Choose *Semiconductor Today* for...

- Accurate and timely editorial coverage of all the key issues
- Targeted 84,741 international circulation
- Highly competitive rates
- Magazine, website, and E-brief package options
- Direct delivery by e-mail and RSS feeds
- Unbeatable service
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.

Media solutions

At Juno Publishing & Media Solutions, we offer our advertising clients a multi-channel extension to their marketing activities. Our primary aim is to help our clients market and sell their products through the reach and influence of *Semiconductor Today*. To do this effectively, alongside advertising options, we also offer media solutions, including: •Outsource social media marketing •Website design •Advertisement design •Editorial services •Telesales •Surveys

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 The result is outdated content.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.

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.

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.

www.semiconductor-today.com
**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 84,741 individual scientists, engineers, and executives involved in the manufacturing of compound semiconductor and advanced silicon materials and devices. (Based on September 2018 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.

On average, *Semiconductor Today*’s website now receives just over 21,748 unique visitors each month, and this figure continues to grow. (Based on September 2018 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**

- Commercial compound semiconductor/advanced silicon manufacture: 62%
- Epitaxial foundry: 14%
- Compound semiconductor/advanced silicon device design: 2%
- Compound semiconductor/advanced silicon device R&D: 2%
- Compound semiconductor/advanced silicon contract chip test, packaging and assembly: 4%
- Supplier to compound semiconductor/advanced silicon manufacturers: 2%

**Readership: Geographical Breakdown**

- Europe: 10%
- Asia: 44%
- North America: 42%
- Other: 4%
- North America: 62%
- Europe: 14%
- Asia: 44%
- Other: 2%
- North America: 2%
- Europe: 2%
- Asia: 14%
- Other: 2%
## Editorial calendar 2019

### Featured topics:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>III-Vs on silicon</td>
<td>Nitride LEDs</td>
<td>Advanced silicon</td>
<td>Epitaxy</td>
<td>GaAs technology</td>
<td>InP &amp; photonic integration</td>
<td>Nitride materials and devices</td>
<td>SiC materials and devices</td>
<td>GaAs technology</td>
<td>LED manufacturing</td>
</tr>
<tr>
<td>Photovoltaics</td>
<td>Optoelectronics for communications</td>
<td>Power electronics (GaN, SiC, etc.)</td>
<td>RF IC technology</td>
<td>Two-dimensional materials</td>
<td>LEDs</td>
<td>Photovoltaics</td>
<td>Optoelectronics focus</td>
<td>Two-dimensional materials</td>
<td>Nitride manufacturing</td>
</tr>
</tbody>
</table>

### Deadlines:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>February 1</td>
<td>February 27</td>
<td>March 1</td>
<td>March 27</td>
<td>April 1</td>
<td>April 27</td>
<td>May 1</td>
<td>May 27</td>
<td>September 1</td>
<td>September 27</td>
</tr>
<tr>
<td>July 1</td>
<td>July 30</td>
<td>October 1</td>
<td>October 27</td>
<td>November 1</td>
<td>November 27</td>
<td>December 1</td>
<td>December 20</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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 Digital magazine & Website rate card

<table>
<thead>
<tr>
<th>Position</th>
<th>x3 Months</th>
<th>x6 Months</th>
<th>x12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre home page banner</td>
<td>$10,000.00</td>
<td>$14,500.00</td>
<td>$19,900.00</td>
</tr>
<tr>
<td>Top home page banner</td>
<td>$7,500.00</td>
<td>$10,400.00</td>
<td>$15,500.00</td>
</tr>
<tr>
<td>Right home page banner</td>
<td>$2,000.00</td>
<td>$2,900.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Left home page tower</td>
<td>$5,000.00</td>
<td>$8,000.00</td>
<td>$12,500.00</td>
</tr>
<tr>
<td>Top news page banner</td>
<td>$7,500.00</td>
<td>$10,400.00</td>
<td>$15,500.00</td>
</tr>
<tr>
<td>Right news page banner</td>
<td>$6,500.00</td>
<td>$9,500.00</td>
<td>$14,500.00</td>
</tr>
<tr>
<td>Left news page banner</td>
<td>$6,000.00</td>
<td>$9,000.00</td>
<td>$14,000.00</td>
</tr>
<tr>
<td>Large news footer banner</td>
<td>$5,000.00</td>
<td>$8,000.00</td>
<td>$12,500.00</td>
</tr>
<tr>
<td>Event listing sponsor</td>
<td>*</td>
<td>*</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>

Rates for x1 and x2 insertions charged at 50% of x3 total package rate, per insertion. 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. 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.

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.

For more information and booking, please contact Darren: Darren@semiconductor-today.com
**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 20,793 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 4 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 24,511 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.

---

**Readership: Organisation Type**

- LED chip/device manufacturing: 16%
- RF chip/device manufacturing: 27%
- PV solar cell manufacturing: 32%
- Other compound semiconductor manufacturing: 25%

---

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

<table>
<thead>
<tr>
<th></th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,150</td>
<td>$950</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,350</td>
<td>$1,150</td>
<td>$950</td>
<td>$750</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,700</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

Third and quarter page advertising rates are available on request.

**Publishing schedule:** February, May, September, December

---

For more information and booking, please contact Darren: Darren@semiconductor-today.com