

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.

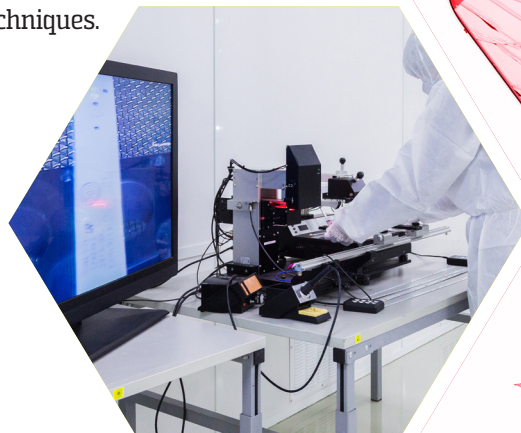
Topics covered will be

- 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

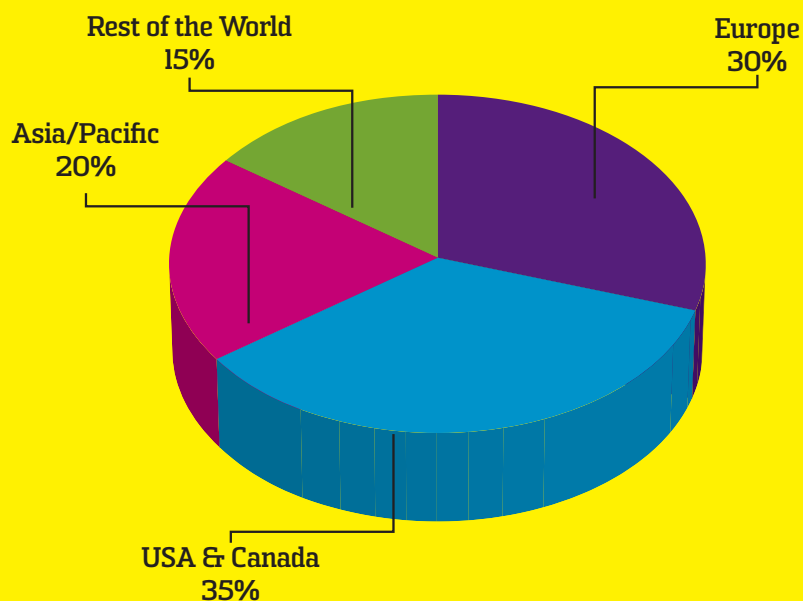
- R&D chiefs
- Test engineers
- Hardware architects
- Engineers

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 11,000 readers.

CIRCULATION BREAKDOWN



EDITORIAL FEATURES



OCTOBER ISSUE 2022

CERTIFICATION REGULAR FEATURE

In each issue we will run a 1-2 page 'featured standard/certification', which is a 'how to' guide on achieving the standard. It will be sponsored by certification companies and look at the key steps that need to be taken and how the tech should be tested

5G

Feature on the development and rollout of certification requirements for 5G, with 6G sidebar.

EMC TESTING

A feature surveying anechoic chambers around the world.

NDT

Feature examining the role of NDT in electronics testing, as well as lessons to be learned from NDT testing in other industries – aerospace, NASA.

REPAIRABILITY FEATURE

In the face of consumer activism and demands to increase sustainability, policymakers around the world are demanding consumer electronics become more repairable. We look both at how electronics design could be overhauled by the new requirements as well as how new devices' repairability is likely to be assessed.

TOUCHSCREEN TESTING FEATURE

Haptics is the science of touch and it is essential to many consumer electronics today because of the growing use of touchscreens. We look at touchscreen testing today as well as advances in the field.

AIR PURIFICATION

Product case study looking at the development and testing of an air-purification device.

INTERVIEWS:

Samsung Display: interview about the development and testing of Samsung's newly-released QD-OLED TV technology.

We Interview a leading standards agency with oversight for consumer electronics standards. CETD finds out what technological changes have impacted standards the most in recent years, what new standards or changes to existing standards have been the most important for consumer electronics and how they see electronics standards developing going forward.

OPPO: Inside-the-factory interview to get a full colour picture of OPPO's test and development process



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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

WEBSITE BANNER RATES

Updated daily with mission-critical news

LEAD BANNER/MID BANNER LOCATION

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Six months: £5,500

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 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

Contact:

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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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