Focus on RF and Microwave Systems

Reach 120,000+ engineers and executive managers actively engaged in modeling, design, and test of RF and microwave SoCs!

RF and Microwave Systems provides direct access to the RF and Microwave Systems community, connecting more than 147,000 readers annually with the newest, most innovative solutions from market leaders world-wide!

Our experienced editorial team delivers high-value editorial content for a senior engineering audience covering: Industry Trends, viewpoints, News, Case Studies, Technical articles, Blogs & videos

**Subscriber Profile:** Analog and digital IC engineers, system engineers and executive managers actively engaged in the high-frequency modeling, design, verification, and test of RF and microwave System-on-Chips (SoCs).

Why utilize this influential industry platform? 97.4% of our readers specify, authorize and influence the purchase of RF and Microwave ICs, software, test, tools, and services.

How does RF and Microwave Systems reach this target audience?

**Annual Print/Digital Publication:** Distributed to 35,000 direct requests and qualified managers actively engaged in modeling, design, and test of RF and microwave SoCs - with an average pass-a-long readership of 1.5 per copy, that’s a reach of 52,500!

**Events distribution of the Engineers’ Guide at key industry events:**
- IMS (Tampa Bay, FL)
- DAC (San Francisco, CA)
- International CTIA Wireless
- Mobile World Congress (Barcelona)
- Embedded World (Nuremberg)

**Online:** aggressively promoted with major search engine advertising at [www.chipdesignmag.com/rfmw](http://www.chipdesignmag.com/rfmw)

**RF and Microwave Systems Email Newsletter:** 4 quarterly issues showcasing products and services sent to 32,428 developers and engineers who influence the purchase of hardware, software, and services.

**OPTIONS:**

**Channel Sponsorship**
Reinforce your market leader position in this market.
12 month channel sponsorships are available for between $6,000 to $15,000.
Ask sales rep for details

**Website Marketing**
Banners - $100 cpm | Spotlight on Exclusive Position - $ 2,000 per month

**Email Newsletter Sponsorships**
Platinum Sponsor - $1,500 | Gold Sponsor - $950

**Product Showcase**
Full page Product Showcase (Print, digital, online, newsletters) - $1,250
Display Ads/ Advertorials - $2,000 to $4,000 (depending on position)

**Direct Response**
Dedicated Email Blasts - $300 cpm (15,000 minimum)
White Paper Lead Generator - $1,500 per white paper