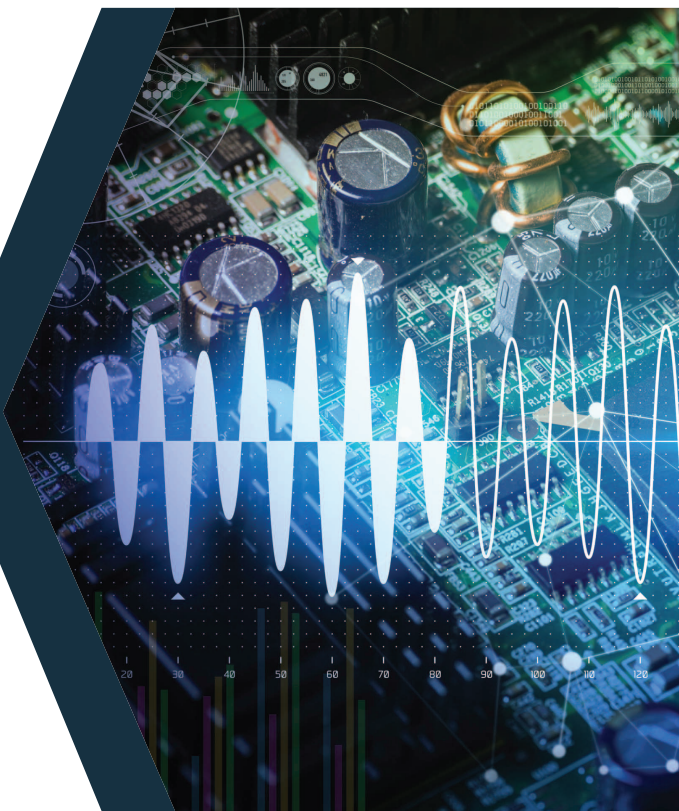# Take advantage of these channels in your marketing!

Electronica·AZI

Electronica AZI
INTERNATIONAL

Media Guide **2023**

Electronica Azi • **PRINT**

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

Launched 22 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.
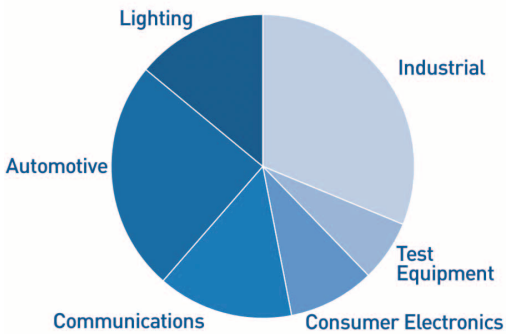
The information will be delivered to our readers in both formats (print & digital) and - because we take care about our readers' requests - we have created special issues with dedicated contents related to the most important industries and technologies of the moment.

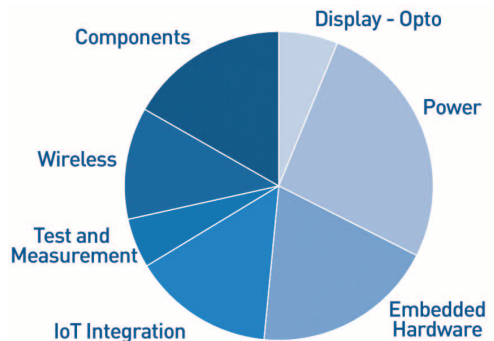Number of pages: **68 (full color)**
Size: **21 × 29.7 cm**
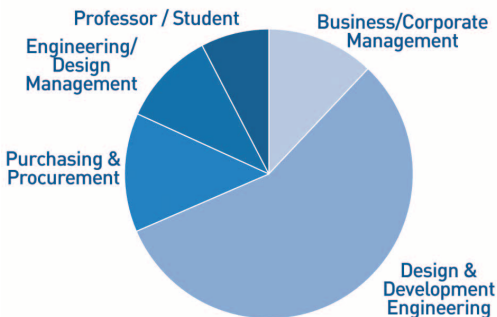
Number of apparitions: **10 times/year**
- Printed & Digital issues: 10 times/year
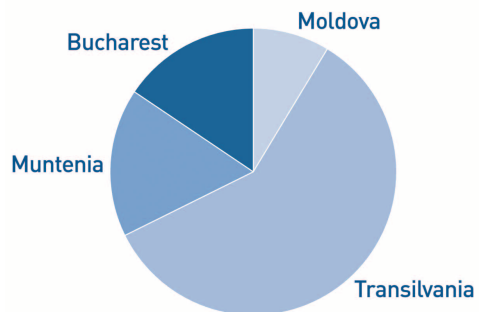- Circulation: 5,000+ printed copies

Circulation by industry

Circulation by technologies

Circulation by function
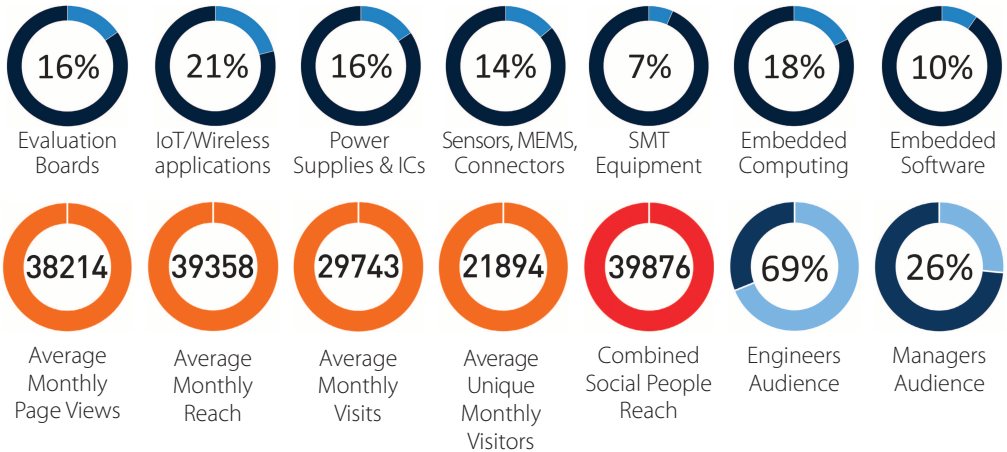

Circulation by region

Electronica

Editorial Calendar – 2023

Month	Issue	Features	Exhibitions Preview	Ad/Editorial Deadline	Publication Date
February	**Electronica Azi no. 1** *Embedded Systems* (Printed & Digital) - 271	• SoC / SBCs / SoM • IoT integration • Embedded Computing • Embedded Software • Wireless applications		16-January	**7-February**
March	**Electronica Azi no. 2** *Embedded Systems* (Printed & Digital) - 272	• AIoT • IoT integration • Industrial Controls • Robotics • HW & SW Development Tools	Embedded World 14/16 March	13-February	**7-March**
April	**Electronica Azi no. 3** *Power / Lighting* (Printed & Digital) - 273	• Power Modules/Power Supplies • LEDs & Lighting applications • RF/Wireless applications • Embedded Computing • Wireless applications		14-March	**4-April**
May	**Electronica Azi no. 4** *Power / automotive* (Printed & Digital) - 274	• Power Electronics • Optoelectronics • Connected Car • Electric cars • Sensors	PCIM SMTConnect 9/11 May	18-April	**9-May**
June	**Electronica Azi no. 5** *Embedded Systems* (Printed & Digital) - 275	• HW & SW Development Tools • Industrial Controls • IoT integration • Wireless applications • Sensors/Cables&Connecting		16-May	**6-June**
July	**Electronica Azi no. 6** *Wireless / IIoT* (Printed & Digital) - 276	• Embedded Computing • Security • Cybersecurity • Robotics • Software		14-June	**4-July**
September	**Electronica Azi no. 7** *Wireless / IoT* (Printed & Digital) - 277	• Industrial Controls • Power Modules • Wearables • AIoT • Embedded Computing		14-August	**5-September**
October	**Electronica Azi no. 8** *Embedded Systems* (Printed & Digital) - 278	• Robotics • Embedded Software • Industrial Controls • Embedded Computing • SoC / SBCs / SoM		14-September	**3-October**
November	**Electronica Azi no. 9** *Power systems* (Printed & Digital) - 279	• Industrial Controls • Power Sources • RF/Wireless • Test, measurement • Embedded Computing	Productronica 14/17 Nov. SPS Drives 28/30 Nov.	16-October	**7-November**
December	**Electronica Azi no. 10** *Wireless / IoT* (Printed & Digital) - 280	• Embedded Wireless • IoT integration • Embedded Software • Industrial Controls • AIoT		13-November	**5-December**

Electronica Azi • Online

Electronica AZi

With a new and modern layout, our web platform is daily updated with the most important press releases and technical articles from the electronics industry. Besides the traditional 'Product' and 'Industry' categories, our new website is trying to capture the attentions of the readers with many other interesting features like: 'Design Resources', 'Electronica Azi wiki', 'Breaking News', 'Online tools', 'Chat room' and many others.   **https://electronica-azi.ro**

Readers by Products Recommended

16%	21%	16%	14%	7%	18%	10%
Evaluation Boards	IoT/Wireless applications	Power Supplies & ICs	Sensors, MEMS, Connectors	SMT Equipment	Embedded Computing	Embedded Software

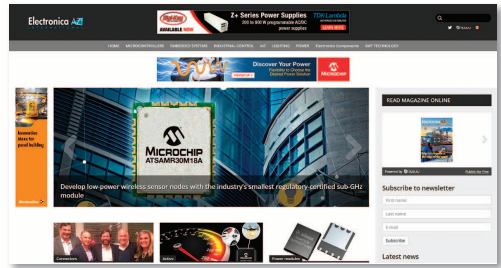| 38214	39358	29743	21894	39876	69%	26%
Average Monthly Page Views	Average Monthly Reach	Average Monthly Visits	Average Unique Monthly Visitors	Combined Social People Reach	Engineers Audience	Managers Audience

Electronica AZi | Newsletters

Every week, the Electronica Azi newsletters reach 17,000+ subscribers. Each issue of the newsletter contains business and design news that cover the following areas of the electronics industry: • Embedded Computing • Power • IoT • AIoT • Wireless • Sensors & Connectors • Industrial Controls • SMT Equipment & materials

Electronica AZi | The digital versions

Each print edition is accompanied by a digital version. All digital magazines are delivered to readers by email via our newsletters. There is also a web browser, where each magazine can be read in an interactive and innovative format.
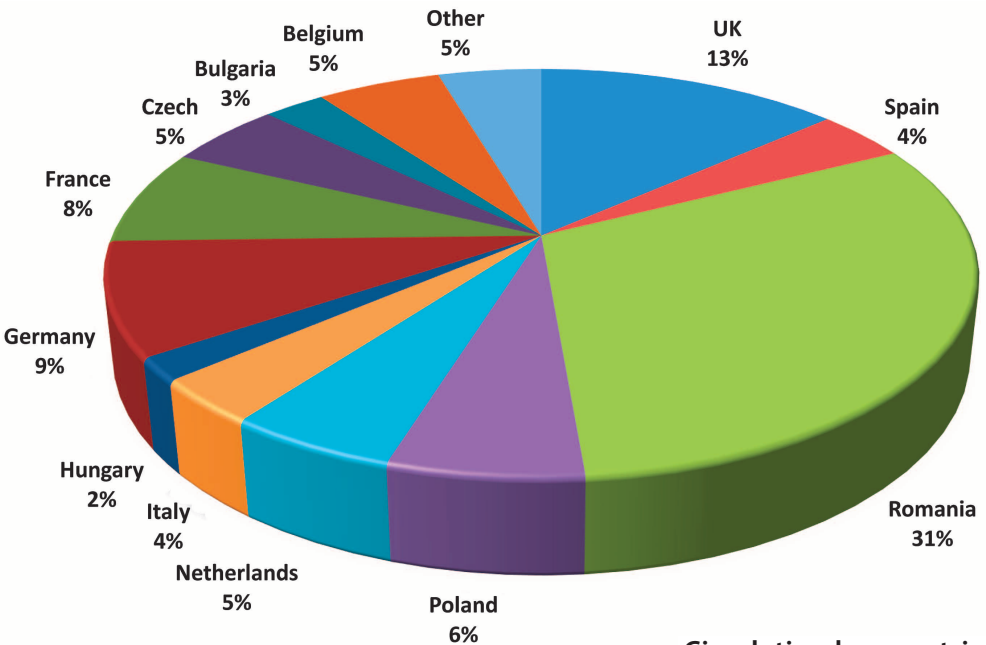Other enhanced electronic features:
*   You can read online every new issue or you can download it to your computer for offline reading.
*   Table of contents - Fast, easy navigation to articles.
*   Hot links from the editorial contents or ads right to the information the reader needs.
*   Direct links 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 INTERNATIONAL

The English version of our Electronica Azi web platform is addressed both to Romanian readers and to all readers in Europe or other geographical areas who want to read (in English) the latest information in the field of electronics.

The English language website is updated daily with many more press releases and technical articles in the field. New sections such as AIoT, IIoT, Robotics and Wearables have been added. At the same time, our English-language site will try to capture readers' attention with many other interesting features such as "Design Resources", "Breaking News", "Online Tools", "Podcasts" and many more. **https://international.electronica-azi.ro**

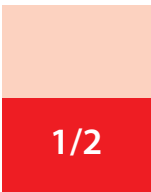**Circulation by countries**

Sources:

Electronica INTERNATIONAL | Newsletters
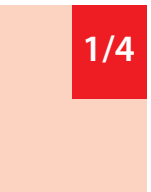
The "Electronica Azi International" newsletters are also sent weekly to over 17,000 subscribers. Each issue of the newsletter contains business and design news covering the following areas of the electronics industry: Embedded systems • Power • IoT • AIoT • Wireless - Sensors and connectors • Industrial controls • Lighting • Smart cities • SMT Equipment & materials

Electronica•AZ

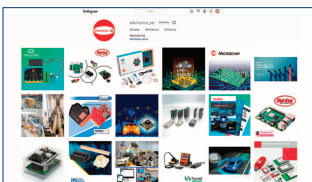| Size		Number of insertions :	1×	5×	10×
		Discount [%]:	0%	20%	40%
Cover 1	1/1	Cover Story	€ 890	€ 712	€ 534
Cover 2	1/1	Page	€ 1,990	€ 1,592	€ 1,194
Cover 3	1/1	Page	€ 1,790	€ 1,432	€ 1,074
Cover 4	1/4	Page	€ 790	€ 632	€ 474
Cover 4	1/3	Page	€ 990	€ 792	€ 594
Cover 4	1/2	Page	€ 1,290	€ 1,032	€ 774
Cover 4	1/1	Page	€ 2,390	€ 1,912	€ 1,434
Full Page Spread	2×1/1	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

Electronica•AZ

Page size – Please add 5mm for bleed

1/1	1/2	1/2	1/3	1/3	1/4
W(Wide)×H(High)	W(Wide)×H(High)	W(Wide)×H(High)	W(Wide)×H(High)	W(Wide)×H(High)	W(Wide)×H(High)
21 × 29.7 cm	10.5 × 29.7 cm	21 × 14.8 cm	7 × 29.7 cm	21 × 9.9 cm	10.5 × 14.8 cm

Technical specifications: Pictures: 300dpi, tif, jpeg, eps, PDF format - Text: Word Doc.

Digital Format: All the articles will be published on the Electronica Azi WEB MEDIA PLATFORM:

https://www.electronica-azi.ro

https://issuu.com/esp2000

https://www.facebook.com/ELECTRONICA.AZI

https://www.instagram.com/electronica_azi

https://international.electronica-azi.ro

www.twitter.com/ElectronicaAzi

Electronica
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INTERNATIONAL

Format		Price/month	Location (Home and/or special pages*)
HOME			
Wallpaper banner	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. (Home)
Welcome banner	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.
Top Head banner *(LEADERBOARD)*	728×90 px	650 €/month	Located inside the Wallpaper banner. (Home)
Vertical banner	300×650 px	500 €/month	Located in the right-hand column. (Home)
Column banner	300×250 px	450 €/month	Located in the top right-hand column. (Home) *(Logo partner image with landing URL)*
Bottom banner	728×90 px	400 €/month	Located on the bottom page. (Home)
Home banner	728×90 px	400 €/month	Located under the top header. (Home)
**SECTION PAGES ** **			
Wallpaper banner	1584 × 1000px*	600 €/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.**
Top Head banner	728×90 px	450 €/month	Located inside the Wallpaper banner.**
Vertical banner	300×650 px	375 €/month	Located in the right-hand column.**
Column banner	300×250 px	325 €/month	Located in the top right-hand column. **
Inside banner	728×90 px**	225 €/month	Located on a special page **

Electronica Azi Newsletters 🇷🇴 🇬🇧

Custom newsletter – (Sent to our data bases):	950 €/newsletter
Banner in the Electronica Azi newsletters (468 × 60px):	350 €/newsletter
News/Article (1 picture + text linked to the Electronica Azi web site):	350 €/news/newsletter
News/Article (Published in the Electronica Azi web page – text and diagrams):	200 €/month
Social media campaigns through Facebook & Twitter (EN):	600 €/campaign

*) The centre section must be left white at 1170 pixels wide
**) Special pages (Sections): Products / Industries / Embedded Systems / Technologies

Electronica Azi • **Newsletters**

Electronica·AZ

Electronica Azi – Newsletters – 2023
(Publishing dates)

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

Electronica INTERNATIONAL

Electronica Azi Int'l – Newsletters – 2023
(Publishing dates)

January:	Electronica Azi International 4 / 11 / 18 / 25
February:	Electronica Azi International 1 / 8 / 15 / 22
March:	Electronica Azi International 1 / 8 / 15 / 22 / 29
April:	Electronica Azi International 5 / 12 / 19 / 26
May:	Electronica Azi International 3 / 10 / 17 / 24 / 31
June:	Electronica Azi International 7 / 14 / 21 / 28
July:	Electronica Azi International 5 / 12 / 19 / 26
September:	Electronica Azi International 6 / 13 / 20 / 27
October:	Electronica Azi International 4 / 11 / 18 / 25
November:	Electronica Azi International 1 / 8 / 15 / 22 / 29
December:	Electronica Azi International 6 / 13 / 20

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.

- **VAT**: Euro Standard Press 2000 is part of the European exchange rate mechanism that extemps us from VAT; Our VAT number is: **RO 3998003**
- **Payments** The payment will be made in EURO within 30 days from the issue date.
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