

EM asia

media information | 2011



EM asia

Electronics Manufacturing

About *Electronics Manufacturing Asia*

Now into its seventh year, *Electronics Manufacturing (EM) Asia* continues to be the primary source of information for industry professionals who design, assemble and test printed circuit board (PCB) assemblies in Asia. It is the premier publication in the region targeted at contract manufacturers (EMS/ODMs), OEMs, and at vendors, suppliers and distributors who want to remain informed on the latest developments and technologies in the SMT and electronic packaging/interconnect industries.

Published in English and Simplified Chinese, *EM Asia's* attractive presence in print is accompanied by a dynamic presence on the web – at www.emasiomag.com and www.emasia-china.com, which feature daily updated news, a fully searchable archive, industry channels and videos. Its weekly e-newsletters in English and Chinese provide a popular and convenient snapshot of the latest industry news and events. It all adds up to an exciting publication portfolio for discerning professionals who want to stay in touch with the latest developments in electronics manufacturing.

Industry Returns to Growth

Growth has returned to the EMS industry in 2010 as the first quarter results indicate that ODMs actually experienced revenue growth of 5.6 percent and collectively made over \$2 billion in 2009, according to a market report by New Venture Research (NVR). NVR notes that the ODMs' business strategy of focusing on high volume, low mix products such as PCs, motherboards and notebooks allowed them to survive the downturn whereas CMs saw a decline in orders in markets

such as automotive and mobile phone equipment. As a result of an economic recovery in demand for electronics manufactured products, NVR expects overall market growth to resume over the next five years, barring another unexpected downturn. In terms of the worldwide EMS market, the Asia Pacific region continues to dominate with NVR forecasting growth from \$184.1 billion in 2009 to \$327.7 billion in 2014.

Other research firms are also forecasting growth. International Data Corporation (IDC) expects the EMS industry to enjoy a compound annual growth rate (CAGR) of 8 percent from 2010 to 2014. In the near term, the PC segment will benefit from the end of ASP erosion and new form factors that will stimulate consumer demand, bringing shipment growth rates back. Elsewhere, datacenter expansion and continued interest in cloud computing will stimulate gains in the server, storage, and networking segments. In the consumer devices segment the signs remain mixed, with emerging economies presenting some of the best markets for consumer spending in 2010 and beyond. The telecommunications segment will be driven by the continued rollout of 4G wireless networks and growth in optical and fiber telecommunications infrastructure.

In the EMS rankings, Taiwan-based Foxconn, aka Hon Hai Precision Industries Ltd, continues its strong partnership with Apple and is set to take more than half of global EMS industry revenue by 2011; up from 44.2 percent in 2009, according to iSuppli Corp. Number two player Flextronics International Ltd posted a revenue of \$5.9 billion during the first quarter of 2010. The other major players in the Top 10 are listed as follows:

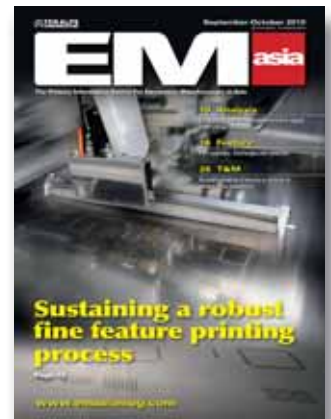
Top 10 EMS Provider Ranking in Q1 2010 (Ranking by Revenue in Millions of US Dollars)

Q1 2010 Rank	EMS Provider	Q1 2009 Revenue	Q4 2009 Revenue	Q1 2010 Revenue	Sequential Revenue Change	Year over Year Revenue Change
1	Foxconn	\$11,127	\$21,362	\$17,147	-19.7%	54.1%
2	Flextronics	\$5,583	\$6,556	\$5,940	-9.4%	6.4%
3	Jabil Circuit	\$2,887	\$3,088	\$3,005	-2.7%	4.1%
4	Celestica	\$1,469	1,664	\$1,518	-8.8%	3.3%
5	Sanmina -SCI	\$1,195	\$1,478	\$1,527	3.3%	27.8%
6	Cal-Comp	\$675	\$847	\$845	-0.3%	25.1%
7	Benchmark Electronics	\$497	\$600	\$572	-4.7%	15.1%
8	Elcoteq	\$625	\$322	\$297	-7.6%	-52.4%
9	Venture	\$493	\$753	\$457	-39.3%	-7.3%
10	Plexus	\$389	\$430	\$491	14.2%	26.2%

Source: iSuppli Corp.

Editorial Summary

- Cover Story**
 In-depth coverage of the latest technologies transforming the industry.
- Features**
 Each issue will carry two to three feature stories. The main topics covered will include: contract manufacturing; SMT assembly; electronics packaging; process control, yield management; quality control; material Issues; equipment technologies; and supply chain management.
- Test & Measurement/Inspection**
 This section will focus on test and inspection technologies. Topics covered include automatic optical inspection (AOI), automatic x-ray inspection (AXI), in-circuit test (ICT) and functional test.
- Special Reports**
 Coverage of special events and happenings taking place in the industry. Also features reports by correspondents from factory grounds and manufacturing sites.
- Emerging Technologies**
 Latest information on technologies in development or just developed, which are gaining usage in the market.
- Viewpoint**
 Exclusive interviews with leaders of the industry sharing their expertise on market and technology trends.
- Products & Equipment**
 Brief introductions to products and equipment recently introduced to the market.
- News and Analysis**
 Latest regional and international news, featuring analysis of market and technology shifts. Includes sections devoted exclusively to happenings in China and India.



Editorial Calendar

Issue	Cover Story	Features	T&M/ Inspection	Bonus Distribution	Publication Date
Jan/Feb	Outlook 2011	<ul style="list-style-type: none"> EMS/ODM Production Management 	AXI		31 Jan
Mar/Apr	Cleaning Technologies	<ul style="list-style-type: none"> Packaging/Interconnect Supply Chain 	Test Strategies	<ul style="list-style-type: none"> IPC APEX Expo SEMICON Singapore NEPCON China 	28 Mar
May/Jun	Solder Reliability	<ul style="list-style-type: none"> Process Control Software/Programming 	Inspection Technologies	<ul style="list-style-type: none"> NEPCON Malaysia NEPCON Thailand 	3 Jun
Jul/Aug	Stencil & Screen Printing	<ul style="list-style-type: none"> Wave Soldering/Reflow Environmental Compliance EMA Innovation Awards Supplement 	Boundary Scan	<ul style="list-style-type: none"> NEPCON South China Electronica & Productronica India METALEX Vietnam NEPCON Vietnam 	2 Aug
Sep/Oct	Pick & Place	<ul style="list-style-type: none"> Rework & Repair Traceability 	AOI	<ul style="list-style-type: none"> Productronica 2011 ElectronicAsia 	4 Oct
Nov/Dec	Assembly Materials	<ul style="list-style-type: none"> Dispensing Systems Design for Manufacturing 	ICT/Functional Test	<ul style="list-style-type: none"> COMPONEX NEPCON India 	2 Dec

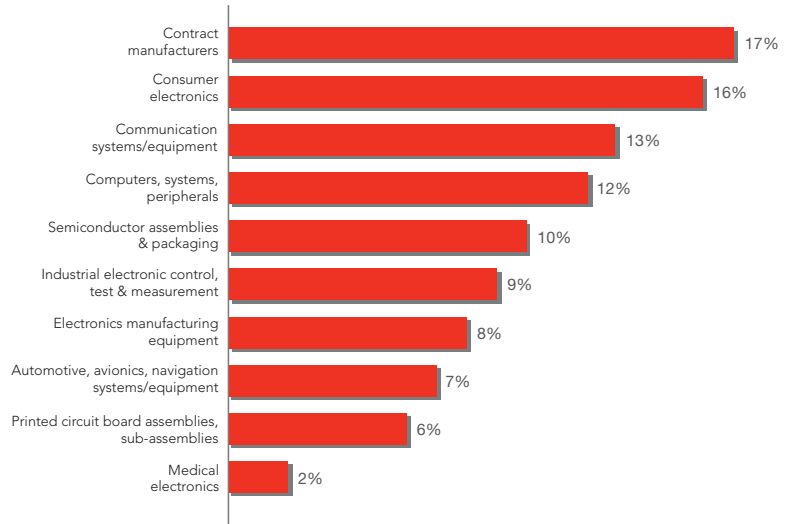
* Note that topics in the editorial calendar may be subject to change due to market conditions.

Circulation Profile

Electronics Manufacturing Asia reaches 21,000* qualified subscribers in the region.

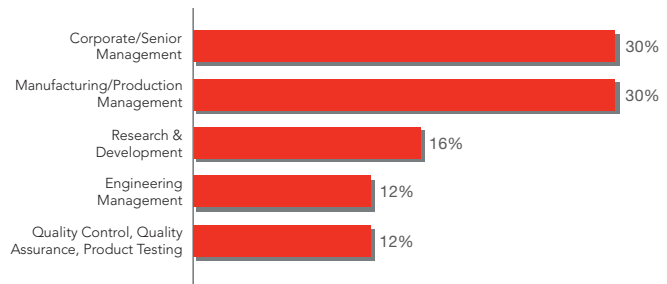
Analysis by Industry

Contract manufacturers	17%
Consumer electronics	16%
Communication systems/equipment	13%
Computers, systems, peripherals	12%
Semiconductor assemblies & packaging	10%
Industrial electronic control, test & measurement	9%
Electronics manufacturing equipment	8%
Automotive, avionics, navigation systems/equipment	7%
Printed circuit board assemblies, sub-assemblies	6%
Medical electronics	2%
Total	100%



Analysis by Job Function

Corporate/Senior Management	30%
Manufacturing/Production Management	30%
Research & Development	16%
Engineering Management	12%
Quality Control, Quality Assurance, Product Testing	12%
Total	100%



Analysis by Region

China	11,950
India	4,030
Thailand	1,955
Malaysia	1,565
Singapore	1,340
Taiwan	510
Hong Kong	315
Vietnam	210
Indonesia	15
Total	21,890

EM Asia-China Edition Analysis by China Region

Guangdong	24%
Shanghai	22%
Jiangsu	12%
Beijing	10%
Zhejiang	6%
Tianjin	5%
Shaanxi	5%
Sichuan	4%
Shandong	4%
Fujian	3%
Liaoning	2%
Others	3%
Total	100%

* Publisher's own data projected in October 2010

Advertising Rates (Print)

All rates quoted are gross on a per issue basis and in Singapore dollars, valid as of Jan 1, 2011.
All advertising contracts accepted by clients are subject to terms and conditions stipulated by Ten Alps Communications Asia. Please refer to our standard terms and conditions at <http://www.taca-subn.com/T&C.pdf>

Trimmed size: 200mm (w) x 273mm (h)

Bleed size: 210mm (w) x 283mm (h)



EM Asia (Full Run)

Premium Position	S\$
Back Cover	11,250
Inside Front Cover	10,350
Inside Back Cover	9,600

Ad Size (ROP)	1x	3x	6x
	S\$	S\$	S\$
Full Page	9,900	8,550	8,100
1/2 Page	6,300	6,000	5,700
1/3 Page	6,000	5,700	5,400
1/4 Page	5,700	5,400	5,100

EM Asia (English Edition)

Premium Position	S\$
Back Cover	7,200
Inside Front Cover	6,750
Inside Back Cover	6,000

Ad Size (ROP)	1x	3x	6x
	S\$	S\$	S\$
Full Page	5,700	5,400	5,100
1/2 Page	3,900	3,750	3,600
1/3 Page	3,600	3,450	3,300
1/4 Page	3,300	3,150	3,000

EM Asia - China (Simplified-Chinese Edition)

Premium Position	S\$
Back Cover	6,750
Inside Front Cover	6,000
Inside Back Cover	5,250

Ad Size (ROP)	1x	3x	6x
	S\$	S\$	S\$
Full Page	5,250	4,950	4,650
1/2 Page	3,450	3,300	3,150
1/3 Page	3,150	3,000	2,850
1/4 Page	2,850	2,700	2,550

Advertising Rates (Online)

Web Banners	Banner Size	Homepage	Run of Site
	Pixels	Per Quarter S\$	Per Quarter S\$
Leaderboard	728 x 90	8,700	6,750
Skyscraper	120 x 600	7,500	6,000
Horizontal	600 x 60	6,000	4,800
Button	125 x 125	3,750	3,000

Other Online Offerings

	S\$
E-Newsletter (per insertion)	
Weekly	2,250
Channel Sponsorship (per month, per resource)	3,750
Keyword Search (per month, per key word)	3,750
E-Video (per month, per video)	3,750



www.EMAsiamag.com



ebook

Be part of the winners' circle!

Established in 2006, EM Asia Innovation Awards program strives to recognize and celebrate excellence in the Asian electronics industry, inspiring companies to achieve the highest standards and push the industry forward.

Top performing companies will be recognized for achieving the highest standards in the various manufacturing-related products, materials and equipment introduced and offered for sale in Asia between January 1, 2010 and December 31, 2010. The awards will be presented in Shanghai during NEPCON China (May 2011).

The 26 award categories are:

- Adhesive/Coating/Encapsulating Materials
- Alternative Energy – Production Equipment
- Alternative Energy – Products/Materials
- Assembly Line Systems/Equipment
- Cleaning Equipment
- Cleaning Materials
- Dispensing Systems/Equipment
- Environmentally Friendly Production Equipment
- Environmentally Friendly Products/Materials
- Inspection Equipment – AOI/SPI
- Inspection Equipment – X-Ray
- Manual Soldering Equipment
- Pick and Place Systems/Equipment (Low/Medium Volume)
- Pick and Place Systems/Equipment (High Volume)
- Process Control Systems
- Programming Systems
- Reflow Soldering Equipment
- Repair/Rework Equipment
- Selective Soldering Equipment
- Software/Production Management Systems
- Soldering Materials
- Stencil & Screen Printing Systems/Equipment
- Test Systems/Equipment
- Wave Soldering Equipment
- Best Supplier of the Year (Reader's Choice)
- Outstanding Product of the Year (China)

For more information, please contact:

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Proud winners of EM Asia Innovation Awards 2010

EM asia
Innovation
Awards
创新奖 2011

Mechanical Requirements – Size Specifications

Trimmed size: 200mm (w) x 273mm (h)

Bleed size: 210mm (w) x 283mm (h)

Ad Size	Trimmed (w x h)	Bleed (w x h)
Full Page	200mm x 273mm	210mm x 283mm
1/2 Page Horizontal	175mm x 125mm	-
1/2 Page Vertical	85mm x 240mm	-
1/3 Page Horizontal	175mm x 80mm	-
1/3 Page Vertical	55mm x 240mm	-
1/4 Page Square	85mm x 125mm	-

Material Guidelines

a. Print

Digital files are accepted (Macintosh format only): Illustrator AI/EPS, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size, all link files and fonts must be included. Artwork created in InDesign, for color management in print option should use Printer Profile as “Photoshop 5 Default CMYK” only.

Acrobat PDF files: High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All images and fonts embedded.

Proofs: 2 final color proofs are required for all ads.

Bleed recommendation: Leave 5mm safe area all around. Headlines that cross a spread must be split between words or allow 5mm in gutter.

b. Online

Web banner: Please provide GIF or JPEG files no more than 39kb with linking URLs.

Rich media: Please submit alternate GIF or SWF. However, action must be user-initiated. In order to respect the user experience, all rich media files need to be tested and approved.

Text sponsorship: Header, company name, URL and body text must not exceed 100 words.

E-video: We accept video contents in standard formats such as FLV, AVI, DV, MOV, MPEG-1,-2,-4, WMV. Video file size (FLV) should not exceed 2MB and duration should be approximately 60 seconds or less. Audio tracks need to be 11KHz, 22KHz, 44.1KHz or 48KHz in compression.

Contact Us

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