

# Profile

Since its first edition in May 1995, Semiconductor Network has been playing a key role in bridging semiconductor providers and application markets of Korea. It provides Korean engineers with overall accurate and rapid information on electronic & telecommunications: from market issues to the most advanced technology trends.

Semiconductor Network helps engineers figure out what is going on for now and will happen in the future in semiconductor industry by providing state-of-art technologies, the latest market trend and application methods.

Semiconductor Network provides in-depth information on semiconductor application markets, valuable for key engineers in charge of field, marketing and sales.

Semiconductor Network promptly and accurately delivers the latest product news to more than 53,072 readers every week via e-Magazine, presented first in Korea as an online business model.



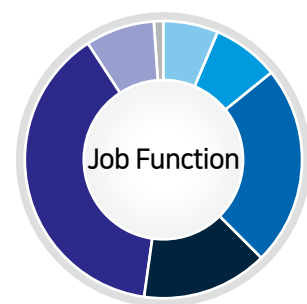
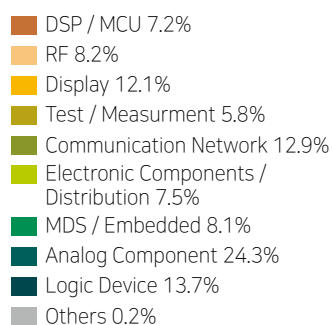
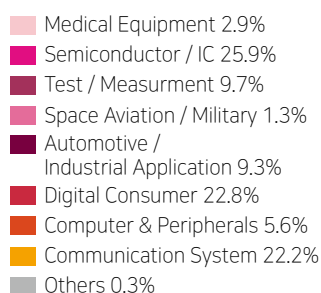
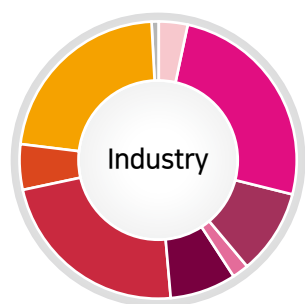
## Semiconductor Network

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# Editorial Section

- Special Report >>>** In-depth reports focused on the latest market and technology issues of semiconductor and electronics industries
- Business Land >>>** Analytic and in-depth reviews of the latest business movements of semiconductor and electronics companies as well as the hottest issues of every month
- The Company >>>** A kind of company profile report, which highlights its advanced technology and product to the market
- Product Focus >>>** The latest product information on technology innovations
- SN News >>>** News section showing the latest and important activities of semiconductor and electronics industries through elaborate selection among abundant news
- Technology Trend >>>** Technology section which offers in-depth and innovative information on the newest technologies
- Application Review >>>** Specialized section which gives useful information and tips for application and utilization of the technology and products

## Readership Analysis of Semiconductor Network



# Readership

Semiconductor Network provides key information and the latest market trend on the semiconductor industry to a variety of 8,000 offline subscribers from Korea semiconductor to electronic & telecommunication system industries. As the best trade magazine of semiconductor application circuit field, Semiconductor Network provides unique and specialized information on the semiconductor industry. To help readers keep up with semiconductor industry trends, Semiconductor Network aims at providing everything of semiconductor industry: from mobile/handheld devices and information display systems to industrial manufacturing sectors.

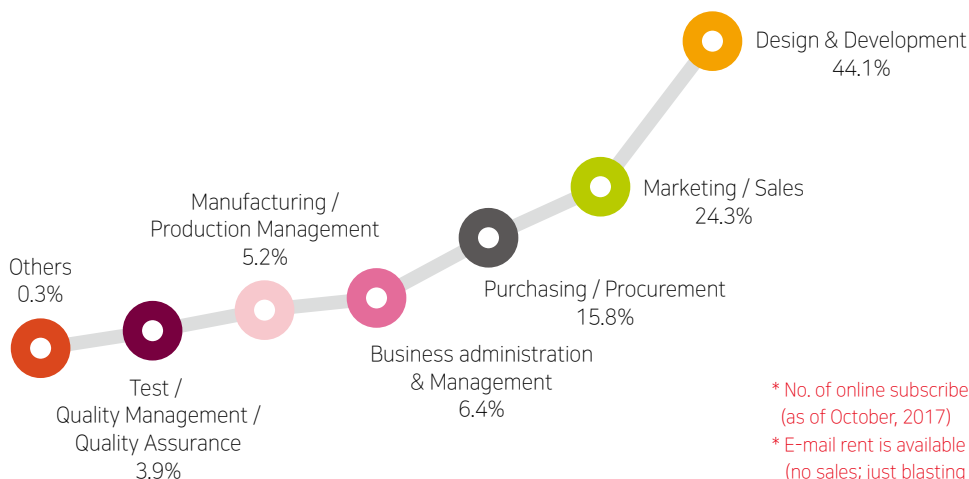
## eNewsletter, the first and largest online service in Korea

Semiconductor Network offers its own unique online business model, eNewsletter. Semiconductor Network provides the latest product information for online newsletter subscribers via eNewsletter service every week. eNewsletter service provides readers with rapid and accurate product from semiconductor providers, which announce their new products. It helps readers keep up with a paradigm of the competitive semiconductor applications.

eNewsletter subscribers mainly include an e-mail database of engineers and managers engaged in design, technology development, marketing, sales and management. (Please refer to Subscriber Analysis) Based on its real database, Semiconductor Network extends its service scopes to seminars, trade shows and online businesses.



## eNewsletter Subscriber Analysis



# Editorial Plan

## Semiconductor Network 2018 Editorial Plan

	Special Report	Preferred Topics
Jan.	<ul style="list-style-type: none"> <li>* Opening a New Year - Outlook</li> <li>* Lower power &amp; higher performance A/D converter trends</li> <li>* Applications of the latest CMOS image sensors</li> </ul>	<ul style="list-style-type: none"> <li>* The latest technology of IoT</li> <li>* Application solutions based on LEDs</li> <li>* How to verify designs through jitter analysis</li> </ul>
Feb.	<ul style="list-style-type: none"> <li>* Designs for embedded multi-core software</li> <li>* Trends of Tx/Rx chipsets</li> <li>* The latest embedded OS technologies</li> </ul>	<ul style="list-style-type: none"> <li>* Low-power embedded processor</li> <li>* Next-generation memory module technology</li> <li>* Digital home networking technology</li> </ul>
Mar.	<ul style="list-style-type: none"> <li>* What's new for semiconductor design software</li> <li>* Emulator trends</li> <li>* Market analysis of eco-friendly movement in semiconductor</li> </ul>	<ul style="list-style-type: none"> <li>* PMIC requirements for next-generation display</li> <li>* How to measure thermal cameras</li> <li>* The latest technology of IoT</li> </ul>
Apr.	<ul style="list-style-type: none"> <li>* Introduction of the LED manufacturers</li> <li>* Audio power amplifiers for automotive</li> <li>* The latest technology of IoT</li> </ul>	<ul style="list-style-type: none"> <li>* Introduction of the image CCTV</li> <li>* Semiconductor parametric test</li> <li>* Next-generation network processors</li> </ul>
May	<ul style="list-style-type: none"> <li>* Enhanced smart battery technologies</li> <li>* Next-generation EMC/EMI solution trends</li> <li>* Intelligent robotics vs semiconductor technologies</li> </ul>	<ul style="list-style-type: none"> <li>* ESD design considerations for mobile devices</li> <li>* What's careful in model-based designs</li> <li>* Advanced antenna technology for MIMO</li> </ul>
June	<ul style="list-style-type: none"> <li>* LED technology update (analysis of Korean and global products)</li> <li>* Backlit driving ICs for 3D/LED TVs</li> <li>* Multi-core processor effectiveness for Mobile devices</li> </ul>	<ul style="list-style-type: none"> <li>* Efficient translation into EDA environment</li> <li>* How to implement high-efficient LED drivers</li> <li>* The use of FPGA in automotive system design</li> </ul>
July	<ul style="list-style-type: none"> <li>* The latest technology of IoT</li> <li>* MOSFET Power MOSFETs for portable devices</li> <li>* Semiconductor design software technique</li> </ul>	<ul style="list-style-type: none"> <li>* Effective power management for LED applications</li> <li>* MEMS solutions</li> <li>* Integrated audio converters and driver ICs</li> </ul>
Aug.	<ul style="list-style-type: none"> <li>* Integrated audio converter and driver ICs</li> <li>* State-of-art MEMS motion sensor trends</li> <li>* HD satellite and set-box SoC solutions</li> </ul>	<ul style="list-style-type: none"> <li>* Intelligent smart motion sensor for mobile devices</li> <li>* Localization status of LED optical sensor module</li> <li>* Low-power embedded processors and power management circuits</li> </ul>
Sep.	<ul style="list-style-type: none"> <li>* Next-generation DC-DC power supply solutions</li> <li>* Eco-friendly foundry service trends in Korea</li> <li>* How to design and control high-power LED drivers</li> </ul>	<ul style="list-style-type: none"> <li>* How to use power monitoring system in automobiles</li> <li>* Future of high-performance system IPs</li> <li>* Special amplifier to enhance system functionality</li> </ul>
Oct.	<ul style="list-style-type: none"> <li>* How to change FPGA design flows</li> <li>* Forecast of next-generation automotive MCUs</li> <li>* Testing solar cells and modules</li> </ul>	<ul style="list-style-type: none"> <li>* How to use integrated EDA platforms</li> <li>* Next-generation multimedia based on DSP</li> <li>* Advanced antenna technology for MIMO</li> </ul>
Nov.	<ul style="list-style-type: none"> <li>* Considerations of model-based design</li> <li>* How to efficiently implement motor-driven systems</li> <li>* Energy harvesting &amp; power management solutions</li> </ul>	<ul style="list-style-type: none"> <li>* Digital multi-meter advantages and utility</li> <li>* The latest technology of mixed-signal oscilloscopes</li> <li>* Technology trends for advanced measurement amplifiers</li> </ul>
Dec.	<ul style="list-style-type: none"> <li>* Year-end Special: by products categories</li> <li>* Specialized feature amplifiers for enhancing system</li> <li>* IoT overview</li> </ul>	<ul style="list-style-type: none"> <li>* Role of multi-processors in mobile devices</li> <li>* How to use FPGA in a bio metrics market</li> <li>* Competitive Ethernet/IP measurement solutions</li> </ul>

# Adversising Rates

Full Color			
Position(4 Color)	1X (USD)	6X (USD)	12X (USD)
Cover 1	4,500	4,300	4,000
Cover 2	4,000	3,700	3,500
Cover 3	3,000	2,800	2,500
Cover 4	4,300	4,100	3,800
Page 1	3,500	3,300	3,000
Page 3	3,000	2,800	2,600
5 ~ 11 Page	Right	2,600	2,400
2 ~ 10 Page	Left	1,600	1,400
13 ~ 21 Page	Right	2,000	1,800
12 ~ 20 Page	Left	1,200	1,200
Free Page	1,000	1,000	1,000
Special Page	3,000(Front)		4,500(Front/Back)
Insert(4 Color)	800(1page)		

\* Trim Size: 210mm x 280mm (Bleed Size: 216mm x 286mm)

\* ex. VAT

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Position		Price(USD)/monthly	Pixels
Homepage Banner	Top	1,500	466 x 58
	Middle	1,500	990 x 90
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	Right(EV)	1,500	150 x 600
	Left	1,500	180 x 200
	News Bottom	1,300	600 x 90
e-Newsletter Banner	Top	1,300	466 x 58
	Right	1,300	300 x 100
Event	Webcast	2,500	Video
	PDF	2,500	File
Microsite / Video Upload		2,000/year	Video
eDM		1,200	html
Subtitle		30/1X	5minutes
Webinar		2,500/1X	Video
Banner Size	Less than 100Kb, We support jpg, gif, java code		



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