

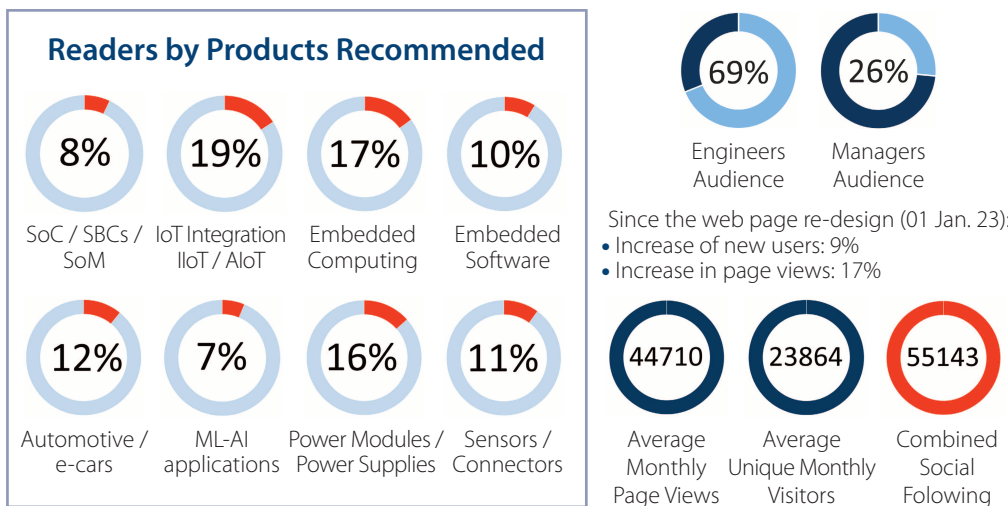
# Electronica Azi • MEDIA KIT • 2024

## Take advantage of these channels in your marketing!

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

Launched 23 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.

**Electronica Azi - International** 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, IIoT, AIoT, embedded software, power modules, Industrial Controls, and lighting applications.



**Electronica Azi**

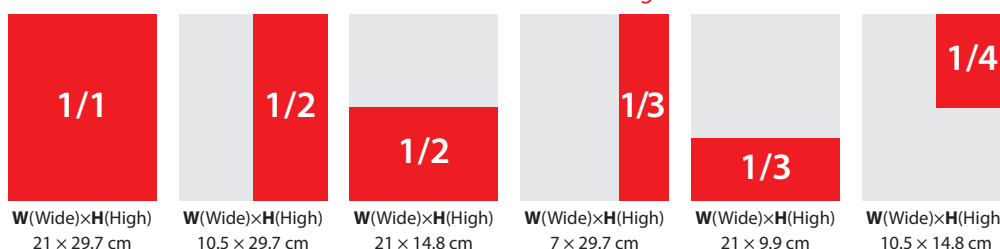
- Print & Digital: 10 times/year
- Print Circulation: 5,000+
- Online Circulation: 17,000+

Size	Number of insertions : 1x 5x 10x				
	Discount [%]:		0%	20%	40%
Cover 1	1/1	Cover Story	€ 890	€ 712	€ 534
Cover 2	1/1	Page	€ 1,990	€ 1,592	€ 1,194
Cover 3	1/1	Page	€ 1,790	€ 1,432	€ 1,074
Cover 4	1/4	Page	€ 790	€ 632	€ 474
Cover 4	1/3	Page	€ 990	€ 792	€ 594
Cover 4	1/2	Page	€ 1,290	€ 1,032	€ 774
Cover 4	1/1	Page	€ 2,390	€ 1,912	€ 1,434
Full Page Spread	2x1/1	Page	€ 2,410	€ 1,928	€ 1,446
Full Page Plus	1/1+1/3	Page	€ 1,630	€ 1,304	€ 978
Inside	1/1	Page	€ 1,350	€ 1,080	€ 810
Inside	1/2	Page	€ 840	€ 672	€ 504
Inside	1/3	Page	€ 590	€ 472	€ 354
Inside	1/4	Page	€ 450	€ 360	€ 270
1 page - Technical article (including translation)			€ 290	€ 232	€ 174

For booking all issues, please ask for a special quotation at: [office@electronica-azi.ro](mailto:office@electronica-azi.ro)



Page size – Please add 5mm for bleed



**Euro Standard Press 2000**

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# Electronica Azi • WEB RATES • 2024

Format	Price	Location (Home and/or special pages)
<b>Wallpaper banner *</b> (ALL PAGES) 1584 × 1000px	800 €/month	It appears in the background of the website surrounding the content of the page and includes one large clickthrough that redirects the visitor in a new window location.
<b>Top Head banner</b> (LEADERBOARD) (ALL PAGES) 728×90 px	750 €/month	Located inside the Wallpaper banner.
<b>Vertical banner</b> (ALL PAGES) 300×650 px	750 €/month	Located in the top right-hand column.
<b>Welcome banner</b> (HOME) 640 × 480 px	700 €/month	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, it redirects to the original page the visitor was heading towards.
<b>Vertical banner</b> (HOME + Special pages) 300×650 px	670 €/month	Located in the right-hand column.
<b>Vertical banner</b> (HOME ) 300×650 px	550 €/month	Located in the right-hand column.
<b>Column banner</b> (ALL PAGES) 300×250 px	650 €/month	Located in the right-hand column.
<b>Column banner</b> (HOME + Special pages) 300×250 px	570 €/month	Located in the top right-hand column.
<b>Column banner</b> (HOME) 300×250 px	440 €/month	Located in the top right-hand column.
<b>Bottom banner</b> 728×90 px	350 €/month	Located on the bottom page. (Home)
<b>Home banner</b> 728×90 px	350 €/month	Located under the top header. (Home)



## SECTION PAGES \*\*

<b>Wallpaper banner</b> 1584 × 1000px*	500 €/month	<b>Vertical banner</b> 300×650 px	375 €/month
<b>Top Head banner</b> 728×90 px	450 €/month	<b>Column banner</b> 300×250 px	325 €/month
		<b>Inside banner</b> 728×90 px	225 €/month

**Custom newsletter (E-blast)** – Sent to our data bases  
(Newsletter created by the client in HTML format).

950 €/newsletter

**Custom newsletter (“The latest news from...”)** – Sent to our data bases  
(Newsletter created by the editor, based on press announcements provided by the client. Number of press announcements: max.6. Press announcements received from the client are translated into Romanian by the editor and published on the Electronica Azi website. Then, the layout of the newsletter made up of the press announcements is created by the editor.)

1650 €/newsletter



**Banner in the Electronica Azi newsletters** (468 × 120px)

470 €/newsletter

**Banner in the Electronica Azi newsletters** (468 × 60px)

350 €/newsletter

**News/Article published in the (Electronica Azi newsletters)**  
(News or article originally published on the Electronica Azi website that can be uploaded to the Electronica Azi newsletter.)

350 €/news/newsletter

**News/Article** (Published in the Electronica Azi web page – text and diagrams)

200 €/month

**Social media campaigns through Facebook & LinkedIn**

1300 €/campaign

(Press announcement or technical article (translated into Romanian by the publisher in advance) published and promoted on the publisher's social sites (Facebook and LinkedIn))

\*) The central section must be left white at 1170 pixels wide

\*\*) Special pages (Sections): Products / Industrial Sectors / Embedded Systems / Technologies

# Electronica Azi • Editorial Calendar • 2024

Month	Issue	Features	Exhibitions Preview	Ad/Editorial Deadline	Publication Date
February	<b>Electronica Azi no. 1</b> <i>Embedded Systems</i> (Print & Digital) - 281	SoC, SBCs, AIoT, AI, ML IoT integration Embedded Computing Embedded Software Wireless applications		<b>15 January</b>	<b>6 February</b>
March	<b>Electronica Azi no. 2</b> <i>Embedded Systems</i> (Print & Digital) - 282	Power Electronics Industrial Controls Embedded Computing Sensors RF/Wireless applications Test, measurement		<b>12 February</b>	<b>5 March</b>
April	<b>Electronica Azi no. 3</b> <i>Embedded Systems</i> (Print & Digital) - 283	IoT integration Industrial Controls AIoT, AI, ML Robotics Embedded Computing Wireless applications	<b>Embedded World</b> 2024 9/11 April	<b>11 March</b>	<b>2 April</b>
May	<b>Electronica Azi no. 4</b> <i>Power / automotive</i> (Print & Digital) - 284	Power Electronics Optoelectronics Connected Car Electric cars Sensors Industrial Controls		<b>15 April</b>	<b>14 May</b>
June	<b>Electronica Azi no. 5</b> <i>Power / automotive</i> (Print & Digital) - 285	Power Modules/ Alternative energy Power Supplies Industrial Controls Sensors / Cables	<b>PCIM</b> <b>SMTConnect</b> 2024 11/13 June	<b>20 May</b>	<b>11 June</b>
July	<b>Electronica Azi no. 6</b> <i>Wireless / IIoT</i> (Print & Digital) - 286	Embedded Computing Security Cybersecurity Robotics Software Wireless applications		<b>17 June</b>	<b>9 July</b>
September	<b>Electronica Azi no. 7</b> <i>Wireless / IoT</i> (Print & Digital) - 287	Industrial Controls IoT integration Wearables Test, measurement Embedded Computing		<b>19 August</b>	<b>10 September</b>
October	<b>Electronica Azi no. 8</b> <i>Embedded Systems</i> (Print & Digital) - 288	Robotics Embedded Software Industrial Controls Embedded Computing SoC, SBCs, AIoT, AI, ML		<b>16 September</b>	<b>8 October</b>
November	<b>Electronica Azi no. 9</b> <i>Wireless / AIoT</i> (Print & Digital) - 289	Industrial Controls Electric cars SoC, SBCs, AIoT, AI, ML Test, measurement IoT integration	<b>Electronica</b> 2024 12/15 Nov	<b>14 October</b>	<b>5 November</b>
December	<b>Electronica Azi no. 10</b> <i>Wireless / IoT</i> (Print & Digital) - 290	Embedded Wireless Embedded Computing Industrial Controls SoC, SBCs, AIoT, AI, ML		<b>18 November</b>	<b>10 December</b>



## Electronica Azi – Newsletters – 2023

(Publishing dates)

<u>January:</u>	Electronica Azi Newsletter 2 / 9 / 16 / 23 / 30
<u>February:</u>	Electronica Azi Newsletter 6 / 13 / 20 / 27
<u>March:</u>	Electronica Azi Newsletter 5 / 12 / 19 / 26
<u>April:</u>	Electronica Azi Newsletter 2 / 9 / 16 / 23 / 30
<u>May:</u>	Electronica Azi Newsletter 7 / 14 / 21 / 28
<u>June:</u>	Electronica Azi Newsletter 4 / 11 / 18 / 25
<u>July:</u>	Electronica Azi Newsletter 2 / 9 / 16 / 23 / 30
<u>August:</u>	Electronica Azi Newsletter 6 / 27
<u>September:</u>	Electronica Azi Newsletter 3 / 10 / 17 / 24
<u>October:</u>	Electronica Azi Newsletter 1 / 8 / 15 / 22 / 29
<u>November:</u>	Electronica Azi Newsletter 5 / 12 / 19 / 26
<u>December:</u>	Electronica Azi Newsletter 3 / 10 / 17

## Electronica Azi Int'l – Newsletters – 2023

(Publishing dates)

<u>January:</u>	Electronica Azi International 3 / 10 / 17 / 24 / 31
<u>February:</u>	Electronica Azi International 7 / 14 / 21 / 28
<u>March:</u>	Electronica Azi International 6 / 13 / 20 / 27
<u>April:</u>	Electronica Azi International 3 / 10 / 17 / 24
<u>May:</u>	Electronica Azi International 8 / 15 / 22 / 29
<u>June:</u>	Electronica Azi International 5 / 12 / 19 / 26
<u>July:</u>	Electronica Azi International 3 / 10 / 17 / 24 / 31
<u>August:</u>	Electronica Azi Newsletter 7 / 28
<u>September:</u>	Electronica Azi International 4 / 11 / 18 / 25
<u>October:</u>	Electronica Azi International 2 / 9 / 16 / 23 / 30
<u>November:</u>	Electronica Azi International 6 / 13 / 20 / 27
<u>December:</u>	Electronica Azi International 4 / 11 / 18

**Deadline banners/press releases** : Three days before the publishing dates.

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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