



EMS NOW MEDIA KIT 2021

OUR MISSION:

The global source for the electronics manufacturing services industry!

EMS NOW was launched in 2002 to provide the Electronics Manufacturing Services (EMS) sector, and its supporting supplier and customer bases, with a single, real-time information and analysis source covering the global aspects of this critical industry. EMS NOW focuses on the business of the EMS industry!

OUR PLATFORM:

- Our platform is purely digital and consists of:
 - Website (www.emsnow.com)
 - Daily email newsletter
 - Social media platforms (LinkedIn, Twitter, YouTube)
 - Social media and email newsletter are intended to push people to our website.
 - We do not publish a print edition, so our advertisers can sleep well at night knowing that they are not supporting the slaughter of innocent trees. 😊
- We have shifted our original content medium to primarily video interviews with key industry executives from leading innovation companies.

OUR BRANDS:

- EMS NOW
- EMS NOW Mexico



The EMS
Eric Miscoil Show



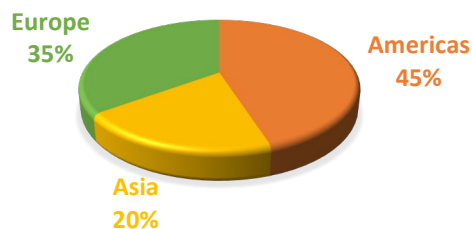
- EMS NOW Up Close



OUR AUDIENCE:

- The target audience that drives the content strategy for all our work is executive/management level personnel at EMS and OEM companies.
- The only groups we solicit directly to subscribe are EMS and OEMs.
 - We certainly have non-EMS/OEM subscribers, but they are not our target audience.
- We solicit and maintain only limited data on our subscribers. Our experience is that subscribers prefer not to provide too many details as they know this will result in more unsolicited emails and calls. Plus, we wish to stay on the good side of the [GDPR](#).
- We believe that the correct way to judge an audience is its quality not quantity. Our list may not be 100K contacts including your grandmother and the pool boy, but it does include industry decision-makers.
- But here is what we will tell you...

READERS BY REGION



Note: Based on 2020 monthly averages

- Our audience includes large groups from: European based EMS, Mexico, and US based EMS.
- Our newsletter is emailed each weekday to 15K+ industry contacts.
- Our LinkedIn group is growing by 1.5-2 new members per day.
- Our website averages over 1K page views and 650 users per day.

OUR SOCIAL MEDIA:



EMS NOW

OUR ADVERTISERS: (sample of current & previous advertisers)



OUR SERVICES:

- Advertising
- Webinars
- Email blasts
- Sponsorships
- [Bubble parades](#)
 - Not really. Just seeing if you are paying attention.
- Podcasts



OUR PRICING:

We are a “for profit” enterprise and expect to be paid for any services rendered. If not, we will send over a couple of goons to mess up your front yard. Just kidding.... maybe!?

Our packages include not just advertisement, but also content for marketing solutions and brand promotion.

Packages begin at US\$500 per month.

Contact us directly to discuss your interest and hear about our current pricing.

PRESS RELEASES:

Submit your press releases directly to: Editors@emsnow.com

CONTACTS:

Eric Miscoll
Publisher
emiscoll@emsnow.com
817.235.8698

Jennifer Read
Editor
jread@emsnow.com