launching the Chinese language *Semiconductor Today Asia*.

Benefits of a digital magazine

Digital magazines offer a sophisticated range of advertising options, such as audio/video content, which can be used to create greater impact. All websites cited within the magazine are hyperlinks, enabling the reader to respond to advertising instantly.

Rapid delivery

Printed magazines take several weeks to produce and deliver, especially to inaccessible countries. The result is outdated content. However, digital magazines can be produced quickly and delivered instantly, even to geographical regions that cannot be served efficiently with printed mail. Typically, readers receive *Semiconductor Today* within 2 days of it being completed.

Unlimited distribution

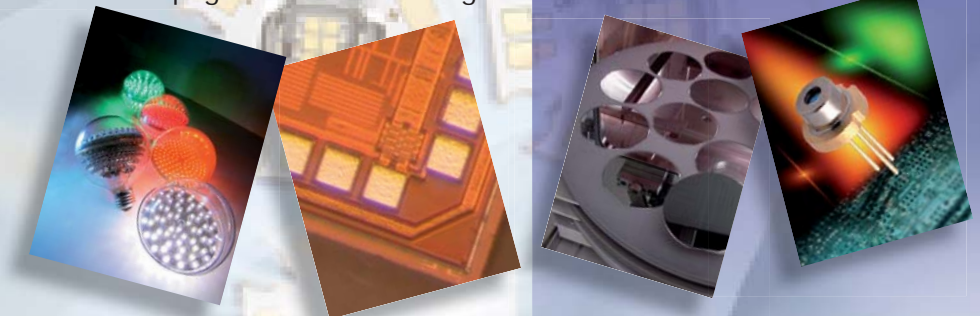
Print publishers limit the number of copies of each issue they distribute to keep their costs low. However, digital magazines are inexpensive to

distribute, regardless of reader volumes, allowing you to reach every decision maker and everyone with purchasing influence within your target markets. Digital magazines also enable greater pass-on readership.

Cost effective

Digital magazines are inexpensive to publish; there are no print and postage charges, so *Semiconductor Today* can pass the production savings onto its advertisers.

For around \$14,000 the digital *Semiconductor Today* offers a year (10 issues) of full-colour, full-page advertising (plus bonus print issues), and a year's package banner advertising on the *Semiconductor Today* website. All this for around the same cost as other semiconductor magazines typically list for three months full-page colour advertising.



Pictures (above) from left to right: LED bulbs from LEDtronics; GigOptix's GX3110 chip; MOCVD reactor at Finisar; and Sanyo DL-8142-201 IR laser.

Editorial content

- III-V materials, e.g. GaAs, InP and GaN.
- II-VI materials, e.g. CdHgTe and ZnSe.
- IV-IV materials, e.g. SiC and SiGe, as well as advanced silicon technology such as strained silicon and silicon-on-insulator (SOI).
- Applications such as mobile wireless communications, fiber-optic communications, light-emitting diodes (LEDs), and photovoltaic solar cells.

Close attention will also be given to areas where the compound and advanced silicon industries converge.

Magazine readership

Semiconductor Today is primarily aimed at professionals working in both integrated device manufacturing fabs and foundries worldwide, producing either compound semiconductor or advanced silicon materials-based microelectronic and optoelectronic semiconductors.

Published 10 times per year, each issue of *Semiconductor Today* magazine and the weekly E-Brief is now e-mailed to 13,855 individual

scientists, engineers, and executives involved in the manufacturing of compound semiconductor and advanced silicon materials and devices. (Based on November 2011 figures).

Website

Semiconductor Today's website www.semiconductor-today.com publishes daily news updates, making it a first choice for industry professionals who want to be kept fully up to date with accurate and timely information. Furthermore, all

news items appearing on the *Semiconductor Today* website are edited, ensuring that nothing is published unless it meets the highest editorial standards. We do not publish paid-for, editorial material, either in the magazine or on the website.

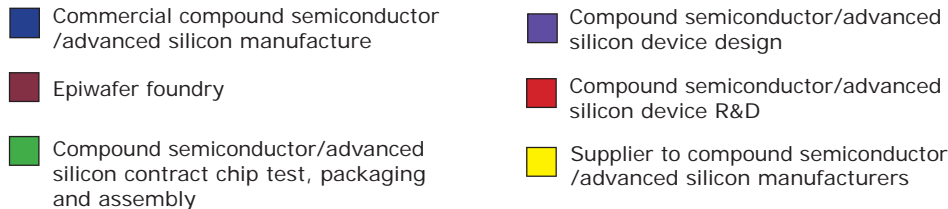
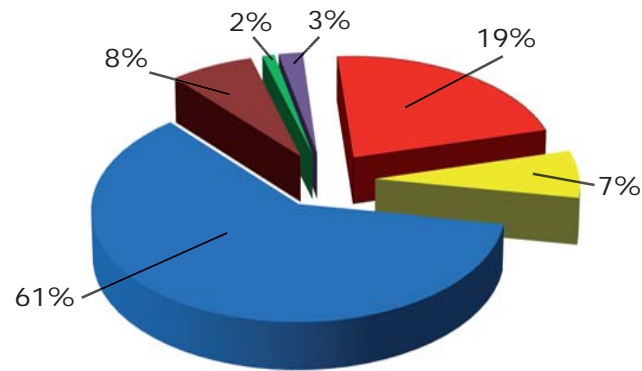
Semiconductor Today is a Google-listed news source, which means that each news item on the site appears in relevant Google news alerts. We also offer RSS feeds, so that interested parties can receive

news the instant it is posted to the site.

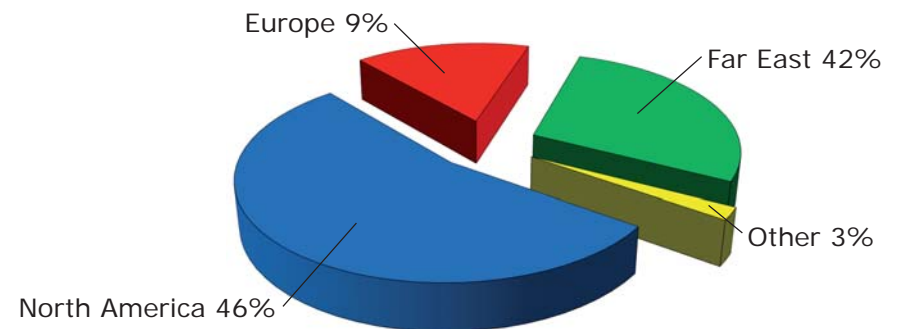
On average, *Semiconductor Today's* website now receives just over 17,700 unique visitors each month, and this figure continues to grow. (Based on November 2011 figures).

Semiconductor Today has an open-access policy: all magazine and website material is available free of charge and free of access restrictions.

Readership: Organisation Type



Readership: Geographical Breakdown



Featured topics:

Deadlines:

Issue 1: February 2012

- Optoelectronics for communications
- Photovoltaics

Advertising copy: February 1
Distribution: February 20

Issue 2: March 2012

- Nitride LEDs
- GaAs technology

Advertising copy: March 1
Distribution: March 20

Issue 3: April 2012

- Advanced silicon
- RF IC technology

Advertising copy: April 1
Distribution: April 20

Issue 4: May 2012

- Epitaxy
- Photovoltaics

Advertising copy: May 1
Distribution: May 20

Issue 5: June 2012

- GaAs technology
- SiC developments

Advertising copy: June 1
Distribution: June 20

Featured topics:

Deadlines:

Issue 6: July / August 2012

- InP & photonic integration
- LEDs

Advertising copy: July 1
Distribution: July 30

Issue 7: September 2012

- Nitride materials and devices
- Photovoltaics

Advertising copy: September 1
Distribution: September 20

Issue 8: October 2012

- SiC materials and devices
- Optoelectronics focus

Advertising copy: October 1
Distribution: October 20

Issue 9: November 2012

- GaAs technology
- Photovoltaics

Advertising copy: November 1
Distribution: November 20

Issue 10: December 2012 / January 2013

- LED manufacturing
- Nitride manufacturing

Advertising copy: December 1
Distribution: December 20



Note: Distribution dates are given as a guideline only, and are subject to change without prior notice. For confirmed dates please contact: darren@semiconductor-today.com

www.semiconductor-today.com

Pictures (above) from left to right: Osram OSTAR LEDs; Sanyo DL-8142-201 IR laser; GigOptix's GX3110 chip; Fox Group's UV LED chip; Intel's APD chip; Osram RGB OSTAR LEDs; Sanyo blue-violet laser; and EpiWorks wafer.

\$ USD Rate	x3 Package	x6 Package	x10 Package	Position	x3 Months	x6 Months	x12 Months
Double page Total	\$2,700.00 \$8,100.00	\$2,300.00 \$13,800.00	\$1,790.00 \$17,900.00	Centre home page banner	\$10,000.00	\$14,500.00	\$19,900.00
Full page Total	\$2,300.00 \$6,900.00	\$1,900.00 \$11,400.00	\$1,390.00 \$13,900.00	Top home page banner	\$7,500.00	\$10,400.00	\$15,500.00
Half page Total	\$1,950.00 \$5,850.00	\$1,700.00 \$10,200.00	\$1,190.00 \$11,900.00	Right home page banner	\$2,000.00	\$2,900.00	\$5,000.00
Third page Total	\$1,700.00 \$5,100.00	\$1,450.00 \$8,700.00	\$1,000.00 \$10,000.00	Left home page tower	\$5,000.00	\$8,000.00	\$12,500.00
Quarter page Total	\$1,450.00 \$4,350.00	\$1,300.00 \$7,800.00	\$950.00 \$9,500.00	Top news page banner	\$7,500.00	\$10,400.00	\$15,500.00
Directory listing Total	* *	* *	* \$1,990.00	Right news page banner	\$6,500.00	\$9,500.00	\$14,500.00
				Left news page banner	\$6,000.00	\$9,000.00	\$14,000.00
				Large news footer banner	\$5,000.00	\$8,000.00	\$12,500.00
				Event listing sponsor	*	*	\$1,000.00

All x6 and x10 full-rate display advertising packages include 6 and 12 months of banner advertising on the *Semiconductor Today* website free of charge, respectively.

All full-rate x10 double-page and full-page packages include a 50-word company promotion with hyperlink in x12 issues of the weekly *Semiconductor Today* electronic news-brief. Stand-alone advertising options in the electronic weekly news-brief are also available.

If you would like your printed brochure or promotional material converted to a digital format and e-mailed with *Semiconductor Today*, please ask for the rates.

All x6 and x10 display advertising packages include an enhanced Supplier Directory listing, including a logo and 25-word company promotion.

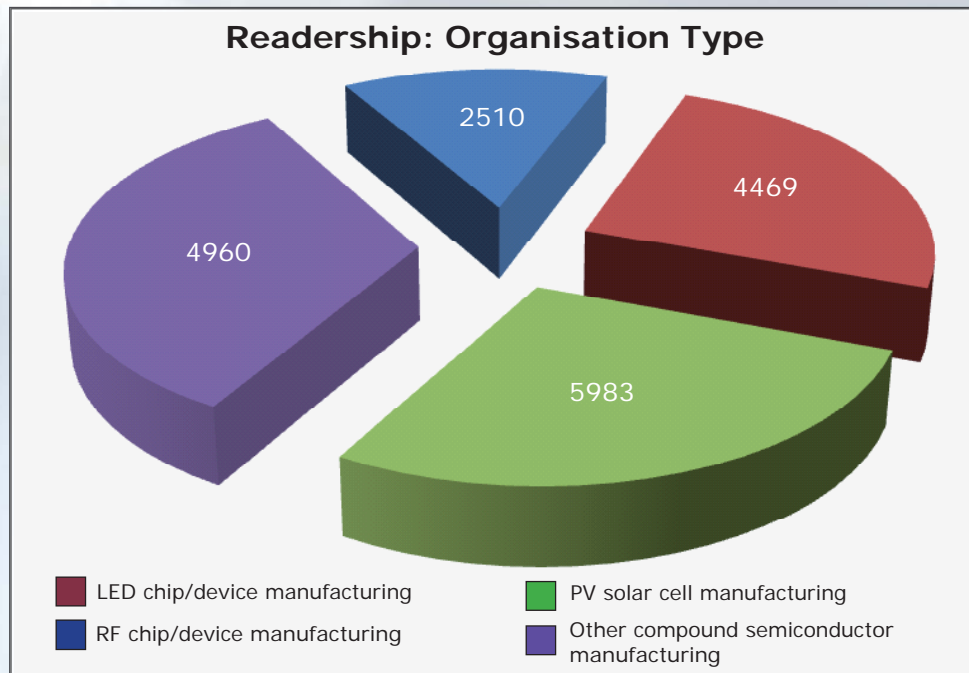
All advertising appearing in the digital magazine will also appear in the printed version of *Semiconductor Today* for distribution at trade events, such as CS MANTECH.

Semiconductor Today Asia is a translation of selected material from the English language version of *Semiconductor Today*. It is published in the same online format and distributed by email to over 17,900 professionals located in Chinese speaking regions of Asia (China, Taiwan and Singapore). As with the English language version, *Semiconductor Today Asia* provides advertisers with a highly targeted audience of: LED chip/device manufacturers, PV solar cell manufacturers, RF chip/device manufacturers, and other compound semiconductor-based device manufacturers.

Semiconductor Today Asia will be published 5 times per year and will provide a Chinese speaking audience with the same level

of quality content as the English language version. Our focus on high-quality news and technical articles will provide a unique insight for the Chinese speaking people of Asia. Advertisers should use *Semiconductor Today Asia* specifically to target Chinese speakers. It should be used in conjunction with the English language *Semiconductor Today*, which already offers a substantial audience of over 5,500 English speaking readers based in the Far East.

Semiconductor Today Asia provides a cost-effective platform for North American, European & Asian companies to take full advantage of the growth in Chinese manufacturing.



\$ USD rates

	x1	x2	x3	x4	x5
Full page	\$1,500	\$1,350	\$1,150	\$950	\$750
Half page	\$1,350	\$1,150	\$950	\$750	\$500

Advertising rates for companies which advertise in the English language version.

	x1	x2	x3	x4	x5
Full page	\$2,000	\$1,800	\$1,600	\$1,400	\$1,200
Half page	\$1,700	\$1,500	\$1,300	\$1,100	\$900

Advertising rates for companies **not** advertising in the English language version.

Third and quarter page advertising rates are available on request.

Publishing schedule: February, May, July, September, November