

## The International Quarterly for IC Industry Managers

Semiconductor Fabtech is the only quarterly reference journal within the leading-edge semiconductor industry! It is specifically aimed at influencing the senior personnel responsible for leading-edge semiconductor manufacturing equipment and materials specifying and purchasing decisions for production, process development and R&D.

Semiconductor Fabtech is now complemented by www.fabtech.org. The website is poised to become the number one daily resource for leading-edge semiconductor business and technical information.

### Target Audience

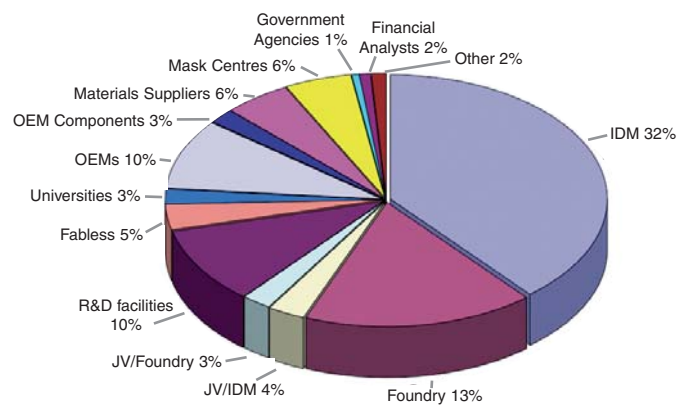
**1st tier** - Managing Director, President, Chief Executive Officer, Director, General Manager, Vice President of Technology / Operations, R & D, IC Engineering, Quality Assurance and Manufacturing Process Development.

**2nd tier** - Fab Site Managers, Engineering Managers, Production Managers, Process Managers, Purchasing Managers, Process Engineers, Line Engineers, Document Supervisors, Safety and Environment Managers, Equipment Maintenance Managers, Facilities Managers, design engineers and tool engineers.

**3rd tier** - Senior Scientists, Supervisors, Department Heads of Research, University Professors, Heads of Departments, Department Heads of Government Research Centres, Project Managers, Senior Scientists, Consultants and Architects.

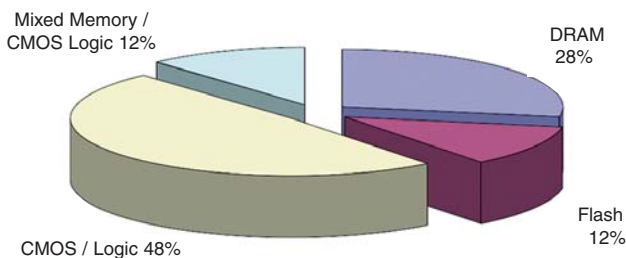
### DISTRIBUTION BY BUSINESS TYPE

Regular Quarterly Circulation Average: 13,000  
SPIE, SEMICON EUROPA, SEMICON WEST, SEMICON JAPAN.



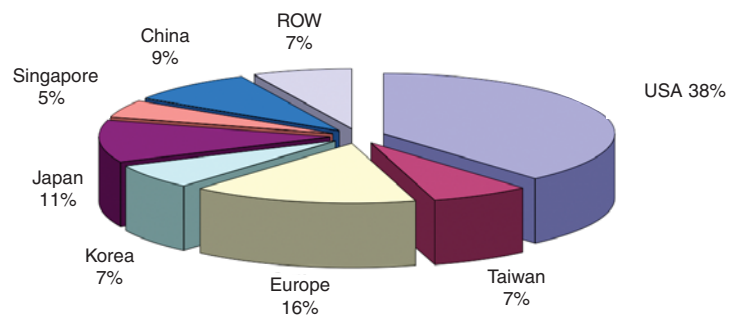
### DISTRIBUTION BY PRODUCT/PROCESS TYPE

Regular Quarterly Circulation Average: 13,000  
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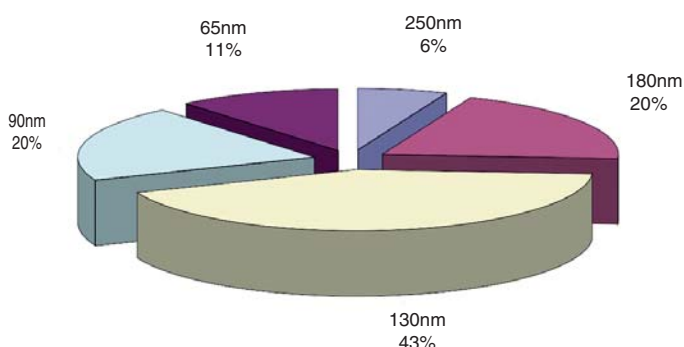
### R&D/RESEARCH FACILITIES

Regular Quarterly Circulation Average: 13,000  
SPIE, SEMICON EUROPA, SEMICON WEST, SEMICON JAPAN.



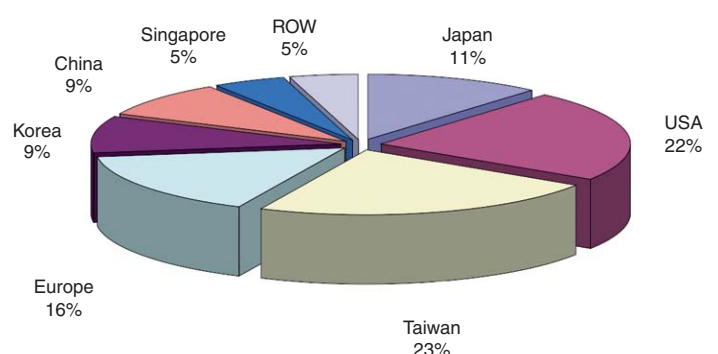
### FAB & R&D FACILITY DISTRIBUTION

Regular Quarterly Circulation Average: 13,000  
SPIE, SEMICON EUROPA, SEMICON WEST, SEMICON JAPAN.



### REGION/COUNTRY DISTRIBUTION

Regular Quarterly Circulation Average: 13,000  
SPIE, SEMICON EUROPA, SEMICON WEST, SEMICON JAPAN.



## Extra Distribution

We distribute over 3,000 additional copies of Fabtech at major events around the world. We also offer a reprint service for companies profiled in the title through either editorial or advertising. These reprints have become an essential component of many companies' event marketing mix.

## Real Reasons to Advertise with Semiconductor Fabtech

Semiconductor Fabtech has been at the leading edge of IC fabrication technology coverage for over TWELVE years, providing real-world manufacturing editorial that targets IC manufacturing decision makers worldwide.

The unique topic-sectionalized format has become a significant selling point to the targeted readership.

The logical and ease-of-navigation qualities have resulted in exceptionally high retention rates of more than FIVE years.

"Specific Placement" of advertising is a STANDARD option. The placement of your company message in the right section accompanied by the right editorial within an uncluttered advertising environment provides for highly targeted and visible marketing that makes things happen!

We have the industry's most targeted and controlled circulation. The highest standards in commissioned editorial — written by leading experts in their field — provide unrivalled content for a demanding readership.

In-house editorial provides detailed articles on subjects rarely found in other publications. Regular series such as the "300mm Activity Report" have become must-read items.

We developed a quantum change in the fundamental approach to reviewing new product launches with the unique "Product Briefs" (300-word unbiased analysis) categorized into the relevant sections of the journal. "Product Reports" (1,500 words) give an in-depth analysis of significant "all new" capital equipment launches.



## Rate Card (US Dollars)

| SIZE       | RATE   | 2 INSERTIONS | 3 INSERTIONS | 4 INSERTIONS |
|------------|--------|--------------|--------------|--------------|
| DPS        | 21,900 | 18,614       | 17,520       | 16,424       |
| FULL       | 11,900 | 10,114       | 9,520        | 8,924        |
| HALF       | 6,900  | 5,864        | 5,520        | 5,174        |
| CONTENTS   | 15,900 | 13,514       | 12,720       | 11,924       |
| IF/BC      | 19,900 | 16,914       | 15,920       | 14,924       |
| BACK COVER | 25,900 | 22,014       | 20,720       | 19,424       |

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