

MEDIA KIT 2023

PUBLISHER: Eric Miscoll
emiscoll@emsnow.com
817.235.8698

EDITOR: Jennifer Read
jread@emsnow.com
623.293.6985



ABOUT US: THE EMSNOW STORY

The global source for the electronics manufacturing services industry

EMSNOW was launched in 2002 to provide the Electronics Manufacturing Services (EMS) Sector and its supporting supplier and customer bases, with a single, real-time information and analysis source covering the global aspects of this critical industry. **EMSNOW** focuses on the business of the EMS industry!

As a truly global industry, business leaders need to understand and act upon events in Asia, Europe, and North America. The EMS sector runs 24 hours a day. You can't. So **EMSNOW** brings the world to you every day in a concise and information rich format. Unlike other sites, which just bring you press releases, **EMSNOW** also brings you original content as well as news analysis, financial analysis, opinions and judgments by industry leaders and visionaries, and access to research that will give you better insights to markets and trends.

By the time you read weekly or monthly publications, others may have already acquired, digested, and acted on the news you're just reading. **EMSNOW** uses journalists and contacts around the world so information is always fresh and always relevant. Regardless of where you fit in the electronics manufacturing "food-chain", you face difficult decisions:

- As an **OEM** you have to decide what product to outsource, which contract manufacturer(s) to use, and the proper timing and geography among other factors.
- As an **EMS** company you need to plan capacity, capture contracts from OEMs, manage your supply chain, open and close plants, re-capitalize equipment, move into new technologies, plan staffing and stay in tune with competitors.
- As a PCB fabricator, assembly equipment supplier, test equipment vendor, consumables vendor, software vendor, etc. your decisions are linked to the OEMs and EMS companies that ultimately create value by using your products.
- Investors and industry analysts require the same information in order to assess where and when to invest.

EMSNOW delivers the news to you, every business day!

CONTACTS:

For Editorial: Jennifer Read, Editor, JRead@emsnow.com

For Sales: Eric Miscoll, Publisher, EMiscoll@emsnow.com



EMSNOW EDITORIAL GUIDELINES

Here are some of the themes we cover regularly. We accept by-lined, thought leadership articles written by experts in the industry. Please contact Jennifer Read, jread@emsnow.com with article ideas pertaining to the following list:

- Regionalization of supply chains
- Electronic component supply chain issues/counterfeiting
- Automation
- M&A and financial performance of EMS companies
- Geo-political issues impacting EMS
- Industry 4.0/Smart Factory/Digitalization
- New manufacturing technologies/additive manufacturing
- Robotics and automation
- Skilled labor shortages
- Sustainability/environmental compliance issues
- Manufacturing as a service MaaS
- IIoT, connectivity, cloud issues, cybersecurity as it pertains to manufacturing
- OEM trends in automotive, mil/aero, comms, medical, computing, etc.
- Artificial intelligence
- Soldering/cleaning/engineered materials
- SMT equipment, testing and inspection
- Semiconductor manufacturing
- Case studies about electronics manufacturing challenges/solutions
- and so on....

CONTACTS:

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OUR MISSION:

The global source for data and insights for the electronics manufacturing services industry!

EMS**NOW** was launched to provide the Electronics Manufacturing Services (EMS) sector, and its supporting supplier and customer bases, with a single, real-time information and analysis source covering the global aspects of this critical industry. EMS**NOW** focuses on the business of the EMS industry!

OUR PLATFORM:

- Our platform is purely digital and consists of:
 - Website (www.emsnow.com)
 - Daily email newsletter
 - Social media platforms (LinkedIn, Twitter, YouTube)
 - Social media and email newsletter are intended to push people to our website.
 - We do not publish a print edition, so our advertisers can sleep well at night knowing that they are not supporting the slaughter of innocent trees. 😊
- We have shifted our original content medium to primarily video interviews with key industry executives from leading innovation companies.

OUR BRANDS:

- EMS**NOW**
- EMS**NOW** Mexico
- EMS**NOW** India



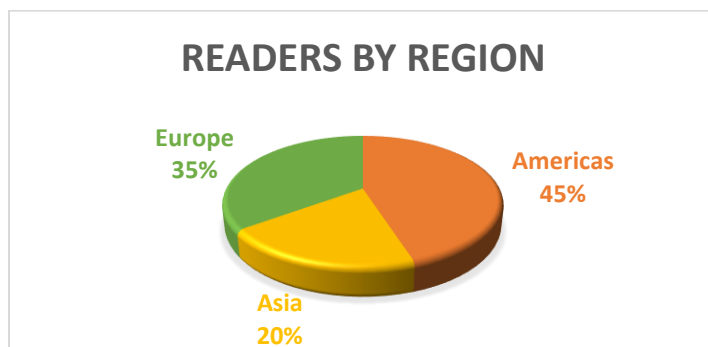
The EMS
Erio Miscoll Show

EMS **NOW**

- EMS**NOW** Up Close
- EMS**NOW** On Tour

OUR AUDIENCE:

- The target audience that drives the content strategy for all our work is executive/management level personnel at EMS and OEM companies.
- The only groups we solicit directly to subscribe are EMS and OEMs.
 - We certainly have non-EMS/OEM subscribers, but they are not our target audience.
- We solicit and maintain only limited data on our subscribers. Our experience is that subscribers prefer not to provide too many details as they know this will result in more unsolicited emails and calls. Plus, we wish to stay on the good side of the [GDPR](#).
- We believe that the correct way to judge an audience is its quality not quantity. Our list may not be 100K contacts including your grandmother and the pool boy, but it does include industry decision-makers.
- But here is what we will tell you...



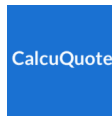
Note: Based on 2021 monthly averages

- Our audience includes targeted audiences from: European based EMS, Mexico, and US based EMS.
- We launched coverage of India in 4Q 2021, and page is regularly updated on our site.
- Our newsletter is emailed each weekday to 15K+ industry contacts.
- Our LinkedIn group is growing on average by 2 new members per day for the last 2 years.
- Our website averages over 354,000 total impressions, 4,400 total clicks, and 5000 unique visitors from search each month.

OUR SOCIAL MEDIA:



OUR ADVERTISERS: (sample of current & previous advertisers)





OUR SERVICES:

- Advertising
- Webinars
- Interviews
- Sponsorships
- Email blasts
- [Eyebrow threading](#)
 - Not really. Just seeing if you are still paying attention.
- Podcasts

OUR PRICING:

We are a “for profit” enterprise and expect to be paid for any services rendered. If not, we will send over a couple of goons to mess up your front yard. Just kidding.... maybe!?

Our packages include not just advertisement, but also content for marketing solutions and brand promotion.

Packages begin at US\$500 per month.

Contact us directly to discuss your interest and hear about our current pricing.

PRESS RELEASES:

Submit your press releases directly to: Editors@emsnow.com

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Editor
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