



Gold Flag Media Announces the Launch of Semiconductor Digest Magazine and Website

A new publication addressing the needs of the semiconductor manufacturing industry

Andover, MA / July 1, 2019 – [Gold Flag Media LLC](#), a newly formed media company, today announces the launch of [Semiconductor Digest](#), a new business-to-business publication focused on the dynamic semiconductor manufacturing industry. Semiconductor Digest includes a website, a magazine, which will be published 8 times a year, a daily e-newsletter and 6 topical e-newsletters in addition to videos, blogs, technology papers, webcasts and events.

Semiconductor Digest is a new venture from Pete Singer and Kerry Hoffman. Mr. Singer is the Editor-in-Chief and Ms. Hoffman is the Publisher. Their new publication will deliver content through a mix of news, contributed articles and staff-written articles to a worldwide audience of engineers and executives in the semiconductor manufacturing industry. Semiconductor Digest is dedicated to providing information about the design, manufacturing, packaging and testing of semiconductors and other types of electronic devices, including MEMs, LEDs, displays, power electronics, optoelectronics/photonics, biomedical devices, solar cells, thin film batteries and flexible electronics. The focus is on the unique requirements of each of these devices in terms of the design tools, process equipment and materials, and test equipment.

“The launch of Semiconductor Digest is very timely as the semiconductor industry is in a new era of growth, driven by a diverse array of applications and new computing architectures,” said Pete Singer, Editor-in-Chief of Semiconductor Digest. *“Much of this growth will come from the need for better connectivity and more intelligent data analysis using artificial intelligence (AI).”* AI represents a market opportunity of \$2 trillion on top of the existing \$1.5-2B information technology industry. The market for semiconductor manufacturing equipment and materials is also large. Worldwide sales of semiconductor manufacturing equipment surged 14 percent from \$56.62 billion in 2017 to an all-time high of \$64.5 billion in 2018, according to [SEMI](#), and the market for materials is roughly equivalent.

“Delivering relevant content to the industry creates a tremendous platform and opportunity for equipment manufacturers and suppliers to the semiconductor manufacturing industry,” said Kerry Hoffman, Publisher. *It provides them with a medium to brand their product or service and present their solution to the industry to help increase sales. Our goal is to create an ongoing environment to generate mutual collaboration between the suppliers and the manufacturers.”*

Semiconductor Digest has completed the June magazine issue and will be launching the July magazine issue at [SEMICON West](#), July 9 – 11, 2019 at the Moscone Center in San Francisco, CA. They will be an exhibitor at the event in booth #1427 in the South Hall.

About Gold Flag Media LLC

[Gold Flag Media LLC](#) is a publishing company co-founded by Pete Singer and Kerry Hoffman, based out of Andover, MA. Mr. Singer has 37 years of publishing experience. Previously, Mr. Singer spent over 25 years at Semiconductor International and most recently 11 years at Extension Media where he was the Editor-in-Chief of Solid State Technology,

SemiMD, Chip Design and The ConFab conference and networking event. Ms. Hoffman has over 24 years of advertising and media experience with a unique blend of experience on all sides of the equation — agency, client and publisher. In the most recent 7 years Ms. Hoffman worked with Mr. Singer at Extension Media as Director of Sales for the Semiconductor Manufacturing and Design Media Group which included Solid State Technology and The ConFab conference and networking event.

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