

# Take advantage of these channels in your marketing!



# Print & Online



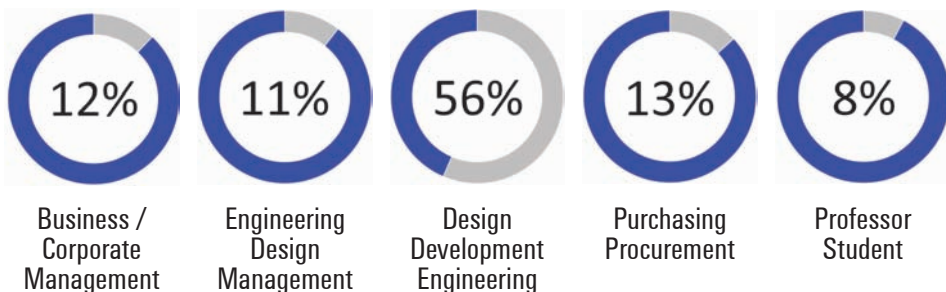
Media Planning Guide 2020

## Electronica Azi magazine

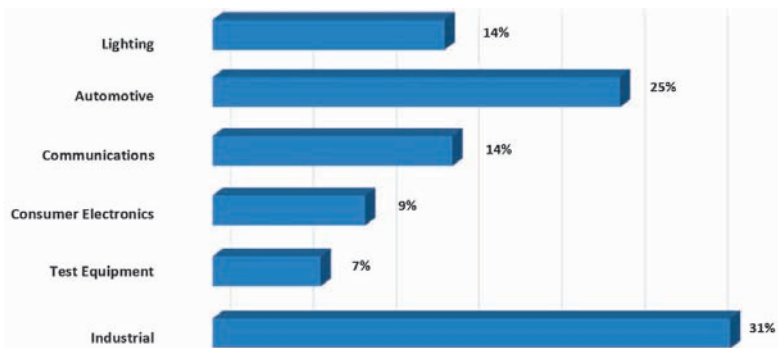
electronica-azi.ro

- Launched 20 years ago, the Electronica Azi's business concept is to supply innovative information to professionals looking for education, entertainment and inspiration in the field of electronics, both within and beyond their professional activities.
- The editorial content of the magazine addresses the following topics: **Embedded systems, Wireless data communications & IoT integration, Power modules, Lighting applications, and Industrial Controls.** We give also an extensive attention to other important segments, such as designing with MCUs, Test & measurement, sensors, connectors, PCB design and SMT.

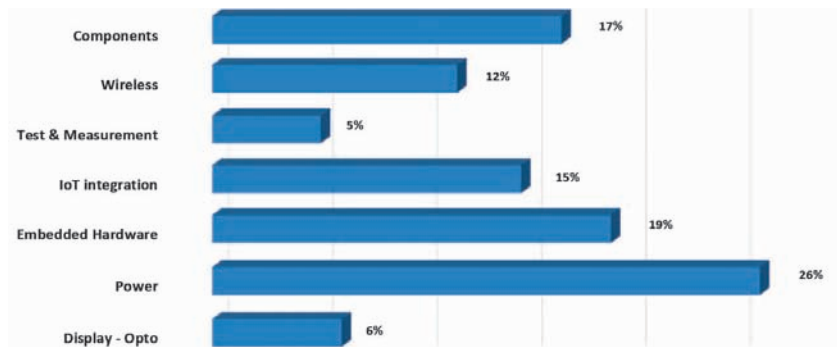
### CIRCULATION BY FUNCTION



### CIRCULATION BY INDUSTRY



### CIRCULATION BY TECHNOLOGIES





### Publishing Date

February 3 <sup>rd</sup> , 2020	[ 241 ]
March 2 <sup>nd</sup> , 2020	[ 242 ]
April 6 <sup>th</sup> , 2020	[ 243 ]
May 4 <sup>th</sup> , 2020	[ 244 ]
June 8 <sup>th</sup> , 2020	[ 245 ]
July/August 6 <sup>th</sup> , 2020	[ 246 ]
September 7 <sup>th</sup> , 2020	[ 247 ]
October 5 <sup>th</sup> , 2020	[ 248 ]
November 2 <sup>nd</sup> , 2020	[ 249 ]
December 7 <sup>th</sup> , 2020	[ 250 ]

### Ad closing

January 16 <sup>th</sup> , 2020
February 14 <sup>th</sup> , 2020
March 18 <sup>th</sup> , 2020
April 14 <sup>th</sup> , 2020
May 20 <sup>th</sup> , 2020
June 18 <sup>th</sup> , 2020
August 14 <sup>th</sup> , 2020
September 17 <sup>th</sup> , 2020
October 14 <sup>th</sup> , 2020
November 18 <sup>th</sup> , 2020

The Romanian  
Leading Provider  
of Product News, Applications  
Notes and Information for the  
Electronic Designer.

Number of pages: **52** (full color)  
Size: **23.5 × 32.5** cm  
Number of apparitions:  
**10** times/year  
Monthly circulation: **6,000** copies

## Electronica-A | Editorial Calendar – 2020

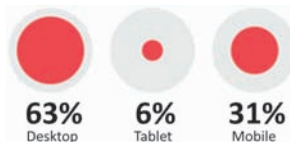
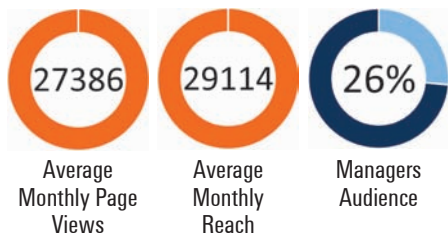
No	Issue dates	Features	Benchmark	Advertorial features	Exhibitions
<i>(Media Partner - preview &amp; after show comments)</i>					
241	<b>FEBRUARY</b>	Applications with MCUs Embedded Design	Sensors & Connectors IoT integration	Power Modules SMT Equipment	<b>EmbeddedWorld</b> 25-27 Feb. 2020
242	<b>MARCH</b>	Applications with MCUs Power Modules	Power Supplies Embedded Design	Sensors & Connectors LEDs & Lighting applications	<b>AMPER</b> 17-20 March 2020
243	<b>APRIL</b>	Wireless applications LEDs & Lighting applications	HW & SW Development Tools Applications with MCUs	SMT Materials Test, measurement	<b>PCIM Europe</b> 5-7 May 2020
244	<b>MAY</b>	Industrial Controls HW & SW Development Tools	Power Supplies Applications with MCUs	IoT integration SMT Equipment	
245	<b>JUNE</b>	IoT integration Power ICs	Test, measurement Industrial Controls	Embedded Design Wireless	<b>SMT Connect</b> 5-7 May 2020
246	<b>JULY/AUGUST</b>	Embedded Design HW & SW Development Tools	IoT integration LEDs & Lighting applications	Sensors & Connectors Industrial Controls	<b>IEAS Bucharest</b> 14-17 Sep 2020
247	<b>SEPTEMBER</b>	Wireless Infrastructure Industrial Controls	Applications with MCUs Power ICs	Power Supplies Test, measurement	
248	<b>OCTOBER</b>	HW & SW Development Tools Applications with MCUs	IoT integration Industrial Controls	SMT Equipment Power modules	<b>Electronica</b> 10-13 Nov 2020
249	<b>NOVEMBER</b>	Power modules LEDs & Lighting applications	Applications with MCUs HW & SW Development Tools	IoT integration SMT Materials	
250	<b>DECEMBER</b>	Applications with MCUs IoT integration	Power modules LEDs & Lighting applications	Sensors & Connectors Embedded Design	<b>SPS IPC Drives</b> 24-26 Nov 2020

## Electronica-A | PRINT Rates – 2020

Size	Number of insertions:		1×	3×	5×	8×	10×
	<i>Discount [%]:</i>		0%	10%	20%	30%	40%
Cover 1	1/1	Cover Story	€ 890	€ 801	€ 712	€ 623	€ 534
Cover 2	1/1	Page	€ 1,990	€ 1,791	€ 1,592	€ 1,393	€ 1,194
Cover 3	1/1	Page	€ 1,790	€ 1,611	€ 1,432	€ 1,253	€ 1,074
Cover 4	1/4	Page	€ 790	€ 711	€ 632	€ 553	€ 474
Cover 4	1/3	Page	€ 990	€ 891	€ 792	€ 693	€ 594
Cover 4	1/2	Page	€ 1,290	€ 1,161	€ 1,032	€ 903	€ 774
Cover 4	1/1	Page	€ 2,390	€ 2,151	€ 1,912	€ 1,673	€ 1,434
Full Page Spread	2×1/1	Page	€ 2,410	€ 2,169	€ 1,928	€ 1,687	€ 1,446
Full Page Plus	1/1+1/3	Page	€ 1,630	€ 1,467	€ 1,304	€ 1,141	€ 978
Inside	1/1	Page	€ 1,350	€ 1,215	€ 1,080	€ 945	€ 810
Inside	1/2	Page	€ 840	€ 756	€ 672	€ 588	€ 504
Inside	1/3	Page	€ 590	€ 531	€ 472	€ 413	€ 354
Inside	1/4	Page	€ 450	€ 405	€ 360	€ 315	€ 270
1 page - Technical article (including translation)			€ 290	€ 261	€ 232	€ 203	€ 174



Every day, our web site (<https://electronica-azi.ro>) presents news in the same key product categories as “Electronica Azi” magazine does: Boards & Modules, Design Engineering, Embedded Systems, Opt electronics & Displays, Power Sources, Packaging & Interconnects, Passive & Discrete Components, Sensors, SMT Materials and Equipment, Test & Measurement.



## Electronica-Azi | Current Issue Alert Newsletter

Twice in a month, the Electronica Azi newsletters reach around 16,800 subscribers in Romania. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going in the electronics industry. Each issue of the newsletter contains the following items:

- Business News
- Semiconductor
- Design News
- Consumer
- Communications News
- SMT



## Electronica-Azi | The digital version

The digital version of “Electronica Azi” is a replica of the print issue. It is delivered via e-mail a few working days in advance of the print edition. It is a browser based, thus serving a complete issue in an interactive and innovative format.

Enhanced electronic features:

- Issues are accessible directly online or they can be downloaded to the reader's computer for offline reading.
- Table of contents. Fast, easy navigation to articles, and includes an alphabetical Advertiser index.
- Hot links from editorial content and advertisements right to the information the reader needs.
- Direct links to the vendor website.
- Features that allow the reader to do advanced searches, as well as zoom in for a closer look and print out a hard copy.
- Share issues with colleagues without giving up your own copy.
- Store archived issues right on the readers PC.



Electronica Azi International's business concept is to offer to our readers from Europe, the English version of the Electronica Azi magazine. Aside from content being in English, this international version will include more coverage of embedded systems, analogue and digital circuits, wireless data communications, IoT, power modules, Industrial Controls and lighting applications. The publication will be issued 6 times a year in a digital format with 2 special print editions for the Embedded World and Electronica exhibitions.



## Publishing Date

February 10 <sup>th</sup> , 2020	[ 1 ]
April 22 <sup>nd</sup> , 2020	[ 2 ]
June 24 <sup>th</sup> , 2020	[ 3 ]
September 14 <sup>th</sup> , 2020	[ 4 ]
November 6 <sup>th</sup> , 2020	[ 5 ]
December 14 <sup>th</sup> , 2020	[ 6 ]

## Ad closing

January 30 <sup>th</sup> , 2020
March 26 <sup>th</sup> , 2020
June 4 <sup>th</sup> , 2020
September 3 <sup>rd</sup> , 2020
October 19 <sup>th</sup> , 2020
December 2 <sup>nd</sup> , 2020

The English version of the Electronica Azi magazine: Product News, Applications Notes and Information for the Electronics Designers.

Pages: 48 | Size: 21×29 cm  
 Apparitions: 6 times/year  
 Online Circulation: 12,784 copies  
 Print Circulation: 3,000 copies

## Electronica | Rates – 2020

Size	Number of insertions:		1×	2×	4×	6×
		<i>Discount [% ]:</i>	0%	10%	20%	30%
Cover 1	1/1	Cover story	€ 899	€ 809	€ 719	€ 629
Cover 2	1/1	Page	€ 999	€ 899	€ 799	€ 699
Cover 4	1/1	Page	€ 899	€ 809	€ 719	€ 629
Inside	1/1	Page	€ 799	€ 719	€ 639	€ 559
Inside	1/2	Page	€ 499	€ 449	€ 399	€ 349
Inside	1/3	Page	€ 399	€ 359	€ 319	€ 279
Inside	1/4	Page	€ 299	€ 269	€ 239	€ 209

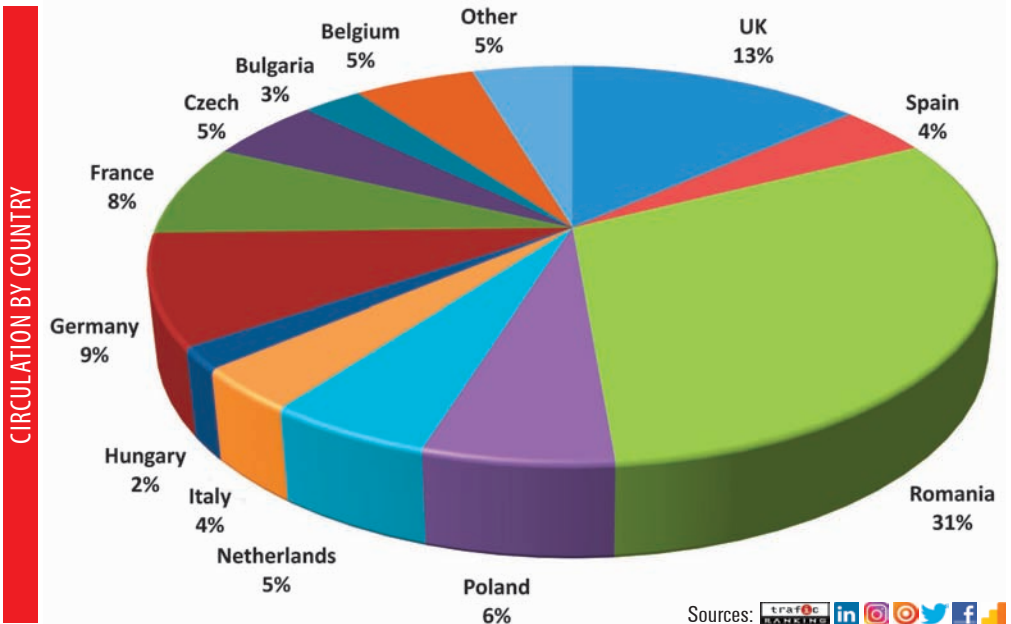
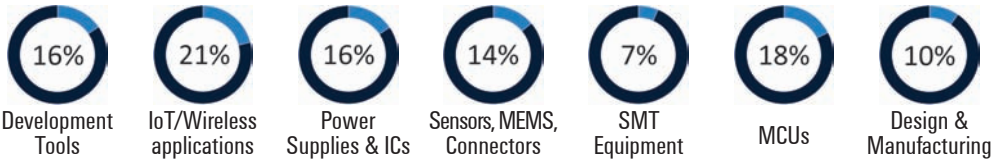
## Electronica | Editorial Calendar – 2020

No	Issue dates	Features	Benchmark	Advertorial features	Exhibitions
1	<b>JAN/FEB</b> +Printed issue	IoT integration Power Modules	Applications with MCUs Embedded Design	Sensors & Connectors Components	EmbeddedWorld 25-27 Feb. 2020
2	<b>MAR/APR</b>	Applications with MCUs Embedded Design	LEDs & Lighting applications Power Modules	SMT Materials SMT Equipment	PCIM Europe 5-7 May 2020
3	<b>MAY/JUNE</b>	Applications with MCUs HW & SW Development Tools	IoT integration LEDs & Lighting applications	Embedded Systems Components	SMT Connect 5-7 May 2020
4	<b>SEPTEMBER</b>	Wireless Infrastructure HW & SW Development Tools	Applications with MCUs Power ICs	Sensors & Connectors LEDs & Lighting applications	IEAS Bucharest 14-17 Sep 2020
5	<b>NOVEMBER</b> +Printed issue	LEDs & Lighting applications Embedded Design	IoT integration Industrial Controls	Sensors & Connectors SMT Equipment	Electronica 10-13 Nov 2020
6	<b>DECEMBER</b>	Power modules LEDs & Lighting applications	Applications with MCUs HW & SW Development Tools	IoT integration Data Acquisition	SPS IPC Drives 24-26 Nov 2020

- The English version of the Electronica Azi web platform (<https://international.electronica-azi.ro>) provides to the European design engineers within the European Electronic Industry, qualified news, sharp analysis and in-depths technical articles.
- Updated daily, the Electronica Azi - International web platform provides an extent of coverage on the following sections: Boards & Modules, Wireless & IoT applications, Design Engineering, Embedded Systems, DSPs & FPGAs, Opt electronics and Displays, MCUs, Power Supplies, Packaging & Interconnects, Active, Passive and Discrete, Electronics Components, Power Modules, Digital Power Conversion and Automotive Power Electronics, Industrial controls including Sensors, Test & Measurement.



**Readers by Products Recommended**



Format	Price/month	Location (Home and/or special pages*)
<b>HOME</b>		
<b>Welcome banner</b> – 640 × 480 px**	<b>700 €/month</b>	<i>Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), the reader will first see the Welcome banner. After 10 seconds, the Welcome Banner redirects to the original page the visitor was heading towards.</i>
<b>Top Head banner</b> – 728×90 px**	<b>500 €/month</b>	<i>Located above the top header (first item). Visible in all pages.</i>
<b>Head banner</b> – 728×90 px (LEADERBOARD)	<b>500 €/month</b>	<i>Located under the top header (Visible in all pages)</i>
<b>Head banner</b> – 728×90 px (LEADERBOARD)	<b>450 €/month</b>	<i>Located under the top header. (Home)</i>
<b>Vertical banner</b> – 120×450 px (SKYSCRAPER)	<b>400 €/month</b>	<i>Located in the left-hand column "Always visible". (Home)</i>
<b>Vertical banner</b> – 120×450 px (SKYSCRAPER)	<b>400 €/month</b>	<i>Located in the right-hand column "Always visible". (Home)</i>
<b>Bottom banner</b> – 728×90 px**	<b>400 €/month</b>	<i>Located on the bottom page. Visible in all pages.</i>
<b>Column banner</b> – 213×261 px**	<b>300 €/month</b>	<i>Located on the right-hand column. (Home)</i>
<b>SECTION PAGES *</b>		
<b>Head banner</b> – 728×90 px (LEADERBOARD)	<b>300 €/month</b>	<i>Located under the top header.</i>
<b>Vertical banner</b> – 120×450 px (SKYSCRAPER)	<b>300 €/month</b>	<i>Located in the left-hand column "Always visible".</i>
<b>Inside banner</b> – 728×90 px**	<b>225 €/month</b>	<i>Located on a special page *</i>
<b>Inside banner</b> – 213×261 px**	<b>200 €/month</b>	<i>Located on a special page *</i>

**“Electronica Azi” Newsletters**



<b>Custom newsletter</b> – (Sent to our data bases):	<b>950 €/newsletter</b>
<b>Banner in the Electronica Azi newsletters</b> – 468 × 60 pixels:	<b>350 €/newsletter</b>
<b>News</b> – (1 picture + text linked to the Electronica Azi web site):	<b>350 €/news/newsletter</b>
<b>e-article</b> – (Published in the Electronica Azi web page – text and diagrams):	<b>200 €/month</b>

\*) Special pages: **MCUs/DSPs - Electronics Components - Embedded Systems - Industrial Controls - SMT/PCB - Power - IoT**  
 \*\*) Dynamic sizes

The prices do not include VAT and the technical costs of making the ads or banners.



Extra pages added only in the digital format of the Electronica Azi magazine.

Size	Number of insertions:	1×	3×	5×	8×	10×
	Discount [%]:	0%	10%	20%	30%	40%
Inside	1/1	Page € 799	Page € 719	Page € 639	Page € 559	Page € 479
Inside	1/2	Page € 499	Page € 449	Page € 399	Page € 349	Page € 299
1 page - Technical article		€ 290	€ 261	€ 232	€ 203	€ 174

The prices do not include the translation of the technical articles.

## Electronica Azi – Newsletters – 2020

(Publishing dates)

January:	Electronica Azi Newsletter – 13 <sup>th</sup> , January
February:	Electronica Azi Newsletter – 3 <sup>rd</sup> , February Electronica Azi Newsletter – 17 <sup>th</sup> , February
March:	Electronica Azi Newsletter – 2 <sup>nd</sup> , March Electronica Azi Newsletter – 16 <sup>th</sup> , March
April:	Electronica Azi Newsletter – 6 <sup>th</sup> , April Electronica Azi Newsletter – 21 <sup>st</sup> , April
May:	Electronica Azi Newsletter – 4 <sup>th</sup> , May Electronica Azi Newsletter – 18 <sup>th</sup> , May
June:	Electronica Azi Newsletter – 8 <sup>th</sup> , June Electronica Azi Newsletter – 22 <sup>nd</sup> , June
July:	Electronica Azi Newsletter – 6 <sup>th</sup> , July Electronica Azi Newsletter – 20 <sup>th</sup> , July
September:	Electronica Azi Newsletter – 7 <sup>th</sup> , September Electronica Azi Newsletter – 21 <sup>st</sup> , September
October:	Electronica Azi Newsletter – 5 <sup>th</sup> , October Electronica Azi Newsletter – 19 <sup>th</sup> , October
November:	Electronica Azi Newsletter – 2 <sup>nd</sup> , November Electronica Azi Newsletter – 16 <sup>th</sup> , November
December:	Electronica Azi Newsletter – 7 <sup>th</sup> , December Electronica Azi Newsletter – 17 <sup>th</sup> , December

## Electronica Azi International – Newsletters – 2020

(Publishing dates)

January:	Electronica Azi International – 15 <sup>th</sup> , January Electronica Azi International – 29 <sup>th</sup> , January
February:	Electronica Azi International – 10 <sup>th</sup> , February Electronica Azi International – 24 <sup>th</sup> , February
March:	Electronica Azi International – 12 <sup>th</sup> , March Electronica Azi International – 26 <sup>th</sup> , March
April:	Electronica Azi International – 8 <sup>th</sup> , April Electronica Azi International – 22 <sup>nd</sup> , April
May:	Electronica Azi International – 14 <sup>th</sup> , May Electronica Azi International – 28 <sup>th</sup> , May
June:	Electronica Azi International – 10 <sup>th</sup> , June Electronica Azi International – 24 <sup>th</sup> , June
July:	Electronica Azi International – 6 <sup>th</sup> , July Electronica Azi International – 20 <sup>th</sup> , July
August:	Electronica Azi International – 24 <sup>th</sup> , August
September:	Electronica Azi International – 14 <sup>th</sup> , September Electronica Azi International – 24 <sup>th</sup> , September
October:	Electronica Azi International – 2 <sup>nd</sup> , October Electronica Azi International – 16 <sup>th</sup> , October
November:	Electronica Azi International – 6 <sup>th</sup> , November Electronica Azi International – 18 <sup>th</sup> , November
December:	Electronica Azi International – 2 <sup>nd</sup> , December Electronica Azi International – 14 <sup>th</sup> , December

### Electronica-AZI | Page size

Please add 5mm for bleed



1/1

W(Wide)×H(High)  
23.5 × 32.5 cm



1/2

W(Wide)×H(High)  
11.75 × 32.5 cm



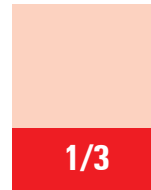
1/2

W(Wide)×H(High)  
23.5 × 16.25 cm



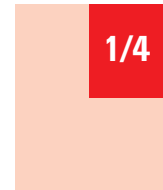
1/3

W(Wide)×H(High)  
7.83 × 32.5 cm



1/3

W(Wide)×H(High)  
23.5 × 10.83 cm



1/4

W(Wide)×H(High)  
11.75 × 16.25 cm

### Electronica INTERNATIONAL | Page size

Please add 5mm for bleed



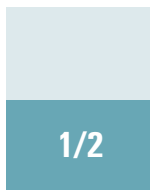
1/1

W(Wide)×H(High)  
21 × 29.7 cm



1/2

W(Wide)×H(High)  
10.5 × 29.7 cm



1/2

W(Wide)×H(High)  
21 × 14.8 cm



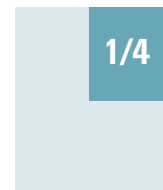
1/3

W(Wide)×H(High)  
7 × 29.7 cm



1/3

W(Wide)×H(High)  
21 × 9.9 cm



1/4

W(Wide)×H(High)  
10.5 × 14.8 cm

**Euro Standard Press** is a technical publishing house which focuses on the electronics markets in Europe. The focus is on business news, headlines, technology developments, new products, case studies, as well as educational material for electronics engineers and students.



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