

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

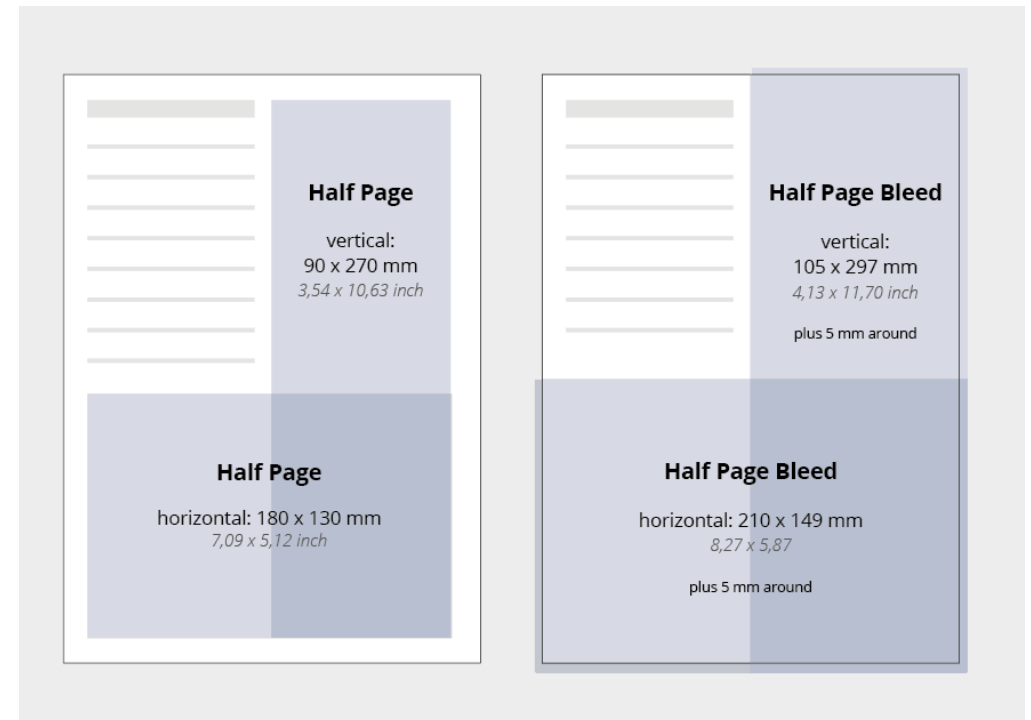
Industry

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

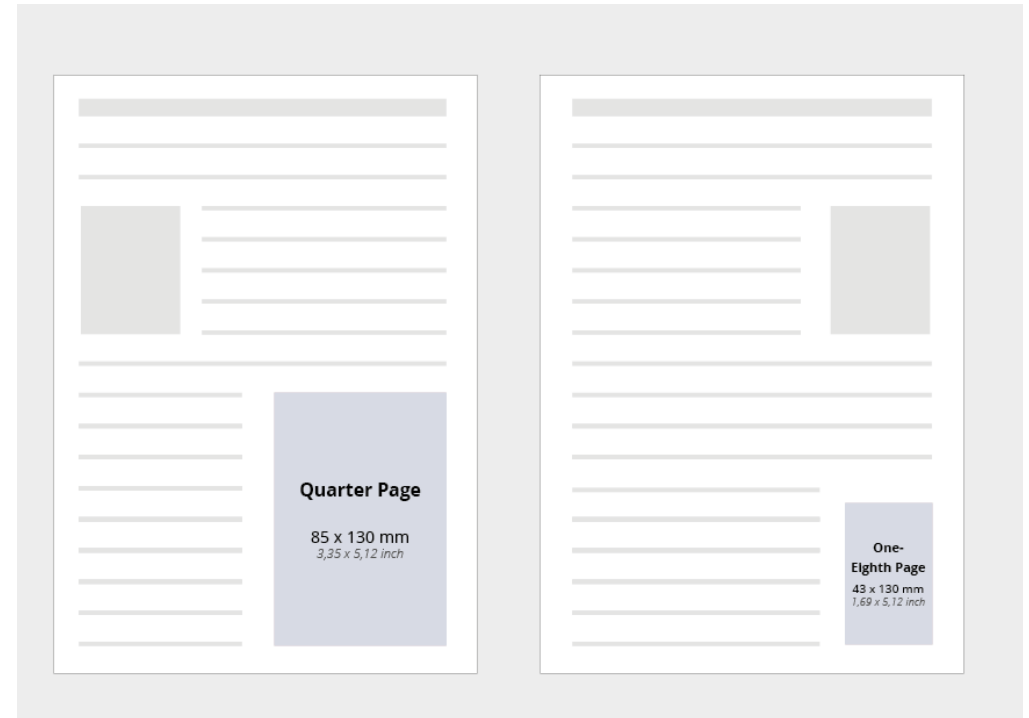
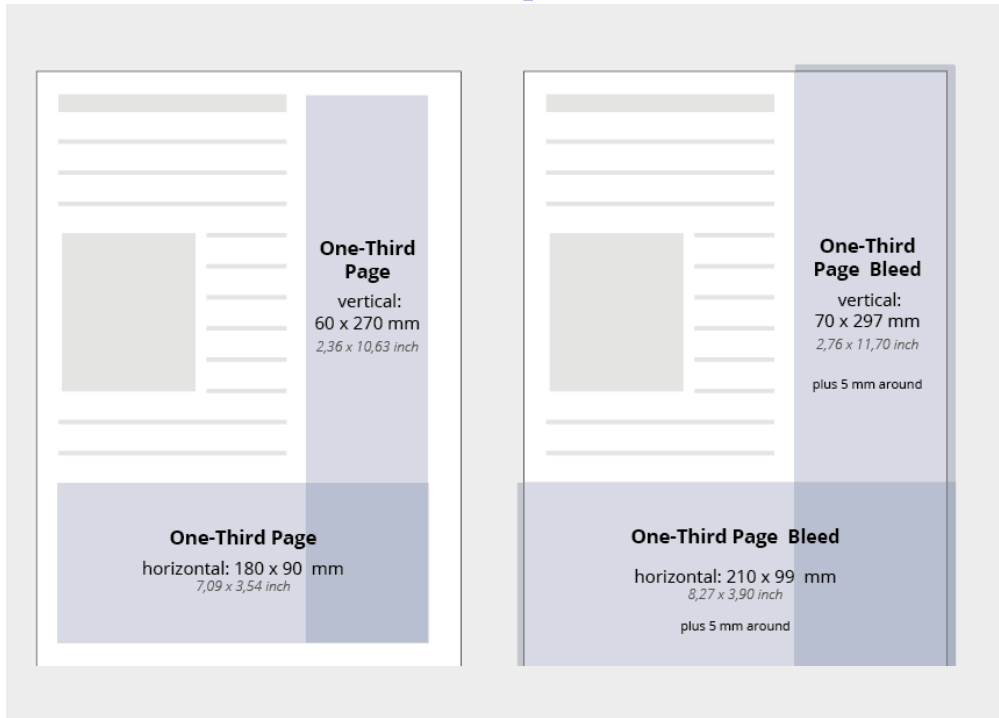
Closing Dates:

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.



Dear Friends,

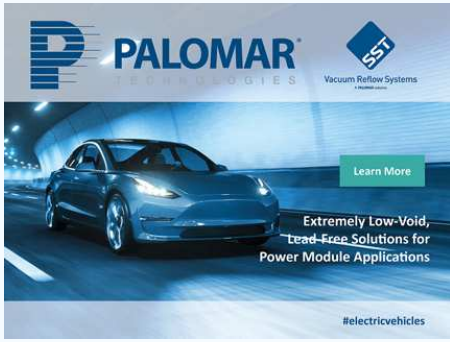
Not only the range, which is often discussed, will decide on the spread of electromobility. Also, the reliability of the vehicles will also be an important factor. The basis for this reliability is created in the production of components like power modules.

Best regards,
Bodo Artl


Avoiding Power Module Failures
with Void-Free Solutions

Power Modules: Typical Failure Modes and How to Solve Them

The future of electric vehicles is dependent on highly reliable power modules. However, the stack of interconnects in power modules are the source of mechanical failures. Removal of heat between the DBC and baseplate is often the main source of thermal mismatches, making voids in this joint the most pressing challenge for power module manufacturers.



The SST 8300 Series Automated Vacuum Soldering System is capable of reliable flux-less soldering with less than 1% voiding using a reliable Formic Acid or Forming Gas option. Using SST's proven design utilizing vacuum pressure + Pressure above Atmospheric, the SST 8300 eliminates ...



Dear Friends,

[Bodo will write a short intro here]

Best regards,
Bodo Artl

Special Announcement

Your banner: 468x60 px

Your headline

Your text

You may place one picture inside this box.
The inner size of this box is 430px. You have two options:

Option 1
A picture of 430px width will look like this

Option 2
A picture of 200px width will look like this

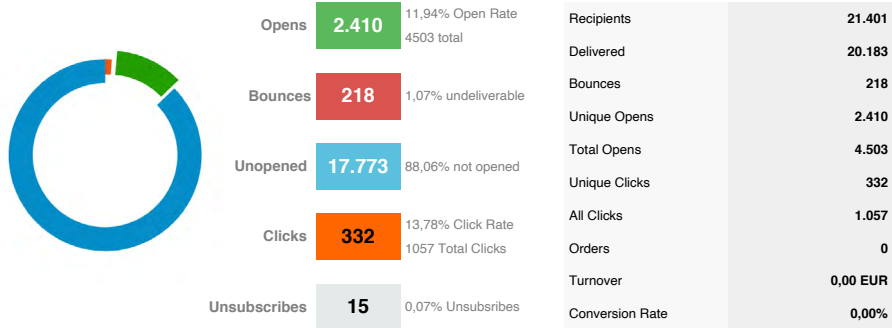
Your banner: 468x60 px

Report

Sender: newsletter@bodospower.de

Betreff: **Bodo's Special Announcement: Your subject line**

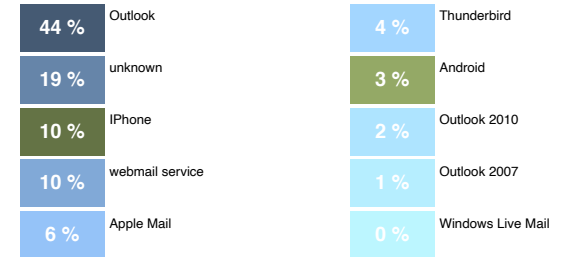
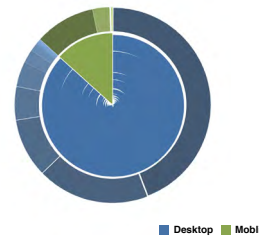
Overview



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 %)



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

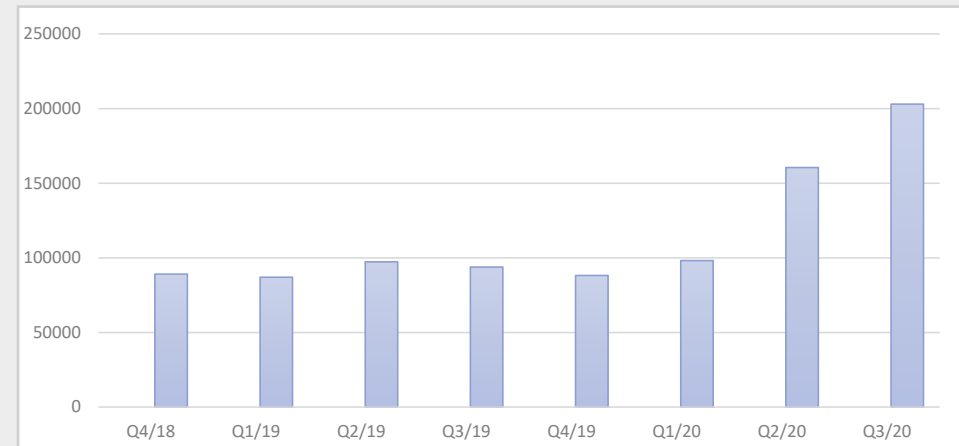
Your billboard size top banner on bodospower.com or/and your banner in our bi-weekly eNewsletter "Bodo's Power News".

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.

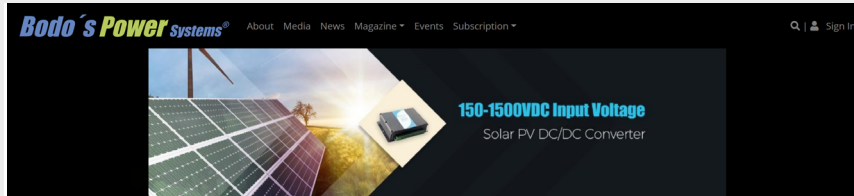
Page visits bodospower.com



Continents

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

Online Advertisement



Editorial

Summer in San Francisco

California and Silicon Valley are always worth a trip. Nearly 40 years ago I first drove down from San Francisco to Los Angeles on Route 1 – an impressive coast line. Silicon Valley hosted most of the integrated circuit development by the big players and is still an innovation center for semiconductors.

As a young boy I learned about germanium as a semiconductor material and that a transistor was a device to control electric current. As a student, silicon took over the semiconductor area. Then while I was working as an engineer, bipolar transistors were widely replaced by MOS, and then the IGBT was invented. I had a hand in getting MOSFETs and IGBTs implemented in European industry.

The continual objective of improved efficiency for power systems has led to the development of devices that replace silicon with new semiconductor materials. Wide band gap (WBG) transistor and rectifier devices in SiC and GaN material are now in full production. Integrated circuits for fully integrated power IC solutions are in progress using wide band gap technology. For example, Navitas is driving ahead with solutions for IC technology in GaN. Visiting SEMICON West in San Francisco, I could see all the people focused on optimized manufacturing and testing of wide band gap devices.

Please add our address newsletter@bodospower.de to your approved sender list to ensure inbox delivery. View online version



Dear Friends,

We are working on the second last issue of this memorable year and simultaneously on the WBG event in December. Even if the trips to the annual events are cancelled, there is still no time to relax. The increase in the number of infections during these days confirms the decisions to push the transformation to virtual events.

Find all my magazines from 2006 on in our free archive on bodospower.com. There is no better way to communicate. We all share one world. As a publisher I serve the world: one magazine, on time, every time.

Best Regards,

Bodo Arit editor@bodospower.com

EXCEPTIONALLY FLEXIBLE

e-Newsletter Content - just click and get to your topic:

The News

- Bottom Turnack Appointed as Managing Director
 - Laser Test and Trim Systems Distribution in Europe
 - Industry's Reliability Requirements Surpassed
 - Cooperation to Develop Surface Coating Solutions
 - Online Service for IC Reference Designs
 - Franchise Agreement Announced
 - Investment to Redevelop Manufacturing Facility
 - Supplier Quality Excellence Award From GM
 - Global Distribution Deal Expands SiC Power Portfolio
 - Satish Dhawanrao Appointed as Chief Operating Officer
 - Certificate Achieved Thanks to SiC MOSFETs
 - 2020 IEEE International Electron Devices Meeting
 - TMS Seminar at Thermal LIVE
- Preview of Content in the November Issue
- Viewpoint
 - Cover Story
 - VIP Interview
 - Sensors
 - Wide Bandgap
 - Measurement
 - Capacitors

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Dear Friends,

On time postal delivery and here is the October issue ready for download.



Dear Friends,

"The Ascent of GaN" is the title of this month's cover story, and for sure wide bandgap power semiconductors are the hot topic in power electronics these days. I expect them to be state of the art for the next couple of decades. I do not see any other technology around, delivering comparable abilities when it comes to efficiency and performance! If you know better, I am always happy to discuss! The virtual conference in December could be the perfect opportunity: power-conference.com

Find all my magazines from 2006 on in our free archive on bodospower.com. There is no better way to communicate. We all share one world. As a publisher I serve the world: one magazine, on time, every time.

Best Regards,

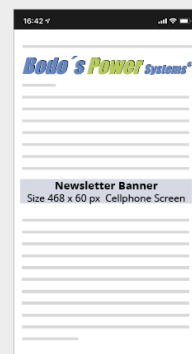
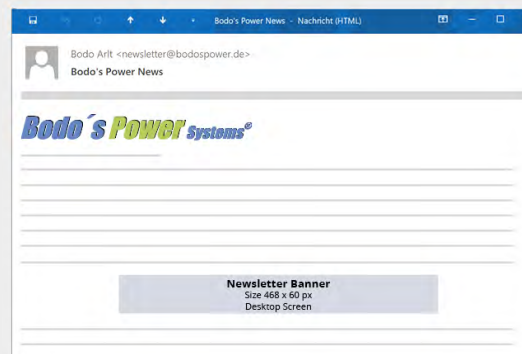
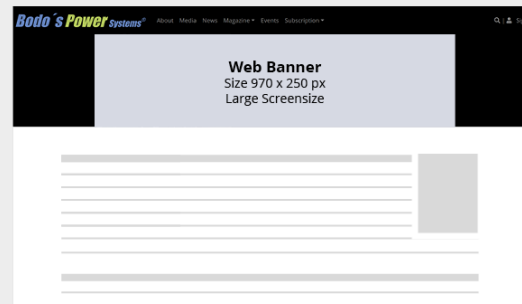
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e-Newsletter Content - just click and get to your topic:

The News

- International Workshop on Integrated Power Packaging
- Agreement Includes Lineup of Power Semiconductor Devices
- Growing Customer Demand for Test and Measurement Expertise
- Tony Harris Appointed as Board Member
- Global Distribution Agreement



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 first 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 Bahad Dandla, Mobile Power Business Manager and Nazareno (Reno) Rossini, Analog and Power Management Expert, Maxim Integrated

A higher battery capacity is obtained by using more cells, it comes at a cost. An increase in battery capacity, the amount being used to power the device, is not a free lunch. The amount of power required to charge the battery and the power required to run the device are both increased. The amount of power required to run the device is increased because the power-hungry 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.



Figure 2: 2S Low-Cost Current Battery Management System with 2:1 Step-Down Converter

Switched-capacitor converters are preferred to 2:1 switched-capacitor converters (SCCs) in the step-down converter of choice. The 1:1 step-down converter is preferred to step-down converters because of its simplicity and low power consumption. The 1:1 step-down converter is preferred to step-down converters because of its simplicity and low power consumption. The 1:1 step-down converter is preferred to step-down converters because of its simplicity and low power consumption.

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

IGBT Module for High Power Industrial and Renewable Applications

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



Figure 1: LV100-type IGBT module for industrial and renewable applications

Part No.	Power	Voltage	Temp. (°C)
CM1000-24T	1000V / 24T	1200V / 1200V	150
CM1000-24T	1000V / 24T	1200V / 1200V	150
CM1000-24T	1000V / 24T	1200V / 1200V	150
CM1000-24T	1000V / 24T	1200V / 1200V	150

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Placeholder text for the article content, consisting of several horizontal lines representing paragraphs.

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

Bodo's Power Systems®

Electronics in Motion and Conversion October 2020

The Ascent of GaN
Redefining Power Conversion with Gallium Nitride Integrated Circuits



EPC
EFFICIENT POWER CONVERSION

Placeholder text for the cover story content, consisting of several horizontal lines representing paragraphs.

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

The Applied Electronics Conference and Expo will be held in Las Vegas, the APEC Power Electronics Institute (PEI), the IEEE Industry Applications Society (IAS) and the Power Electronic Association (PEA) will be presenting a combined event for the first time. The event will be held in Las Vegas, NV, from October 18-21, 2021. The event will be held in Las Vegas, NV, from October 18-21, 2021. The event will be held in Las Vegas, NV, from October 18-21, 2021.



www.apec-conf.org

Certificate Achieved Thanks to SiC MOSFETs's

Advanced SiC MOSFETs can be used to reduce and clarify the efficiency of a functional power supply (SiC MOSFETs). A certificate of achievement has been awarded to the SiC MOSFETs for their role in reducing the power losses of applications. To meet the requirements for the higher efficiency of SiC MOSFETs, the power supply is a key factor in the design of the power supply. The certificate of achievement is awarded to the SiC MOSFETs for their role in reducing the power losses of applications. To meet the requirements for the higher efficiency of SiC MOSFETs, the power supply is a key factor in the design of the power supply.



www.infineon.com

20-Year Partnership

In 2020, Bodo's Power Systems celebrated its 20th anniversary. Over the past 20 years, Bodo's Power Systems has been a leader in the power supply industry. The company has been a leader in the power supply industry for 20 years. The company has been a leader in the power supply industry for 20 years. The company has been a leader in the power supply industry for 20 years.



www.on-line.com

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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

Analog Devices announced the industry's first wireless battery management system available for production. The system is designed for use in electric vehicles (EVs) and provides a complete solution for battery management. The system is designed for use in electric vehicles (EVs) and provides a complete solution for battery management. The system is designed for use in electric vehicles (EVs) and provides a complete solution for battery management.

Bandwidth Upgrades for Selected Oscilloscopes

Keysight announced a portfolio of bandwidth upgrades for its InfiniiVision 90000A and InfiniiVision 90000B oscilloscopes. The upgrades include a range of bandwidth options for the InfiniiVision 90000A and InfiniiVision 90000B oscilloscopes. The upgrades include a range of bandwidth options for the InfiniiVision 90000A and InfiniiVision 90000B oscilloscopes.

Advanced Interfaces for HV Power Supplies

Keysight announced a range of advanced interfaces for its HV power supplies. The interfaces include a range of bandwidth options for the HV power supplies. The interfaces include a range of bandwidth options for the HV power supplies. The interfaces include a range of bandwidth options for the HV power supplies.

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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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