Choose Semiconductor Today for...

- Accurate and timely coverage of key issues
- Targeted 87,463 international circulation
- Highly competitive rates
- Magazine, website, and E-brief package options
- Direct delivery by e-mail and RSS feeds
- Environmentally conscious publishing
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. However, we always strive to improve what we offer. For 2021, we have introduced a completely redesigned website, with industry sector subsites that provide advertisers better targeted options for reaching buyers. Our new design is also more responsive, making it easier to read on mobile devices.

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 The result is outdated content.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. And it is environmentally friendly, too!

**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.
**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 87,463 individual scientists, engineers, and executives involved in the manufacturing of compound semiconductor and advanced silicon materials and devices. (Based on October 2020 figures).

**Website**

*Semiconductor Today*’s website [www.semiconductor-today.com](http://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.

*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 26,585 unique visitors each month, and this figure continues to grow. (Based on October 2020 figures).

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

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**Readership: Organisation Type**

- Commercial compound semiconductor/advanced silicon manufacture: 22%
- Compound semiconductor/advanced silicon device design: 8%
- Epiwafer foundry: 3%
- Compound semiconductor/advanced silicon device R&D: 6%
- Compound semiconductor/advanced silicon contract chip test, packaging and assembly: 6%
- Supplier to compound semiconductor/advanced silicon manufacturers: 2%

**Readership: Geographical Breakdown**

- North America: 40%
- Asia: 43%
- Europe: 14%
- Other: 3%
# Editorial calendar 2021

## Featured topics:

### Issue 1: February 2021
- III-Vs on silicon
- Solar photovoltaics

### Issue 2: March 2021
- UV LEDs
- Optoelectronics for communications

### Issue 3: April 2021
- Advanced silicon
- Power electronics (GaN, SiC, etc.)

### Issue 4: May 2021
- Epitaxy (MOCVD, MBE, etc)
- GaN RF technology

### Issue 5: June 2021
- GaAs technology
- SiC developments

### Issue 6: July / August 2021
- InP & photonic integration
- Micro-LEDs

### Issue 7: September 2021
- Nitride materials and devices
- Solar photovoltaics

### Issue 8: October 2021
- SiC materials and devices
- Lasers (VCSELs, etc)

### Issue 9: November 2021
- GaAs technology
- Two-dimensional materials

### Issue 10: December 2021 / January 2022
- LED manufacturing
- Nitride manufacturing

## Deadlines:

### Advertising copy:
- February 1
- March 1
- April 1
- May 1
- June 1
- July 1
- September 1
- October 1
- November 1
- December 1

### Distribution:
- February 27
- March 27
- April 27
- May 27
- July 30
- September 27
- October 27
- November 27
- December 20

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**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.*
<table>
<thead>
<tr>
<th>GBP Rate</th>
<th>x3 Package</th>
<th>x6 Package</th>
<th>x10 Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>£4,850.00</td>
<td>£8,250.00</td>
<td>£10,750.00</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Full page</td>
<td>£4,100.00</td>
<td>£6,850.00</td>
<td>£8,350.00</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Half page</td>
<td>£3,500.00</td>
<td>£6,100.00</td>
<td>£7,150.00</td>
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<tr>
<td>Total</td>
<td></td>
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<tr>
<td>Third page</td>
<td>£3,050.00</td>
<td>£5,200.00</td>
<td>£6,000.00</td>
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<tr>
<td>Total</td>
<td></td>
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</tr>
<tr>
<td>Directory listing</td>
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</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>£995.00</td>
</tr>
</tbody>
</table>

Note: stated rate is the total for the package.

Rates for x1 and x2 insertions charged at 75% of x3 total package rate, per insertion.

All 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.

Solus mail outs and banner/text promotional 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.

Website banners

With the introduction of our redesigned and improved website at www.semiconductor-today.com, we now provide a range of banner positions that can be targeted at specific industry sectors.

Our Home page and News Story pages attract the most traffic and so banners on these pages are charged at a premium. Large, prime position banners start at £9,000.00 for one year. Small and medium size banners start at £4,500.

Many of the prime positions are booked early in the year as part of a year-long schedule of advertising, so please contact Darren (darren@semiconductor-today.com) to check availability and exact pricing. Note: Discount banner pricing is available when booked as part of a package that includes magazine and/or e-newsletter advertising.
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 22,737 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 28,444 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.

<table>
<thead>
<tr>
<th>Readership: Organisation Type</th>
<th>£ GBP rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full page</strong></td>
<td>x1</td>
</tr>
<tr>
<td>LED chip/device manufacturing</td>
<td>£1,000</td>
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<tr>
<td>PV solar cell manufacturing</td>
<td>£850</td>
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<tr>
<td>RF chip/device manufacturing</td>
<td>£1,300</td>
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<tr>
<td>Other compound semiconductor manufacturing</td>
<td>£1,100</td>
</tr>
</tbody>
</table>

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