



Mission Statement

Launched in June 2006, Bodo's Power magazine serves the Power Electronics, Power Management, Power Conversion, Intelligent and Embedded Motion Control markets world wide for systems design engineers.

Beside the circulation of 19970 issues there will be additional bonus distribution at events. Please see editorial planner for details. The electronic version has up to 7000 downloads from the web-page

Advertising

Circulation Profile Print

Germany	6838
United Kingdom	1837
France	1618
Italy	1515
Scandinavia	851
Benelux	843
Eastern Europe	1014
Southern Europe	926
Austria	304
Switzerland	455
Israel	152
USA / Canada	3164
Far East VIP only	445
Total	19970

Average Print run 20000

Advertising Rates

- Full Page 5100 Euro
- Half Page 3400 Euro
- Third Page 2200 Euro
- Quarter Page 1700 Euro
- Eight Page 900 Euro

Multiple frequency, inserts,
and all others on request:
advertising@bodospower.com

Web banner and e-newsletter
on request:
advertising@bodospower.com

Production Requirements

Closing Dates

- Ad Copy by 15th of previous month
- Mailing is always first week of the Month

Mechanical Requirements are based on A4 Format (mm)

- Full Page 180 x 270
- Half Page 90 x 270
- Half Page 180 x 130
- Third Page 60 x 270
- Quarter Page 85 x 130
- Eight Page 43 x 130

Full Page Bleed is based on 210 x 297 for full A4 plus 5 mm around results into 220 x 307
Partial Bleed Adverts on request.

Send Materials to:

Electronically

materials@bodospower.com

(It is insured that large attachments will be able to send)

FTP transfer:

Connection: repropeschke.dyndns.org

Username: [BodosPowerSystems](#)

Password: [BP2006](#)

(You can only upload your folder to the ftp site)

CD by postal mail:

Bodo's Power

A Media

Katzbek 17a

D-24235 Laboe

Germany

Phone + 49 (0) 4343 421790

Fax + 49 (0) 4343 421789

Circulation Profile (projected data from processed info)

Industry

Automotive	16.7 %
Aircraft, Space and Mil	7.5 %
Motion Control	19.3 %
Industrial Control	10.6 %
Robotics	4.6 %
Communications	12.9 %
Computer	7.6 %
Power Supply	5.7 %
Medical	2.9 %
Test & Measurement	9.6 %
Research Institutes	1.6 %
Others	1.0 %

< Bold Industries show high contribution into wind power and photovoltaic >

Job

Management	11.1 %
Design	67.3 %
Manufacturing	7.8 %
Test	4.1 %
Purchasing	3.4 %
Education	5.0 %
Others	1.3 %

Approved Circulation Statement

The print of 20000 issues and the circulation of 19970 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.

Advertiser **S**teering **C**ommittee Members include Concept, Fuji, Infineon/Eupec, International Rectifier, LEM, Mitsubishi, Danfoss and Fairchild.

The Advertiser Steering Committee of Bodo's Power Systems

ABB	Sven Klaka
	Graciene Schneider
Concept	Heinz Rüedi
Danfoss Silicon Power	Andreas Liebsch
Fairchild	Alfred Hesener
Fuji	Fred Eschrich
Infineon	Jörg Malzon Jessen
International Rectifier	Sarah Streeter
LEM	Hans Dieter Huber
Mitsubishi	Judith Seifert
	Robert Wiatr