

OUR TARGETED AUDIENCE

Tap into the right mix of PCEA's influential media platforms to reach our target audience of strategic decision-makers with the authority to recommend or buy your products and services.

FOCUS

The Printed Circuit Engineering Association's (PCEA) family of media products focuses on five core constituencies, which substantively overlap:

- ✓ PRINTED CIRCUIT ENGINEERS
- ✓ DESIGNERS
- ✓ FABRICATORS
- ✓ ASSEMBLERS
- ✓ SUPPLIERS

In short, **anyone related to printed circuit development and engineering**. Their sizes range from small- to mid-size regional companies to the largest multinational electronics companies in the world. Our readers are corporate managers, executives, engineers and engineering managers. We have subscribers in **more than 110 countries around the world!**

LEAD

We provide electronics industry professionals with the **news, insights and best practices** to keep in tune with today's printed circuit engineering industry trends. Through our magazine, websites, email newsletter, social media networks and live events, we offer real solutions to stay on top of the fast-moving industry and provide a platform where **buyers and sellers can connect and engage**.

AFFECT

Almost **99%** of PCD&F/CIRCUITS ASSEMBLY subscribers are involved in the purchasing decisions for their company.

OUR NETWORK OF BRANDS

**PRINTED CIRCUIT
DESIGN & FAB
CIRCUITS
ASSEMBLY**

**PCEA
TRAINING**

PCU PRINTED CIRCUIT UNIVERSITY

PCB EAST
Conference & Exhibition

PCB WEST
Conference & Exhibition

**CIRCUITS ASSEMBLY'S
SERVICE EXCELLENCE
AWARDS**

NPI
NEW PRODUCT INTRODUCTION AWARDS

PCB DETROIT
Two-Day Conference

PCB Chat

PCB Update

ANNUAL BRAND REACH

Industry Professionals	315K
Engagements	4.6M

BRAND GLOBAL TOTAL FOOTPRINT

Print/Tablet/Mobile	573K+
Online	1.6M
Social	575K+
Newsletters	1.9M
Subscribers/Followers	315K
Annual Engagements	4.6M

GLOBAL REACH

Americas	55%
Europe	23%
Asia	20%
Africa/Oceania	2%

MAGAZINE GLOBAL TOTAL FOOTPRINT

PCD&F/Circuits Assembly Subscribers	34K
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MAGAZINE SUBSCRIBERS JOB FUNCTION*

PCB Design/Design Engineering	36%
Assembly Engineering	29%
Corp. Management/Eng. Management	16%
R&D/QA/QC/Test	15%
PCB Production/Manufacturing Engineering ...	4%