

# EPCI European Passive Components Institute



## EPCI 2026 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 (1.1.2025 – 31.12.2025)

Active visitors: ~45K/month

Google Search views: ~ 1.55 million views /month

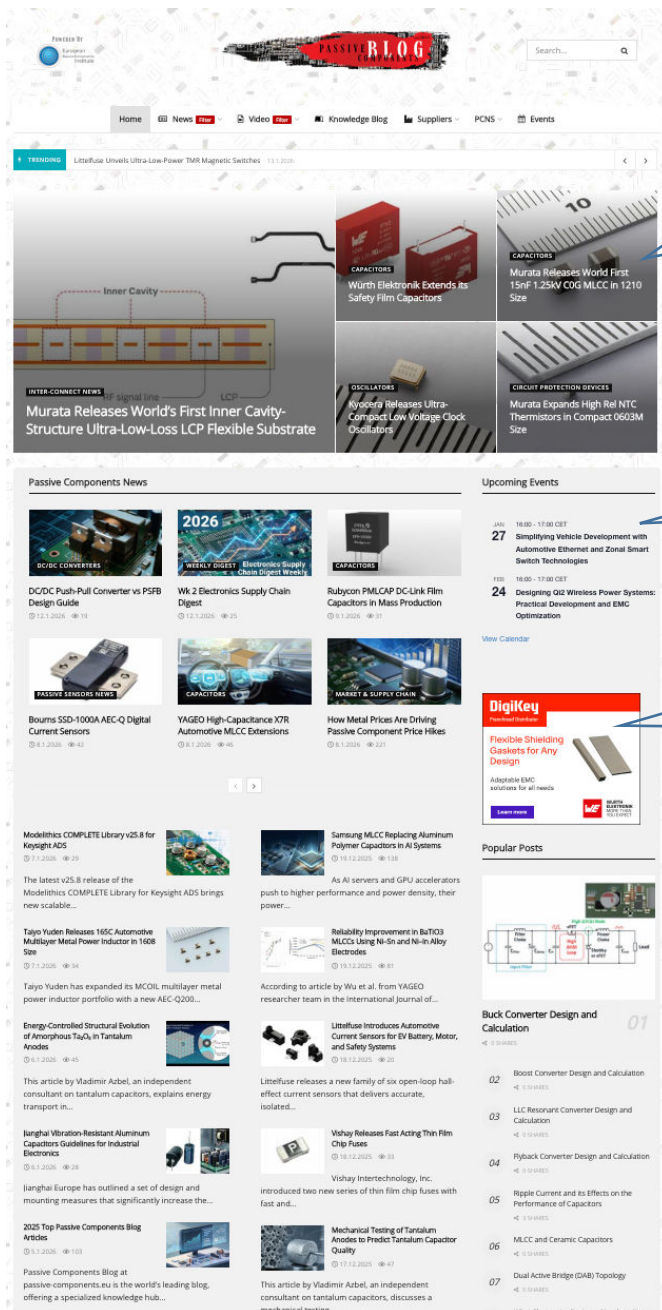
Google Search clicks: ~ 12 thousands clicks / month

Newsletter: > 1103 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**



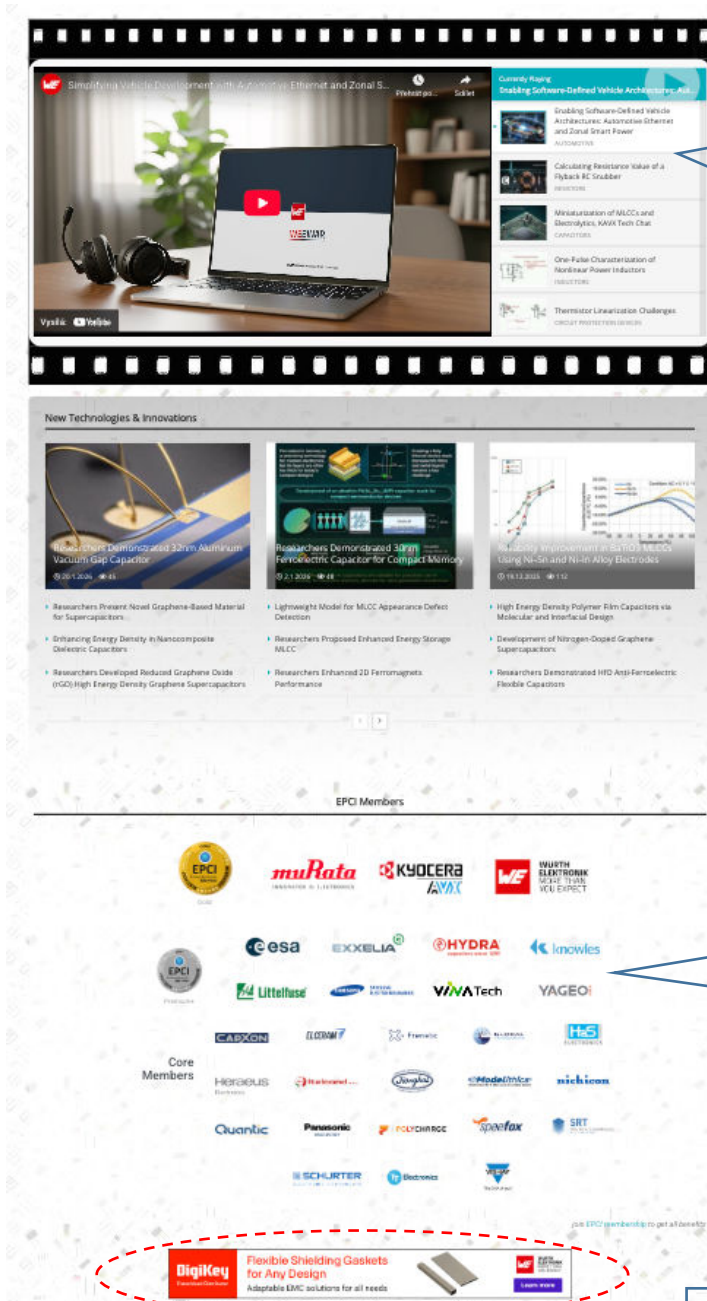
**EPCI Gold Member Header Ad Articles** – latest with full size featured image, + five displayed older articles  
**Free Post Ad for EPCI Gold Members only**

**Upcoming Events** – with registration link button for **EPCI Gold and Premium**

**Sidefeed Ad** - side banner 300x250 px each with link present on home page and single pages **€25 net CPM**

## Home Page (cont.)

**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**

**Full Width 728x90px** – with link placement on home page footnote and single page.  
**€25 net CPM**

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

### Murata Publishes Power Delivery Guide for AI Servers

4.2.2026 Reading Time: 7 mins read AA



Murata has released a new technical guide on power delivery networks (PDNs) for AI servers in next-generation data centers, focusing on improving power stability and reducing distribution losses.

The document is particularly relevant for design engineers and component purchasers specifying capacitors, inductors and EMC components into high-density power systems where AI compute loads are pushing existing infrastructure to its limits.

#### Why PDN design matters for AI data centers

AI servers operate with rapidly changing load currents, high peak power, and increasing bus voltages, all within extremely dense rack configurations. This combination makes the power delivery network a critical part of system performance, reliability, and total cost of ownership for data center operators.

At rack and board level, poor PDN design can lead to voltage droop, instability, excessive losses and thermal issues that directly affect server uptime and AI accelerator performance. The [Murata](#) guide addresses these issues from a system perspective, linking market trends in AI data centers to concrete implementation strategies in power circuit design.

articles and general product pages, which can be useful when aligning PDN design work with component roadmaps and long-term availability.

#### Source

This article is based on an official Murata Manufacturing Co., Ltd. press release and associated information published on the Murata website, reformatted and expanded with additional neutral technical context for design and component engineering audiences.

#### References

1. [Murata press release - Technology guide to enhance power stability in AI-driven data centers](#)
2. [Murata campaign - Optimizing Power Delivery Networks for AI Servers in Next-Generation Data Centers](#)
3. [Murata global website](#)

**Flexible Shielding Gaskets for Any Design**  
Adaptable EMC solutions for all needs



**Learn more**



**Sidefeed Ad - side banners**  
300x250 each with link **€25 net CPM**

#### Upcoming Events

- FEB 24 18:00 - 17:00 CET  
**Designing Q12 Wireless Power Systems: Practical Development and EMC Optimization**
- MAR 3 18:00 - 17:00 CET  
**Cybersecurity at the Eleventh Hour - from RED to CRA - Information and Discussion**
- MAR 21 All day  
**PSMA Capacitor Workshop 2026**

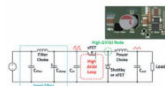
[View Calendar](#)

**Flexible Shielding Gaskets for Any Design**  
Adaptable EMC solutions for all needs



**Learn more**

#### Popular Posts



#### Buck Converter Design and Calculation

01

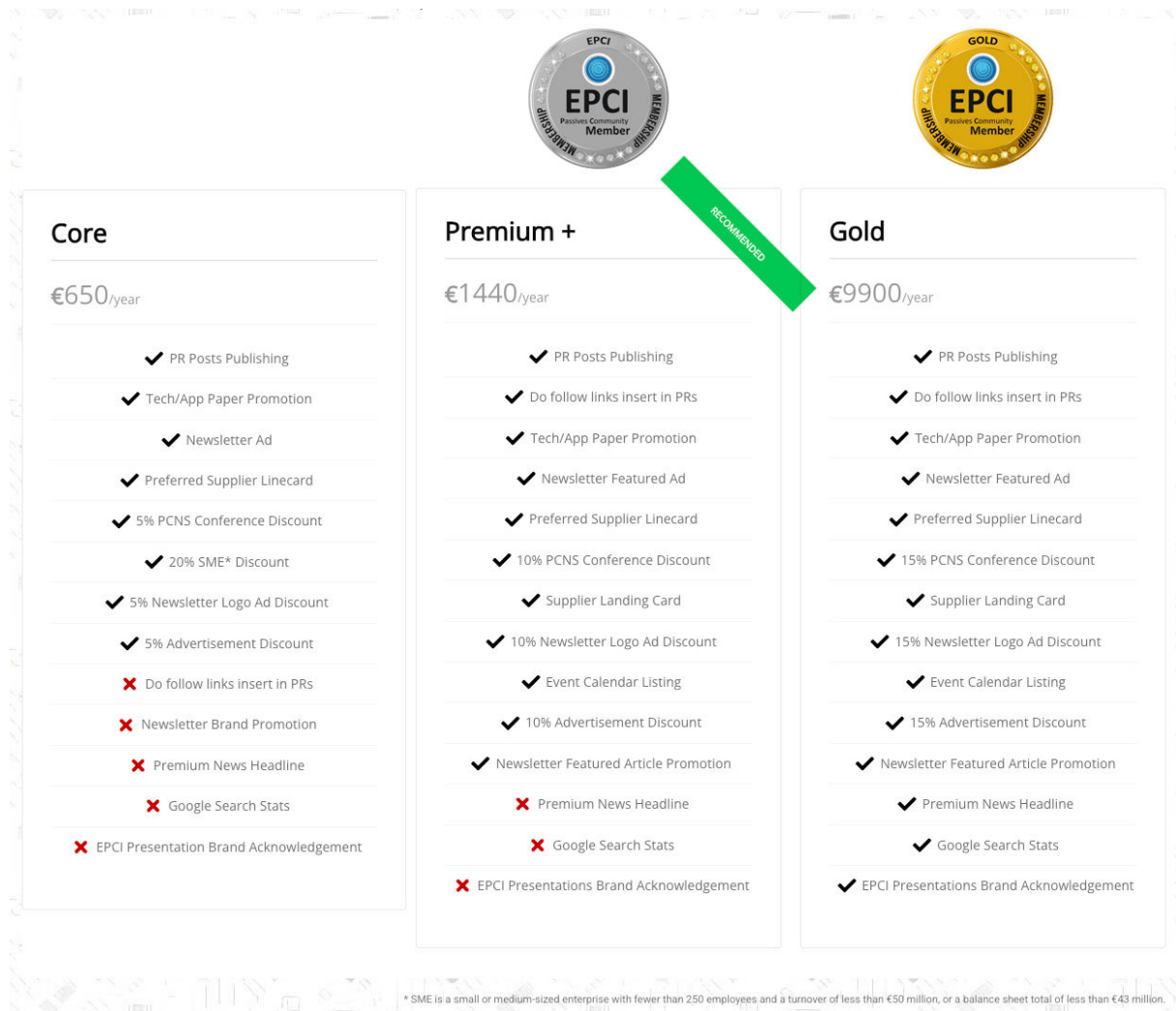
02 Boost Converter Design and Calculation

03




**Full Width 728x90px** – with link placement on home page footnote and single page.  
**€25 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.



The image displays a comparison table for EPCI membership tiers: Core, Premium +, and Gold. Each tier is represented by a vertical card with a corresponding EPCI logo at the top. The Core tier is silver, Premium + is gold, and Gold is yellow. A green diagonal banner with the word 'RECOMMENDED' is placed over the Premium + tier. Each card lists various benefits with checkmarks for included items and red X marks for excluded items. The prices are listed at the top of each card: €650/year for Core, €1440/year for Premium +, and €9900/year for Gold. A small footnote at the bottom explains the SME definition.

Core	Premium +	Gold
		
<b>Core</b>	<b>Premium +</b>	<b>Gold</b>
€650/year	€1440/year	€9900/year
<ul style="list-style-type: none"><li>✓ PR Posts Publishing</li><li>✓ Tech/App Paper Promotion</li><li>✓ Newsletter Ad</li><li>✓ Preferred Supplier Linecard</li><li>✓ 5% PCNS Conference Discount</li><li>✓ 20% SME* Discount</li><li>✓ 5% Newsletter Logo Ad Discount</li><li>✓ 5% Advertisement Discount</li><li>✗ Do follow links insert in PRs</li><li>✗ Newsletter Brand Promotion</li><li>✗ Premium News Headline</li><li>✗ Google Search Stats</li><li>✗ EPCI Presentation Brand Acknowledgement</li></ul>	<ul style="list-style-type: none"><li>✓ PR Posts Publishing</li><li>✓ Do follow links insert in PRs</li><li>✓ Tech/App Paper Promotion</li><li>✓ Newsletter Featured Ad</li><li>✓ Preferred Supplier Linecard</li><li>✓ 10% PCNS Conference Discount</li><li>✓ Supplier Landing Card</li><li>✓ 10% Newsletter Logo Ad Discount</li><li>✓ Event Calendar Listing</li><li>✓ 10% Advertisement Discount</li><li>✓ Newsletter Featured Article Promotion</li><li>✗ Premium News Headline</li><li>✗ Google Search Stats</li><li>✗ EPCI Presentations Brand Acknowledgement</li></ul>	<ul style="list-style-type: none"><li>✓ PR Posts Publishing</li><li>✓ Do follow links insert in PRs</li><li>✓ Tech/App Paper Promotion</li><li>✓ Newsletter Featured Ad</li><li>✓ Preferred Supplier Linecard</li><li>✓ 15% PCNS Conference Discount</li><li>✓ Supplier Landing Card</li><li>✓ 15% Newsletter Logo Ad Discount</li><li>✓ Event Calendar Listing</li><li>✓ 15% Advertisement Discount</li><li>✓ Newsletter Featured Article Promotion</li><li>✓ Premium News Headline</li><li>✓ Google Search Stats</li><li>✓ EPCI Presentations Brand Acknowledgement</li></ul>

\* 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.

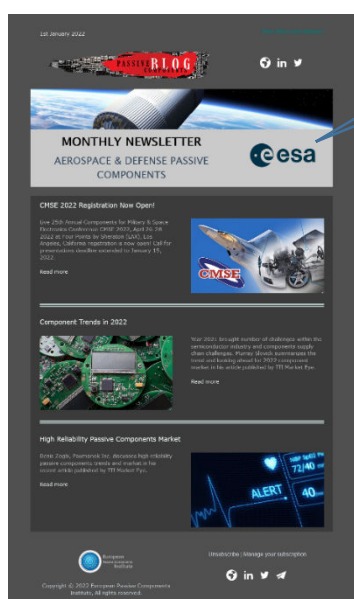
Check all benefits in details and application form at:

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



## 4. EPCI Newsletter Sponsorship Options

- **>1103 subscribers in December 2025**
- Email campaign + Linked In 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
  - 900 EUR for 6 month
  - 1800 EUR for 12 month
- Monthly Newsletter
  - 450 EUR for 6 month
  - 900 EUR for 12 month