



EMSNOW 2.0

EMSNOW was launched more than fifteen years ago to provide daily news and views for the electronics manufacturing world. Our goal remains the same as it was then – to provide compelling, high quality, topical content to a focused audience, delivering views and results for our advertisers. The industry has changed a great deal during that time, but the need to keep up to date with the latest technology and market trends has not.

Our update of EMSNOW has given the site a complete facelift and allowed us to deliver more topical content from a stable of excellent columnists who draw their insight from consulting and working at the highest levels within the electronics manufacturing space. As well as columns and features, we provide analysis from the industry's leading consultants and deliver the latest breaking news.

Like the electronics manufacturing industry, the world of media has changed radically since 2002 when we sent out our first daily briefing. We now promote our content across all social media platforms, with a particular focus on YouTube, LinkedIn and Twitter. Partnerships with content providers such as SCOOP have also brought us a wealth of video content providing further insights and exposure.

emsnow.com

EMS NOW

'Like many of the senior team at Jabil, I've always been an avid reader of EMSNOW and have been delighted to have some of my recent blogs and columns featured on the site.'

Joanne Moretti CMO Jabil

'EMSNOW is one of my go-to sources of information and one of the publications we are always delighted to be featured in.'

Bjorn Dahle CEO, KIC

We have also updated our advertising model to provide three simple advertising packages that offer amazing value and flexibility. We know that every advertising dollar needs to deliver value and we provide statistical data to our advertisers so they can keep tabs on the performance of their campaign.

'At Aegis, we like to know what's happening with every promotional activity we run. I've found that every campaign with EMSNOW delivers exceptional results, and when measured against other publications they perform exceptionally well.'

Shaun Black

former VP Marketing at Aegis
and marketing consultant

EMSNOW ADVERTISING PACKAGES

FEATURES		ECONOMY	PREMIUM	EXPERT
WEBSITE	Leaderboard 728 x 90 (run of site)		✓	✓
	MPU advert 300 x 250 (run of site)	✓		✓
NEWSLETTER	Leaderboard 728 x 90		Once per week	Once per week
	MPU advert 300 x 250	Once per week	Once per week	Three times per week
CUSTOM CONTENT	Video interview at trade shows	At least one per year	At least one at each show we're attending	Custom video at show with our partners
	Press Releases with URLs	✓	✓	✓
		\$399	\$799	\$1499

All pricing is based on monthly credit card payment or, invoiced at order and paid quarterly in advance.

All clients will receive monthly stats including impression and click through numbers.