# The Embedded Muse

For Ten Years
Jack Ganssle's Newsletter

## The Embedded Muse
# Media Kit
## 2006



## The Ganssle Group
*Perfecting the Art of Building Embedded Systems*

A lot of industry publications produce an email newsletter to their readership, with corresponding sponsorship opportunities. But these newsletters are devoid of content; all are nothing more than a collection of links with but the briefest of descriptions of web sites. Let's face it: no one actually *reads* them.

**Consider this . . .**

**The Embedded Muse** is a twice monthly email newsletter written by industry pundit Jack Ganssle. Now in its tenth year of publication, every issue contains hard-hitting articles about the practice of building embedded hardware and software.

# 18,207 Subscribers

The Embedded Muse has **18,207** (as of December, 2006) entirely opt-in subscribers, growing by 1500 per year. An aggressive bounce policy keeps the list fresh: if two successive issues bounce the subscriber is removed from the list.

## Each issue typically brings several hundred reader emails with their own thought about the articles.

When the Muse referenced a Ganssle Group publication about debouncing switch contacts in 2006, that document was downloaded 10,482 in the following two days, instead of the usual 2000 times per month.

A 2004 salary survey generated 4,121 downloads.

A 2006 ESD Survey showed Ganssle.com to be the 9th most trafficked embedded web site; this traffic is largely generated by Embedded Muse references.

*Subscribers Respond*

*Thousands of Downloads*

*Relevant Technical Content*

**Reader Demographics**
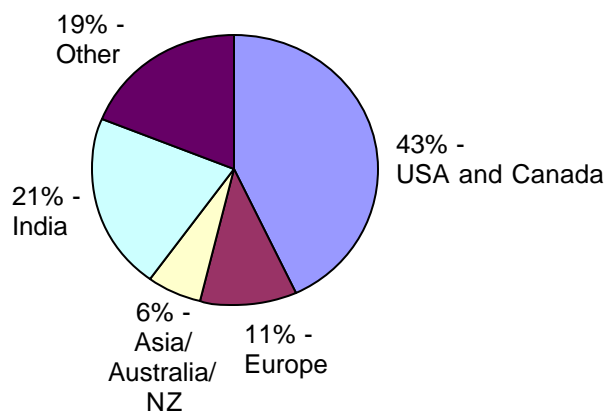
19% - Other

21% - India

6% - Asia/ Australia/ NZ

11% - Europe

43% - USA and Canada

The Muse typically contains some introductory editorial comments, followed by several 300 to 800 word technical articles, relatively short to permit on-screen viewing but long enough to give the reader new insights.

Job opportunities, which are run gratis as a service to readers, follow the articles.

The Embedded Muse concludes with a technology-related bit of humor, placed at the end to encourage readers to go through the entire newsletter.

## This unique advertising opportunity includes "ad persistence."

Each newsletter is turned into a PDF document and placed on [www.ganssle.com](www.ganssle.com) (which gets 70,000 to 100,000 page views per month). Your ad stays in the PDFed document as long as your company remains a current Embedded Muse advertiser.

> After posting a job opportunity for an engineer: "The first couple of hundred emails have kept me busy all day. The next time you list something for me, I will make sure I use an auto-responder. For what it's worth, the general quality of the responses is very high. You must attract only the most qualified people to your newsletter."
>
> **President of a small company in Alabama**

Facts about **The Embedded Muse**:
- Editor and writer - Jack Ganssle
- Frequency - two issues per month
- Subscribers - 18,207 (as of December 2006)
- Freshness - Subscribers removed after two successive bounces
- Rehosts - At least 2 sites rehost The Muse: Nohau (England) and The University of Montana
- Subscriber Policy - Free, 100% opt-in
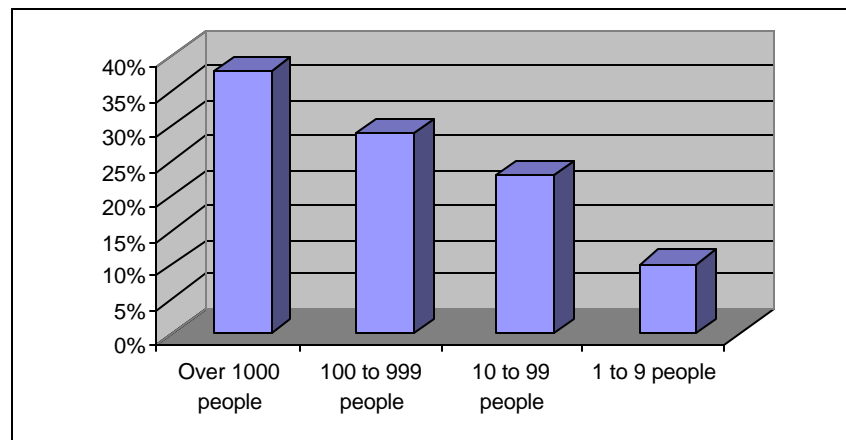


**Readers' Company Size**

## Hard-hitting technical content . . . not just links . . . that subscribers *read.*

The Embedded Muse is edited and written by Jack Ganssle, the author of 4 books and over 500 articles about embedded systems. The Muse, his Pulse column on embedded.com and his Breakpoints column in Embedded System Design are the industry's most widely-read articles on the subject. Currently a member of NASA's Super Problem Resolution Team (a group of outside experts formed to advise NASA in the wake of Columbia's demise), he's considered the industry's authoritative source of insight into the complexities of building embedded systems.

**53%** of the Muse readers are firmware developers,

**20%** are hardware and software developers,

while another **19%** are managers, and

**4%** are hardware developers.

The typical experience of the readers is:
- 1 to 9 years: 39%
- 10 to 19 years: 33%
- 20 to 29 years: 23%
- 30 years of more: 5%

## Advertising details:

Price: $1000 per issue

Number of ads per issue: 3, issued on a first-come first served basis.

Format: Six lines of text with no HTML formatting except for one URL link. 65 characters per line or less except for the URL. Ads are set off from the newsletter text by strings of asterisks.

The link is served through your server, not redirected through ours.

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**Example ad:**

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**********************************************************************
This issue of The Embedded Muse is sponsored by: Your Company

Six lines of text with no more than 65 characters per line
Six lines of text with no more than 65 characters per line
Six lines of text with no more than 65 characters per line
Six lines of text with no more than 65 characters per line
Six lines of text with no more than 65 characters per line
Six lines of text http://yourcompany.com/link

**********************************************************************
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To book an advertising slot email marybeth@ganssle.com or call 1-410-504-6660