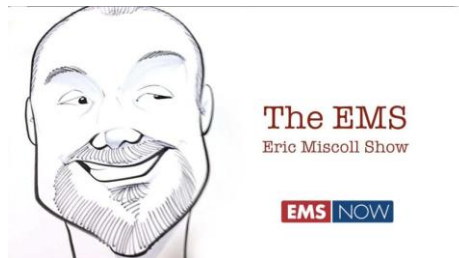


EMS NOW

EST. 2002

EMS NOW
Mexico

EMS NOW
India



MEDIA KIT - 2026

PUBLISHER: Eric Miscoll
emiscoll@emsnow.com
817.235.8698

EDITOR: Jennifer Read
jread@emsnow.com

www.EMSNOW.com

ABOUT US: THE EMSNOW STORY

The global source for the electronics manufacturing services industry

EMSNOW is the recognized preeminent news site for the global electronics manufacturing services (EMS) industry.

EMSNOW was launched in its digital-only format in 2002 to provide the electronics manufacturing 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!

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.
- As a component supplier or distributor, you need to understand the supply chain bottlenecks that distort demand and create disruptions.

EMSNOW analyzes the companies, the leaders, the technologies, and the finances that drive the EMS industry. And we deliver this analysis to you, every business day!

Eric Miscoll, Publisher and Jennifer Read, Editor took over content of EMSNOW in February 2018. They know the EMS industry well through decades of consultant and researcher experience.

EMSNOW delivers the news directly to you, every business day!

EMS NOW EDITORIAL GUIDELINES

Here are some of the themes we cover regularly. We will consider and accept bylined, thought leadership articles written by experts in the industry. Please contact Jennifer Read, jread@emsnow.com with article ideas:

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

EMS NOW

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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 rest comfortably 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, and carefully curated, focused summaries of technology trends, market forecasts, and true industry news.

OUR BRANDS:

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



The EMS
Eric Misool Show
EMS**NOW**

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

OUR AUDIENCE:

- The target audience that drives the content strategy for all our work is executive/ management level personnel at EMS and OEM companies.
- We continually refresh our audience through our proactive new subscriber invitation program, adding hundreds of quality prospects each week.
- We believe that the correct way to judge an audience is its quality not quantity. Audience follows editorial. Because our content is laser-focused on data needed for decision-making and outsourcing trends in electronics manufacturing, our audience includes the key EMS executives and purchasing managers that buy advertisers' products, and their OEM customers.

Here's what the global EMS industry has to say about EMSNOW

"EMSNOW has consistently provided relevant, timely, and well-curated insights that help me stay connected with the broader EMS and electronics ecosystem. Your interviews, analysis, and editorial pieces add real depth to the conversation in our industry."

- Dirk Stans, Managing Partner, Eurocircuits Group

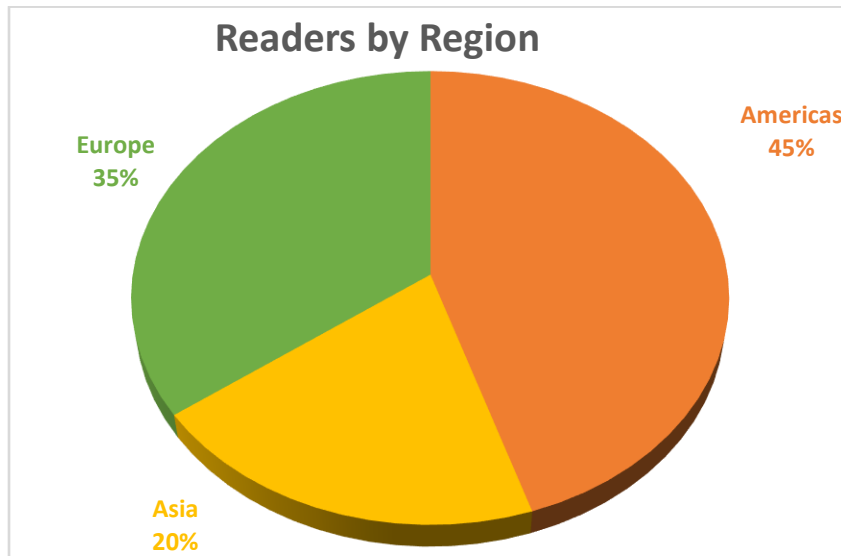
"EMSNOW is essential reading for anyone in the EMS industry. Its thoughtful analysis and global perspective offer practical insights, while its news coverage keeps a steady finger on the pulse of our fast-moving sector."

- Jean-Francois Zoeller, SVP Operations, Flex

"At Kimball Electronics, we value EMSNOW not only as a trusted source for industry news and analysis, but also as a platform where our voice can contribute to the broader conversation. Whether through feature content or thought leadership opportunities, EMSNOW helps us stay informed and connected while also amplifying our perspective on key industry topics. It's a meaningful partnership that supports our growth and visibility in the global EMS community."

-Kathy Thomson, Chief Commercial Officer, Kimball Electronics

See more EMS testimonials here: <https://www.emsnow.com/what-the-ems-industry-says-about-emsnow/>



Note: Based on monthly averages

- Our newsletter is emailed each weekday to 20K+ industry contacts.
- Our LinkedIn group has grown on average by 2 new members per day for the last 3 years.
- Our website averages over 350,000 total impressions, 4,000 total clicks, and 4,500 unique visitors from searches each month.

OUR SOCIAL MEDIA PLATFORMS:

LinkedIn

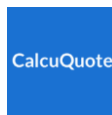


YouTube

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OUR ADVERTISERS: (sample of current & previous advertisers)



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OUR SERVICES:

Selecting the most appropriate type of marketing campaign is influenced by the objectives you wish to achieve. Brand awareness, brand building, exhibition support, and new product launches are the most common types of campaigns we support.

We do so through a combination of:

- Advertising
- Interviews
- Email blasts
- Podcasts
- **Spelunking**
 - Not really. Just seeing if you are still paying attention.
- Sponsorships
- Webinars
- Custom marketing

OUR PRICING:

We are a “for profit” enterprise and expect to be paid for any services rendered.

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

Packages begin at US\$700 per month.

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

PRESS RELEASES:

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

CONTACTS:

Eric Miscoll

Publisher

emiscoll@emsnow.com

817.235.8698

Jennifer Read

Editor

jread@emsnow.com