

2017 PRODUCT GUIDE



**Reach 1.2 Million
OEM Design Engineers
and Managers Across Key
Disciplines and Markets**

Tech Briefs Media Group and **SAE International** are your gateway to the global design engineering market.

Our media brands are the premier source of information, news, and technology developments for OEM industries including electronics, medical, automotive, aerospace, commercial vehicles, and more!

#1 in editorial quality, readership, and market penetration, we offer more than 140 years of experience in helping engineers in a wide range of industries and disciplines to create new and improved products. Put the power of Tech Briefs Media Group and SAE International to work for your company to generate new leads and increase sales.

Table of Contents

GEM	3
Publications	4
Market-Focused Supplements	4-5
International Magazines	5
Web Sites	6
Lead-Generation Products	7-9
Online	10
Custom	10-11
Sales Representatives	12

Do you believe that actions speak louder than words?



Then we believe you need to take a look at GEM, the Global Engineering & Manufacturing database. GEM amplifies your marketing program by marrying rich behavioral data to the most detailed demographics in the industry. That means you can reach prospects with demonstrated levels of engagement in the technologies and industries that you care about, adding efficiency and effectiveness to your marketing communications program.

Most marketing databases begin and end with demographics—who people are, not what they do.

The GEM advantage is rooted in behavior—what they bought, attended, read, visited, and more—all cross-referenced to a detailed taxonomy.

Over 1.2 million GEM records leverage customer behavior from SAE International, the global leader in automotive and aerospace standards and engineering IP, and combine it with detailed reader data from Tech Briefs Media Group, publisher of *Tech Briefs*, *Automotive Engineering*, *Aerospace & Defense Technology*, *Medical Design Briefs*, and more.

The result is comprehensive coverage of the design engineering universe, with cascading levels of engagement. That means you can tailor your marketing communication lists to your exact specifications in the lead-nurturing process.



Here's an example of how it works:

Your target is developers of autonomous vehicles; you want to get your product into the next generation of self-driving cars.

- Start with basic function and industry—design engineers in automotive
- Factor in employees at Apple, Tesla, Google, and Faraday Future
- Add a layer of engagement—subscribers to *Automotive Engineering* and attendees at SAE Autonomous Vehicle events
- Match against buyers of technical papers and engineering standards on Autonomous Vehicles
- Refine to only those who purchased in the last 60 days

Congratulations! You just identified key decision-makers early in the design cycle, ripe for conversion to Marketing-Qualified Leads.

- **Actions speak louder than words.**
- **Time to take action and get the GEM advantage.**
- **Make GEM the cornerstone of your integrated marketing program.**

Publications



Tech Briefs is the flagship magazine of Tech Briefs Media Group. The world's largest-circulation design engineering publication, reporting the best new technologies and applications, including groundbreaking advances from NASA.

Circulation: 180,000; **Frequency:** Monthly



Medical Design Briefs is the only publication targeted 100% to engineers who design/develop products for the medical market. Covers the latest medical and bio-medical innovations with contributed content from industry leaders.

Circulation: 40,000; **Frequency:** Monthly



Automotive Engineering, the flagship magazine of SAE International, is the authoritative source automotive engineers rely on to meet their technology challenges and design the next generation of vehicles.

Circulation: 65,000; **Frequency:** 10x/year



Aerospace & Defense Technology is the largest-circulation mil/aero engineering magazine, spanning the defense and commercial aerospace markets. Targeted 100% to decision-makers who design/develop products for aerospace and defense applications.

Circulation: 70,000; **Frequency:** 8x/year



Truck & Off-Highway Engineering, SAE's industry-leading magazine for the commercial vehicle market, includes a newly added focus on commercial trucks and other on-highway engineering topics to supplement its long-established coverage of key off-highway sectors and technologies.

Circulation: 20,000; **Frequency:** 6x/year

Market-Focused Supplements



Photonics & Imaging Technology is targeted 100% to qualified buyers of optics and imaging products with unmatched reach to design engineers.

Circulation: 70,000; **Frequency:** 6x/year, poly-bagged with *Tech Briefs*

MOTION DESIGN

Motion Design targets engineers and managers who purchase motion control components/systems, positioning equipment, motors, and drives. Totally unduplicated reach=NEW BUYERS. (Formerly *Motion Control and Automation Technology*)

Circulation: 50,000; **Frequency:** 6x/year, poly-bagged with *Tech Briefs*

SENSOR TECHNOLOGY

Sensor Technology targets *Tech Briefs* subscribers who specify sensors, transducers, detectors, and data acquisition equipment.

Circulation: 75,000; **Frequency:** 3x/year (March, June, September), poly-bagged with *Tech Briefs*

MEDICAL MANUFACTURING AND FABRICATION

Medical Manufacturing & Fabrication targets *Medical Design Briefs* subscribers involved in manufacturing, production, and quality control.

Circulation: 19,000; **Frequency:** 2x/year (April and October), bound-in *Medical Design Briefs*

AEROSPACE MANUFACTURING AND FABRICATION

Aerospace Manufacturing & Fabrication, a brand new supplement to *Aerospace & Defense Technology*, covers innovations in prototyping, 3D printing, and more.

Circulation: 25,000; **Frequency:** 2x/year (June and December), bound-in *Aerospace & Defense Technology*

International Magazines

MOBILITY ENGINEERING

Mobility Engineering is targeted to automotive, aerospace, and commercial vehicle sectors in India, and covers key technical advancements, including alternative fuel, safety, and electrification.

Circulation: 10,000; **Frequency:** 4x/year

오토저널 AUTO JOURNAL www.KSAE.org

Auto Journal Korea targets automotive engineers, managers, and manufacturing and purchasing professionals. It's strategic to the development of Korean automotive standards, regulations, and worldwide vehicle technology trends.

Circulation: 11,000; **Frequency:** Monthly

engenharia automotiva e aeroespacial

Engenharia Automotiva e Aeroespacial reaches CEOs, VPs, chief engineers, directors, managers, and engineers in Brazil. Features in-depth technical reviews of key technologies, new developments throughout Brazil, and important influences from worldwide markets.

Circulation: 10,000; **Frequency:** 4x/year

AI 汽车制造业

Automobile Industry China has a broad reach within China, and covers OEMs and suppliers worldwide with a focus on R&D, manufacturing, and testing.

Circulation: 26,500; **Frequency:** 10x/year

Web Sites

Web Banners

Associate your brand with Tech Briefs Media and SAE when you run your banner ads on our network of sites. Your ads will be ROS, and we'll track and report on all activity.

Content Sponsorship

Become the exclusive sponsor of content sections online, and receive banner and branding exclusivity within the section.



techbriefs.com

Prime destination for engineers seeking solutions to design, test, and manufacturing challenges, featuring the latest reports of innovations developed by NASA and its industry partners.



sae.org

Each month, more than 500,000 unique visitors come to sae.org to access more than 2 million pages of technical documents, download papers and standards, register for events, take professional development courses, and stay on top of industry news and new product developments.



medicaldesignbriefs.com

Reach engineering decision-makers who are looking to stay ahead of the current medical design trends and overcome obstacles in designing effective, efficient, and safe medical devices, components, and systems.



autoengineering.sae.org

The ultimate knowledge resource for mobility engineers, featuring thousands of articles, magazine archives, and up-to-date information on new technology developments for better vehicle efficiency, performance, safety, and comfort.



aerodefensetech.com

Engineers' first source for articles, tech transfer reports, and new product announcements for the mil/aero industry, featuring NASA and Defense Department white papers.



offhighway.sae.org

Prime destination for engineers looking to find updates and solutions for a variety of commercial vehicle topics, including: bodies and structures, design engineering and styling, manufacturing, safety, transportation systems, and more!

Lead-Generation Products

E-newsletters

Reach engineers and managers who turn to Tech Briefs Media Group's E-newsletters for the very latest technology reports. Clicks on your ad generate full-contact leads. Sponsorships are limited to three sponsor messages and three banner ads per newsletter.

Editions:



Tech Briefs INSIDER E-newsletters:

- **Main;** Frequency: 4x-6x Monthly
- **Medical;** Frequency: 2x-3x Monthly
- **Medical Manufacturing & Fabrication;** Frequency: 3x Annually
- **Aerospace;** Frequency: 2x Monthly
- **Defense;** Frequency: Monthly
- **Unmanned Systems;** Frequency: 2x Annually
- **Motion Control;** Frequency: Monthly
- **Photonics & Imaging;** Frequency: Bi-Monthly
- **Test & Measurement/Sensors;** Frequency: 9x Annually
- **Power Management;** Frequency: Quarterly



SAE Technology E-newsletters:

- **Automotive Engineering;** Frequency: 18x Annually
- **Truck & Off-Highway Engineering;** Frequency: Monthly
- **Vehicle Engineering;** Frequency: Monthly
- **Heavy Duty;** Frequency: 4x Annually
- **Electronics & Connectivity;** Frequency: 4x Annually
- **Connected Car;** Frequency: 3x Annually
- **Autonomous Vehicles;** Frequency: 3x Annually
- **China Automotive Engineering;** Frequency: TBD

White Paper Spotlight/Video Spotlight

This dedicated e-mail deployment features your company's white paper or video. You choose your audience from our GEM database, and we'll guarantee full-contact leads...plus, host your white paper or video for 6–12 months for ongoing lead generation.



White Paper Library

Tap into a selective audience of engineers when we host your technical papers online. Our White Paper Library at techbriefs.com and medicaldesignbriefs.com attracts thousands of viewers each month who are looking for solutions. You get leads from downloads, as well as from quarterly lead-gen e-mails.



Engineering E-source

Use this low-cost e-blast to generate full-contact leads from brand new prospects. Deliver your latest product announcements to OEM design engineers and managers with purchasing power.

Editions:

- **Tech Briefs Main Edition;** Frequency: 2x Monthly
- **SAE Main Edition;** Frequency: 10x Annually
- **Medical;** Frequency: 1x-2x Monthly
- **Aerospace;** Frequency: 10x Annually
- **Mil/Aero;** Frequency: Monthly
- **Sensors/Test & Measurement;** Frequency: Monthly
- **Automotive;** Frequency: 9x Annually
- **Motion Control/Fluid Power;** Frequency: Bi-Monthly
- **Photonics & Imaging;** Frequency: Bi-Monthly
- **Electronics;** Frequency: 4x Annually
- **RF & Microwave;** Frequency: 2x Annually
- **Commercial Vehicle/Off-Highway;** Frequency: 3x Annually
- **Unmanned Systems;** Frequency: 1x Annually



Webinars

Webinars are a great opportunity to co-brand your company with Tech Briefs Media and SAE International. Utilize our proven, lead-generation marketing channels to reach new prospects and garner highly qualified sales leads. Don't just take it from us — here's what our viewers have to say:



“Excellent, to the point, supportive data for key elements, slides appropriate, good pace!”

— Comcast

“Excellent experience, easy to get on, listen and ask questions.”

— KEYW Corporation

“I find these Webinars to be quite informative and enlightening.”

— U.S. Air Force

“An excellent Webinar. The content, pace and delivery from all participants was also outstanding and I look forward to many more.”

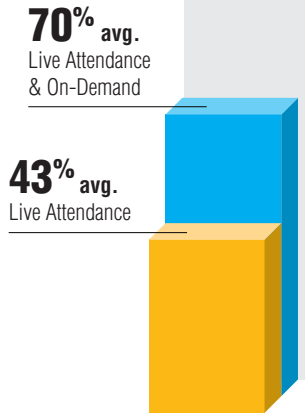
— Tata Motors

Technical Editorial Webinars

Sponsor a technical webinar from the editors of SAE and TBMG and connect with an audience eager to stay on top of the latest technology and research. Generate hundreds of active leads through the registration data! Each Webinar has limited sponsors; lock in yours before they sell out.

Our Editorial Webinars beat the industry standard.

The industry standard for a live conversion rate is 35%. Our Editorial Webinars average more than **43% live attendance** and more than **70% total** live and on-demand attendance.



Tech Talks (On Demand Webinar)

10- or 20-minute pre-recorded “Tech Talks” are an effective, cost-efficient way for your company to maximize ROI from your presentation materials, and get customized results! We’ll target your message to key stakeholders within our vast database of more than 1.2 million engineers and managers.

Virtual Events

Hold a single- or multi-day virtual event via our live virtual theater. Feature your technology experts and industry partners on panels, then direct attendees to your virtual booth or to a download area to get more information on your products and services. Generate hundreds of active leads from the registration data!



Tech E-Cards

Lead-generating e-mail postcard custom-designed and targeted to your best prospects.

Online

Tech Briefs TV

Bring your brand to life with the sight, sound, and motion of video at techbriefs.tv. Put your message in front of the *Tech Briefs* design engineering community as they watch cutting-edge video from NASA and other technology R&D leaders worldwide on Tech Briefs TV. More than 900,000 total video views!

Sponsor your own channel and receive a fully integrated promotion package.



Tech Leaders Content Marketing Program

Don't miss this native advertising opportunity to increase user engagement, generate awareness, and increase your company's visibility when you seamlessly integrate your content with relevant articles on techbriefs.com.

Custom

E-newsletters

Single-sponsor custom E-newsletters are a great way to build brand awareness, educate your existing customers, and generate leads. You can supply all content, some content, or let our expert writers create the content for you. We handle design and production, and target your specific audience from the GEM database.



Magazines/E-Zines

Share application stories, customer testimonials, and success stories with your current and prospective customer base. Digital and print options available. We provide an easy, turnkey service.

White Paper Writing/Editing

Are you short on marketing resources? We're here to help—we can write, produce, and host your technical paper. You'll receive full-contact leads from engineers who download your content, and you'll have full and unlimited use of your white paper content.



Webinar Conversion to White Papers

Transform your existing Webinar content into an executive summary briefing. Generate greater use of the content, produce additional leads, and drive views of your on-demand Webinar.

Audience Engagement Tool / Custom Research

Create content marketing and audience engagement that drive lead-gen and profile prospects. All with an interactive content creation platform that empowers marketers to create, publish, and measure compelling audience experiences.

Choose from the following interactive content types:

- Assessments & Personality Tests
- Calculators
- Knowledge Tests & Quizzes
- Polls & Surveys
- Galleries



Contact your sales rep to set up a consultation and discover how this unique tool can be put to work for you.



Contests/Sweepstakes

Let us host your sweepstakes or contest. We'll handle design, execution, promotion, and lead collection. With more than a decade producing the premier global engineering contest, we can put that experience to work for you.

Sponsorship Opportunity

Premier global design competition, now in its 15th year — more than 1,000 entries and 500,000 visitors annually.

“As a returning sponsor, we are delighted by the record number of submissions and the amazing entries from this year's winners.”

— Bert Nilsson, Senior VP of Marketing, COMSOL



Count on **Tech Briefs Media Group** and **SAE International** to offer you many new benefits, including greater diversification, new products, a greater global reach, and innovative custom opportunities. Contact your local sales representative to find out how we can fortify your marketing campaign and deliver personalized solutions to your everyday needs and challenges.

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