

## 2025 Media Kit

Choose *Semiconductor Today* for...

- Accurate and timely coverage of key issues
- Targeted 110,771 international circulation
- Highly competitive rates
- Magazine, website, and E-brief package options
- Direct delivery by e-mail
- Environmentally conscious publishing



## 2025 Media Kit

# semiconductor**TODAY**

COMPOUNDS & ADVANCED SILICON

### 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. **Semiconductor Today's** high quality, freely accessible content is available via a range of media channels, including the digital magazine, website, Enewsletter, and social media platforms. All of which provide highly effective options for reaching your target audience of buying decision makers and influencers.

### 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 The result is outdated content.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.

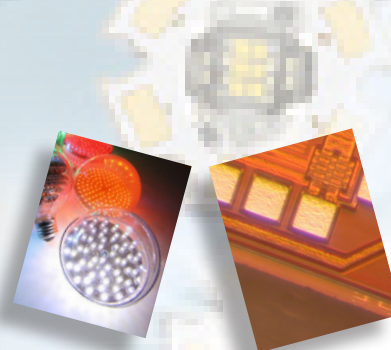
### Unlimited distribution

Print publishers limit the number of copies of each issue they distribute to keep their costs low. In comparison, 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!

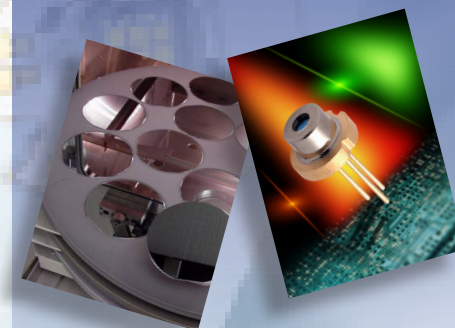


Pictures (above) from left to right: LED bulbs from LEDtronics; GigOptix's GX3110 chip; MOCVD reactor at Finisar; and Sanyo DL-8142-201 IR laser.

### 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 110,771 individual

scientists, engineers, and executives involved in the manufacturing of compound semiconductor and advanced silicon materials and devices. (Based on October 2024 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

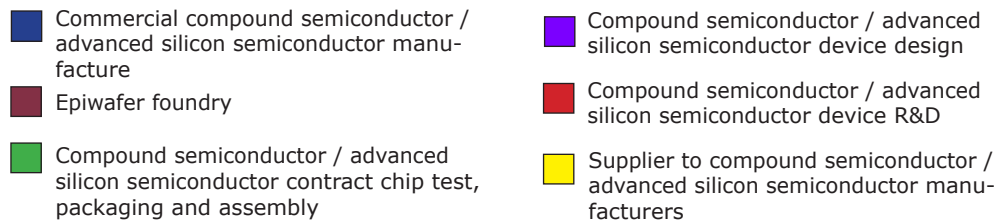
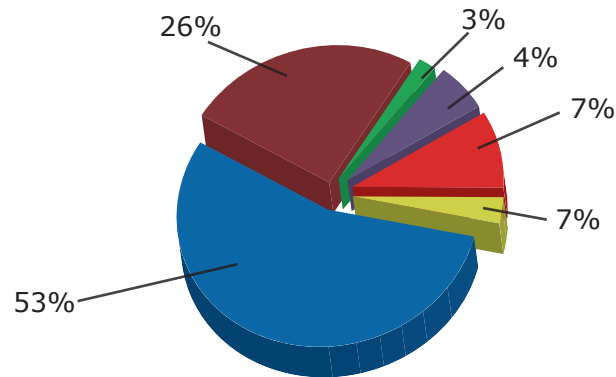
news items appearing on the **Semiconductor Today** website are edited, ensuring that nothing is published unless it meets the highest editorial standards.

**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.

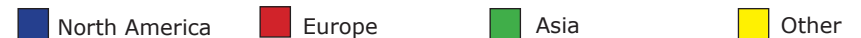
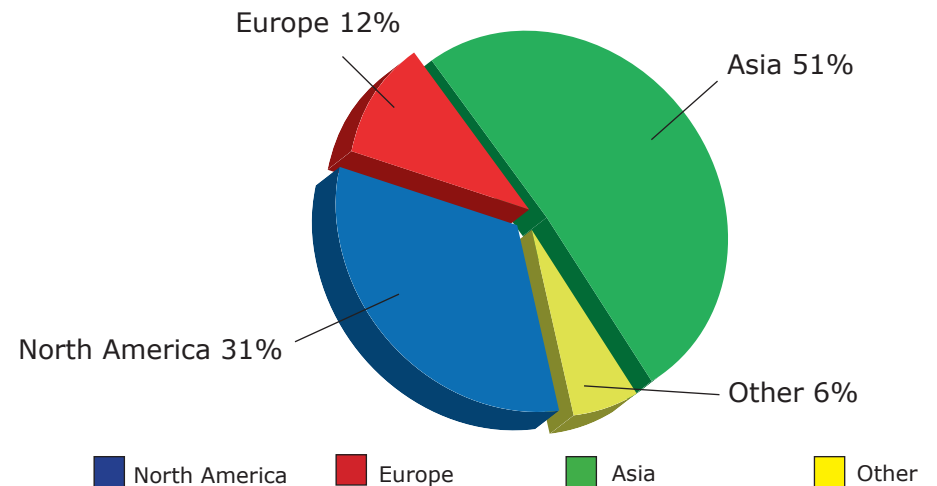
On average, **Semiconductor Today's** website now receives 34,881 unique visitors each month, and this figure continues to grow. (Based on October 2024 figures).

**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 2025

- III-Vs on silicon
- Solar photovoltaics

**Advertising copy:** February 1

**Distribution:** February 28

#### Issue 2: March 2025

- UV LEDs
- Optoelectronics for communications

**Advertising copy:** March 1

**Distribution:** March 31

#### Issue 3: April 2025

- Advanced silicon
- Power electronics (SiC, GaN, AlN, GaO)

**Advertising copy:** April 1

**Distribution:** April 30

#### Issue 4: May 2025

- Epitaxy (CVD, MOCVD, MBE etc)
- GaN RF technology

**Advertising copy:** May 1

**Distribution:** May 31

#### Issue 5: June 2025

- GaAs technology
- SiC developments

**Advertising copy:** June 1

**Distribution:** June 30

### Featured topics:

### Deadlines:

#### Issue 6: July / August 2025

- InP & photonic integration
- Micro-LEDs

**Advertising copy:** July 1

**Distribution:** July 31

#### Issue 7: September 2025

- Nitride materials and devices
- Solar photovoltaics

**Advertising copy:** September 1

**Distribution:** September 30

#### Issue 8: October 2025

- SiC materials and devices
- Lasers (VCSELs, etc)

**Advertising copy:** October 1

**Distribution:** October 31

#### Issue 9: November 2025

- Infrared sensors
- Two-dimensional materials

**Advertising copy:** November 1

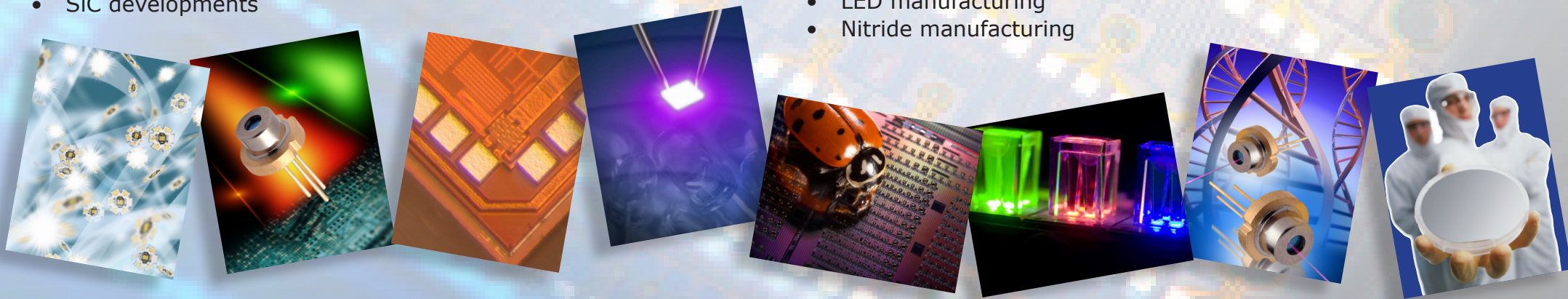
**Distribution:** November 30

#### Issue 10: December 2025 / January 2026

- LED manufacturing
- Nitride manufacturing

**Advertising copy:** December 1

**Distribution:** December 31



**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](mailto:darren@semiconductor-today.com)

[www.semiconductor-today.com](http://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.

| £ GBP Rate                        | x3 Package       | x6 Package       | x10 Package       |
|-----------------------------------|------------------|------------------|-------------------|
| Double page<br><b>Total</b>       | <b>£4,850.00</b> | <b>£8,250.00</b> | <b>£10,750.00</b> |
| Full page<br><b>Total</b>         | <b>£4,100.00</b> | <b>£6,850.00</b> | <b>£8,350.00</b>  |
| Half page<br><b>Total</b>         | <b>£3,500.00</b> | <b>£6,100.00</b> | <b>£7,150.00</b>  |
| Third page<br><b>Total</b>        | <b>£3,050.00</b> | <b>£5,200.00</b> | <b>£6,000.00</b>  |
| Directory listing<br><b>Total</b> | *                | *                | *                 |
|                                   | *                | *                | <b>£995.00</b>    |

**Note: stated rate is the total for the package.**

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

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](http://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](mailto: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.

Web banner sizes include Extra-large (premium), Large, Medium and Small. Pricing is based on banner size, location on the website, and duration of the campaign. We do not rotate banners, so if you book a position it is yours for the duration of the booking. Please contact us for a quotation.

**For more information and booking, please contact Darren: [Darren@semiconductor-today.com](mailto:Darren@semiconductor-today.com)**