



Mission Statement

Launched in June 2006, Bodo's Power magazine serves the Power Electronics, Power Management, Power Conversion, Intelligent and Embedded Motion Control markets world wide for systems design engineers.

The only Journal for Power Electronics and Systems delivering World Wide Print

Beside the circulation of 24000 (Dec. 2017) issues there will be additional bonus distribution at events. Please see editorial planner for details. The electronic version has up to 16000 downloads from the web-page. Since 2012 we have an Asian circulation by Bodo's Power China reaching out to over 16000 print readers in Asia. Go to www.bodospowerchina.com for more details.

Advertising Print

Circulation Profile Print

Germany	7236
United Kingdom	1937
France	1728
Italy	1515
Scandinavia	951
Benelux	943
Eastern Europe	1114
Southern Europe	926
Austria	404
Switzerland	655
Israel	152
USA / Canada	5474
Far East VIP only	965
Print Readers Total	24000
e-Newsletter Receivers	16000
Total Reached	40000

Advertising Rates

○ Full Page	5100 EUR
○ Half Page	3400 EUR
○ Third Page	2200 EUR
○ Quarter Page	1700 EUR
○ Eight Page	900 EUR

Multiple frequency, inserts,
and all others on request:
advertising@bodospower.com

Web Rates/ e-Newsletter

Banner Web

Banner 468 x 60 gif in the multiple changer on www.bodospower.com
monthly rate **850,00 Euro**

Banner e-Newsletter

Banner in one of our e-Newsletters 1st or 15th 468 x 60 gif is **450,00 Euro**
Banner in both e-Newsletters of the month 468 x 60 gif is **850,00 Euro**

Banner Combo

The combo of Web and e-Newsletter for one month is **1600,00 Euro**

Private e-Newsletter

About 200 words and two banners or pictures at a rate of **900,00 Euro**

The circulation is up to 16000 readers and reflects well the industry distribution as published for print (Status May 2017)

We do not sell or buy our addresses. They are all collected only by us.
As proof of the high quality of our distribution we see **opening rates up to 20 percent!**

The banner size is 468 x 60 pixel in gif and can be animated.
Recommendation for the first step of animation is to have all basic information as windows outlook users get a freezing in the first step of the animation.

Social Media



Production Requirements

Closing Dates

- Ad Copy by 15th of previous month
- Mailing is always first week of the Month

Mechanical Requirements are based on A4 Format (mm)

- Full Page 180 x 270
- Half Page 90 x 270
- Half Page 180 x 130
- Third Page 60 x 270
- Quarter Page 85 x130
- Eight Page 43 x 130

Full Page Bleed is based on 210 x 297 for full A4 plus 5 mm around results into 220 x 307
Partial Bleed Adverts on request.

Send Materials to:

Electronically

materials@bodospower.com

(It is insured that large attachments will be able to send)

CD by postal mail:

Bodo's Power
A Media
Katzbek 17a
D-24235 Laboe
Germany

Phone + 49 (0) 4343 421790

Fax + 49 (0) 4343 421789

Circulation Profile

(projected data from processed info)

Industry

Automotive	16.9 %
Aircraft, Space and Mil	7.5 %
Motion Control	20.5 %
Industrial Control	10.4 %
Robotics	4.6 %
Communications	12.9 %
Computer	7.6 %
Power Supply	5.7 %
Medical	2.9 %
Test & Measurement	8.6 %
Research Institutes	1.4 %
Others	1.0 %

Job

Management	10.3 %
Design	69.1 %
Manufacturing	7.6 %
Test	4.3 %
Purchasing	3.4 %
Education	4.2 %
Others	1.1 %



Approved Circulation Statement

The print of 24000 issues and the circulation of 23975 mailed copies to the readers have been audited by an Advertiser Steering Committee (ASC) of international Members with full visibility to circulation, print and postage details since September 2006.

Advertiser Steering Committee Members include Power Integrations, Fuji, Infineon, LEM, Mitsubishi and Danfoss.

The Advertiser Steering Committee of Bodo's Power Systems

ABB	Graciene Schneider
Power Integrations	Peter Rogerson
Danfoss Silicon Power	Andreas Liebsch
Fuji	Fred Eschrich
Infineon	Jörg Malzon Jessen
LEM	Hans Dieter Huber
Mitsubishi	Robert Wiatr

Contribution

	Text	Graphics
Cover Story:	2400 words in word	about 6 to 8 graphics in 300dpi jpg
Feature Story:	1200 words in word	about 4 graphics in 300dpi jpg
Industry News:	200 words in word	one picture in 300dpi jpg
New Products:	200 words in word	one picture in 300dpi jpg

Press Release rules for publishing:

About **100 to 200 words** are perfect to explain the key message, no embedded graphic or pictures, just the text in **word format** sending to my desk. Pictures should have a min of **300dpi** and be sent in jpg, tif or bmp format with the same file name for identification. Anything in mixed versions or in PDF or RTF will complicate and delay the straight forward processing into the magazine.

The PRs go into a folder each month and will be used only that month. The ones that make it are shown in the magazine. Special addressed PRs for an upcoming issue will go to the folder of that issue. I must select about 15 PRs out of 300 each month.

I cannot predict until last minute how much space in total will be available for PRs and how many of the 15 can find the way into the magazine.

I like to have full sets of material processed that includes the pictures. There is no time for back and forth communication. Please have your full contacts for reader service at the end of the text. That includes location and postal address.

It is very helpful to have the company name used for the file name for easy identification within all the so called "Press Releases" coming in by E-mail.

Feature Article rules for publishing:

About 1200 words +/- 200 no embedded graphic or pictures, just the text and marks where to place them. Graphic or pictures about 4 +/-2 pictures and should have a min of 300dpi and be sent in jpg, tif or bmp format. **Please send material the first week of the previous month.** Confirm asap to help me do proper planning.

Cover Article rules for publishing:

About 2400 words +/- 200 no embedded graphic or pictures, just the text and marks where to place them. Graphic or pictures about 8 +/-2 pictures and should have a min of 300dpi and be sent in jpg, tif or bmp format. Please send material the first week of the previous month. Confirm asap to help me do proper planning.

Editorial Planner 2018

Additional events and workshops will be announced in magazine, the e-Newsletter and online. Important Features indicated by industry will be added on demand in the magazine.

	Features	Events	
January	Motion Control Power Management Digital Power Communication Power Magnetic Components Measurement		
February	Power Management Transformer IGBT Modules Capacitors Technology Power Modules Thermal Management	embedded world 2018 Nuremberg, Germany EMC 2018 Düsseldorf, Germany	Feb 27 th - Mar 1 st <<Bonus 500 >> Feb 20 th - 22 nd <<Bonus 500 >>
March	Motor Drives Power Management Digital Power Communication Power Power Modules Charger Supply	APEC 2018 San Antonio, TX, USA	Mar 4 th - 8 th <<Bonus 500 >>
April	Motion Control Power Management Digital Power Magnetic Components Power Modules	PCIM 2018 Nuremberg, Germany Show Preview	Jun 5 th – 7 th <<Bonus 500 >>
May	IGBTs Motion Control Power Management Digital Power Magnetic Components Power Modules	PCIM 2018 Nuremberg, Germany Show Preview	Jun 5 th – 7 th <<Bonus 1000 >>
June	Passive Components Magnetic Components Power Modules Driver ICs Power Supply PCIM Innovations	PCIM 2018 Nuremberg, Germany Show Issue SMT/Hybrid 2018 Nuremberg, Germany PCIM Asia 2018 Shanghai, China Intersolar 2018 Munich, Germany Sensor+Test 2018 Nuremberg, Germany	Jun 5 th – 7 th <<Bonus 1000 >> Jun 5 th – 7 th <<Bonus 500 >> Jun 26 th – 28 th <<Bonus 500 >> Jun 20 th – 22 th <<Bonus 500 >> Jun 26 th – 28 th <<Bonus 500 >>

	Features	Events	
July	Motion Control Power Management Digital Power Communication Power Magnetic Components Measurement PCIM Innovations	SEMICON West 2018 San Francisco, CA, USA	Jul 10 th – 12 th <<Bonus500>>
August	Power Management Transformer IGBT Modules Capacitors Technology Review Communication Power Thermal Management		
September	Motor Drives Motion Control Power Management Digital Power Power Modules Charger Supply Alternative Energy	EPE ECCE 2018 Riga, Latvia ECCE 2018 Portland, OR, USA	Sep 17 th - 21 <<Bonus 500>> Sep 23 rd – 27 th <<Bonus 500>>
October	Motor Drives Motion Control Power Management Digital Power Magnetic Components Power Modules MOSFETs		
November	IGBTs Motion Control Power Management Digital Power Power Modules MOSFETs Technology Review	electronica 2018 Munich, Germany SPS/IPC/DRIVES 2018 Nuremberg, Germany SEMICON Europe 2018 Munich, Germany	Nov 13 th – 16 th <<Bonus 3000 >> Nov 27 th - 29 th <<Bonus 800 >> Nov 13 th -16 th <<Bonus 500 >>
December	Passive Components Magnetic Components Power Modules MOSFETs Driver ICs Power Supply Years Review		