

CONNECTING OVER 8,000 KEY-DECISION MAKERS GLOBALLY

CONSUMER ELECTRONICS

TEST & DEVELOPMENT

**2025 MEDIA SCHEDULE AND
ADVERTISING RATES**



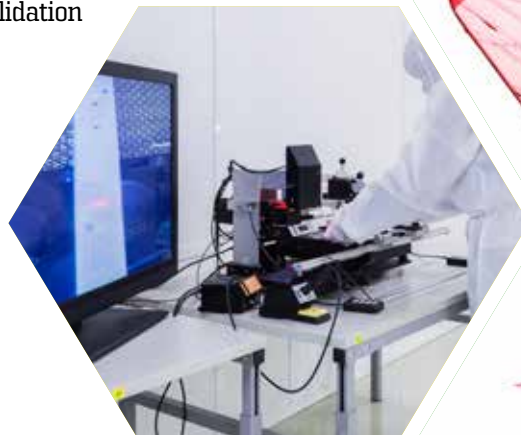
REDUCING PRODUCT FAILURES, RECALLS, AND WARRANTY CLAIMS! IMPROVING EFFICIENCY AND SAFETY

ABOUT CONSUMER ELECTRONICS TEST & DEVELOPMENT

Now into its fourth year of publishing, *Consumer Electronics Test & Development* magazine features case studies, in-depth reports, technological insights and interviews that focus on accelerating product development while at the same time improving product performance, efficiency, and safety. Our articles and interviews help manufacturers in the important task of 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 smartphones, computers, kitchen appliances, televisions, and other advanced consumer electronics 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

- Automated testing rigs
- EMC testing
- Component testing
- Safety testing
- Certification services
- Data acquisition tools Inspection systems
- AI development tools
- Hardware testing
- Acoustics testing
- Leak and/or dust ingress testing tools
- Durability testing
- Complete product testing
- NDT tools
- Display/screen testing
- 5G/6G Testing
- Haptics testing
- Environmental testing
- Measurement tools
- Simulation and CAE packages and software
- Climatic chambers
- Rapid-aging systems
- Modeling
- Product performance testing and validation tools
- Fire testing
- Electrical testing
- Quality control testing



images: Ivan Traimak; Corona Borealis;
Дмитрий Киричай@stock-adobe.com



CIRCULATION



MARKET RESEARCH

According to a study released this July by Persistence Market Research, the global market for consumer electronics is likely to grow by around \$530 billion in the next decade. Driven by increasing demand for smartphones, televisions, and home appliances, and by the rising disposable income of consumers in emerging economies, the global consumer electronics market will increase from \$725 billion this year to \$1255 billion by the end of 2033, the report said.

Not surprisingly, this rise in electronics demand will be accompanied by an increased demand for testing. A study released last year predicts that the market for testing, inspection and certification (TIC) of electronics will be worth \$133 billion by 2027. The report by the market research company Market Research Future forecast a 5.8 percent compound annual growth rate (CAGR) over the next five years. According to the researchers a number of factors are pushing the electrical and electronics TIC market growth. They include: growing demand in household appliance testing; need for equipment validation; rise in smart home projects; a rising trend in the outsourcing of TIC services; advances in networking and communication technologies; and an increase in the illegal trade in pirated and counterfeit goods.

THE READERS OF CONSUMER ELECTRONICS TEST & DEVELOPMENT INCLUDE

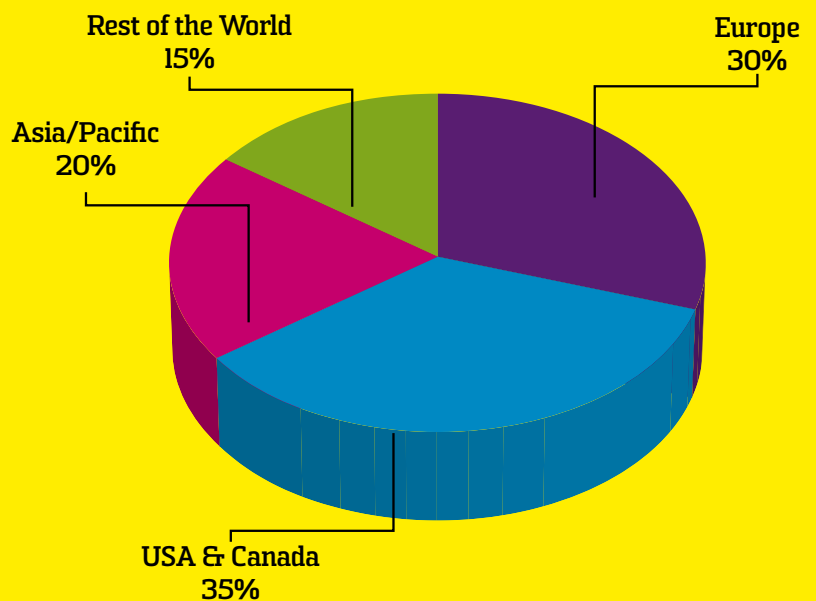
- R&D chiefs
- Test engineers
- Hardware architects
- Engineers

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 14,000 readers.

CIRCULATION BREAKDOWN



EDITORIAL FEATURES



OCTOBER 2025*

CHALLENGE OF DISRUPTIVE TECHNOLOGY

More and more innovative electronic consumer devices are coming to market, everything from personal delivery drones and robot lawn mowers, to AR smart glasses, supersize TVs and AI-powered vacuum cleaners. This article examines how test companies can keep pace with these disruptive ground-breaking technologies, to ensure they are properly assessed and safe to use.

THE PATH TO 6G

Like winter, 6G is coming. This next-generation wireless technology promises to massively outperform 5G and offer almost instant data transfer. But new types of tests are needed so the telecoms giants and governments behind 6G can ensure that it is cybersecure and will reliably work with existing consumer Wi-Fi and satellite communications systems.

AUDIO AND ACOUSTIC SYSTEMS

Last year's botched launch of a vital app by leading home audio supplier Sonos – which attracted global headlines – has underlined the importance of properly assessing audio and acoustic devices like speakers, headphones and smart home voice assistants. We review the latest testing best-practices in this market.

BATTERY SAFETY FEARS

Recent studies show that many 'aftermarket' batteries, used in consumer devices like smartphones and wearables, fail to meet safety standards and can even cause fires and explosions. We speak to leading suppliers and certification agencies about the level of risk to users, and the global standards being put in place to protect them.

WHAT'S NEW IN WHITE GOODS

White goods like fridges, freezers, washing machines and dishwashers are becoming increasingly smart, sustainable and synced to their owner's phones, TVs and speakers. All this requires new smart home networking systems, and innovative technology like built-in fridge cameras that can cope with freezing temperatures. CET&D highlights the best product developments in this area.



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ADVERTISING RATES

NO OF INSERTIONS	DPS	FULL PAGE	HALF PAGE
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..... 1	£7,800 £4,500	£3,150
..... 2	£7,400 £4,275	£2,990

*PRICE PER INSERTION SPECIAL POSITIONS AVAILABLE:

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

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MECHANICAL DATA

Full page (trim size)

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Double page spread (trim size)

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Half page (Horizontal)

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Half page (Vertical)

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