

CONNECTING OVER 8,000 KEY-DECISION MAKERS GLOBALLY

CONSUMER ELECTRONICS

TEST & DEVELOPMENT

**2023 MEDIA SCHEDULE AND
ADVERTISING RATES**

REDUCING PRODUCT FAILURES, RECALLS, AND WARRANTY CLAIMS! IMPROVING EFFICIENCY AND SAFETY

ABOUT CONSUMER ELECTRONICS TEST & DEVELOPMENT

Launched in July 2021, *Consumer Electronics Test & Development* magazine features numerous case studies, in-depth reports, technological insights and interviews that focus on nothing but accelerating product development while at the same time improving product performance, efficiency, and safety. *Consumer Electronics Test & Development* is about reducing product failures, recalls and warranty claims.

The publication, which is distributed globally to over 8,000 individuals who have signed up to receive a copy, provides manufacturers of electronic goods such as phones, computers, kitchen appliances, televisions, and other advanced consumer electrical products with mission critical information about simulation tools and testing hardware and services. *Consumer Electronics Test & Development* brings together the industry, connecting them to discuss-and-further product testing and validation technologies and techniques.

TOPICS COVERED

Through a series of international, in-depth project case studies and white papers as well as interviews with key and influential industry figures, *Consumer Electronics Test & Development* will feature software and hardware testing technologies and services.

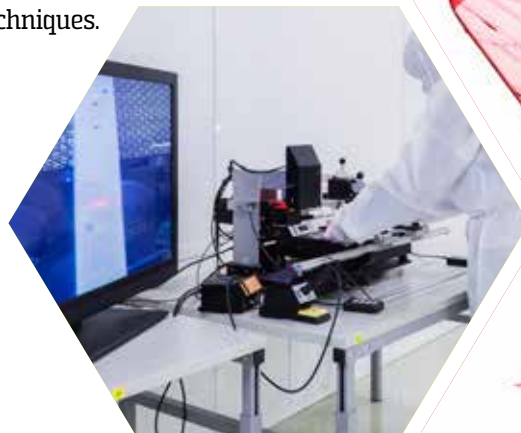
Topics covered will be

- Automated testing rigs
- EMC testing
- Simulation tools,
- Durability testing,
- Safety testing,
- NDT tools,
- Materials testing,
- Product performance testing and validation
- Rapid-aging technologies, and efficiency testing

In short, the publication covers all aspects of product development and failure testing. We also cover forthcoming possible legislative and governmental requirements so readers can stay ahead of what new testing procedures and standards may need to be attained.

WHO ARE WE?

You can trust Mark Allen Group publications to deliver value. One of the world's largest independent publishers, we have over 400 staff working in five offices – and at home! We've been identifying technological niches and helping our advertisers win new business for over 30 years. We know product development. Indeed, we already publish *Aerospace Testing International*, plus the people behind *Consumer Electronics Test & Development* are the same people who publish *The Engineer* and *New Electronics*.



CIRCULATION



INDUSTRY FACTS

"High demand for household appliance testing is pushing market growth - The market growth is propelled by the rising demand for household appliance testing, an increasing need for electrical equipment validation, increasing globalization, and a growing need for brand protection. In addition, rising smart home projects are expected to further fuel the growth of this market in the coming years."

The global electrical and electronics testing market is anticipated to account for a substantial revenue generation of USD 13.31 billion by 2025, expanding at a considerable CAGR of 5.8% over the review period.

"There is an increasing demand for advanced consumer electronics devices among consumers due to increasing disposable income. Additionally, miniaturization of electronics and electrical components is also boosting the demand for testing equipment and services to test the working and efficiency of these small and complex parts."

* Source: Market Research Future

THE READERS OF CONSUMER ELECTRONICS TEST & DEVELOPMENT INCLUDE

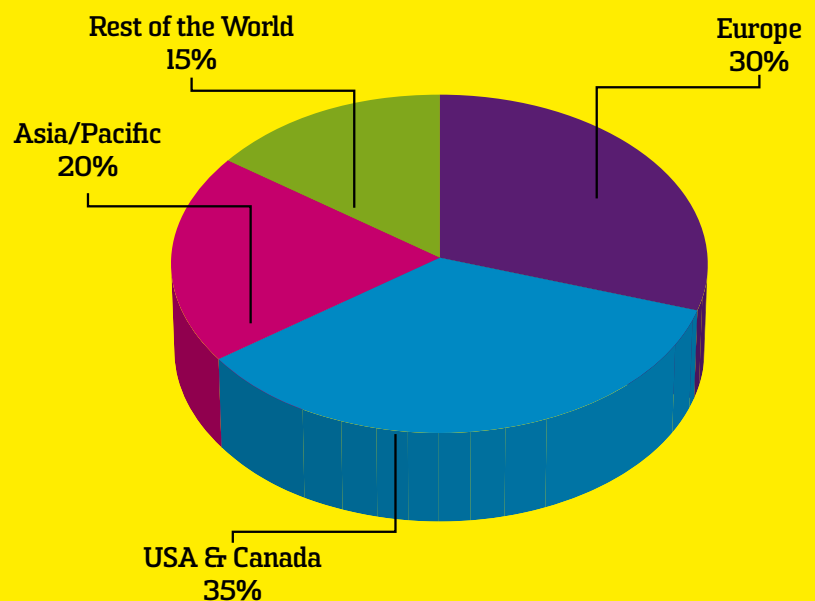
- R&D chiefs
- Test engineers
- Hardware architects
- Engineers

KEY DECISION MAKERS AT MANUFACTURERS SUCH AS

- Samsung
- Whirlpool
- Apple
- Bosch
- Dell
- LG
- Sony
- Siemens

Consumer Electronics Test & Development is published twice a year and sent to 8,000 readers, to all of the major manufacturers of consumer electric products, with all copies distributed on an individually named basis. The publication is also sent to Tier 1 and Tier 2 suppliers as well as influential figures within research centers. In short, if a company needs to prove – needs to test – any aspect of a consumer electronic device, this publication will introduce them to new testing technologies, techniques, and services. PLUS the digital edition is sent to over 11,000 readers.

CIRCULATION BREAKDOWN



EDITORIAL FEATURES



OCTOBER 2023

White Goods Testing
5G/OTA/Wireless Testing
EMC/Electrical Safety
AI/Robotics
Climatic and Environmental
Chamber Round-up
Inspection and NDT
Certification



APRIL 2023

DISPLAY TESTING (INCLUDING AR/VR)

Display testing is one of the most dynamic and exciting areas of consumer electronics testing with the growth in display technologies like OLED and MicroLED. More recently, testing companies are grappling with the demands posed by the burgeoning augmented reality (AR) industry. The question of how to successfully test and inspect AR tech is an ongoing challenge for display testers.

MATERIALS TESTING (INCLUDING LEAK TESTING/WEATHERPROOFING)

With each passing year consumer electronics are getting smaller and more portable. The transportability of devices exposes them to many more environments and climates. This poses challenges for materials testing which must verify the impact on product hardware of being exposed to climatic conditions such as extreme sunlight. *CET&D* investigates new approaches to testing in this domain.

ACOUSTIC TESTING/VOICE ACTIVATION

A growing number of IoT devices rely on voice activation. Successfully verifying the functionality of these voice technologies is the role of acoustic testing labs. *CET&D* looks at how the growth in smart home tech is impacting the work of acoustic testers.

WEARABLES

In the domain of consumer electronics, wearables are one of the biggest growth sectors. Thanks to increased microchip miniaturization and innovations in battery design, wearables are becoming more versatile both in terms of their physical design and the tech they can support. But these innovations in design and uses cases (in particular, biometric tracking) are posing new challenges for testing and certification.

IOT/SMART HOME TECHNOLOGY

IoT is one of the most exciting and most complex areas of consumer electronics tech. With recent developments like the launch of Matter, a new industry standard for smart home technology, it is clear that tech companies are betting on interoperability as the future of IoT. But how is the testing community keeping pace with these advancements in connectivity? *CET&D* will find out.

SUSTAINABILITY AND EMISSIONS

The issue of sustainability and greenhouse gas emissions looms large over every industry and consumer electronics is no exception. But with the EU and the US putting more and more pressure on consumer electronics companies to make their products more sustainable and less energy draining, standards, certification and testing requirements are evolving to meet this new reality.

CERTIFICATION

In a regular feature, one of the world's top certification companies will provide an in-depth guide to certification requirements for a particular area of consumer electronics.



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ADVERTISING RATES

NO OF INSERTIONS	DPS	FULL PAGE	HALF PAGE
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..... 1	£7,800 £4,500 £2,950
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..... 2	£7,400 £4,275 £2,802
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*PRICE PER INSERTION SPECIAL POSITIONS AVAILABLE:

Inside front cover • Inside back cover • Outside back cover – rates available upon request

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Updated daily with mission-critical news

LEAD BANNER/MID BANNER LOCATION

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12 months:	£9,950

SIDE BANNER LOCATIONS

Three months:	£1,950
Six months:	£3,750
Nine months:	£5,350
12 months:	£6,995

EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 11,000 key industry professionals. We are limiting these exclusive email opportunities to only three customers (not emailers) per month to ensure excellent deliverability and interactivity.

The first emailers will be available from October 2021. One shot (in a single month): £2,500, Two shots: £4,500, And £1,000 for every blast thereafter

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MECHANICAL DATA

Full page (trim size)

225mm (width) x 280mm (height)

+ 3mm bleed on all sides

Double page spread (trim size)

450mm (width) x 280mm (height)+ 3mm

bleed on all sides

Half page (Horizontal)

195mm (width) x 125mm (height)

Half page (Vertical)

93mm (width) x 260mm (height)

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