

CONNECTING OVER 8,000 KEY-DECISION MAKERS GLOBALLY

CONSUMER ELECTRONICS

TEST & DEVELOPMENT

**2022 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.

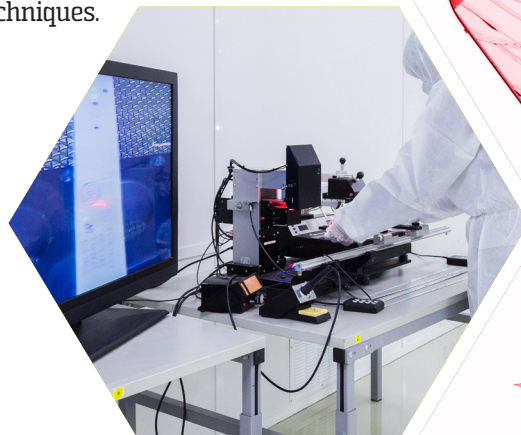
Topics covered will be

- 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*.



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



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

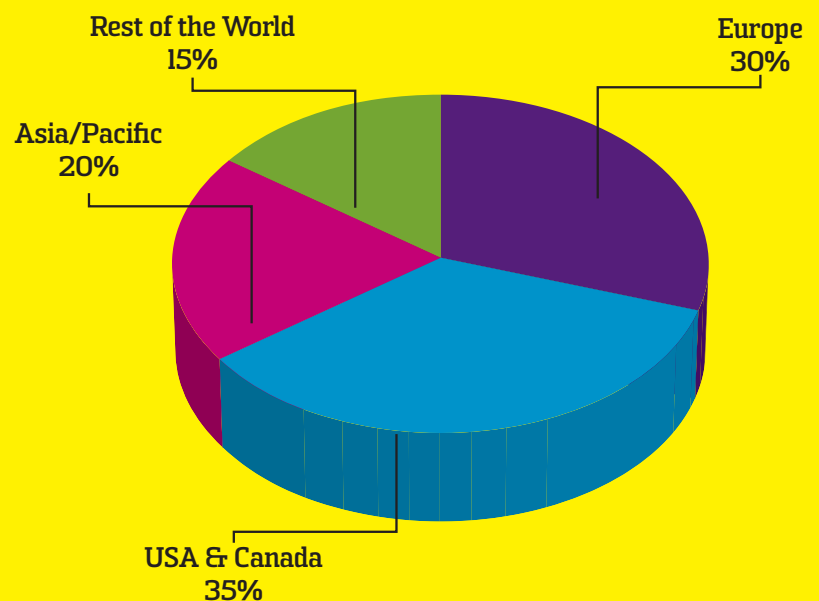
- R&D chiefs
- Test engineers
- Hardware architects
- Engineers

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 12,000 readers.

CIRCULATION BREAKDOWN



EDITORIAL FEATURES



APRIL ISSUE 2022*

Durability Testing
Simulation Tools
Acoustic/Vibration Testing
Emissions
Reliability testing
Certification

OCTOBER ISSUE 2022*

Electromagnetic Compatibility Testing
Electrical safety Testing
5G/OTA/Wireless Testing
Inspection and NDT
Materials Testing

*Features subject to change

JANUARY ISSUE 2022

PRODUCT RECALLS

OEMs share the testing and development processes they go through to reduce the number of product recalls. We list the most recent product recalls and why the recalls were made. 2-3 Supplier Interviews will cover how the supplier has helped an OEM with a product recall issue.

5G OVER THE AIR TESTING

As 5G brings changes to consumers and businesses, it also brings changes in how engineers perform tests. The tight integration in 5G user equipment means that wired testing is no longer viable. Thus, over the air (OTA) testing is now essential. How you set up these tests greatly affects test results.

HAPTICS

Haptics – the use of technology that stimulates the senses of touch and motion – is increasingly being used in the consumer electronics market, especially in phones, tablets and wearables. But what new testing demands does this technology pose on manufacturers? How can OEMs ensure that it works properly? CETD speaks to the automotive sector (BMW's gesture control, for example) to share best practice and looks at recent work in consumer electronics.

FLEXIBLE ELECTRONICS

With the rise in wearables and more portable products comes an increased demand for flexible devices, especially with regards to ultrathin, flexible computer circuits. In the past technical hurdles have prevented high performance in this area. This feature looks at the advances made in flexible electronics, including foldable phones, the key issues faced and how they are being identified and overcome through development/testing

HEALTH PRODUCTS

The pandemic has put a new focus on monitoring health beyond just fitness activities, and there has been a significant rise in the number of health monitoring devices available on the market to consumers. But how is the reliability and durability of these potentially lifesaving products tested and monitored? How is calibration carried out to ensure accuracy? How do manufacturers ensure products continue to perform to a high standard throughout their entire lifespan

ROBOTICS

The consumer electronics industry has relied on robotics to increase manufacturing productivity for a number of years, but now OEMs and suppliers are also seeing the benefits of robots for testing and development processes. How and where are these robots being used and how is machine learning and AI linked to the robots helping fine tune product performance? Also what are makers of robots doing to improve the robots themselves? How do the robots work?



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ADVERTISING RATES

NO OF INSERTIONS	DPS	FULL PAGE	HALF PAGE
..... 1	£7,800 £4,500	£2,950
..... 2	£7,400 £4,275	£2,802
..... 3	£7,000 £4,162	£2,728

*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

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Nine months:	£7,650
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 12,000 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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