

# Take advantage of these channels in your marketing!

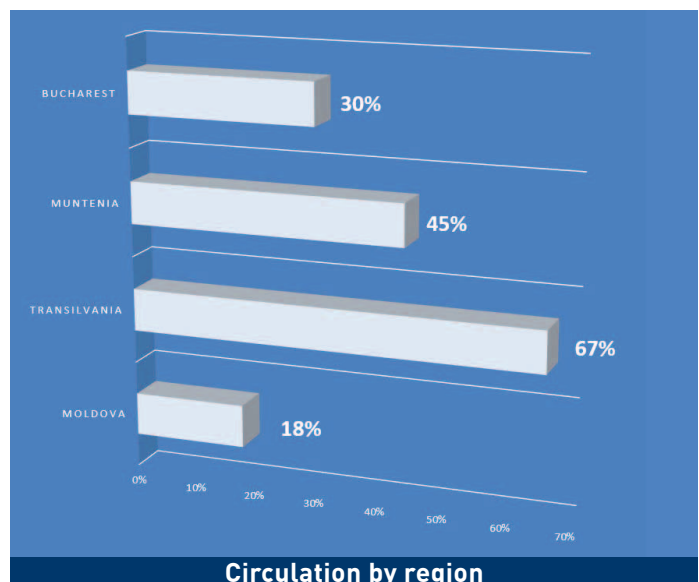
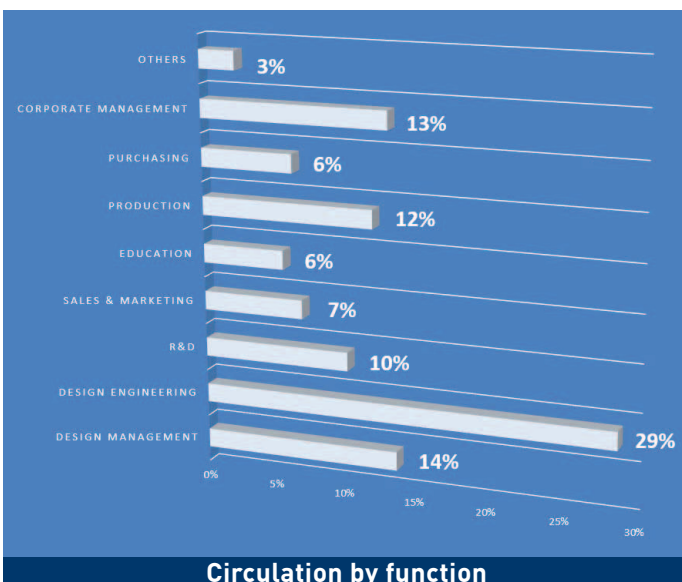
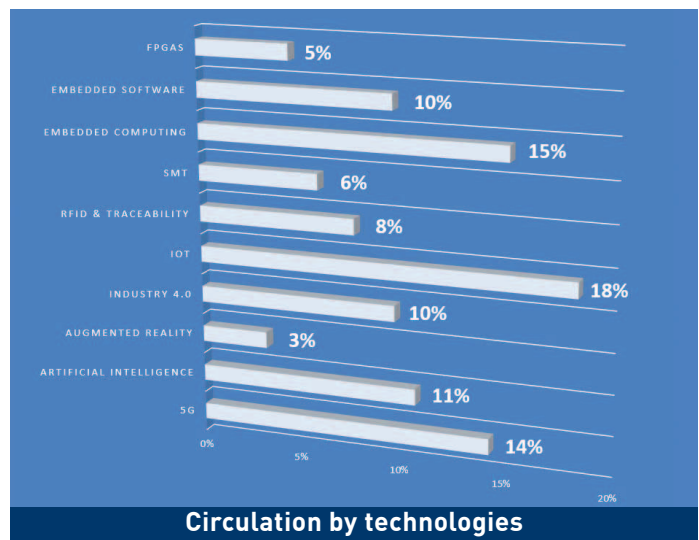
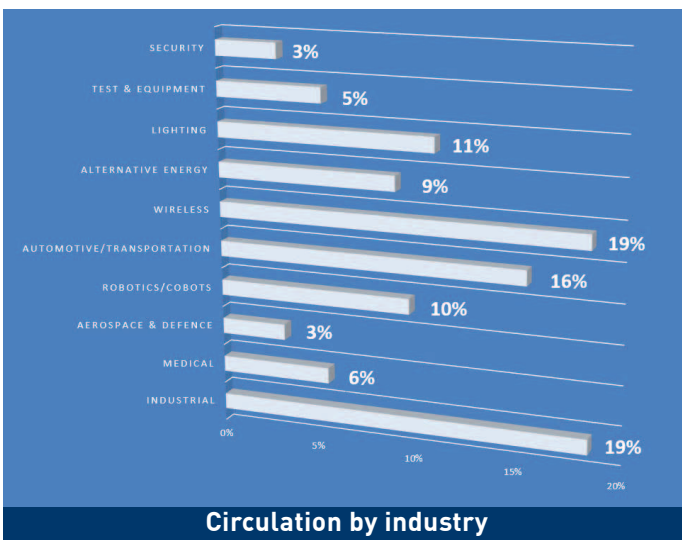
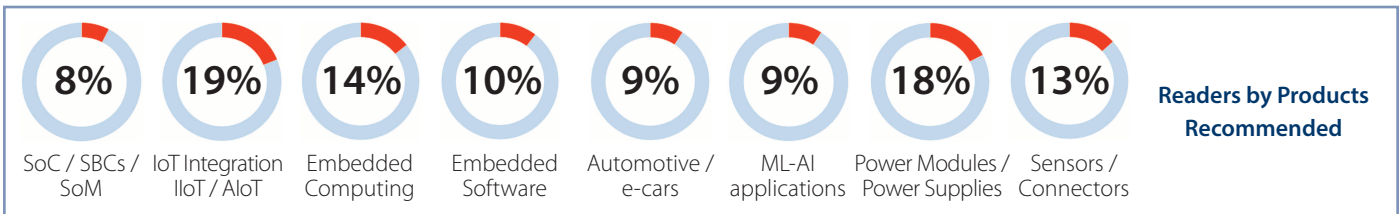
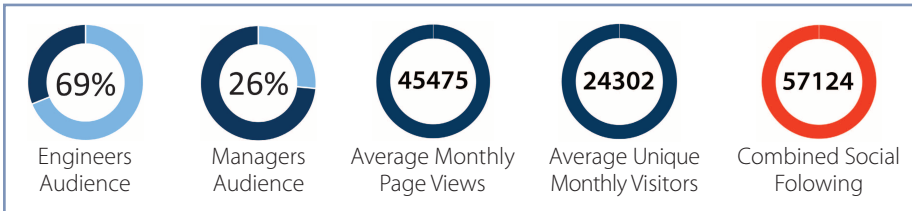


<https://electronica-azi.ro>  
<https://international.electronica-azi.ro>

## Electronica Azi • MEDIA KIT • 2025

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

Launched 25 years ago, Electronica Azi magazine was created to provide innovative information to electronics professionals looking for inspiration and education in the field of electronics, both in and outside their careers.



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', 'Breaking News', 'Online tools', and many others.  
<https://electronica-azi.ro>

Since 01 Jan 24:

- Increase of new users: 9%
- Increase in page views: 17%



## 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.



Euro Standard Press 2000 srl  
T: +40 (0) 744 488 818  
E: office@electronica-azi.ro

<https://electronica-azi.ro>  
<https://international.electronica-azi.ro>  
<https://issuu.com/esp2000>

### Electronica Azi

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

### Electronica Azi International

- Digital: 4 times/year
- Online Circulation: 19,000+

# Electronica Azi **PRINT** • Editorial Calendar • 2025

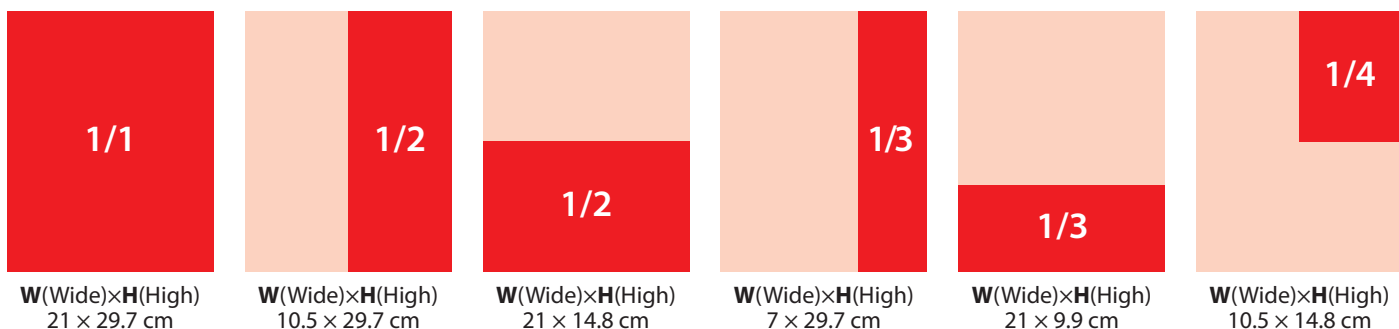
Month	Issue	Features	Exhibitions Preview	Ad/Editorial Deadline	Publication Date
February	<b>Electronica Azi no. 1</b> <i>Embedded Systems</i> (Print & Digital) - 291	SoC, SBCs, AIoT, AI, ML IoT integration Embedded Computing Robotics, HMIs Wireless applications		<b>13 January</b>	<b>4 February</b>
March	<b>Electronica Azi no. 2</b> <i>Embedded Systems</i> (Print & Digital) - 292	Power Electronics Industrial Controls Embedded Computing Smart cities, Smart homes RF/Wireless applications Test, measurement	<b>Embedded World</b> 2025 11/13 March	<b>10 February</b>	<b>4 March</b>
April	<b>Electronica Azi no. 3</b> <i>Wireless / AIoTs</i> (Print & Digital) - 293	IoT integration Industrial Controls AIoT, AI, ML Robotics, HMIs Smart farming Wireless applications		<b>17 March</b>	<b>8 April</b>
May	<b>Electronica Azi no. 4</b> <i>Power / automotive</i> (Print & Digital) - 294	Power Electronics Optoelectronics Connected Cars, EVs Alternative energy Sensors Industrial Controls	<b>PCIM '25</b> 06/08 May	<b>16 April</b>	<b>12 May</b>
June	<b>Electronica Azi no. 5</b> <i>Power / automotive</i> (Print & Digital) - 295	Power Modules Alternative energy Power Supplies Industrial Controls Connected Cars, EVs		<b>19 May</b>	<b>10 June</b>
July	<b>Electronica Azi no. 6</b> <i>Wireless / IIoT</i> (Print & Digital) - 296	Embedded Computing Security, Cybersecurity IoT integration Robotics, Industry 4.0 Smart farming Wireless applications		<b>16 June</b>	<b>8 July</b>
September	<b>Electronica Azi no. 7</b> <i>Wireless / IoT</i> (Print & Digital) - 297	Industrial Controls IoT integration Wireless applications Test, measurement Embedded Computing		<b>18 August</b>	<b>9 September</b>
October	<b>Electronica Azi no. 8</b> <i>Embedded Systems</i> (Print & Digital) - 298	Robotics, HMIs Embedded Software Industrial Controls Embedded Computing SoC, SBCs, AIoT, AI, ML		<b>15 September</b>	<b>7 October</b>
November	<b>Electronica Azi no. 9</b> <i>Wireless / AIoT</i> (Print & Digital) - 299	Industrial Controls EVs applications SoC, SBCs, AIoT, AI, ML Test, measurement IoT integration	<b>Productronica '25</b> 18/21 Nov  <b>SPS '25</b> 25/27 Nov	<b>13 October</b>	<b>4 November</b>
December	<b>Electronica Azi no. 10</b> <i>Wireless / IoT</i> (Print & Digital) - 300	Embedded Wireless Embedded Computing Industrial Controls, HMIs SoC, SBCs, AIoT, AI, ML Embedded Software		<b>17 November</b>	<b>9 December</b>

# Electronica Azi • PRINT RATES • 2025

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

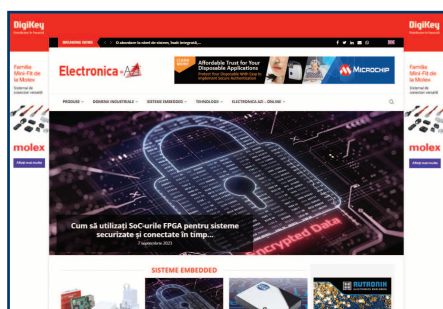
For booking all issues, please ask for a special quotation at: [office@electronica-azi.ro](mailto:office@electronica-azi.ro)

Page size – Please add 5mm for bleed

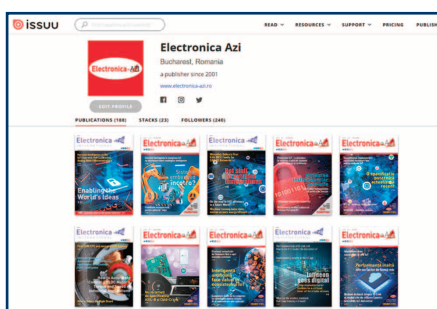


**Technical specifications:** Pictures: 300dpi, tif, jpeg, eps, PDF format - Text: Word Doc.

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



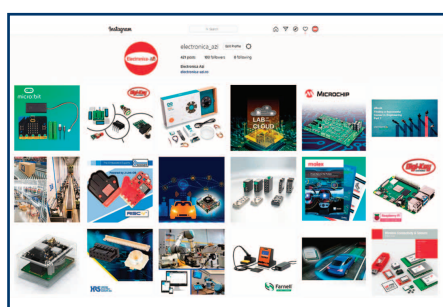
[www.electronica-azi.ro](http://www.electronica-azi.ro)



<https://issuu.com/esp200>



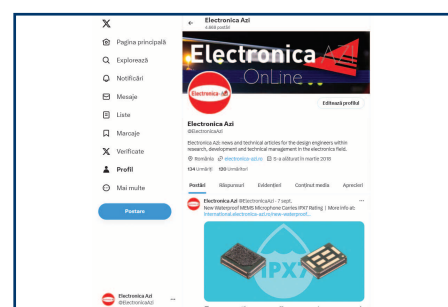
[www.facebook.com/ELECTRONICA.AZI](http://www.facebook.com/ELECTRONICA.AZI)



[www.instagram.com/electronica\\_azi](http://www.instagram.com/electronica_azi)



<https://international.electronica-azi.ro>



[www.twitter.com/ElectronicaAzi](http://www.twitter.com/ElectronicaAzi)

# Electronica Azi • WEB RATES • 2025

Format	Price	Location (Home and/or special pages)
<b>Wallpaper banner</b> *) 1584 × 1000px (ALL PAGES)	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> 728×90 px (LEADERBOARD) (ALL PAGES)	750 €/month	Located inside the Wallpaper banner.
<b>Vertical banner</b> 300×650 px (ALL PAGES)	750 €/month	Located in the top right-hand column.
<b>Welcome banner</b> 640 × 480 px (HOME)	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> 300×650 px (HOME + Special pages)	670 €/month	Located in the right-hand column.
<b>Vertical banner</b> 300×650 px (HOME)	550 €/month	Located in the right-hand column.
<b>Column banner</b> 300×250 px (ALL PAGES)	650 €/month	Located in the right-hand column.
<b>Column banner</b> 300×250 px (HOME + Special pages)	570 €/month	Located in the top right-hand column.
<b>Column banner</b> 300×250 px (HOME)	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)
<b>SECTION PAGES **</b>		
<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

## Topics

**Embedded Systems** **SoC** **SBCs** **AIoT** **AI** **ML** **IoT integration** **Embedded Wireless**  
**Robotics** **HMI** **Power Electronics** **Smart cities** **Smart homes** **RF/Wireless applications**  
**Test** **Smart farming** **Power** (Modules, Devices, Sources) **Automotive** (EVs)

### Electronica Azi – Newsletters – 2025

(Publishing dates)

### Electronica Azi Int'l – Newsletters – 2025

(Publishing dates)

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

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

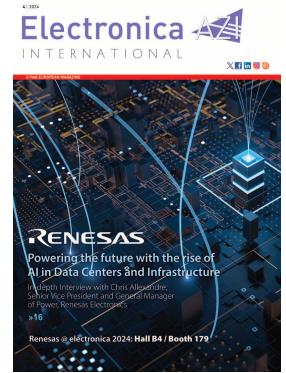
**Deadline banners/press releases** : Three days before the publishing dates.

*Euro Standard Press is a technical publisher focusing on the electronics industry market in Europe. The focus is on press releases, technical articles, technological developments, new products, case studies as well as educational material for hobbyists and students.*

- **VAT:** Euro Standard Press 2000 is part of the European exchange rate mechanism that exempts us from VAT; Our VAT number is: **RO 3998003**
- **Payments** The payment will be made in EURO within 30 days from the issue date.  
Bank account: **RO800TPV270000423682EU01**  
Swift code: **OTPVROBU**  
Bank: OTP BANK ROMANIA SA, Agentia CAMPULUNG MUSCEL  
Str. Negru Voda, nr. 117, parter, Campulung, Jud. Arges, Romania

## Electronica Azi International -

The idea behind the launch of the "Electronica Azi International" magazine was to provide Romanian and European readers with up-to-date information on everything that is happening in the world's most important areas of electronics, including embedded systems, analog and digital circuits, wireless data communications, IoT, IIoT, AIoT, embedded software, modules, devices and power supplies, industrial controls, lighting applications and much more.



Month	Issue	Features	Exhibitions Preview	Ad/Editorial Deadline	Publication Date
March	<b>EAInt'l no. 1</b> <i>Embedded Systems</i> (Digital)	Power Electronics Industrial Controls Embedded Computing Smart cities, Smart homes RF/Wireless applications Test, measurement	<b>Embedded World</b> 2025 11/13 March	<b>17 February</b>	<b>11 March</b>
May	<b>EAInt'l no. 2</b> <i>Power / automotive</i> (Digital)	Power Modules Alternative energy Power Supplies Industrial Controls Connected Cars, EVs	<b>PCIM '25</b> 06/08 May	<b>22 April</b>	<b>6 May</b>
September	<b>EAInt'l no. 3</b> <i>Wireless / IoT</i> (Digital)	Industrial Controls IoT integration Wireless applications Test, measurement Embedded Computing		<b>25 August</b>	<b>16 September</b>
November	<b>EAInt'l no. 4</b> <i>Wireless / AIoT</i> (Digital)	Industrial Controls EVs applications SoC, SBCs, AIoT, AI, ML Test, measurement IoT integration	<b>Productronica '25</b> 18/21 Nov  <b>SPS '25</b> 25/27 Nov	<b>20 October</b>	<b>11 November</b>



## Electronica International Newsletters

The "Electronica Azi International" newsletters are also sent weekly to over 19,000 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

