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THE INTERNATIONAL JOURNAL OF
ELECTROMAGNETIC COMPATIBILITY | **technology**
Europe EMC Guide

Introducing the first EMC Guide for Europe.

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THE INTERNATIONAL JOURNAL OF
ELECTROMAGNETIC COMPATIBILITY™

Premiere
Issue



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Background

1. European electronics markets.
2. Challenges of marketing to EMC buyers in Europe.
 - European electronics media landscape.
 - Tradeshows
 - Cultural and language barriers
3. Key markets
4. Developing markets
5. Developing industries

The Europe EMC Guide

1. A single, annual edition, EMC directory and design guide.
2. Covering all the major European markets.
3. And some smaller ones.
4. 20,000 circulation.
5. Buyers in all primary European countries and industries .
6. And buyers that you will never have reached before.

The first ever truly European EMC Guide.

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Key Markets

Interference Technology Europe EMC Guide subscribers to date
(2/25/2010):

1. France: 2,700 subscribers
2. Germany: 10,800 subscribers
3. Italy: 2,020 subscribers
4. United Kingdom: 3,480 subscribers
5. Benelux: 990 subscribers

And many more readers and countries to come before Summer
2010

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Structure

1. The *Europe EMC Guide* is divided into “Country Sections”.
2. One “Country Section” for each market.
3. Each section contains the same types of information: standards, organizations, buyers guides, articles, reference info etc.
4. But the content in each “Country Section” is different.
5. Each section published in the language of that country.

Content

In each Country Section:

1. Buyers Guide : National suppliers of EMI test equipment, components, materials, services and consultants.
2. Article: “The European EMC Directive – National Differences.”
3. Reference: Other European Directives governing EMC.
4. Reference: Other national standards /compliance organizations.
5. Reference: Calendar of national 2010 EMC events.
6. Article: Technical
and of course advertisers.

Why this format for readers?

Local information for each country enables companies / engineers to:

1. Source local suppliers
2. Understand how European EMC Directive is implemented into national laws.
3. Overcome different approaches to import procedures and packaging regulations .
4. Connect with local consultants and experts
5. Learn new approaches through technical articles

Why this format for advertisers?

1. 100% of subscribers are involved in EMC, so 100% of ad spend is efficient.
2. “Country Section” structure allows suppliers to create efficient marketing plans to match their distribution channels.
3. Local information per country engages local readers, so advertisers will be seen!
4. Local language means advertisers reach 100% of engineers in each market (versus English in all markets).

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