Unique, cost-effective ways to reach global audiences. Online display advertising campaigns are great strategies for improving your product/brand visibility. They are also an efficient way to adapt with the demands of the times and to evolve an effective marketing plan and strategy.

Benefit from the i-Micronews.com traffic generated by the 11,200+ monthly unique visitors, the 10,500+ weekly readers of @Micronews e-newsletter.

Brand visibility, networking opportunities
Today’s technology makes it easy for us to communicate regularly, quickly, and inexpensively – but when understanding each other is critical, there is no substitute for meeting in-person. Events are the best way to exchange ideas with your customers, partners, prospects while increasing your brand/product visibility.

Several key events planned for 2018 on different topics to attract 120 attendees on average.

Targeted audience involvement equals clear, concise perception of your company’s message. Webcasts are a smart, innovative way of communicating to a wider targeted audience. Webcasts create very useful, dynamic reference material for attendees and also for absentees, thanks to the recording technology.

Gain new leads for your business from an average of 340 registrants per webcast.
To meet the growing demand for market, technological and business information, Micronews Media integrates several tools able to reach each individual contact within its network. We will ensure your company benefits from this.

Distribution per region

Europe 33%
North America 28%
Asia & RoW 39%

Industries’ involvement

MEMS & Sensors
Advanced Packaging
Manufacturing
Power Electronics
Compound Semi.
MedTech
Imaging
LED
Photonics
Battery & Energy Management
RF Electronics
Displays

68,000+ qualified profiles

Engineers, researchers, … 44%
Executives, CEO, CTO, … 38%
Sales, Marketing, Bus. Dev., … 15%
Others 3%

68,000+ qualified profiles

2018 MEDIA KIT
www.i-Micronews.com
Every week, this hot spot highlights a key company, its products and technology, with a focus on a specific topic. You have to be one of them!

New topics to be addressed in 2018:
- 3D printing and bioprinting
- AR / VR for healthcare applications
- Consumer biometrics: sensors & software
- Discrete power packaging
- Display for AR / VR / MR
- Emerging non-invasive biosensors for consumer healthcare
- Gene Therapy meets CRISPER technology
- Indium phosphide - InP
- Integrated Voltage Regulator
- Laser
- Lidars
- Liquid biopsy
- Materials for advanced packaging
- Micro-technologies for neurosciences applications
- More than Moore - Manufacturing wafer starts
- Optic / Lenses / WLO / Diffuser (…)
- Piezo MEMS (AIN and PZT)
- Portable imaging
- Processing hardware for AI & status of AI in embedded systems
- Radar
- RF & photonic components and technologies for 5G backhaul and infrastructure
- Chinese microfluidics industry
- Touchless human machines interfaces
- Trends in automotive packaging
- VCSEL
- Visible Light Communication (VLC) / LiFi / Optical Wireless Communication (OWC)
- Wireless Charging
Sponsorship*

- Different level of sponsorships from Platinum to giveaways and brochures
- 1 free full pass registration min.
- From 500EUR to 8,000EUR

Contact us for more information

Table Top*

- Table top in the exhibit area
- Logo and a short presentation of your company on the web site
- Logo in the program

Contact us for more information

2018 events list
(120 attendees on avg)

- Advanced Packaging & System Integration Technology Symposium
  Wuxi, China – April

- Stockholm Conference on Applications of Power Electronics – SCAPE
  Stockholm, Sweden – May

- Power Electronics Market Briefing
  Nuremberg, Germany – May

- Yole TechDays on different topics, different areas, all year long!

“Thank you Yole Développement for organizing the very first infrared imaging forum in China. In addition to the highly informative presentations presented throughout the day, this conference offered an ideal setting for meeting interesting people as well as enlarging our network.”

Cyrille Trouilleau, Product Manager, ULIS – Sponsor of the Executive Infrared Imaging Forum in 2016

* According to the profile of the event
Sponsored Webcast
- Company logo
- 10 minutes of presentation within a Yole Développement webcast

EUR 4,000

Custom Webcast
- Dedicated design
- Company logo
- 25 minutes of presentation
- List of registrants

EUR 11,000

They trusted us

Parrot
Plasma-Therm
Teledyne Dalsa
SAFRAN Cobham
TRUMPF

2018 MEDIA KIT
www.i-Micronews.com
Horizontal Banner
- Exclusive space
- Weblink
- EUR 700

Headline Article (more on page 4)
- Exclusive space
- Weblink
- EUR 3,900

Tile Banner
- 1 tile in 3 issues
- .jpg format
- 150W x 87H pixels
- EUR 500
New spaces available early 2018!

- Page corner
- Moving horizontal banner
- Expandable banner

Stay updated!

* Prices are per month
** Prices are for 3 months
**Skyscraper**
- .jpg format
- 160W x 600H pixels

**Horizontal Banner**
- .jpg format
- 223W x 83H pixels

**New design in 2018!**

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**Prices are for 3 months**

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**Horizontal Banner**
- .jpg format
- 728W x 90H pixels

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**Prices are per month**

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**Download Free Scientific Publications**
- Life sciences - Health sciences - Physics sciences - Mathematics - Social sciences & Humanities

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**600,000+ page views and 120,000 visitors per month**

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**2018 MEDIA KIT**
www.i-Micronews.com
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Custom packages available on demand!