

## A thoroughbred source of **qualified buyers**

ESE is one of the longest-established UK specialist electronics journals, with roots that go back over 20 years. Throughout this time we have developed and maintained a comprehensive database of sites where embedded systems are designed, specified and developed. The controlled circulation of ESE has a strong emphasis on 'doers' – people who make an active effort to find out more about embedded systems technology, tools and products. For example, 61% of our readers have visited the Embedded Systems Show, 12% regularly fill in 'bingo' cards for more product information and 11% have attended technical seminars at ESS or similar events. Analysis of the most recent 2000 readers signing up for ESE shows that:

- 82% do not read any other specialist embedded systems journal
- 43% are design managers, technical directors, proprietors, or have other senior engineering management roles
- 71% specify development tools
- 74% specify microprocessors/microcontrollers
- 56% specify board-level products

## Editorial policy

ESE aims to cover all of the significant technology and product developments that are uniquely relevant to embedded systems developers in the UK. Specifically, products such as microcontrollers, in-circuit emulators, debuggers and real-time operating systems receive extensive coverage in every edition. An average

edition of ESE will contain editorial coverage of around 100 new products alone.

We are also happy to consider article submissions from any source. An editorial schedule is published to give contributors some guidance on topics of particular interest during the year.

## Exhibition sponsorship



ESE is the principal sponsor of the Embedded Systems Show (ESS) – the UK's premier embedded systems event, which attracted over 3,000 visitors to London's Olympia in 1999. All visitors registering for ESS receive

copies of ESE for a trial period after the event and most choose to receive the magazine regularly. ESE publishes extensive previews in the months leading up to ESS, as well as the official show edition and the exhibition catalogue.

## ESE on the WWW

Early in 2000 ESE will launch a comprehensive Web service for its readers. This is not an electronic magazine – much more an ultra-accessible tool for engineers to use in all aspects of their project work: finding technical background information, getting right to the source of news and product announcements, building generic supplier shortlists, exchanging views on hot issues through 'birds of a feather' discussions. The site - [www.embedded.co.uk](http://www.embedded.co.uk) is made up of four principal functions:

1. A news/products archive fed not just by material published in ESE

but by all relevant material submitted by suppliers.

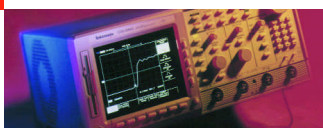
2. A company database, searchable to put readers in touch with suppliers of a particular type of product or service.
3. A technical area fed not only by feature articles from ESE but also links to white papers and application material on relevant sites world-wide.
4. A discussion area, with moderated discussion groups on current hot topics (for example: Can Java be Real-Time? How do I see into the caches of a PPC 740 running at full speed?)

## Editorial Schedule February 2000 to January 2001

February/March

### PREVIEW

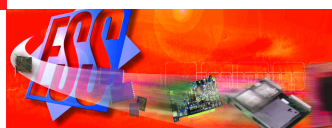
The Embedded Systems Show  
Communications controllers  
Languages and OS for multi-media applications: does pervasive computing mean that embedded devices will have to dance to Wintel's tune?



April/May

### EMBEDDED SYSTEMS SHOW

Catalogue edition  
Modelling languages  
Prototyping tools  
Building and debugging bus-based systems



June/July

### ESS REVIEW

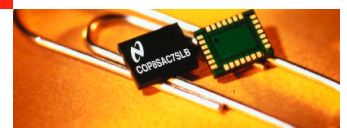
A round-up of the late-breaking news from the Embedded Systems Show  
Hardware/software co-verification  
Memory technology  
Open-source software and OS



September

### MICROCONTROLLERS

FPGAs and PLDs  
CAE tools  
The Internet – enabling embedded devices; IP telephony





## Circulation Policy

ESE circulates a minimum of 10,000 copies in the UK with every edition. In the second half of 1999 the circulation policy was switched from paid subscription to controlled circulation, resulting in a vigorous influx of new readership. Demographics based on the most recent 2,000 registrations are reproduced below.

### Product specifying responsibility

Microprocessors	74
Instrumentation	29
Board Level products	56
Software	64
Development software	71

### Languages Used

Assembler	57
C	68
Ada	6
C++	58
PASCAL	13
Modula II	1.5
Other	18

### Design Environment

PC	70
Workstation	29
Other	1

### Use a Real-Time Operating System

Yes	53
No	47

### Job Function

General Management	29
Design Management	24
System Design (H/W emphasis)	11
System Design (S/W emphasis)	21
Research/Education	11
Other	4

### Company's main activity

Industrial Electronics	24
Telecommunications	21
Consultancy	15
Consumer Electronics	8
Computers & Peripherals	8
Military	8
Automotive	7
Aerospace	5
Medical	4

To advertise contact Steve Banks on Tel: 020 7681 1000 E-mail: [steve@edaltd.co.uk](mailto:steve@edaltd.co.uk)

The guiding principle of the whole site is speed – giving readers the fastest possible access to the information that they really need. As an example, the existing 'bingo' cards in ESE will be superseded by an instant service where they can tap in the reference number of an item in ESE in a box on the home page of [embedded.co.uk](http://embedded.co.uk) and go straight to the relevant page on the supplier's site. Our guarantee to readers and suppliers is that we will research the exact page URL for every item covered in the magazine and link to it – or, in cases

where an item does not reside on a web page, generate an email message straight to the originator of the item.

The site will launch with a one-year archive drawn from previous editions of ESE and we are confident that it will rapidly build into a formidable and high-speed resource for our readers.

Introductory advertisement rates are on a separate sheet.

For more information call **Jeremy Kenyon** on **020 7681 1000**

[www.embedded.co.uk](http://www.embedded.co.uk)

October/November

### MICROCONTROLLERS

Real-time operating systems  
Software quality tools

December/January

### DEVELOPMENT TECHNIQUES

for high-speed processors  
Standard buses for embedded systems

Embedded System Engineering also has regular news and comment sections dealing with all of the main topics of interest to embedded system developers. New Chips, Software and Hardware Tools, Boards, and Programmable Devices are covered in all editions.

The Editor reserves the right to make changes to this schedule at any point. For updates and further information please contact:

**Jeremy Kenyon**

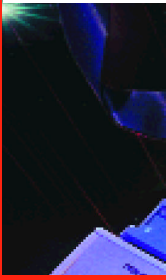
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## Publishing



### Embedded System Engineering is published bi-monthly.

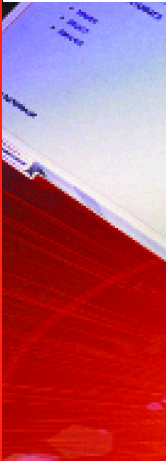
**Copy Deadlines:** Full colour separated film, spot colour film and art work 4 weeks before publication date. (Some page positions allow a slightly later press deadline. If you think you will need extra time please check availability when booking space).

**Cancellation:** 3 months notice prior to publishing date required for 4 colour advertisements and 2 clear months for spot

colour/mono advertisements. Where a discount rate series booking is cancelled prior to completion, all insertions up to the point of cancellation will be re-invoiced at rate card price.

**Important:** Please ensure film supplied is correct size and complies with specification above. Any work carried out by us to correct wrongly supplied material will be charged at the industry rate, there will also be a charge for any tint laying, copy alterations and camera work specified by advertisers.

## Advertising



### Advertisement Rates (Please note that all charges below are subject to VAT at the current rate)

Size	Mono	Spot Colour	Full Colour
DPS	£3630	£4386	£4688
Full Page	£2032	£2411	£2562
Half Page	£1058	£1436	£1578
Quarter Page	£605	£982	£1133

**Inserts:** Rates on application. Priced according to weight.

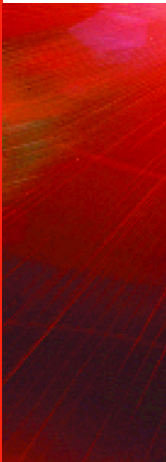
**Cover mount disks:** Rates on application.

**Special position premiums:** Inside front and outside back @ 15%. Inside back and RH pages 5, 6 and 7, @ 10%.

**Discounts:** Series reductions of 5% for 3 or more insertions and 10% for 6 or more. Agency commission 10%.

**Appointments:** £30 per column centimetre - 4 column page format.

## Technical

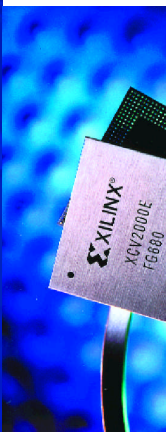


### Mechanical Data

Size	Dimensions
DPS Bleed	303mm x 426mm
DPS Trim	297mm x 420mm
A4 Page bleed	303mm x 216mm
A4 Trim	297mm x 210mm
Type area	280mm x 190mm
Half page horizontal	138mm x 190mm
Half Page Vertical	280mm x 93mm
Quarter page	138mm x 93mm

**Colour Process:** CMYK separated positive film, right reading emulsion down. Screen Imperial 150#.

## Terms & Conditions



**All copy** for Advertisements is subject to the approval of the Publishers who also reserve the right to refuse or cancel any advertisements or series of advertisements where necessary. Any such postponement is not to be regarded as breach of contract.

**Charges** quoted in this rate card are net and all payments for advertisements are due strictly within 30 days of publication of advertisement. Amounts outstanding beyond 30 days will be surcharged at 3% to 60 days and 2% per month thereafter.

**Orders** requesting special positions must be covered by a prior agreement and delivered in good time for press. The Proprietors shall not be liable for any loss occasioned by the failure of an advertisement - or loose insert - to appear on any specific date or at all, for any cause whatsoever.

**Errors** in advertisements must be raised with the publishers at the time of the first insertion. Subsequent insertions will not otherwise

be considered for allowance or credit. If copy is not supplied in time for press the publisher reserves the right to postpone the insertion or insert the most recent copy to hand. The advertiser will indemnify the Printers and Publishers of the newspaper in respect of any damages they may sustain as a result of the publication of this announcement. The Publisher does not accept responsibility for loss or damage to advertisement film or copy of other photographic material.

**Any camera work**, separation, tint laying or additional work beyond type-setting will be charged for at trade rates. No condition or stipulation on any order which conflicts with any of these conditions in any circumstances will be accepted as part of that order.

**The Publisher** reserves the right to increase advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertions. In such event the advertiser has the option to cancel the balance of any contract without surcharge. Advertisement orders are deemed by the publisher to imply acceptance of these conditions.

**To advertise** contact Steve Banks on | Tel: 020 7681 1000 | E-mail: [steve@edaltd.co.uk](mailto:steve@edaltd.co.uk)

# ESE

EMBEDDED SYSTEM ENGINEERING

*The UK's largest  
circulation amongst  
Embedded Systems Developers*



**Media Pack 2000**