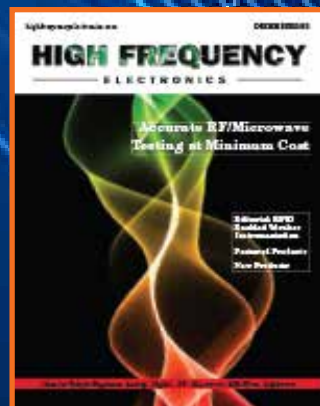
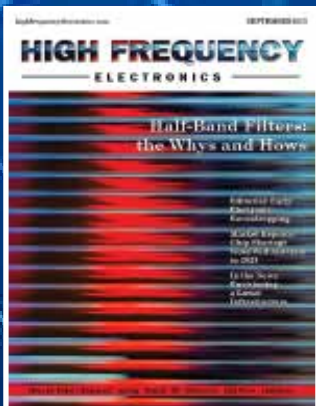
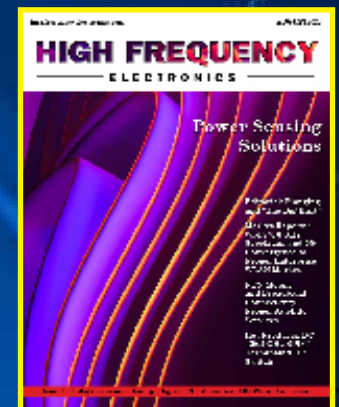
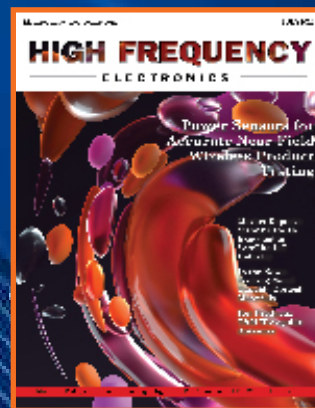
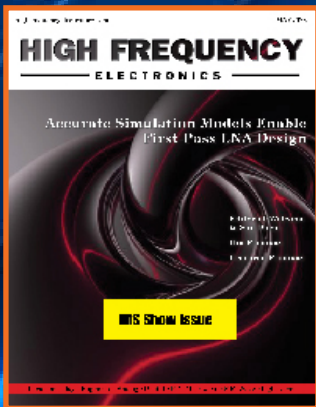
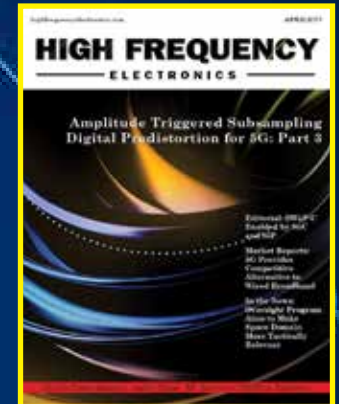
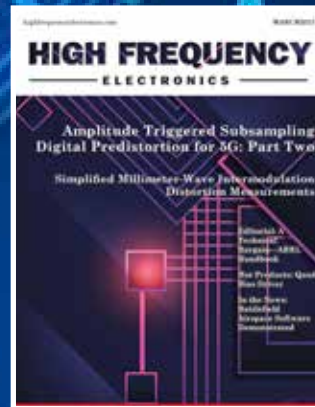
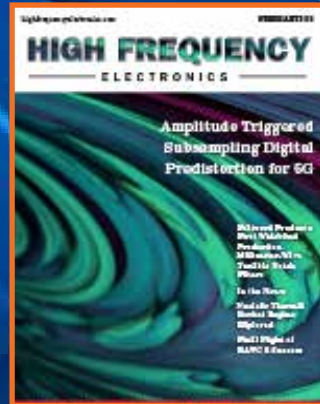
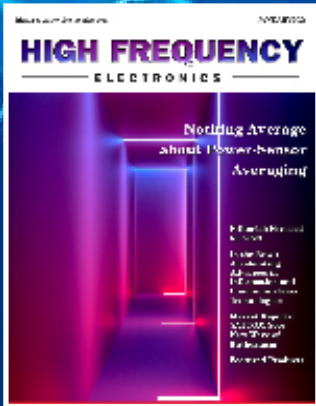


HIGH FREQUENCY

ELECTRONICS



2024 MEDIA GUIDE

Published online

HIGH FREQUENCY

ELECTRONICS

■ Experience

Our team has decades of experience in both technology and B-to-B publishing. With both engineering-design and product-marketing experience, we have the perfect combination to serve our engineering readers as well as our advertising clients.

■ Substance

High Frequency Electronics has the mission of providing an exchange of ideas among engineers. Our hands-on design experience and many years of industry participation allow us to select the right mix of subject matter, at the right technical depth for engineers of all experience levels. We like to think of our magazine as delivering a “chapter a month” of essential tutorial, applications-oriented and advanced material — an ongoing textbook for the continuing education and professional development of our readers.

■ Presentation

In keeping with our attention to substantive content, our online magazine is designed to present technical material clearly, with a clean, highly readable layout.

■ Online Presence

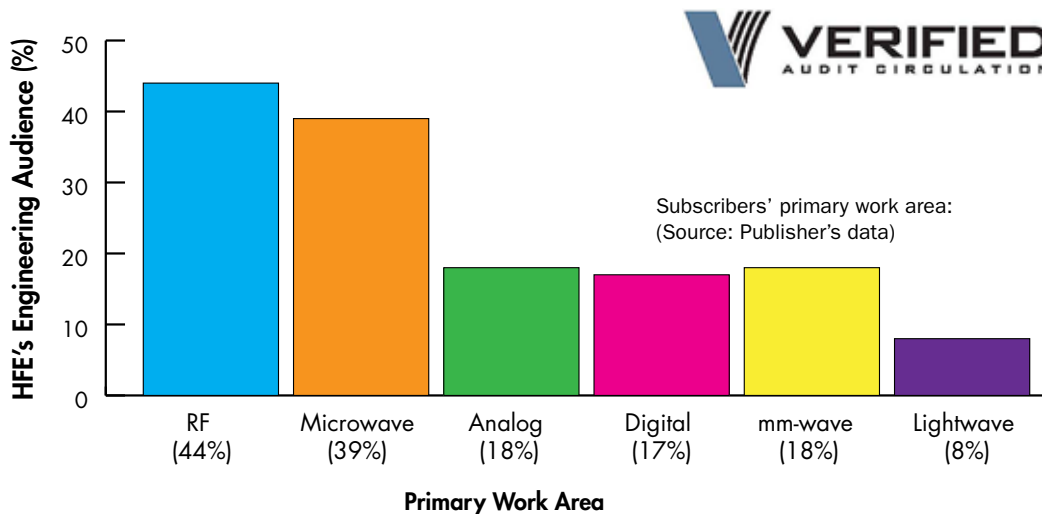
Every issue of High Frequency Electronics is published online. The Online Edition is interactive.

■ Service

We take pride in our professionalism, knowledge and cooperative attitude when dealing with advertisers. We can help you develop a marketing and advertising plan with multiple options.

■ 100% Engineering Audience

High Frequency Electronics reaches 20,000 “engineers, senior management, managers, supervisors, technical staff, and other personnel allied to the field” qualified within one year.



Web Statistics

Page Views:
68,225 per month

Unique visitors:
43,511 per month

Opt-in Email Subscribers
9,000 plus

Origin Hits:

United States 39.3%
Asia 35.2%
Europe 16.2%
Canada 5.5%
All Other 3.8%

Publisher's data
Analysis period March 2023

HIGH FREQUENCY

ELECTRONICS

2024 EDITORIAL CALENDAR

Issue	Featured and New Product Coverage	Important Industry Events
January	Antennas, Cable Assemblies, Radar	2024 IEEE Radio and Wireless Symposium San Antonio-January 21-24 DesignCon Expo 2024 Santa Clara-January 30- February 1
February	Design Tools, Power Amplifiers, Filters	
March	Passive Components, Test and Measurement	Satellite 2024 Washington DC, March 18-21
April	Cable Assemblies, Integrated Assemblies	NAB2024 Las Vegas-April 13-17 WAMICON 2024 Clearwater Beach, April 15-16
May	Automotive Electronics, Frequency Conversion-Products, Interconnects, IMS2024 Show Preview Issue	IMS 2024-Preview Washington, DC June 16-24.
June	IMS 2024 Show Issue, Control Components, Low Loss Cables, 5G LTE	IMS 2024 Washington DC June 16-24
July	Passive Components, Transformers, Inductors, Connectors	IEEE EMC 2024 Phoenix, AZ August 5-9
August	Defense Electronics, Automated Test, Test Cables	IEEE AUTOTESTCON 2024 National Harbor, August 26-29
September	Millimeter Connectors, RFICs, Detectors	EuMW2024 Paris September 22-27
October	Circuit Materials, Interconnects, Mil-Spec Products	
November	Coaxial Adapters, Low Noise Amplifiers, Design/Simulation/Test	
December	Crystal Oscillators, VCOs, YIG Oscillators	60th Annual AOC Convention National Harbor, December 11-13

Each monthly issue will offer the reader a balanced mix of subject matter at levels of technical depth ranging from fundamental tutorials to advanced theory. Each month the subject matter is carefully selected to be both practical and useful to engineers who are developing high frequency and high-speed systems for applications in wireless and wireless communications, military and civilian defense, navigation, computing, imaging, and more.

Additional technical articles can be published in each issue, covering other topics **AD CLOSING DATES:** 15th of the prior month (next business day if weekend) **AD MATERIAL DEADLINE:** 20th of the prior month. Contact your advertising sales representative for extra time or special requirements.

Editorial Submissions

Regular Columns

Meetings & Events, In the News, Design Notes, High Frequency Applications

Press Releases

Press releases for our informational columns should be sent by the first of the month prior to the desired publication date (e.g., April 1 for the May issue). Latebreaking news can be accommodated, but please advise the editors of urgent items by telephone or e-mail.

tim@highfrequencyelectronics.com

Article Contributions

We encourage the submission of technical articles, application notes and other editorial contributions. These may be on the topics noted above, or any other subject of current interest. Contact us with article ideas:

tim@highfrequencyelectronics.com

How to Contact Us

Send press releases and other communications to our Associate Publisher.

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High Frequency Electronics

PO Box 4291 | Jupiter, FL 33469 | 603-759-1840

highfrequencyelectronics.com

Advertising Information

	1x	3x	6x	12x
Spread	\$ 9,500	\$ 7,650	\$ 6,950	\$ 6,250
Full page	\$ 4,800	\$ 4,250	\$ 3,800	\$ 3,450
1/2-page	\$ 3,100	\$ 2,750	\$ 2,450	\$ 2,200
1/3-page	\$ 2,100	\$ 1,850	\$ 1,650	\$ 1,500
1/4-page	\$ 1,600	\$ 1,450	\$ 1,300	\$ 1,150
1/6-page	\$ 1,250	\$ 1,100	\$ 1,000	\$ 900

The above rates are for display ads, which appear in both the print and online editions.

Banner Ad sizes (W x H in pixels):

728x90 leaderboard banner
160x600 tower banner
468x60 banners
180x180 banners
Peel Back Option (upper right)

Online advertising opportunities include banners and sponsored pages. We can also provide e-newsletters, custom email blasts and direct mail list rentals, webcasts, white paper programs, and other digital media, as well. With many options available, it is not practical to list rates here. Contact your advertising sales representative (or check our website).

All advertising is commissionable at the rate of 15% to recognized advertising agencies.

Advertising Notes—Ads are accepted in digital format only. For more information on digital ad creation and PDF file submission, please visit the “Advertising and Media Info” section of our Web site.

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joanne@highfrequencyelectronics.com

Ad sizes (W x H in inches):

2-page spread (trim size):	16 x 10.75
2-page spread (with bleed):	16.25 x 11
Full page (trim size):	8 x 10.75
Full page (with bleed):	8.25 x 11
1/2 page island:	4.75 x 7.25
1/2 page horizontal:	7.25 x 4.75
1/2 page vertical:	3.5 x 9.75
1/3 page square:	4.75 x 4.75
1/3 page vertical:	2.25 x 9.75
1/4 page vertical:	3.5 x 4.75
1/6 page vertical:	2.25 x 4.75

Background images in bleed ads should fill the pre-trim dimensions of 7.5 x 10.25.

Digital Files:

HFE is an all-digital, online publication. PDFs and images are acceptable file formats.

For best results:

Build ads in a layout program at actual size. Files that have to be enlarged to fit on the page will not reproduce well.

Advertising Notes:

- Ads should be submitted via e-mail, FTP upload is also available.
- New advertisers should provide digital files in advance of the ad closing date. Additional matters will be coordinated with our production staff.
- Web banners may be jpg, gif, or png formats (contact us regarding other formats.)