



**Digital,  
Print &  
Events**



**INTEGRATED MARKETING SOLUTIONS**  
The Leading Brand Serving the RF/Microwave Community

**2026 Media Kit**

# Audience Engagement

## Integrated Marketing Strategy

Digital advertising delivers discoverability and reach. Print delivers credibility for lasting, tangible value. Events deliver connection and personal interaction to build relationships. The combination is a powerful strategy to achieve your marketing objectives.

## Total Reach 400,000+



50,400+ Print & Digital Subscribers/  
8,000 Print China Subscribers  
+ 27,000 Email/Digital Distribution

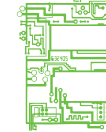
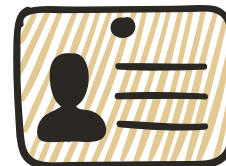
### Social Media Reach

13,000+ X (Twitter)  
5,600+ Facebook  
LinkedIn Groups:  
110,000 RF & Microwave  
14,000 Test & Measurement

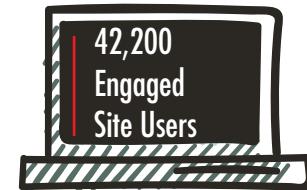


Mobile App Users

20,000 Trade Show  
Tech Attendees



280 Average  
Webinar Registrants



42,200  
Engaged  
Site Users



42,200  
Unique Newsletter Subscribers

Video/Podcast Interactions  
> 22,000 total monthly  
views on average



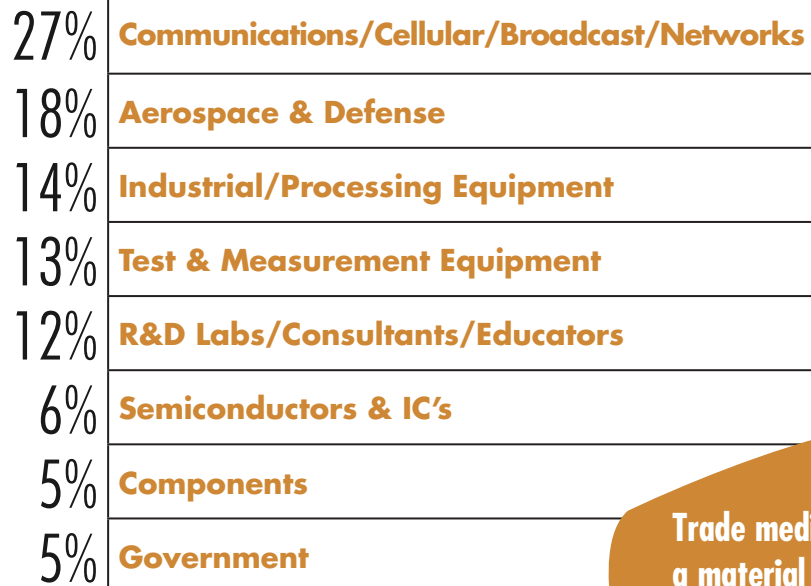
470 Average  
eBook Downloads

# Audience Insights

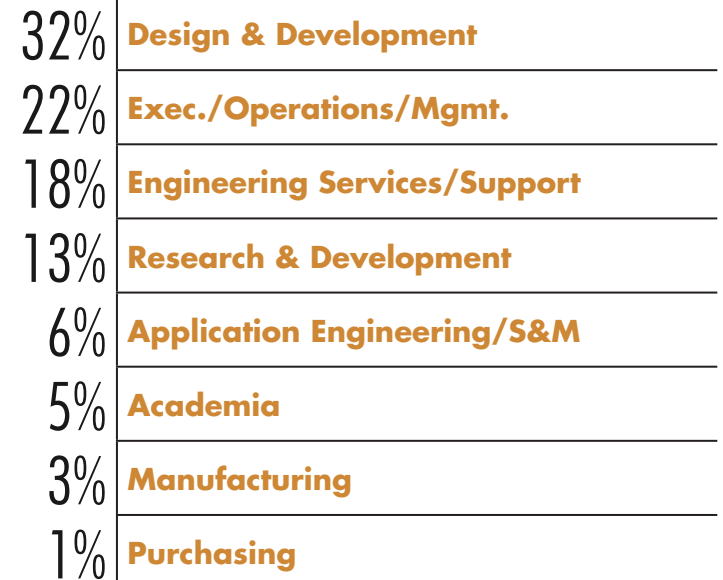
High  
Engagement  
Companies



## Top Industries Served



## Job Functions



Trade media coverage has a material impact on sales, with 82% of respondents saying it directly impacts purchase decisions.

Source: Broadsheet State of Media Report | Q2 | 2024

# Circulation & Markets



**Total  
Circulation  
50,400+**

**Magazine  
Subscribers**



- ## MARKETS
- ➔ Aerospace & Defense
  - ➔ Semiconductor/RFIC/MMIC
  - ➔ Test & Measurement
  - ➔ 5G/6G/Advanced Cellular
  - ➔ Radar
  - ➔ Software/EDA
  - ➔ SATCOM/NewSpace
  - ➔ IoT/M2M/V2V
  - ➔ AI in RF
  - ➔ Avionics/MilCom
  - ➔ RFID/GNSS/UWB
  - ➔ EMC/EMI

With a global readership of 50,400 qualified engineers, MWJ is the undisputed leader in providing comprehensive and up-to-date information on RF, microwave and wireless technologies.



**54%**  
DOMESTIC



**46%**  
GLOBAL



**Click To View Our  
Publisher's  
Statement**

**mwjournal.com**

# 2026 Editorial Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>THEME</b>					
Radar & Antennas	Satellite & Radio Communications	Test & Measurement + Cables & Connectors <b>MWJ Special Focus:</b> Cables & Connectors eBook Digital Distribution	Amplifiers & Oscillators	IEEE MTT-S IMS Show Issue + Satellite & Space <b>MWJ Special Focus:</b> Satellite & Space eBook Digital Distribution	Semiconductors & RFICs <b>Supplement:</b> Aerospace & Defense Electronics eBook Digital Distribution
<b>AD CLOSE</b>					
December 8	January 8	February 10	March 10	April 9	Issue: May 12 • Supp: May 7
<b>AD MATERIAL DUE</b>					
December 11	January 12	February 13	March 13	April 14	Issue: May 15 • Supp: May 12
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>THEME</b>					
AI, Software & Test	EuMW Show Issue + mmWave Technology <b>MWJ Special Focus:</b> mmWave Technology eBook Digital Distribution	Automotive & Connected Vehicles <b>Supplement:</b> EW, Radar & MilCom eBook Digital Distribution	Passive Components & Integrated Assemblies	5G/6G & IoT <b>MWJ Special Focus:</b> NewSpace eBook Digital Distribution	Government & Military Electronics
<b>AD CLOSE</b>					
June 9	July 9	Issue: Aug. 12 • Supp: Aug 7	September 11	October 14	November 12
<b>AD MATERIAL DUE</b>					
June 12	July 13	Issue: Aug 14 • Supp: Aug 11	September 16	October 16	November 16



Click To View Our Editorial Calendar

[mwjournal.com](http://mwjournal.com)

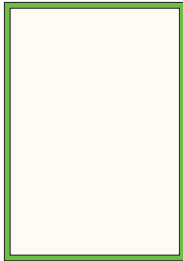
**SPECIAL FOCUS ISSUES**  
**Print + Leads!**  
Advertisers in our Special Focus sections & supplements will be included in a downloadable eBook version. Optional Lead-gen package available for \$2,000.  
**600 LEADS** on average.

- March  
Cables & Connectors
- May  
Satellite & Space
- June Supp  
A&D
- August  
mmWave Technology
- Sept. Supp  
EW, Radar & MilCom
- November  
NewSpace

# Ad Specifications

MAGAZINE ADVERTISING: Available in two-page spread, full, 2/3, half, 1/3, 1/4, 1/6 and 1/9 pages. Contact your sales representative for rates and packages.

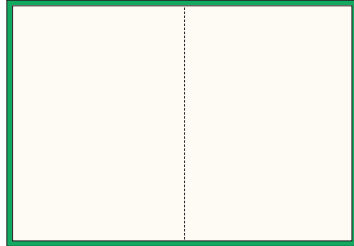
All measurements are width x height.



## Full Page

**Size Requirements:**  
Trim: 7-13/16" x 10-3/4"  
(198mm x 273mm)

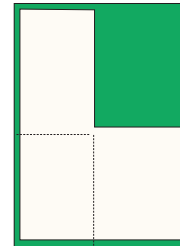
**Bleed:**  
8-5/16" x 11-1/4"  
(211mm x 286mm)



## Two-Page Spread

**Size Requirements:**  
Trim: 15-5/8" x 10-3/4"  
(396mm x 273mm)

**Bleed:**  
16-1/8" x 11-1/4"  
(409mm x 285mm)

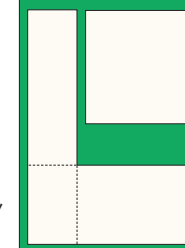


## 1/2 Page - Horizontal & Vertical

**Size Requirements:**  
Horizontal  
Trim: 7" x 4-7/8"  
(178mm x 124mm)

**Bleed:** 8-5/16" x 5-7/8"  
(211mm x 149mm)

Vertical  
Trim: 3-3/8" x 10"  
(86mm x 254mm)

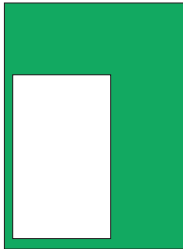


## 1/3 Page - Horizontal, Vertical, Square

**Size Requirements:**  
Horizontal  
Trim 7" x 3-3/8"  
(178mm x 86mm)

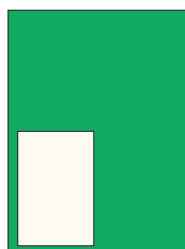
Vertical  
Trim 2-3/16" x 10"  
(56mm x 254mm)

Square  
Trim 4-9/16" x 4-7/8"  
(116mm x 124mm)



## 1/2 Page Island

**Size Requirements:**  
Trim: 4-9/16" x 7-1/2"  
(116mm x 190mm)



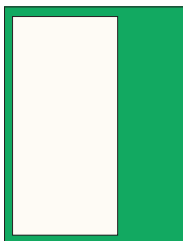
## 1/4 Page

**Size Requirements:**  
Trim: 3-3/8" x 4-7/8"  
(86mm x 124mm)



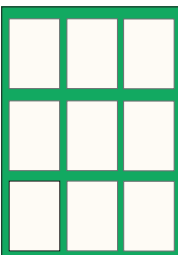
## 1/6 Page

**Size Requirements:**  
Trim: 2-3/16" x 4-7/8"  
(56mm x 124mm)



## 2/3 Page Vertical

**Size Requirements:**  
Trim: 4-9/16" x 10"  
(116mm x 254mm)



## Micro Ad

**Size Requirements:**  
Trim: 2-3/16" x 3"  
(56mm x 76mm)

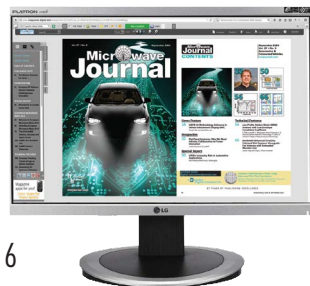
## Materials

All print ads should be submitted to: [www.adshuttle.com/mwj](http://www.adshuttle.com/mwj)

The preferred format for submitting finished ads is a high resolution (300 dpi) PDF file in CMYK color format with all fonts and images embedded. Files cannot exceed 110MB.

## Safety

Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges (Non-bleed ads are listed at the maximum outside dimensions for that space)



## Digital Edition

27,900+ Qualified MWJ Subscribers receive the digital edition of the magazine plus users of our Mobile App edition. Your MWJ advertising is no longer just a "print ad" – it has a digital life!

# Special Opportunities



## Digital Edition Sponsorship

Reach 50,400+ each month with the notification alerting readers that a new issue is available. Sponsorship includes logo and link.



## High Impact Print

Bellyband  
Inserts  
Outserts



## MWJ University

Video Based Learning for RF and Microwave Technology Basics

\$1,000 per month/3 month minimum  
Includes monthly email + stats

## RF & Microwave Basics

Reference articles that provide a basic understanding of key concepts, technological terms, components, devices and applications in the RF and microwave industry.

\$1,000 per month/3 month minimum  
Includes monthly email + stats

## Design Tools

Links to Design Calculators, Tools, Spreadsheets and Websites with Useful RF/Microwave Design Guides

\$1,000 per month/3 month minimum  
Includes monthly email + stats

## What's your Social Media Impact?

Enhance your social media effort by leveraging the Microwave Journal social media channels.

Our team will post your content into our unique database of followers.

\$2,000/Per Program.



# Website

**105,000+**  
page views per month

**70,000+**  
registered users

**37,000+**  
unique visitors per month

## HIGH IMPACT BANNER ADS

Welcome	640 x 480	Home Page	\$ 4,000/week
Wallpaper	1600 x 740 1900 x 900 2150 x 900	Left and right sides of the browser window around the website content.	\$ 4,000/week
Site Takeover		Combination of Welcome and Wallpaper Banners	\$ 7,000/week

## BANNER ADS

Leaderboard	728 x 90 468 x 60 300 x 50	Run of Site Maximum of 3 sponsors in rotation	3x months = \$ 3,150/month
Baseboard	728 x 90 468 x 60 300 x 50	Run of Site Maximum of 3 sponsors in rotation	3x months = \$ 2,125/month
Boombox	300 x 250	Run of Site Maximum of 3 sponsors in rotation	<u>Above the fold:</u> 3x months = \$ 3,150/month <u>Below the fold:</u> 3x months = \$ 2,700/month
		In Article Positioned within all current and archived issue articles Maximum of 3 Sponsors in rotation	<u>Above the fold:</u> 3x months = \$ 2,300/month <u>Below the fold:</u> 3x months = \$ 1,900/month



## Aerospace & Defense Products

New product highlights for the Aerospace and Defense markets.

**Frequency** Weekly, Tuesday

**Reach** 27,000

**Cost/Sizes**

Embedded

6x = \$6,000

(150 pixels wide x up to 200 pixels high)



## Microwave FLASH

Weekly newsletter with latest industry news, upcoming events and technical articles.

**Frequency** Weekly, Wednesday

**Reach** 31,000

**Cost/Sizes**

Leaderboard = \$3,000 (640 x 82 pixels)

Embedded = \$1,500 (150 x 150 pixels)



## 5G/6G

New product highlights for the 5G/6G markets.

**Frequency** Bi-weekly, Thursday

**Reach** 53,000

**Cost/Sizes**

Embedded

Top = \$2,000 (150 x 150 pixels)

Middle = \$1,750 (150 x 150 pixels)

Bottom = \$1,500 (150 x 150 pixels)



## Microwave Advisor

Weekly newsletter with the 'Editor's Choice' product announcements.

**Frequency** Weekly, Monday

**Reach** 25,000

**Cost/Sizes**

Leaderboard = \$2,600 (640 x 82 pixels)



## Satellite & Space

New product highlights for the Satellite & Space markets.

**Frequency** Monthly

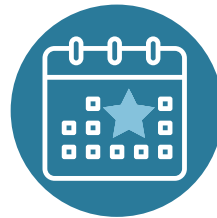
**Reach** 28,000

**Cost/Sizes**

Embedded

3x = \$5,000

(150 pixels wide x up to 200 pixels high)



## Show Daily

Provides complete coverage of key industry events, including news, exhibitor product information and special reports from the editors.

**Frequency** Pre-, during and Post-Show Coverage

**Reach** 23,000

**Cost**

\$3,500 per edition

## Microwave Messenger ePostcards

**Reach** 10,000 Targeted

**Cost** 1x = \$3,000

## Custom email (Client Provided Content)

**Reach** 21,000

**Cost** 1x = \$5,000

## Custom Product Update

**Reach** 10,000 Targeted

**Cost** \$3,500 per edition



**Click To View More Information on MWJ Newsletters**

# Content Marketing/Lead Gen

## EBOOKS

Cost: \$7,500

Special Focus  
EBOOKS

Lead-Gen Cost: \$2,000

Microwave Journal will design and publish a custom eBook focused on a topic or application that you would like to target for lead generation. Your marketing messages are embedded throughout the eBook with links to your website along with a one page ad.

Four special focus sections + two supplements offer print + leads! These highly focused issues and supplements start with print and then become downloadable eBooks. On average, each advertiser is receiving 600 leads just 3 months after the issue is published. Ask for more details.



## WHITE PAPERS

Cost: \$2,000

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

## WEBINARS

Sponsor-Provided Content:  
Cost: \$7,000

MWJ-Provided Content:  
Cost: \$8,000 (Exclusive)

Microwave Journal webinars are an engaging opportunity to reach industry professionals in real-time. Your custom webinar provides educational thought leadership and is rewarded with full registration lead-gen. MWJ promotes your event heavily to drive registration and increase your brand exposure.

## Article PDF Lead Generation

Cost: \$3,500

Turn your editorial article (technical or product feature) into a lead generation product. Microwave Journal will create a customized downloadable PDF file and market to our readers via email and social media. Full download leads are provided at the end of this month long program.



**Click To View  
More Information on  
Content Marketing**



## A Thought Leadership, Content Marketing & LeadGen Program

### Panel Participation \$3,000



Show your market thought leadership by creating your own panel session topic and having your experts within the company (and from other partnering organizations) as the panelists. Microwave Journal will setup, host and moderate the webinar-based panel session including branding, marketing and reporting/lead generation. Promotion includes magazine ad, event listing on website, emails and social media.

### Custom Online Panels \$8,000

### RF & Microwave Summits \$5,000



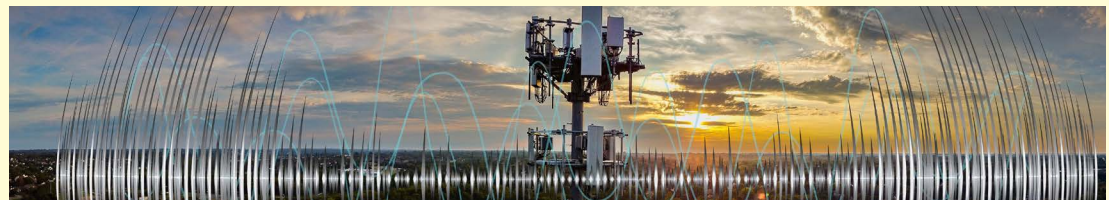
Half day events covering a key topic in the industry consisting of 30-minute technical sessions from each sponsor followed by a panel discussion with the session presenters taking questions from the moderator and audience. Microwave Journal will setup, host and moderate this webinar-based online summit including branding, marketing and reporting/lead generation. Promotion includes magazine ad, event listing on the website, emails and social media.

### March 4: Chiplelets and 3D Heterogenous Integration

This panel of experts will discuss the challenges of advanced packaging technologies such as Chiplelets and 3D Heterogenous Integration including integration, stacking, signal integrity and thermal concerns. The group will discuss simulation, testing and performance advantages of these approaches.

### August 26: Digital Twins and AI

This panel of experts will discuss the benefits and challenges of developing digital twin models along with how AI is being used to assist in modeling and design of RF and microwave circuits.



### March 18: Satellite and Space

**April 22:** Extreme RF (ex. Space, Quantum Computing, High Power, High Frequency, mMIMO, Harsh Environment, etc.)

**May 20:** AI in RF

**October 21:** Advancements in Military Radar & EW

**November 11:** 5G/6G & IoT

# Video/Podcast Marketing



A weekly newsletter featuring customer videos is delivered to about 25,000 viewers to drive traffic to the video library for maximizing views. The platform provides total plays per video metrics.

## Video Platform Sponsor: \$3,000/yr

Get your own dedicated video channel in the MWJ Video Library. MWJ will upload all of your videos and garner views through website, email and social media promotions.

## Frequency Matters Sponsor: \$2,500 per episode/10 for \$10K

Sponsor MWJ's bi-weekly video series of our highly acclaimed editors as they delve into the latest news and happenings of the RF & Microwave industry. Up to two sponsors per episode.



## Show Video at IMS or EuMW: \$1,000/demo or interview video

MWJ will record and produce a 3-5 minute video demo or interview with an editor (professional video crew at selected events) to be used for content marketing purposes. Promote your thought leadership, new product or event presence using video.

## Short Form Video: \$3,500/demo or interview video with email promotion

MWJ will record and produce a 3-5 minute video demo or interview with an editor virtually or in-person (professional video crew at selected events) to be used for content marketing purposes. Promote your thought leadership, new product or event presence using video.



## MWJ Podcasts • RF Industry Icon PODCASTS: \$3,500/Episode

MWJ will record and produce an interview or technical discussion with your company executive or expert.

[mwjournal.com](http://mwjournal.com)



The Vendor View is a Buyer's Guide storefront that gives your company premium exposure in all relevant product categories. It moves your company to the top of the search results and provides engineers with one-stop access to your company's news releases, product announcements, white papers, literature, articles, events and multimedia presentations. Users can link directly to your website, generating traffic to your content. \$6,000 Annually.

**Print advertisers receive a 50% discount on Vendor Views**

### Maximize your exposure to qualified buyers

With a database of more than 1,500 companies, the MWJ online Buyer's Guide is the RF/microwave engineers' source for products and services. Users navigate logically through sharply defined product categories in their search. Traffic is directed to the Buyer's Guide from within the website and the Microwave Advisor newsletter, making this one of the most active sections of the site.



**Click To View  
More Information on  
Our Buyer's Guide**

**All VENDOR VIEW  
companies have their  
products included in rotation in  
the weekly Microwave ADVISOR  
newsletter, driving  
traffic to their storefront.**



## BUYER'S GUIDE ADS

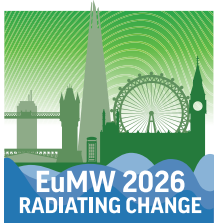
Premium Boombox	300 x 250	Upper position on Buyer's Guide Homepage and on every sub-category. Maximum of 3 sponsors in rotation	3 consecutive months minimum = \$ 1,300/month
Boombox	300 x 250	Lower position on Buyer's Guide Homepage and on every sub-category. Maximum of 3 sponsors in rotation	3 consecutive months minimum = \$ 650/month



## IEEE AP-S/URSI • July 12-17, 2026 Detroit, Michigan

From antenna design and analysis to electromagnetic theory, wireless communication systems to remote sensing, and beyond, IEEE AP-S/URSI will explore the pioneering research and applications that are shaping the future of this important field. The Symposium will feature a diverse range of keynote speeches, technical sessions, and interactive workshops covering various topics related to antennas and propagation. The Symposium will also include both a trade show featuring top vendors and suppliers, and plenary sessions that will be open to the local technical community.

<https://2026.apsursi.org/>



## EuMW 2026 • October 4-9, 2026 London, UK

Bringing industry, academia and commerce together, European Microwave Week is a six-day event, including three cutting edge conferences and one dynamic trade and technology exhibition featuring leading companies from around the world. EuMW offers you the unique opportunity to talk and meet face-to-face with the engineers working on the future of microwave technology.

[www.eumw.eu](http://www.eumw.eu)

**\$5K  
Defense Forum  
Sponsorship  
with speaker  
opportunity**

**COMING  
In 2027**

**RFASIA**

## RFAsia • 2027 Singapore

RF Asia Expo is collaborating with the IEEE Antennas and Propagation Society (AP-S), to create a powerful synergy between industry and academia. This unique collaboration combines RF Asia's focus on practical, application-driven innovation with the IEEE AP-S FutureG Summit. Together, the co-located events will deliver expanded technical content, broader networking opportunities, and a comprehensive view of advances in emerging technologies.

[www.RFAsiaExpo.com](http://www.RFAsiaExpo.com)

## EDITORIAL TEAM



**Carl Sheffres**  
**Group Director**

Carl has been a part of MWJ for 38 years, leading the brand through the ever-evolving media landscape. He directs the sales and editorial teams while constantly searching for new business opportunities and partnerships. He also plays a prominent role in organizing the live events produced by the company.

[csheffres@mwjournal.com](mailto:csheffres@mwjournal.com)



**Pat Hindle**  
**Media Director**

Pat parlayed his engineering background into a management role in marketing communications for several leading microwave semiconductor vendors. In his current role as MWJ media director, he is responsible for setting MWJ's editorial direction and developing marketing opportunities for our clients. He is active on social media and at events doing panels, interviews and videos.

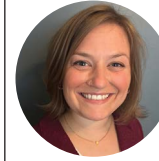
[phindle@mwjournal.com](mailto:phindle@mwjournal.com)



**Jennifer DiMarco**  
**Brand & Content Director**

Jenn's marketing and publishing experience along with her attention to detail is critical in the production of the print, digital, event and online content. A 24-year veteran of *Microwave Journal*, Jenn makes sure the content adheres to the highest standards of quality. She is also involved in the company's events and manages publication of guides and collateral pieces.

[jdimarco@mwjournal.com](mailto:jdimarco@mwjournal.com)



**Del Pierson**  
**Technical Editor**

Del joined *Microwave Journal* in 2025 with an enthusiasm to bring her technical proficiency to the team. She applies her physics degree and experience in RF sales, marketing, and product management to edit and create engaging technical content. Del is continuously curious about new industry segments and innovative products. She is active on LinkedIn and at industry events.

[mpierson@mwjournal.com](mailto:mpierson@mwjournal.com)



**Microwave Journal  
technical articles  
are peer reviewed to  
ensure accurate, timely  
and useful information.**



**Kelley Roche**  
**Editorial & Media Specialist**

Kelley joined the *Microwave Journal* team in February 2020. She utilizes her previous experience in the print industry to assist the editorial and sales teams with online news items and editorial review. Kelley also puts together the event sections each month, along with assisting with exposure on social media and weekly editorial production of the Flash Newsletter and 5G Newsletter.

[kroche@mwjournal.com](mailto:kroche@mwjournal.com)



**Kaitlyn Joyner**  
**Associate Editor**

Kaitlyn joined the *Microwave Journal* team in February 2023. Drawing from her previous experience in the publishing industry, she assists with managing the peer-review process for submissions, working directly with authors and reviewers to uphold high standards of technical and editorial excellence. She is responsible for editing and publishing both technical articles and online news items. Kaitlyn also designs social media graphics and assists with social media marketing.

[kjoyner@horizonhouse.com](mailto:kjoyner@horizonhouse.com)



**Cliff Drubin**  
**Associate Technical Editor**

Cliff's previous experience as a principal engineering fellow leading complex radar programs and managing editor of Raytheon's corporate publication, *Technology Today*, serves his current responsibilities of ensuring the scientific merit of our technical content. Cliff is also the lead editor for our monthly commercial and defense reports.

[cdrubin@mwjournal.com](mailto:cdrubin@mwjournal.com)



**Barbara Walsh**  
**Multimedia Staff Editor**

Barbara has been a member of the *Microwave Journal* team since 2005. She offers support to authors, clients and readers. Barbara handles all past article requests and currently contributes the New Products and Around the Circuit sections of *Microwave Journal*.

[bwalsh@mwjournal.com](mailto:bwalsh@mwjournal.com)

## Editorial Review Board

- |               |              |
|---------------|--------------|
| A. Chenakin   | A. Poddar    |
| R. Dahle      | C. Puente    |
| K. Galitskaya | B. Rautio    |
| R. Hershtig   | U. Rohde     |
| E. Higham     | F. Schindler |
| D. Jorgesen   | R. Smith     |
| W. Lohmeyer   | D. Vye       |
| M. Ozalas     |              |



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Article Submission**

# Sales Offices

## North America

### EASTERN AND CENTRAL TIME ZONES

Carl Sheffres  
Group Director  
Tel: (781) 619-1949  
[cshreffres@horizonhouse.com](mailto:cshreffres@horizonhouse.com)

New England, New York, Eastern Canada

Michael Hallman  
National Sales Manager  
Tel: (301) 371-8830  
Cell: (781) 363-0338  
[mhallman@horizonhouse.com](mailto:mhallman@horizonhouse.com)

NJ, Mid-Atlantic, Southeast, Midwest, TX

### PACIFIC AND MOUNTAIN TIME ZONES

Scott Blackburn  
Western Reg. Sales Mgr.  
Cell: (303) 819-3958  
[sblackburn@mwjournal.com](mailto:sblackburn@mwjournal.com)

CA, AZ, OR, WA, ID, NV, UT, NM, CO, WY, MT, ND, SD,  
NE & Western Canada

## International

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[mokane@horizonhouse.com](mailto:mokane@horizonhouse.com)

### Germany, Austria, and Switzerland (German-speaking)

Victoria and Norbert Hufmann  
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