



## EPCI 2025 Media and Promotion Kit

version: 1.0

### 1. EPCI passive-components.eu Web Domain Visitors

#### Passive Components Customers & Users



#### Passive Components Manufacturers



#### Components Distributors



# Annual Year to Date Visitor Rates (1.10.2023 – 1.10.2024)

Active visitors: ~30K/month

Google Search views: ~ 1,5 million views /month

Google Search clicks: ~ 26 thousands clicks / month

Newsletter: > 813 subscribers related to passive components

Top countries: USA, India, Germany, UK, Canada, France, Sweden

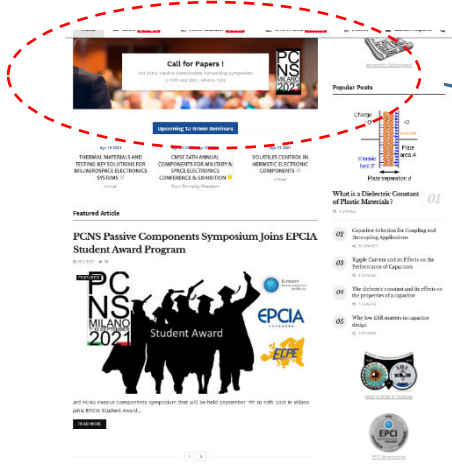
## 2. Ad and Banner Options

Passive Components Blog domain: **passive-components.eu**

The image shows a screenshot of the Passive Components Blog website. Several callout boxes with arrows point to specific ad placements on the page:

- EPCI Gold Member Header Ad Articles** – latest with full size featured image, + five displayed older articles  
**Free Post Ad for EPCI Gold Members only**
- EPCI Gold Member Brand Logo** with link. **Free Logo Ad with link for EPCI Gold Members only**
- Sidefeed Ad** - side banner 300x250 px each with link present on home page and single pages **€25 net CPM**
- Upcoming Events** – with registration link button for **EPCI Gold and Premium**
- Side Widget Ad** - side banner (multiple banners allowed) 300x250 px each with link present on home page and single pages **€25 net CPM**

The website layout includes a header with the site name, a main content area with various articles, a sidebar with 'Latest' and 'Trending' sections, and a footer with 'Popular Posts'.

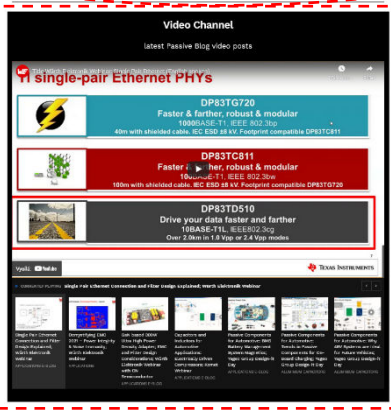


### Home Page (cont.)

Partnership Conference/Symposium Banners – upon agreement



Full Width 1024x170px – with link placement on home page and single page. €50 net CPM



Video Channel – YouTube video Webinars EPCI Gold and Premium Members Free Ad technical / application focus webinars etc



EPCI Member's Brand Logos with link to their website, Gold on the top, premium in the middle, within EPCI Membership fee



Partners Logos with link to their website

# Advertisement Options - Single Post Display (on every post displayed)

LATEST TRENDING Filter

Simplex Achieves Validation Agreement on its CNF-MIM World Thinnest Capacitors  
31.12.2022

Hybrid Energy Storage Elevator Concept  
31.12.2022

Season's Greetings  
30.12.2021

**TE Connectivity Passive Components**  
Broad range of Passive Components  
**Digi-Key** Pay with PayPal  
Learn More

CMSE 2022 Registration Now Open!  
29.12.2021

Stackpole's EMI Ceramic Resistors Now Available in Values Down to 2 mOhm  
29.12.2021

Samsung Electro-Mechanics announces the new CEO  
29.12.2021

Component Trends in 2022  
21.12.2021

Murata Releases the World's Highest Capacitance 22 µF 10V 1006 Automotive MLCC  
21.12.2021

Murata MLCC Capacitors from Philippines Plant are Made Using 100% Renewable Energy  
21.12.2021

TDK Extends High-Voltage Contactors Offerings with Compact Types  
20.12.2021

Yageo Group Announces Completion of Chilisin Acquisition  
20.12.2021

Sumida Releases Low-Loss Ferrite Core SMD Power Inductors  
17.12.2021

LOAD MORE

PASSIVEBLOG COMPONENTS

Home News Products Video Channel

## KEMET Introduces High-Definition Piezoelectric Film Haptic Actuator for Next Generation of User Interfaces

14.12.2021 Reading Time: 2 mins read

**New Product Release**

**sourcingbot**  
Enter a part number or keyword  
The biggest order reference search engine

Thin-film actuators allow manufacturers to etch a conductive surface to create localized, independent sensations at any frequency creating a wide range of haptic effects.

KEMET, part of the Tapes Group and leading global passive components manufacturer, announces its innovative haptic solution: the piezoelectric polymer film (PPF) haptic actuator. When embedded directly into a product's surface, the actuator acts as haptic skin that provides localized bodily sensations and tactile effects unavailable with other haptic solutions currently in the market. KEMET film actuators enable design engineers to implement advanced haptic solutions with high-performance actuators in a broad spectrum of applications that include remote controls, smart buttons, medical devices, AR/VR, and anything in contact with hands, fingers, head, and lips.

While piezoelectric haptic solutions are found in many applications, they are often large and heavy, thus making the entire device, KEMET's thin (100 µm), flexible and conformable haptic actuators are made from a proprietary, patent-protected paper-thin material, an electro-active polymer film, that enables piezoelectric effects to mimic the sense of touch. Unlike electroactive piezoelectric resin (EMF) technology, which is often used in devices for haptic sensations, KEMET haptic actuators do not shake the entire device. KEMET's lightweight piezoelectric polymer film actuators offer superior performance with a combination of displacement and force, as well as response time, thus offering high-definition haptic feedback.

These haptic actuators can convey specific material textures and familiar feelings, like the clicks and clicks of buttons, raindrops, and so much more through localized sensations on consumer device's surface. The wide bandwidth of the devices coupled with some physiology of touch and sensation allows for a richer user experience for many consumer devices, including gaming controllers, virtual reality (VR) haptic gloves, and devices with touch user interfaces. These haptic actuators offer an in-depth interaction with our consumer devices by using the sense of touch to increase immersion and user satisfaction.

According to a Cambridge, UK-based consultancy firm *o10nline* Research report, the market for haptics technology is growing exponentially and is set to be worth almost \$5 billion in 2025. Its increasing use in smartphones will drive growth. Still, the technology is beginning to appear in other industry sectors and products where, never, more advanced haptics are making significant improvements in performance and usability.

KEMET haptic actuators are available upon request via KEMET distributors. To learn more about their capabilities and applications, visit <https://efc.kemet.com/sensors/>.

Source: "Haptics 2020-2030: Technologies, Markets and Players," James Hayward, IOTechX Research

**Learn Passives from Industry Experts**

Related Posts

Wurth Elektronik Extends its High-Current Inductor Portfolio with New Compact Case Sizes  
03.12.2021

Conductive Epoxy Capacitor Mounting Explained: AVX Technical Paper  
03.12.2021

CMSE Component Cardstock for Military and Space Offer Virtual Tutorial from Industry Experts  
03.12.2021

**Open Advertisement Area - side banners 300x250 each with link €25 net CPM**

**Sidfeed Ad - side banner 300x250 px each with link €25 net CPM**

**Full Width 1024x170px – with link €50 net CPM**

### 3. EPCI Membership

EPCI community membership offers passive components manufacturers, suppliers, distributors etc package of benefits in news sharing, communication, awareness, education such as discounts for Passive Components Blog promotion, PCNS conferences, etc.



Core <span style="float: right; background-color: green; color: white; padding: 2px;">POPULAR</span>	Premium + <span style="float: right; background-color: green; color: white; padding: 2px;">NEW FAVORITE</span>	Gold
€650/year	€1440/year	€9900/year
✓ PR Posts Publishing	✓ PR Posts Publishing	✓ PR Posts Publishing
✓ Tech/App Paper Promotion	✓ Tech/App Paper Promotion	✓ Tech/App Paper Promotion
✓ Newsletter Ad	✓ Newsletter Featured Ad	✓ Newsletter Featured Ad
✓ Preferred Supplier Linecard	✓ Preferred Supplier Linecard	✓ Preferred Supplier Linecard
✓ 5% PCNS Conference Discount	✓ 10% PCNS Conference Discount	✓ 15% PCNS Conference Discount
✓ 20% SME* Discount	✓ Supplier Landing Card	✓ Supplier Landing Card
✓ 5% Newsletter Logo Ad Discount	✓ 10% Newsletter Logo Ad Discount	✓ 15% Newsletter Logo Ad Discount
✓ 5% Advertisement Discount	✓ Event Calendar Listing	✓ Event Calendar Listing
✗ Newsletter Brand Promotion	✓ 10% Advertisement Discount	✓ 15% Advertisement Discount
✗ Premium News Headline	✓ Newsletter Featured Article Promotion	✓ Newsletter Featured Article Promotion
✗ Google Search Stats	✗ Premium News Headline	✓ Premium News Headline
✗ EPCI Presentation Brand Acknowledgement	✗ Google Search Stats	✓ Google Search Stats
	✗ EPCI Presentations Brand Acknowledgement	✓ EPCI Presentations Brand Acknowledgement

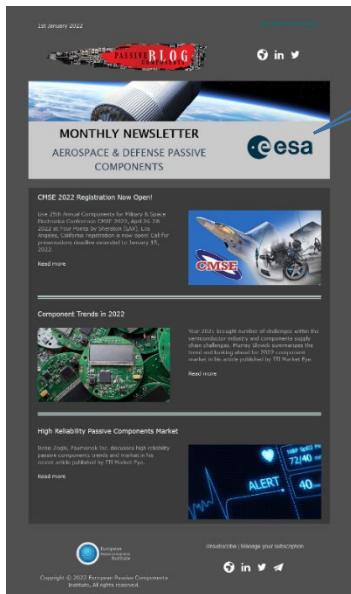
\* SME is a small or medium-sized enterprise with fewer than 250 employees and a turnover of less than €50 million, or a balance sheet total of less than €43 million.

Check all benefits in details and application form at:

<https://passive-components.eu/advertisement-and-sponsorship/>

## 4. EPCI Newsletter Sponsorship Options

- **>820 subscribers in October 2024**
- Linked In / Twitter weekly newsletter promotion
- “Healthy” subscriber portfolio – “no” contact buy outs or blank marketing campaigns – all subscribers took an action to sign up voluntarily from web or newsletters = portfolio of subscribers with real interest in passive components.
- Linked In / Twitter weekly newsletter promotion
- Subscriber organization / company structure:



**Newsletter Sponsor Logo  
Brand Promotion (with link)**

### Newsletter Sponsors Benefits

- Brand visibility – company logo will be seen regularly by subscribers
- Newsletter sponsor's logo displayed at the newsletter header with active link to the sponsor's website
- Newsletter sponsor's logo displayed at the passive-components.eu subscription webpage

### Monthly Newsletters

- All Passive Components
- Capacitors
- Inductors
- Resistors
- Aerospace & Defence
- Automotive
- Industrial
- Medical
- Market & Supply Chain

### Weekly Newsletter

- All Passives Weekly

### Newsletter Sponsoring Fee

- Weekly Newsletter
  - 800 EUR for 6 month
  - 1600 EUR for 12 month
- Monthly Newsletter
  - 450 EUR for 6 month
  - 800 EUR for 12 month