

Penton Electronic  
Design Group  
431,000 names

Penton Design  
Engineering Group  
722,000 names

# Now you can get custom solutions to your specific marketing objectives in the design engineering community

## Introducing Custom Marketing Solutions from the Penton Design Engineering Group

With Custom Marketing Solutions you can tap into the largest database of qualified design engineers available to create integrated marketing programs specifically designed to satisfy any marketing communications requirement.

### Create Custom Marketing Solutions Tailored To Your Particular Needs

Custom print publications	Custom online products
Custom newsletters	Custom microsites
Custom white papers	Custom research
Custom events	

### Get Broad Horizontal Market Coverage Reach designers across the broad engineering community—or within entire horizontal business and industry segments—with these market-leading brands:

Automotive Electronics	Medical Design
Defense Electronics	Microwaves & RF
Electronic Design	Military Electronics
Electronic Design Europe	Motion System Design
Electronic Design China	Power Electronics Technology
Machine Design	RF Design

### Achieve Deep Vertical Industry Penetration Gain access to all the design engineers you're looking to reach within specific vertical market segments across the entire industry, including:

Active components	Medical electronics
Aircraft/missiles	Military/weapons control
Automotive	Microwave systems
Avionics/space	Network systems
Boards & modules	Passive components
Cellular equipment	Power electronics
Communications	Radar systems
Consumer electronics	RF
Government agencies	Security/identity systems
ICs and semiconductors	Software
Industrial controls	Test instruments
Laser equipment	Warfare systems
Materials and hardware	Wireless
Marine/oceanography	

### Meet the Custom Marketing Solutions Team



#### Mark David, editorial director

Mark David has been in technology-related publishing for 25 years, including five years as editor-in-chief of *Electronic Design*. Before joining Penton in 2003, he rode the dot-com wave at a number of startups including iShow, where as director of business development he managed the first NextGen home—now making its fifth straight appearance at the Consumer Electronics Show. Prior to that at PennWell, he gained experience with custom publishing and “platform marketing,” creating publications for many of the leading computing platforms—including Palm & Handspring, Windows CE and Intermec—as well as such leading IT platforms as Microsoft, IBM/Lotus, Compaq, and Macromedia. He holds a B.A. degree from College of Wooster.



#### Judy Miller, new business development director

Judy Miller joined Prism (now Penton) in 2004 as associate publisher of *Power Electronic Technology* and *RF Design*—and that year won the company's prestigious entrepreneur award for her successful launch of *Auto Electronics*. She is an active member of the American Business Media's Business Development Committee where she has presided over numerous roundtable events, including “How to Launch a Successful Newsletter.” She also has been an expert panelist on Integrated Marketing at the Folio Show and has authored numerous articles and presentations on how to market to engineers. Judy holds a B.A. degree from Queens College and a Masters degree from City College.

### For More Information

Mark David • [mdavid@penton.com](mailto:mdavid@penton.com) • 201.845.2467 • Judy Miller • [judy.miller@penton.com](mailto:judy.miller@penton.com) • 212.204.4246

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