

RTC Europe

Gets to the Source

The need to make critical decisions in the mid- to high-end modular and embedded computing industry is why decision makers rely on *RTC Europe* to be the source for up-to-the-minute, focused technical design, industry, and product information.

RTC Europe focuses on connectivity, processing and control functions that serve applications in commerce and industry.



RTC Europe

- The magazine of record for the mid- and high-end embedded computer industry
- The first read and most completely read of all industry publications
- Over 100 years combined editorial experience in embedded computers
- Expanded circulation reaching 15,000 engineers, designers and managers
- Targeted at decision makers building the latest systems in networking and communications, industrial control, instrumentation, aerospace and transportation
- Provides product and technology information as well as insight, analysis
- Industry's best media buy



2006 Media Kit Highlights



What's Coming in 2006

2006 is going to be a banner year in the embedded computer community: sales are expected to reach record levels in all areas. And *RTC Europe* is going to help by providing access to leading designers and engineers. We've lined up a great editorial calendar, expanded our editorial staff, added special new ad opportunities and maintained ad rates in spite of escalating costs.

Our 2006 editorial calendar is targeted at the challenges designers are facing in new product development. Regular diverse and in-depth editorial ensures that *RTC Europe* is read first and read most completely every month and not just for its highlighted features.

Editors



Warren Andrews
Editorial Director/Associate Publisher

Before joining *RTC*, Warren Andrews was Senior Editor of *Computer Design* for 10 years. During that time, he also published and edited *Embedded Computer Trends*. He has also held management and editing positions at *Electronic Design* and *EE Times*. Mr. Andrews sits on the board of directors of a publicly traded industry company and also serves on the advisory board of other industry firms and associations. He has written extensively on the industry, including two leading market and technology reference manuals, and has been a frequent speaker at industry events.

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Ann Thryft
Senior Editor

Ms. Thryft has held editorial positions with a number of technical publications, including *EE Times*, *Computer Design*, and *Electronic Buyers' News*. She is an award-winning writer, and has over 16 years of experience reporting, writing and editing articles on a wide range of electronics topics for OEMs. At *EE Times*, she was a Section Editor responsible for contributed articles. Ann is an active member of the Society of Professional Journalists, Northern California Science Writers Association and the Bay Area Editors' Forum. She holds a Bachelor of Arts degree from Stanford University, where she achieved academic honors.

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RTC Europe at a Glance

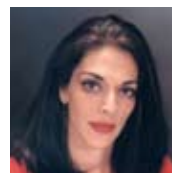
- The major source of industry information for more than 15,000 decision makers in the embedded computer industry
- Editors have more than 100 years combined experience at *EET*, *ED*, *CD* and other industry-leading publications
- Unparalleled quality of circulation (see demographics)
- Targeted at engineers and managers developing end products using boards, boxes, subsystems and systems
- Related Editorial and Promotional Ad opportunities
- In-depth technical articles and analysis



Tom Williams
Editor-in-Chief

As *RTC*'s Editor-in-Chief, Tom Williams comes to the magazine with over 20 years of industry knowledge, having most recently held the position of Editor-in-Chief of *Embedded Systems Development*. Mr. Williams has worked for many successful publications including *InfoWorld*, *Dr. Dobbs Journal*, *ED*, *CD* and *ESD*. His specialties have included embedded software technology as well as processor architectures and standard board-level technology. He earned his Master's degree from Washington University and completed post-graduate work at Bonn University.

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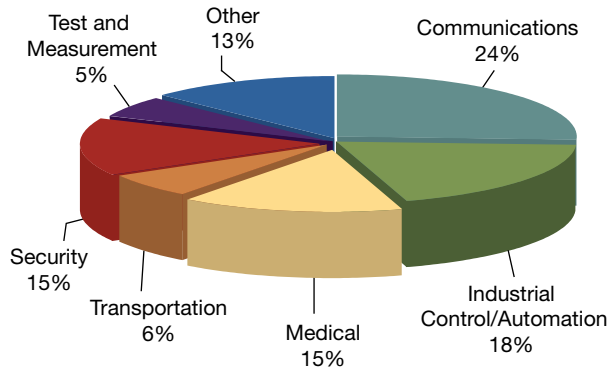
Marina Tringali
Managing Editor

Marina Tringali is the Managing Editor of *RTC* magazine. She joined *RTC* with more than ten years of marketing and customer relations experience. Marina manages editorial content for both *RTC* magazine and *COTS Journal* and is responsible for advertising traffic and quality for both publications. Marina plays an integral role in ensuring the level of editorial content is at its highest and advertisers' insertion orders are managed with every detail in mind.

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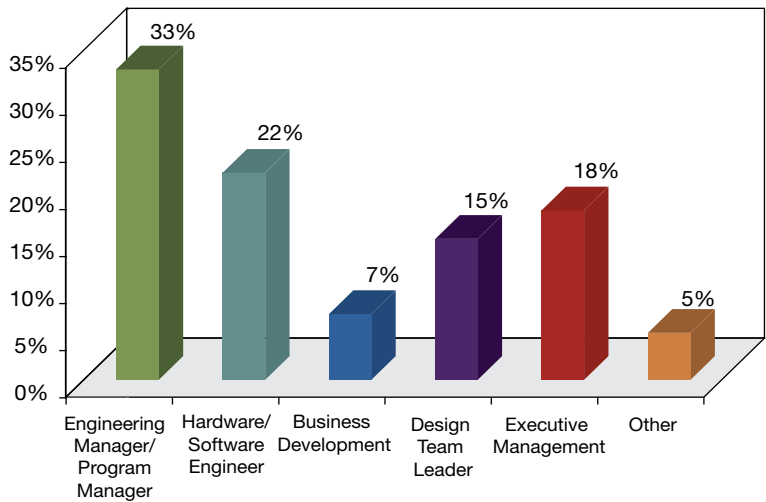
RTC Europe Readership & Demographics

RTC Europe covers all the major application areas in the embedded computer industry. Here is an indication of what percentage of RTC Europe's readers are involved in each application area.

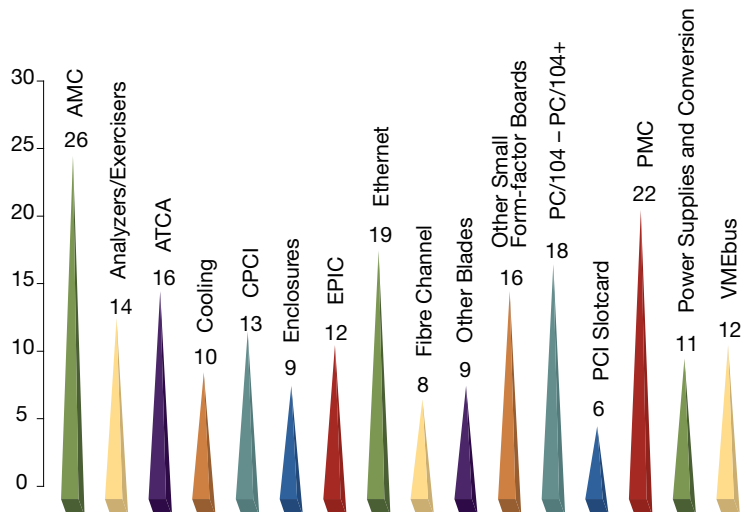


Others include: Gov., Mil., Aerospace 8%, Simulation 2%, Data logging 1% Scientific 3%, Imaging (other than medical) 2%, Other 2%

Who Reads RTC Europe?
More than 65% of RTC Europe's readership is in some management capacity in the design and development of embedded systems. Here is how RTC Europe's readers define themselves.



What products do RTC Europe readers specify and recommend?



Editorial Calendar

	Solutions Engineering	Technology Insight	Promotional Opportunities
Volume I	Next Generation VME	New Form Factors	
Volume II	Industrial Ethernet	PC/104	
Volume III	AMC as System Solution	CompactPCI	
Volume IV	Industrial Wireless Networks	Cooling Large Systems	RTS Paris: Bonus Circulation and Show Preview

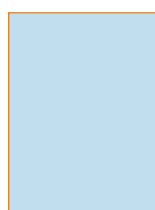
Rates

	1X	2X	3X	4X	6X	8X	12X
2 page spread	€5,218	€4,960	€4,658	€4,259	€3,994	€3,938	€3,839
full page	€3,485	€3,306	€3,105	€2,849	€2,663	€2,625	€2,560
two thirds	€3,241	€3,075	€2,963	€2,649	€2,476	€2,438	€2,381
one half	€2,328	€2,209	€2,074	€1,903	€1,779	€1,725	€1,709
one third	€1,699	€1,613	€1,514	€1,389	€1,299	€1,275	€1,249
one fourth	€1,288	€1,221	€1,146	€1,052	€984	€968	€946

Rate Combinations

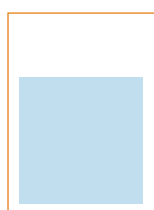
Rates for *RTC Europe*, *RTC*, *COTS Journal International* and *COTS Journal* can be combined to give you the maximum discount. Simply add up the number of pages in your annual contract and take the discount schedule for that number of pages in each publication. For example, if you will be buying 8 pages in *RTC* and 4 pages in *RTC Europe*, you can take the 12-page rate on both publications.

Ad Specs



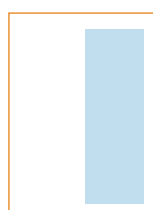
full page

210 x 297 mm
(Bleeds: Add 6 mm
to all four sides)



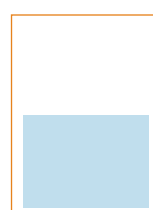
2/3 page

184 x 181 mm



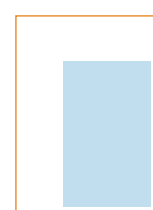
1/2 page V

89 x 271 mm



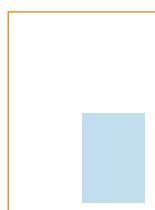
1/2 page H

184 x 133 mm



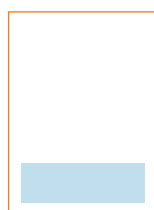
1/2 page island

121 x 208 mm



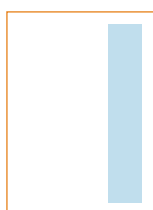
1/4 page V

89 x 133 mm



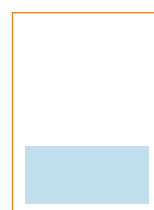
1/4 page H

184x 64 mm



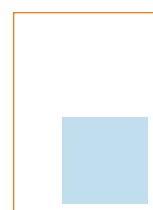
1/3 page V

58 x 271 mm



1/3 page H

184 x 87 mm



1/3 page square

133x 133 mm

Material Instructions

All advertising must be submitted as a **high resolution PDF (PDF/X-1a)**.

All fonts must be embedded or, if Illustrator, Freehand or Photoshop are used, please convert the type to paths/outlines.

Four-color images must be CMYK; minimum resolution 300 dpi (350 dpi recommended); tiff or eps are preferred; line art a minimum of 1200 dpi.

Images must not contain extra channels or transfer curves or compression.

We cannot accept spot colors.

Only full page ads require a bleed of 6 mm.

Full page live area is 13 mm from trim on all sides.

Please submit PDFs via The RTC Group's FTP site:
<http://upload.rtcgroup.com>

Trim Size

210 mm x 297 mm

Bleed Size

222 mm x 309 mm

Binding Method

Saddle stitched

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