In the rapidly changing technology universe, embedded designers might be looking for an elusive component to eliminate noise, or they might want low-cost debugging tools to reduce the hours spent locating that last software bug. Embedded design is all about defining and controlling these details sufficiently to produce the desired result within budget and on schedule. And in each issue of *Embedded Computing Design*, industry experts give insight on hardware and software specifics along with strategies for successful product development. We keep readers up to date on trends and design details, as the technology envelope stretches on products like medical instrumentation, industrial automation, in-vehicle infotainment, or portable devices.

**Departments**
- Tracking Trends
- Research Review
- DIY Corner
- IoT Corner
- Community Outreach
- Web Wire
- Editor’s Choice

**Editorial Staff and Departments**

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In the rapidly changing technology universe, embedded designers might be looking for an elusive component to eliminate noise, or they might want low-cost debugging tools to reduce the hours spent locating that last software bug. Embedded design is all about defining and controlling these details sufficiently to produce the desired result within budget and on schedule. And in each issue of *Embedded Computing Design*, industry experts give insight on hardware and software specifics along with strategies for successful product development. We keep readers up to date on trends and design details, as the technology envelope stretches on products like medical instrumentation, industrial automation, in-vehicle infotainment, or portable devices.

- Editorial coverage focuses on design from a problem/solution viewpoint in eight print issues and 12 E-letters, plus a series of E-casts. Staff-written features plus contributed material from industry thought leaders provides insight on trends, technology, and tools.
- Sponsorship opportunities include an annual Resource Guide issue with product profiles, advertorial articles, and white papers, E-letters, and a complete range of print and online vehicles.
- Real-time information is delivered via RSS news feeds and online product databases, which keep the audience informed of announcements and new products.

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Revised: July 28, 2015
Readers who choose E-mags 64%
Readers who choose print 74%
Readers who choose tablets 28%

61% participated in online surveys
55% attended an E-cast
34,000 leads generated by E-casts in 2014

Purchasing Power: What our engineers are buying
Components 18.91%
Boards/Buses 15.1%
Digital ICs 13.7%
Software 16.1%
Communications 19.1%
Medical/Health 12.5%
Automotive 13.2%
Design Tools, including EDA 13.5%
Wireless 13.5%
Avionics/Military 24.7%

Additional E-lert Circulation:
Automotive 25,275  DIY 25,322
Medical 29,540  FPGA 44,027
Industrial 17,988  Europe 20,111
Smart Energy 31,226  Asia 17,300
IoT 50,559
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<td>August Print &amp; E-letter</td>
<td>Embedded Computing Design Resource Guide</td>
<td>MCUs and reference designs, Multicore processors, Embedded operating systems, Board-level products, System-level products, FPGAs, SDKs, Security chips and software, Memory, EDA and ESL tools, SoCs, Graphical design tools, Simulation/modeling, LCD displays, Test, Solid-state drives, and more</td>
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### Columns
- Tracking Trends, DIY Corner, IoT Insider, Research Review, Software Feature Article, Editor’s Choice

### Issue Focuses
- January: Technology updates for the embedded design community
- February: Focus on: Internet of Things, M2M
- March: Focus on: Smart Energy
- April: Technology updates for the embedded design community
- May: Focus on: Automotive
- June: Innovation Issue: Top Embedded Innovators
- July: Technology updates for the embedded design community
- August: Embedded Computing Design Resource Guide
- September: Focus on: Maker/DIY
- October: Technology updates for the embedded design community
- November: Focus on: Embedded Programming
- December: Focus on: Consumer Technology

### Due Dates
- January: 11/2014, 12/14, 12/5/14, 2/1
- February: ESC Boston, Top Things to See at ESC Boston
- March: 12/2014, 1/9, 1/9, 3/1, 2/1
- April: ESC Silicon Valley, Top Things to See at ESC Silicon Valley
- May: 2/20, 3/13, 3/13, 5/1, 6/1
- June: Intel Developers Conference, Top Things to See at IDF
- July: 6/19, 7/10, 7/10, 9/1, 10/1
- August: ARM TechCon, World Maker Faire New York, ESC Minneapolis, Top Things to See at ESC
- September: 8/21, 9/11, 10/12, 11/1, 12/1
- October: Consumer Electronics Show, Top Things to See at CES
- November: 9/11, 10/2, 10/2, 11/21, 12/14, 10/1
- December: Consumer Electronics Show, Top Things to See at CES

### Dates subject to change
Revised 07/28/2015
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- 1,720 members

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- 3,104 members

DSP-FPGA Group
- 3,392 members

FPGA/CPLD Design Group
- 10,550 members

PICMG Systems & Technology Group
- 765 members

Small Form Factors Group
- 334 members

Industrial Embedded Systems Group
- 1,287 members

ATCA Advanced Telecom Group
- 1,345 members

VITA Technologies Group
- 273 members

RTOS Embedded Channel Group
- 1,067 members

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