About Us

Launched in June 2006, Bodo‘s Power Systems magazine serves the power electronics markets worldwide for systems design engineers. Bodo’s extensive past semiconductor experience and his many years on the PCIM Conference advisory board has given him both the expertise and the experience to share interesting content to every issue of the monthly magazine. Today our magazine reaches a highly specialized audience worldwide 12 times a year.

We serve a global industry.
That‘s why our motto has always been:
One World, one Magazine, on Time, Always!

Editorial Mission

Bodo‘s Power Systems is both delivered in print and digital formats.

Using our strength and global understanding of the power electronics market, our magazine is the publication focused exclusively on the technical needs of power electronics engineers.

Using both a print and digital format, we provide the global engineering community detailed technology, applications, products and news. Our free online archive shows all magazines from the the first one published, giving you a huge database of information on demand.

Approved Circulation Statement

Print and circulation of mailed copies to the readers have been audited by an Advertiser Steering Committee (ASC) of international Members with full visibility to circulation, print and postage details since September 2006.

We are committed to protecting the privacy of our subscribers and other users of our digital services. Our data protection declaration is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR).

Bodo Arlt

Holger Moscheik

Magazine Advertisement

We are the only journal for power electronics and systems delivering worldwide print and digital. Both magazine formats will carry identical content, so your advert will be published in print and digital.

For best quality please provide your artwork in the highest resolution.

Of course, you are welcome to provide your artwork as a PDF containing trackable links for the digital version! No PDF on hand? No problem, our designer can handle all common file types. Minor changes with the artwork can be realized on demand.

Please send an email to: advertising@bodospower.com and we will get in contact with you very soon.

Giving us a first impression of what you're planning to do (size, frequency, budget, ...) will speed up the process. And last but not least, please let us know where you're located so we can assign your request to the right person.

Audience Overview

Print circulation

Germany	5.425
United Kingdom	1.125
France	1.023
Spain	1.123
Italy	1.158
Scandinavia	1.075
Benelux	1.109
Eastern Europe	1.181
Rest Europe	1.098
USA/Canada	3.998
Overseas VIP Only	1.185
Total	**19.500**

PDF-Downloads per month

In average since Jan 2019	14.600

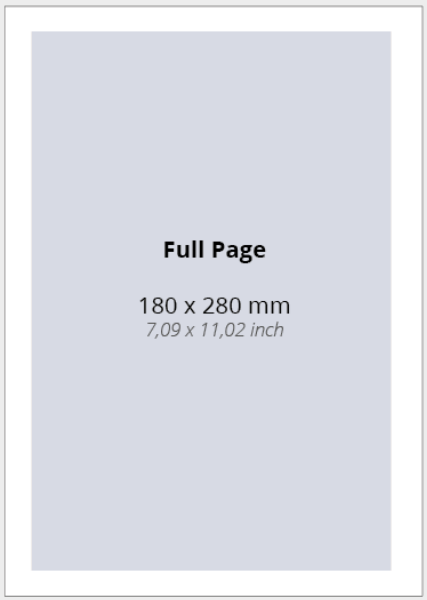
Industry

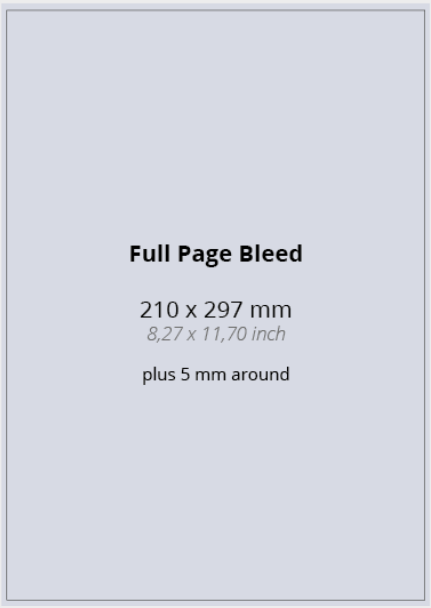
Aircraft/Space	7,1 %
Automotive	18,7 %
Communication	2,3 %
Computer	1,1 %
Consumer Electronics	4,7 %
Education/Research	10,2 %
Components/Materials	14,3 %
Energy Generation	5,1 %
Industrial Control	17,1 %
Medical/Opto	1,6 %
Power Supplies	14,4 %
Test & Measurement	3,4 %

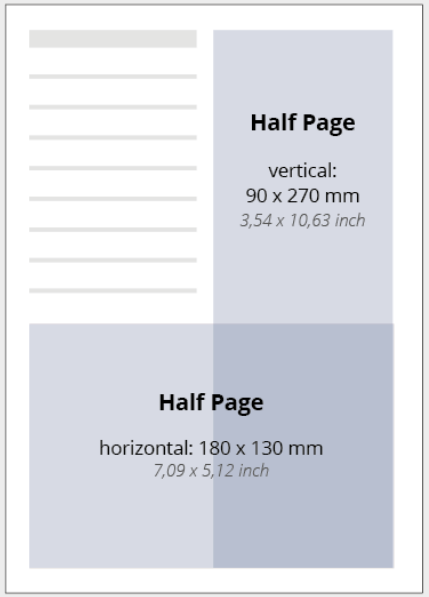
Job/Function

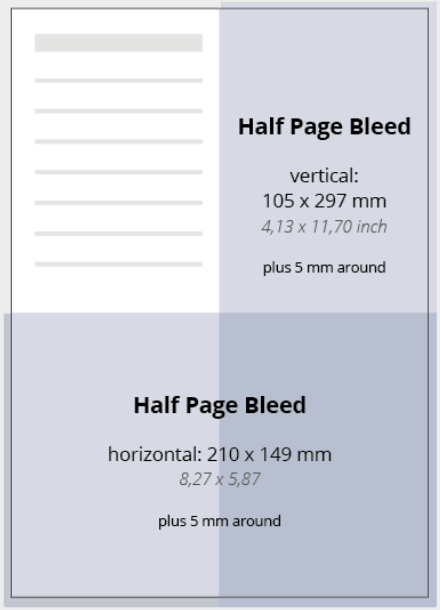
Design/Engineering	50,8 %
Management/Purchasing	17,3 %
Services/Consulting	4,5 %
Education	10,4 %
Test	2,8 %
Sales/Marketing	14,2 %

Production Requirements









Format:

- Full Page 180 x 270 mm
- Half Page 90 x 270 mm
- Half Page 180 x 130 mm

Full page bleed is based on 210 x 297 mm
for full A4 plus 5 mm around results into 220 x 307 mm
Partial bleed adverts on request

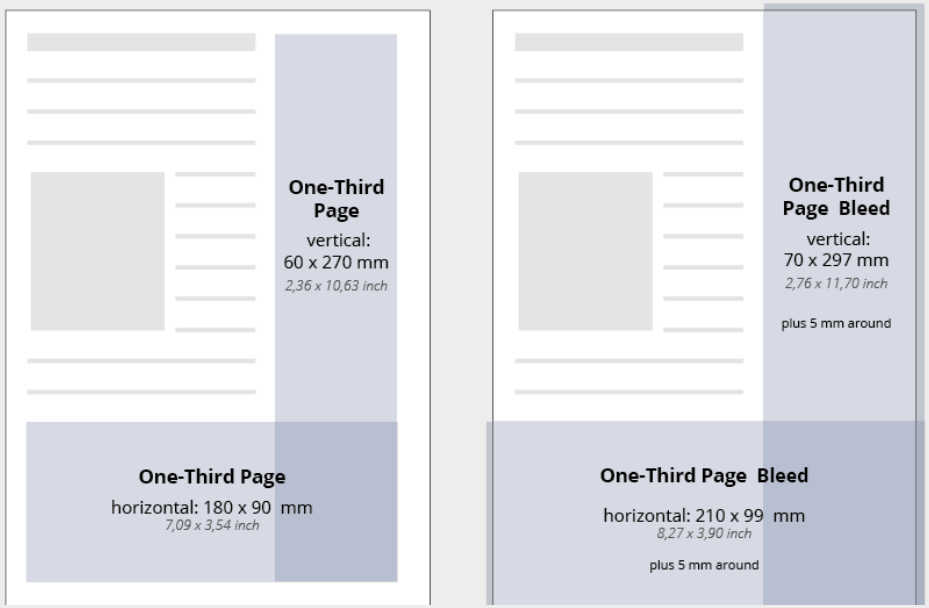
Closing Dates:

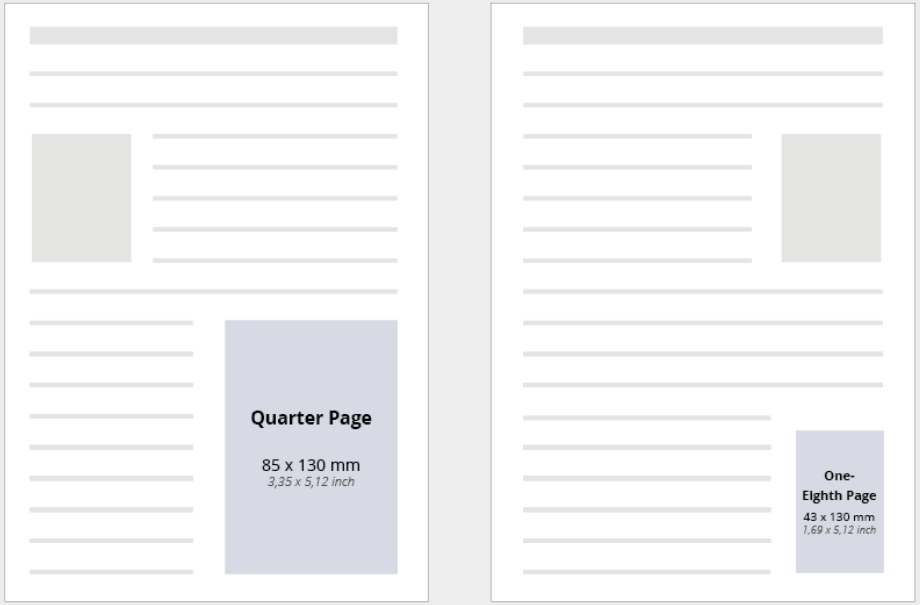
Magazine advertisement by 15th of preceding month

Mechanical requirements are based on A4

Send material to: material@bodospower.com

Production Requirements





Format:

- Third Page 60 x 270 mm
- Quarter Page 85 x 130 mm
- Eight Page 43 x 130 mm

Partial bleed adverts on request

Closing Dates:

Magazine advertisement by 15th of preceding month

Mechanical requirements are based on A4

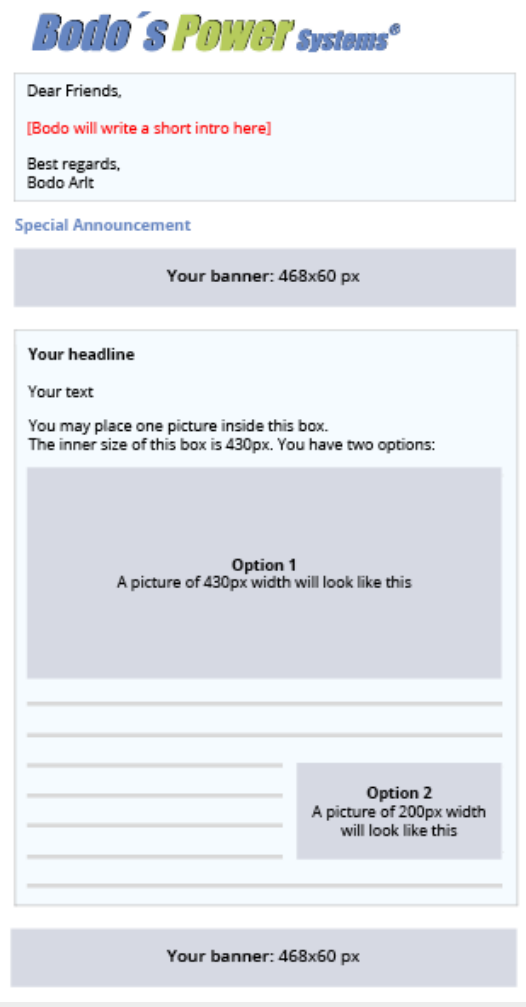
Send material to: material@bodospower.com

Private eNewsletter

"Bodo's Special Announcement" contains around 200 words, one picture and two banners 468 x 60 px, mailed to **over 30.000 subscribers worldwide.**

Bodo will write a short introduction to every newsletter, to make it less commercial to reach the professional audience of Bodo's magazine subscribers. The newsletter uses a defined format. Please use our template.

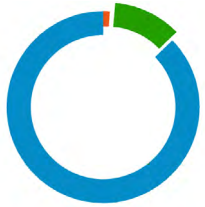
Deadline for material is always 10 days before the scheduled sending date. We support animated newsletter banners. Please be aware that some email apps show the first frame only - design your frame order accordingly. Marketing statistics, including open rate and click rate along with additional information, will be available afterwards.



Report

Sender: **newsletter@bodospower.de**
Betreff: **Bodo's Special Announcement: Your subject line**

Overview



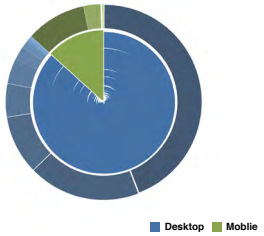
Opens	2.410	11,94% Open Rate 4503 total
Bounces	218	1,07% undeliverable
Unopened	17.773	88,06% not opened
Clicks	332	13,78% Click Rate 1057 Total Clicks
Unsubscribes	15	0,07% Unsubsribes

Recipients	21.401
Delivered	20.183
Bounces	218
Unique Opens	2.410
Total Opens	4.503
Unique Clicks	332
All Clicks	1.057
Orders	0
Turnover	0,00 EUR
Conversion Rate	0,00%

Top links

	Top links	Clicks	Click Amount
1.	https://loremipsum	290	32,90%
2.	https://www.loremipsum.aspx	133	15,63%
3.	http://www.loremipsum.htm	122	14,34%
4.	https://www.loremipsum.aspx	113	13,28%
5.	https://www.loremipsum.aspx	107	12,57%
6.	https://www.loremipsum.aspx	96	11,28%

Desktop (87 %) vs Mobile (13 %)



44 %	Outlook	4 %	Thunderbird
19 %	unknown	3 %	Android
10 %	IPhone	2 %	Outlook 2010
10 %	webmail service	1 %	Outlook 2007
6 %	Apple Mail	0 %	Windows Live Mail

Origin

	Country	Opens	% Open Rate
1.	United states	(4967)	22 %
2.	Netherlands	(1900)	8 %
3.	Finland	(1894)	8 %
4.	Deutschland	(1500)	7 %
5.	France	(1037)	5 %
6.	Österreich	(720)	3 %
7.	United kingdom	(320)	1 %
8.	Italy	(187)	1 %
9.	Spain	(144)	1 %
10.	Schweiz	(102)	0 %

Online Advertisement

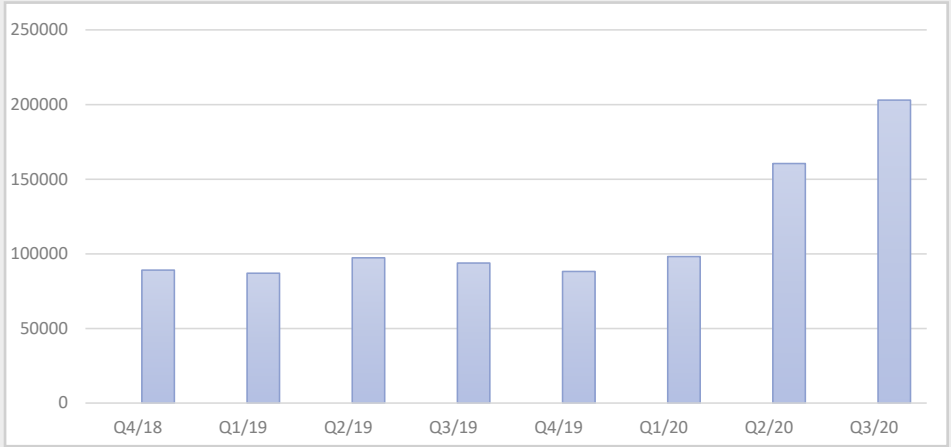
Your billbord size top banner on bodospower.com or/and your banner in our bi-weekly eNewsletter “Bodo’s Power News”.

For the best integration, we highly recommend a dark (black) background for the billboard banner.

We support animated newsletter banners. Please be aware that some email apps show the first frame only - design your frame order accordingly. We assume that you are collecting your own statistics, as our provider provides us only with a quarterly report and doesn’t count any clicks for example. The usage of specific links and/or landing pages is strongly recommended.We support an URL as image source if you wish to count impressions that way.

Deadline for online material is the 15th of the preceding month.

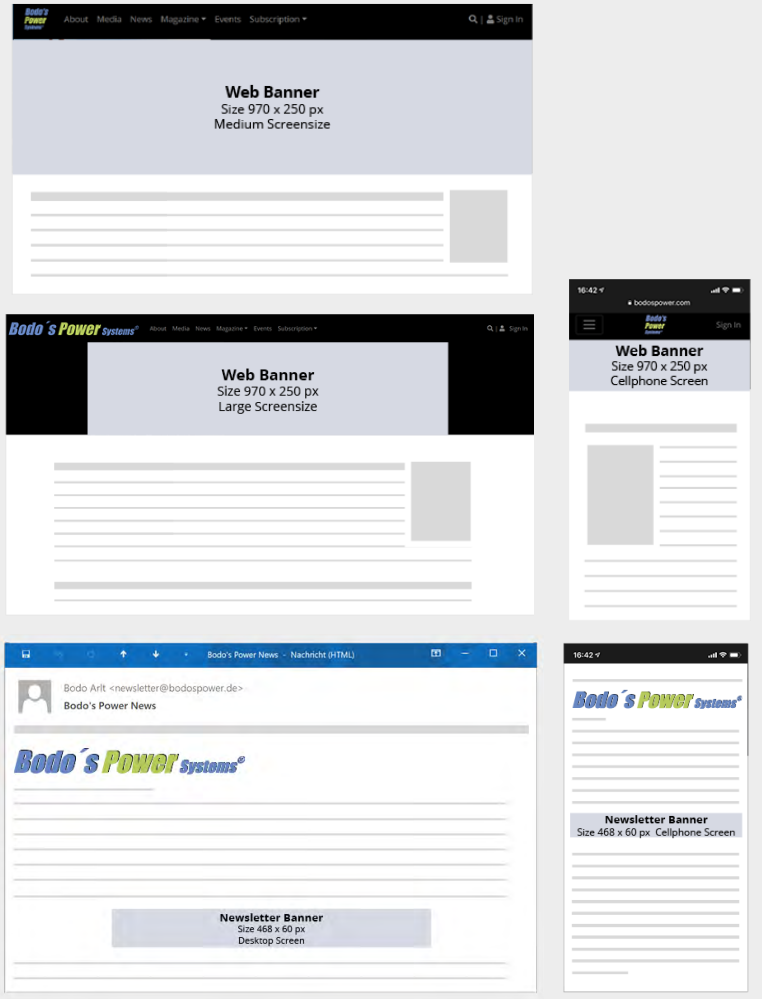
Page visits bodospower.com



Continents

Europe	61,44%
North America	25,53%
Asia	11,09%
Africa	0,53%
South America	0,52%
Oceania	0,26%

Online Advertisement



Contribution

Your contribution to
Bodo's Power Systems magazine.

All editorial contributions are free in Bodo's Power Systems. We are happy to receive and review your material, but we will only accept articles that have not been previously published in other publications. Once reviewed we will get in contact with you.

Special conditions apply for cover stories - please contact us.

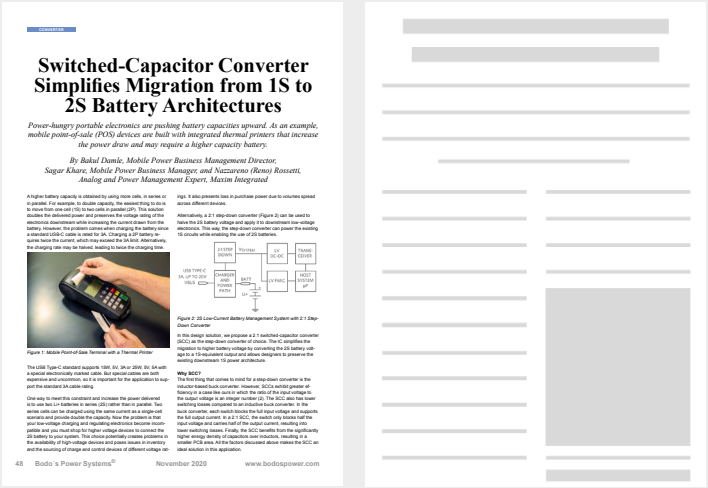
Deadline for editorials:
First week of the issue's preceding month.

It is important that only exclusive articles are sent for review to ensure the integrity of the magazine so that engineers continue to use Bodo's Power Systems as their irst source for original information.

Please forward any contributions to
material@bodospower.com

All articles are also published on
our partner site **eepower.com.**
This results in an even further awareness, at no extra cost.
If you would like us to exclude your contribution from that channel, please let us know.

Feature Story



Switched-Capacitor Converter Simplifies Migration from 1S to 2S Battery Architectures

Power-hungry portable electronics are pushing battery capacities upward. As an example, mobile point-of-sale (POS) devices are built with integrated thermal printers that increase the power draw and may require a higher capacity battery.

By Bakul Damle, Mobile Power Business Management Director, Sagar Khare, Mobile Power Business Manager, and Nazzareno (Reno) Rossetti, Analog and Power Management Expert, Maxim Integrated

2 Pages · 1200 Words · 4 Images

- An article has about 1200 words and 4 images.
  A little more or less will be fine, too.
- We prefer a word document for the text.
- Please provide the images separately, using a common file type like .png or .gif. For best results in print, please provide your original images in high resolution.
- Your URL will appear at the end of the article.

No company or product names in the headline.

Articles

Product of the Month


PRODUCT OF THE MONTH

IGBT Module for High Power Industrial and Renewable Applications

LV100-type T-series IGBT Module for Industrial Use will reduce energy consumption and size of renewable-energy power-supply systems, and more

www.mitsubishielectric.com

14 Bodo´s Power Systems® November 2020 www.bodospower.com

1 Page · 600 Words · 1 Image

- A product editorial within the first third of the magazine.
- We prefer a word document for the text.
- Please provide the images separately, using a common file type like .png or .gif. For best results, please provide your original images in high resolution.
- Your URL will appear at the end of the article.

Preferential treatment applies to our supporters.

No company or product names to be included in the headline.

Coverstory

4 Pages · 2400 Words · 8 Images

- A cover story has about 2400 words and 6 to 8 images
- We prefer a word document for the text.
- Please provide the images separately, using a common file type like .png or .gif.
- For best results, please provide your original images in high resolution.
- The cover artwork must provide free space in the upper 8 cm (3.2 inch) for the magazine logo.

Deadline for the cover artwork is the 15th of the previous month.

No company or product names to be included in the headline.

Press Releases

Industry News


APEC 2021 Announces New Dates

Certificate Achieved Thanks to SiC MOSFETS's

20-Year Partnership

200 Words · 1 Image

- We will edit your press release down to around 200 words and 1 image
- We will slightly modify the text, making it sound less “marketing” and more technical related
- We prefer a 600 x 400 image size.
  We might resize you image.

Please note that we receive around 250 PRs each month.
Bodo will choose for publishing the most interesting ones for our audience. Preferential treatment applies to our supporters.

There are no rights on any publications.

Product Release


Wireless Battery Management System for Electric Vehicles

Bandwidth Upgrades for Selected Oscilloscopes

Advanced Interfaces for HV Power Supplies

200 Words · 1 Image

- We will edit your press release down to around 200 words and 1 image.
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Editorial Planner 2025

Month	Features	Events
January	Diodes and Rectifiers · Magnetic Components · Power Supply · Passive Components · Wide Bandgap	
February	Battery · DC/DC Converter · Test and Measurement EMC· Thermal Management · Wide Bandgap	
March	Driver ICs · IGBTs · MOSFETs Power Modules · Renewable Energy · Wide Bandgap	APEC, embedded world, Battery Tech Expo, emv
April	Automotive Power · Design and Simulation Power Management · Power Quality · Wide Bandgap	electronica China
May	Capacitors · Industrial · PCIM Renewable Energy · Protection · Wide Bandgap	PCIM, Sensor & Test, The smarter E
June	Alternative Energy · Capacitors · Power Supply Thermal Management · Wide Bandgap	CWIEME Berlin

Editorial Planner 2025

Month	Features	Events
July	DC/DC Converter · Industrial · Magnetic Components Packaging · Renewable Energy · Wide Bandgap	
August	Diodes and Rectifiers · eMobility · Magnetic Components MOSFETs · Transistors · Wide Bandgap	ECCE Europe
September	**Focus Renewable Energy:** Alternative Energy · Battery · Converter Industrial · Solar · Wind Power · Wide Bandgap	PCIM Asia
October	Capacitors · Driver ICs · EMC Protection · Power Modules · Wide Bandgap	ECCE, SEMICON West
November	Automotive Ppower · Battery · Power Management Passive Components · Test and Measurement · Wide Bandgap	SPS SEMICON Europa productronica
December	Capacitors · MOSFETs · Motion Control Power Supply · Sensors · Wide Bandgap	Bodo's WBG Event

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