Experience
Our team has decades of experience in both technology and B-to-B publishing. With both engineering-design and product-marketing experience, we have the perfect combination to serve our engineering readers as well as our advertising clients.

Substance
High Frequency Electronics has the mission of providing an exchange of ideas among engineers. Our hands-on design experience and many years of industry participation allow us to select the right mix of subject matter, at the right technical depth for engineers of all experience levels. We like to think of our magazine as delivering a “chapter a month” of essential tutorial, applications-oriented and advanced material — an ongoing textbook for the continuing education and professional development of our readers.

Presentation
In keeping with our attention to substantive content, our magazine is designed to present technical material clearly, with a clean, highly readable layout. This approach has a benefit to advertisers — ads stand out prominently when articles do not have unnecessary artistic frills.

Online Presence
Every issue of High Frequency Electronics is available online — with exactly the same appearance as the printed issues, in the universally accessible PDF format. The Online Edition is interactive, too. Our web site also includes news headlines, events listings, supporting information for authors and advertisers, plus new and renewal subscription services. Every past article we have published is archived for download by any interested web visitor. The Archives is the most-visited part of our web site.

Service
We take pride in our professionalism, knowledge and cooperative attitude when dealing with advertisers. We can help you develop a marketing and advertising plan with the options of print ads, web site banners, direct mail, e-mail marketing, print brokering, and many other service options. Contact the advertising sales representative in your area for more information.

100% Engineering Audience
High Frequency Electronics reaches more than 20,000 “Design Engineers utilizing RF and Microwave Technology,” qualified within one year. (Source: BPA International, June 2014 Circulation Statement)
2015 EDITORIAL CALENDAR

January
- Test and Measurement
- Interconnect Technology
- Design Tools
Events:
- Radio Wireless Week
  San Diego
  January 25-28, 2015
- DesignCon-Santa Clara
  January 27-30, 2015

February
- Power Amplifiers
- Filters
- MMICs
Events:
- Satellite 2015
  Washington DC
  March 15-19, 2015

March
- Passive Components-
  Attenuators
- DC Blocks/Bias Tees
- ISM Components
Events:
- International Wireless
  Symposium
  Shenzhen, China
  March 30-April 1, 2015
- NAB Las Vegas
  April 11-16, 2015

April
- Cable Assemblies
- Antennas
- IMS2015 Preview
Events:
- WAMICON
  Cocoa Beach
  April 13-15, 2015
- Unmanned Systems
  Conference, Atlanta
  May 4-7, 2015

May
- Active Components-
  Switches
- Mixers
- Phase Shifters
- IMS2015 Show Issue
Events:
- IMS2014
  Phoenix
  May 17-22, 2015

June
- Military Radar
  Components
- Low Loss Cables
- Software Update
Events:
- Antennas & Propagation
  Symposium
  Vancouver, BC
  July 19-25, 2015

July
- Passive Components-
  Isolators
- Circulators
- Connectors
- Antennas
- DACs
Events:
- IEEE EMC
  Raleigh
  August 4-8, 2014

August
- EDA
- Vector Network
  Analyzers
- Test Cables
- EuMW 2015 Preview
Events:
- National Instruments Week
  Austin, August 3-6, 2015
- EuMW2015, Paris
  September 6-11, 2015

September
- Waveguide Components
- Millimeter Connectors
  and Components
- Detectors
Events:
- Milcom2015
  Tampa
  October 26-28, 2015

October
- ICs
- Materials
- Foundry Services
- Defense Electronics
Events:
- TBA

November
- Coaxial Adapters
- Military Communications
- Low Noise Amplifiers
- PXI Modules
Events:
- AOC, Washington
  December 1-3, 2015
- Asia Pacific Microwave
  Conference- Nanjing, China
  December 6-9, 2015

December
- Passive Components-
  Couplers and Power
  Dividers
- Oscillators
- Power Sensors
- 5G Update
Events:
- TBA

Regular monthly columns include:
- Commentary
- In the News
- Meetings & Events
- New Products
- Featured Products

In addition to the product coverage above, each monthly issue will offer the reader a balanced mix of subject matter at levels of technical depth ranging from fundamental tutorials to advanced theory. Each month the subject matter is carefully selected to be both practical and useful to engineers who are developing high frequency and high-speed systems for applications in wireless and wireless communications, military and civilian defense, navigation, computing, imaging, and more.

Additional technical articles can be published in each issue, covering other topics.
AD CLOSING DATES: 15th of the prior month (next business day if weekend)
AD MATERIAL DEADLINE: 20th of the prior month.
Contact your advertising sales representative for extra time or special requirements.
BONUS DISTRIBUTIONS: Subject to change.

Editorial Submissions

Regular Columns
Meetings & Events, In the News, Design Notes, High Frequency Applications

Press Releases
Press releases for our informational columns should be sent by the first of the month prior to the desired publication date (e.g., April 1 for the May issue). Late-breaking news can be accommodated, but please advise the editors of urgent items by telephone or e-mail.
editor@highfrequencyelectronics.com

Article Contributions
We encourage the submission of technical articles, application notes and other editorial contributions. These may be on the topics noted above, or any other subject of current interest. Contact us with article ideas:
editor@highfrequencyelectronics.com

How to Contact Us
Send press releases and other communications to our general editorial e-mail address:
editor@highfrequencyelectronics.com

highfrequencyelectronics.com
Advertising Information

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The above rates are for display ads, which appear in both the print and online editions.

Online advertising opportunities include banners and sponsored pages. We can also provide e-newsletters, custom email blasts and direct mail list rentals, webcasts, white paper programs, and other digital media, as well. With many options available, it is not practical to list rates here. Contact your advertising sales representative (or check our website).

Additional print advertising opportunities include inserts, polybagged outserts, business reply cards and trade show promotions.

Reader Service response to advertisements is provided online using our exclusive HFeLink™ service, with links to the company home page, or a specific product data page.

All advertising is commissionable at the rate of 15% to recognized advertising agencies.

Advertising Notes—Ads are accepted in digital format only. For more information on digital ad creation and PDF file submission, please visit the “Advertising and Media Info” section of our Web site.

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