**Overview**

**BY THE NUMBERS**

**Total Circulation - 30,915**

- **print circulation** 18,416
- **digital edition** 12,500

**Email blast list - 25,285**

This list is opted-in, complies with the CAN-SPAM Act, and includes members who are not magazine subscribers.

**Trade Show Distribution**

Issues of MPD will be available at the International Microwave Symposium 2024. See you in Washington D.C.!

Sample issue here: https://bit.ly/3s2CKIf

**Our Readership**

- **68%** engineering managers
- **11%** engineering support
- **8%** academia and consultants
- **13%** design engineers
**DIRECT ADVERTISING OPPORTUNITIES**

**Print/digital ads**
- Print: Tabloid, standard page, fractionals, marketplace
- Online: Website banners, website popups, monthly product email, monthly newsletter sponsorship

**Email blast**
- Distributed to 25,285 subscribers. Advertisers are provided with data showing opens, unique opens, and click-throughs (by URL) to advertiser web pages.

**Free features for advertisers**
1. Three times per year: February, July, and October, all advertisers in these issues will be included in a website directory.
2. Full-page advertisers in all supplements except Military Microwave Digest receive additional facing page describing the company, its products, and technologies.

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**EDITORIAL & PRODUCT PROMOTION OPPORTUNITIES**

**New products**
- More than 60 new products per issue; additional products online

**Product features**
- Contributed articles describing new products and technologies in detail

**Technical articles**
- Contributed articles describing new technologies, as well as “how-to” articles that provide help to designers and tutorial articles that provide basic information about technologies (both old and new) as a “refresher course” for newcomers to the industry and veterans alike
- A contributed op-ed article on Page 3 of each issue that delivers the opinion of a company executive or technologist on issues facing designers and the RF and microwave community as a whole

**In My Opinion**
- Short articles highlighting events, appointments, or other newsworthy items from RF and microwave companies

**Industry news**
- Staff-written supplement included with the March and September issues of MPD. A special digital only edition will be released in June for the IMS show. Editorial ranges from technologies to DoD market sectors, programs, and issues facing the design community.
6 REASONS TO PARTNER WITH MPD

1 The Industry Source for New Products and Technology
For more than 33 years MPD has been the only tabloid-format magazine serving the RF and microwave community. This big, bold format lets us showcase more new products than any other print publication serving the industry. For example, a tabloid-size advertisement in MPD is 40% larger than a standard-size ad in other industry publications and a standard-size advertisement in MPD is the size of a full page in a traditional trade publication.

2 More Content in Every Issue
Every year we feature nearly 1000 new products, about 75 product and technical articles and 12 opinion articles. We aim to provide information on new products in every category, while complementing them with technical and application articles, news, and industry perspectives.

3 Product Email Blast
Twelve times per year MPD sends a focused product email blast. This is a great opportunity to highlight products that warrant extra attention. This is also an opportunity to direct our readers toward your company website for additional product information.

4 A Dynamic Online Presence
MPDigest.com: Our print edition is complemented by an active website with a section dedicated to defense products and technologies. All articles and featured products from the monthly issues may be found on the MPD website.

5 Email Marketing
MPD’s email marketing strategy is simple: To deliver information from advertisers to our opted-in subscribers at the most cost-effective rates in the industry, and provide advertisers with verifiable metrics on campaign performance. Lead generation - we have the capability to capture qualified leads for your sales team. IDG reports in its B2B Lead Generation Marketing Trends survey that company website, conferences, tradeshows, and email marketing are the most effective lead generation tactics being used today.

6 MPD: Your Best Media Buy
Add it all up and Microwave Product Digest continues to be a key source of information for engineering managers and design engineers. And that’s a great reason why you should make MPD an essential part of your advertising program.

Our Advertising Representatives

East Coast

Liesbeth Severiens
Phone: (917) 692-3538
Liesbeth@mpdigest.com

Midwest & West Coast

Stephanie Kogel
M.J. Mrvica Associates, Inc.
Phone (856) 768-9360
Fax (856) 753-0064
skogel@mvrica.com
# 2024 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FOCUS</th>
<th>SUPPLEMENTS/SECTIONS</th>
<th>TRADE SHOWS Dates subject to change due to Covid-19</th>
<th>AD CLOSE DATE</th>
<th>AD MATERIALS DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>• RF Power Amplifier Technology&lt;br&gt;• Short-range Connectivity (Wi-Fi, Bluetooth, ZigBee, etc.)</td>
<td></td>
<td>Radio &amp; Wireless Week&lt;br&gt;Las Vegas</td>
<td>12/22</td>
<td>12/29</td>
</tr>
<tr>
<td>February</td>
<td>• Passive Components&lt;br&gt;• Millimeter-wave Technologies</td>
<td>Website Directory*</td>
<td>Satellite 2024&lt;br&gt;Washington, D.C.</td>
<td>1/26</td>
<td>1/31</td>
</tr>
<tr>
<td>March</td>
<td>• Industrial IoT&lt;br&gt;• Satellite Technology and Applications</td>
<td>Military Microwave Digest</td>
<td></td>
<td>2/23</td>
<td>2/28</td>
</tr>
<tr>
<td>April</td>
<td>• Cables and Connectors&lt;br&gt;• Antenna Technology</td>
<td></td>
<td></td>
<td>3/27</td>
<td>3/29</td>
</tr>
<tr>
<td>May</td>
<td>• The State of 5G&lt;br&gt;• RFICs and MMICs</td>
<td>IMS2024 Show Issue</td>
<td>Bonus Distribution (May issue)&lt;br&gt;IMS 2024&lt;br&gt;Washington, D.C.</td>
<td>4/26</td>
<td>4/30†</td>
</tr>
<tr>
<td>June</td>
<td>• Filters&lt;br&gt;• Microwave Design Tools</td>
<td>Digital only Military Microwave Digest</td>
<td></td>
<td>5/24</td>
<td>5/29</td>
</tr>
<tr>
<td>July</td>
<td>• Antenna Technologies&lt;br&gt;• Automotive Applications</td>
<td>Website Directory*</td>
<td></td>
<td>6/26</td>
<td>6/28</td>
</tr>
<tr>
<td>August</td>
<td>• Test and Measurement&lt;br&gt;• Positioning, Navigation, and Timing (PNT)</td>
<td></td>
<td></td>
<td>7/26</td>
<td>7/31</td>
</tr>
<tr>
<td>September</td>
<td>• Semiconductors (GaN, GaAs, SiGe, BiCMOS)&lt;br&gt;• Microwave Materials</td>
<td>Military Microwave Digest</td>
<td>EUMW&lt;br&gt;Paris France</td>
<td>8/23</td>
<td>8/28</td>
</tr>
<tr>
<td>October</td>
<td>• SDR and Receiver Technology&lt;br&gt;• Wireless Infrastructure</td>
<td>Website Directory*</td>
<td>AMTA 2024&lt;br&gt;Cincinnati, OH</td>
<td>9/25</td>
<td>9/27</td>
</tr>
<tr>
<td>November</td>
<td>• Radar&lt;br&gt;• EMC Testing</td>
<td></td>
<td></td>
<td>10/25</td>
<td>10/30</td>
</tr>
<tr>
<td>December</td>
<td>View From the Top&lt;br&gt;Success Stories &amp; Business Profiles Supplement</td>
<td></td>
<td></td>
<td>11/22</td>
<td>11/27</td>
</tr>
</tbody>
</table>

* Three Website Directories!
The directory appears in February, July and October. All advertisers in that month’s issue will be included in this value-added section at no additional charge.

† Due to the IMS Show timing all ad materials must be delivered by this date.
### 2024 Advertisement Rates and Mechanical Requirements for Microwave Product Digest

<table>
<thead>
<tr>
<th>Tab Page</th>
<th>Tab Spread</th>
<th>Standard Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 3/4 x 13 3/8 PLUS 1/8 bleed</td>
<td>19 3/4 x 13 3/8 PLUS 1/8 bleed</td>
<td>7 x 9 1/2 PLUS 1/8 bleed (bleed is only on left and bottom)</td>
</tr>
<tr>
<td><strong>1X</strong></td>
<td><strong>3X</strong></td>
<td><strong>6X</strong></td>
</tr>
<tr>
<td>$5,400</td>
<td>$5,160</td>
<td>$4,800</td>
</tr>
<tr>
<td><strong>12X</strong></td>
<td><strong>18X</strong></td>
<td><strong>24X</strong></td>
</tr>
<tr>
<td>$4,200</td>
<td>$3,960</td>
<td>$3,720</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard Spread</th>
<th>1/2 Page Tab Horizontal</th>
<th>1/3 Page Tab</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 x 9 1/2 PLUS 1/8 bleed (only on bottom edge)</td>
<td>9 3/4 x 6 3/4 PLUS add 1/8 bleed left, right and bottom if you want the ad to bleed</td>
<td>2 13/16 x 12</td>
</tr>
<tr>
<td><strong>1X</strong></td>
<td><strong>3X</strong></td>
<td><strong>6X</strong></td>
</tr>
<tr>
<td>$6,300</td>
<td>$6,120</td>
<td>$5,760</td>
</tr>
<tr>
<td><strong>12X</strong></td>
<td><strong>18X</strong></td>
<td><strong>24X</strong></td>
</tr>
<tr>
<td>$5,220</td>
<td>$4,860</td>
<td>$4,680</td>
</tr>
</tbody>
</table>

**BLEED TAB PAGE:** 10 x 13-5/8 inches. All live matter must be kept 1/4 inch inside page trim size, bleed 1/8 inch.

**TWO-PAGE TAB SPREAD:** Minimum size is 19-3/4 inches x 13-5/8 inches. Type or other live matter that runs across the center line should allow a space for saddle stitched binding.

**INSERTS:** Contact sales representatives for rates

**DIGITAL REQUIREMENTS:** All ads should be submitted as PDF/X-1A files (press-ready files) with no printer’s marks.
For further details, questions, or to email material, please contact your sales rep. East Coast Liesbeth Severiens, (917) 692-3538, Liesbeth@mpdigest.com - Midwest & West Coast Stephanie Kogel, M.J. Mrvica Associates, Inc., Phone (856) 768-9360, Fax (856) 753-0064, skogel@mrvica.com.

DEADLINES: Space deadlines and advertising material deadlines are listed in the editorial calendar on page 5. If you encounter problems meeting these deadlines, please contact Kerry Mortensen at kerry@mpdigest.com.

PUBLISHER’S COPY PROTECTIVE CLAUSE: Advertisers and advertising agencies assume liability for all content of advertisements printed or appearing online, and also assume responsibility for any claims made against the publisher arising therefrom.
Military Microwave Digest

3 issues in 2024

Staff-Written Insights Into Defense Programs and Technology

Military Microwave Digest (MMD) is the industry’s only staff-written guide to the latest defense markets, technologies, and programs. Topics range from EW to ECM, ELINT and SIGINT, radar, battlefield communications, to many more.

MMD will be printed as well as digitally distributed to our 25,285 email subscriber list for the March and September issues. A digital only issue will be produced to coincide with IMS2024 and will be delivered to our subscribers and our 25,285 email list.

Supplements

Mechanical Requirements for Military Microwave Digest

INCHES (trimmed) width x height

Standard Page ..................................................................................... 7-13/16 x 10-3/4
Standard Spread ................................................................................... 15-5/8 x 10-3/4
1/2 Page Island .................................................................................... 4-9/16 x 7-1/2
BLEED STANDARD PAGE ...................................................................... 8-1/16 x 11
All live matter must be kept 1/4 inch inside page trim size. Bleed 1/8 inch.

Mechanical Requirements for Success Stories & Business Profiles

INCHES (trimmed) width x height

Standard Page ......................................................................................... 8-1/8 x 10-3/4
BLEED STANDARD PAGE ........................................................................ 8-3/8 x 11
All live matter must be kept 1/4 inch inside page trim size. Bleed 1/8 inch.

Success Stories & Business Profiles

The Success Stories & Business Profiles digital supplement in the December issue will continue to be a source of information for the industry. Special rates apply to fit your budget.
Online Opportunities

Custom Email Blasts

Drive potential customers to your company, its products, and capabilities using MPD’s highly successful email marketing programs.

- The most cost-effective email marketing and lead generation program in the RF and microwave industry
- Promote products, videos, white papers, e-books, enhanced pdf’s or download-able content – virtually anything you want industry professionals to know about
- More than 25,000 fully opted-in subscribers in private industry, defense, and other organizations throughout the world
- Advertisers receive complete results directly from our server including total emails sent, unique opens, total opens, and click-throughs per link
- MPD offers guidance and design services to first-time advertisers in selecting optimum content and presentation

MPD has the ability to gather lead generation data using emails that contain white paper, e-books, enhanced pdf’s or downloadable content. We host the content and utilize form driven download links to gather data from interested parties.

MPD can host, present, and promote your webinar.

Contact your sales rep for more information.

The MPD Product Focus

MPD’s Product Focus is a co-branded email that allows an advertiser to get information about products and upcoming product news to our email list of 25,285 opted-in subscribers. The header is branded with the MPD logo and all other branding on the email is the advertiser’s.
The MPD
Product Email Blast

MPD’s product email blast is dedicated to providing readers with a variety of highlighted products. It is distributed on a monthly basis to MPD’s 25,285 opted-in subscribers.

For each product you will get:
- A 75-100 word description of the product
- A product photo
- URL to the product on your website
- Company URL

The product email blast sent prior to a show will also have a spot for your booth number, if you will be exhibiting at the event.

Positions in the email blast are available in subscriptions of 3, 6, and 12 months. For information about rates, please contact your MPD sales representative as shown on Page 2.

We also offer banner ad placement in the email blast.

The MPD
Monthly Newsletter

MPD’s newsletter has articles from a variety of industry sources and current industry news. It is distributed on a monthly basis to MPD’s 25,285 opted-in subscribers.

Sponsorship and banner ad placements on the newsletter are available.

Advertisers receive complete results directly from our server including total emails sent, unique opens, total opens, and click-throughs per link.
The MPD

Military Newsletter

Our military newsletter is highly focused on military articles and news. It is currently distributed on a quarterly basis to MPD’s 25,285 opted-in subscribers.

Sponsorship and banner ad placements on the newsletter are available.

Advertisers receive complete results directly from our server including total emails sent, unique opens, total opens, and click-throughs per link.

MPDIGEST.COM

Website Banners

Advertising on MPD’s website is a cost-effective way to feature your products and technologies on one of the most comprehensive sites in the RF and microwave industry. Our website has a high traffic rate, and viewers typically view multiple pages after they arrive. There are many ways to advertise:

• **Home page:** For the best visibility, this is our premier opportunity
• **On every page:** Advertising throughout the MPD website gets you noticed no matter what pages viewers visit.
• **On specific pages:** Advertising on the page of your choosing gives more flexibility to your online visibility.

1. Beltway — 600 x 160 pixels - $1400 per month
2. Skyscraper — 160 x 600 pixels - $1400 per month
3. Baseboard — 600 x 120 pixels - $1000 per month

All types of ads can be animated and rotating. For advertising rates, please contact your salesperson.
Didn’t see the type of advertising you want?
Let your sales rep know what you want to do and we will make it happen!