

2012 MEDIA KIT



Passive Component Industry eMagazine

dedicated to exclusively covering the passive component industry

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PCI eMagazine Principles Serve Reader and Advertiser Interests for more than 7000 key industry contacts

eMagazine Vision Statement:

Provide the most current, accurate and in-depth market coverage of the worldwide passive electronic component industry.

eMagazine Coverage:

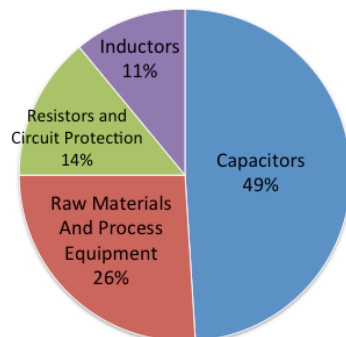
Passive Component Industry (PCI) eMag is dedicated to providing accurate business intelligence on the global supply chain for capacitors, resistors, inductors, and circuit protection. PCI Magazine, along with its parent company Paumanok Publications IMR and its business partner The Electronic Components Association (ECA), have continually supplied market and business intelligence on the worldwide passive component supply chain since 1988.

Circulation Summary:

The emagazine is "pushed" to our circulation list of over 7000 contacts worldwide via Constant Contact, and to over 1000 additional professional contacts in our Linked In and associated networks. We believe that our contact list is the most accurate in the world in terms of key decision makers in each segment of the supply chain. We estimate we have 90% coverage of all companies in the passive component supply chain worldwide in our contact systems. We currently attract over 2,000 readers a month to the site where the average stay is over two minutes per visitor per stay!

Readership Survey:

We conducted a readership survey of our subscriber base. The majority of readers noted that their primary interest was in the capacitor market (49%), followed by raw materials and process equipment (26%), Resistors and Circuit Protection components (14%) and inductors (11%).



Capacitors

(49% of Readers Surveyed):

These readers were primarily interested in the ceramic capacitor market, with emphasis on multilayered designs, or single layered ceramic capacitors for high voltage or high frequency applications. They are also interested in aluminum electrolytic capacitors, tantalum electrolytic capacitors, polypropylene capacitors and polyester capacitors, EDLC supercapacitors, niobium capacitors, integrated passive devices and other emerging product markets and trends.

Raw Materials and Process Equipment:

(26% of Readers Surveyed)

Vendors of engineered raw materials consumed during the production of passive electronic components represents the next largest group of readers of Passive Component Industry eMagazine.. The largest sub-category is in ceramic dielectric materials, with emphasis upon barium titanate and formulated dielectrics (such as X7R, X5R, COG and Y5V materials) and include companies selling precursors such as titanium dioxide and barium salts and compounds.

Resistors and Circuit Protection Components:

(14% of Readers Surveyed)

Manufacturers of linear resistors, non-linear resistors and circuit protection components make up 14% of Passive Component Industry eMagazine readership. The primary products produced by these vendors are ruthenium-based thick film chip resistors, quad and octel arrays; dual-in-line and single-in-line resistor networks; and through-hole resistors, including nichrome metal film, wirewound, tin-oxide and carbon based resistors.

Inductors:

(11% of Readers Surveyed):

Approximately 11% of our readers have indicated that their primary interest is in inductive components, with emphasis upon multilayered chip inductors, ferrite beads and bead arrays; ferrite cores, and wirewound power chip inductors.

Different Options To Suit Different Needs and Different Budgets



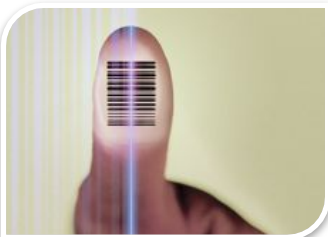
Branded Content:

Options for advertising in any and all areas of the magazine are available. From Leaderboard ads to logo placements and click through links, we can accommodate your objectives. Please see the rate card for additional details.



Advertising Packages:

Many clients want a simple option to get as much advertising as possible for as little fuss as possible. We offer packages to address monthly, semi-annual, quarterly, and annual advertising programs.



Branded Listings:

Many readers depend on Passive Component Industry Magazine as their primary source of news, industry events, and links to supplier sites. We have options to help increase the focus and contextual relevance of the branding effort to align with the reader's buying activity.



Branded Outreach:

If your interest is directly marketing key industry contacts with new offers and indirectly getting the brand out there by soliciting their input on an industry market survey, we can assist your outreach efforts utilizing Constant Contact. Our list of over 7000 dedicated email addresses in the passive electronic components industry is unmatched in the industry.



Market Research:

In cooperation with Paumanok Group and Paumanok Publishing, we are able to connect you with the leading industry published market research for the passive component industry, technical papers and reports, customized market research, and access to consulting sessions with market research experts. Contact us: <http://www.paumanokgroup.com>

Future Offerings: The Opportunity to be an Industry Innovation Leader

Crowd Panel Surveys and Data Gathering:

With millions of crowd workers around the globe, surveys and data gathering can be done in a fraction of the time for a fraction of the cost of traditional methods. Whether qualified or unqualified workers, analysis is enabled for sentiment, familiarity, interest, rankings, and other creative approaches can drive metrics.



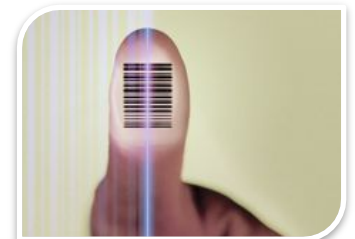
Sponsored Lifecaster at Industry Events:

It is too expensive for the majority of engineers, designers, and key decision makers to travel to all the key industry events in the current global economic environment. By placing a branded lifecaster in the events and live video streaming presentations, speeches, and panel discussions, you can bring the events to them.



RSS Passive Component Industry:

With over 20 years of industry experience, we have access to valuable insights, emerging trends, understanding of supply chain implications, and an appreciation for high quality information for a growing readership. We are implementing RSS feeds out to subscribers and mobile apps - branding opportunities are available.



Branded Multi-Media:

As consumption of content increasingly shifts to multi-media, we are going to be making additional content available via video (ie YouTube), slide sharing (ie SlideShare), micro-blogging (ie Twitter), and blogging (ie Blogger). Options are available to brand these channels to align as closely with your audience as possible.



“I have known Paumanok for over 10 years and have used their reports, expertise and guidance on a regular basis to support strategy development at Kemet Electronics.”

Daniel Persico, VP Strategic Marketing & Business Development at Kemet Electronics Corporation

Rate Card

Rate Card Items				
Branded Content (a la carte)				
	Location	Spec	Monthly (USD)	Annual (USD)
Masthead (Full Banner) Ads	In Header of web pages	468x60 pixels	\$2,000	\$12,000
Anchor Ads (Full Banner)	Bottom of web pages	468x60 pixels	\$1,000	\$6,000
Right Panel (Button) Ads	Right Top Panel	125x125 pixels	\$1,000	\$6,000
Branded Listings (a la carte)				
	Includes	Spec	Basic	Preferred (per)
Buyer's Guide Top Category Listing (Logo or Microbar)	Category Listing	57x57 or 88x31	Free (Text)	\$500
Branded Listing (Logo or Microbar)	Cross Linking Page Alphabetical	57x57 or 88x31	Free (Text)	\$500
Advertising Packages (combined from above offerings)				
	Includes	Spec	Package Price	Value
Universal Access Package	Twelve Months (annual)	1 of each ad format	\$20,000	\$25,000
Custom Package (including other options)	Customized package	all formats	Call	
Branded Outreach (a la carte)				
	Includes	Spec	Per	3 or more
Marketing via Constant Contact	Mailing to 7000+ contacts	HTML or Text Email	\$2,500	Call
Membership Survey via Constant Contact*	Customized survey to contacts	5 minute survey	\$1,250	Call
Survey Development	Custom survey development and testing	5 minute survey	\$2,500	Call
Survey Data Summary Analysis	Data Analysis and Summary Report	Collected raw data	\$1,000	Call
Market Research and Reports				
Market Research Studies	Customized to client requirements		http://www.paumanokgroup.com	
Market Expert Consulting	Customized to client		http://www.paumanokgroup.com	
Market Reports	Industry market reports		http://www.paumanokgroup.com	
Passive Component Technical Papers	Technical Presentations and Papers		http://www.paumanokgroup.com	

* Plus expenses associated with any incentives for survey participants

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Testimonials:

"I have known Paumanok for over 10 years and have used their reports, expertise and guidance on a regular basis to support strategy development at Kemet Electronics."

Daniel Persico, VP Strategic Marketing & Business Development at Kemet Electronics Corporation

"I initially was introduced to Paumanok when research electronic components made in China; we procured Paumanok's work and subsequently hired them to do multiple research projects. The company is made up of true professionals which have taught me much during our long-term relationship which I consider not only to be valuable, but one that has become trusted and personal." Leonard Zuga, Analyst, Battelle Memorial Institute

"Paumanok provided us good information related to market research in the field of film capacitors and passive components in general. Reports from Paumanok are good references for our industry." Antonio Carlos Marsiglia, President and CEO, EPCOS Electronic Components Malaga Espana.

"Mitsubishi/Kamaya started working with Paumanok more than a decade ago and has utilized their extensive knowledge and research for the passives industry. They now provide us with information we use to determine CAPEX for new and existing product lines." Mike Leibing, VP of Marketing & Sales at Kamaya, Inc.

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Full Banner:
468 x 60

Panel:
125 x 125

Microbar:
88 x 31

Logo:
57 x 57

Passive Component Industry Magazine:
Mechanical Spec Examples