



Periodico indipendente di informazioni e opinioni

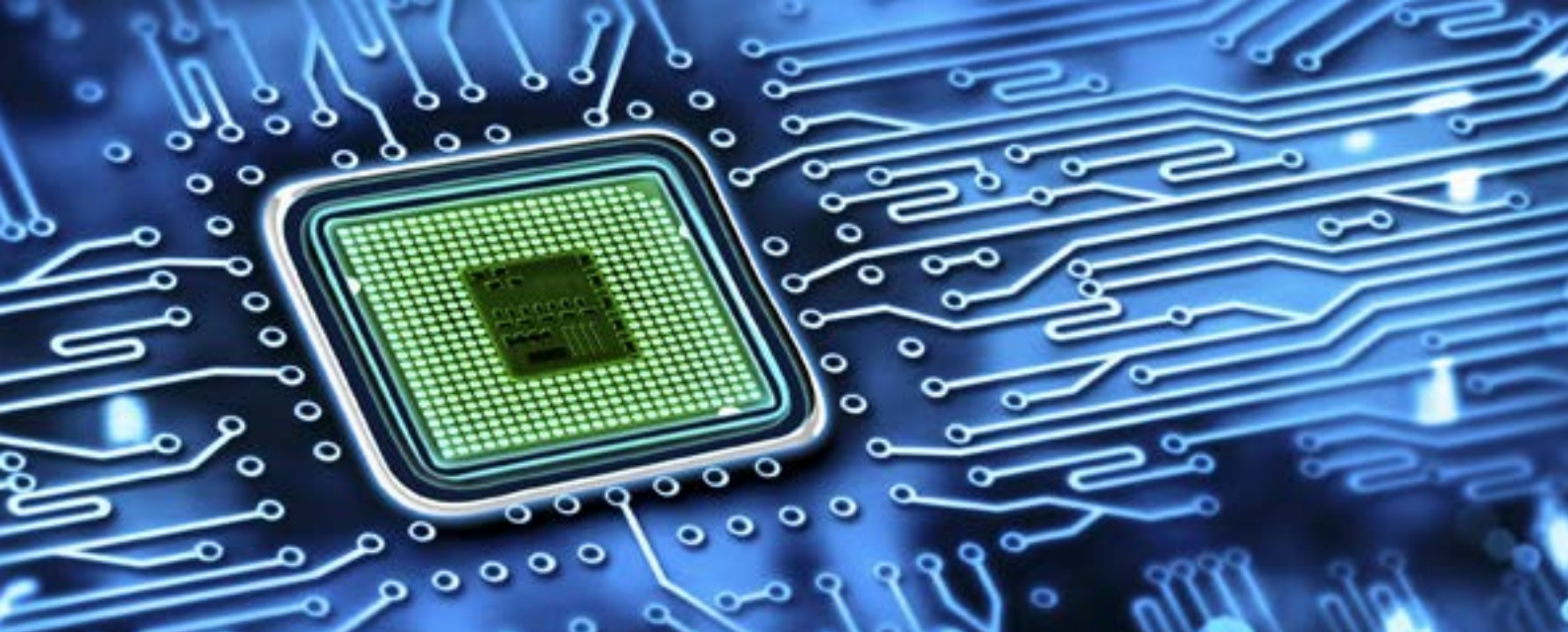
LETTRONICA AV

mercati | imprese | innovazione



2022 MEDIA KIT

**The competence-based view
of the electronics market**



THE COMPETENCE-BASED VIEW OF THE ELECTRONICS MARKET

Over thirty years of associative life and involvement and since 2020 published by an independent publisher, **ELETTRONICA AV** is designed to offer information and opinions on a higher level for professionals in the field of electronics market

ELETTRONICA AV is aimed at Italian managers, buyers, marketing and sales and also consultants and all those involved in the electronics segment.

ELETTRONICA AV is based on relevant contents to inspire business ideas and can be used also as key to success in terms of opportunities and services.

ELETTRONICA AV provides the very best and first-hand details to help keeping on top of things within a complex and ever-changing market.

ELETTRONICA AV collects worldwide the most appropriate contributions, points, concepts and skills from daily active players for common knowledge.

SPECIAL CONTENTS

ISSUE *	DOSSIER Final application	FOCUS Enabling technology
12 December-January 2022	LIGHTING	LED AND DRIVERS
13 February-March 2022	WELLNESS	SENSORS
14 April-May 2022	ELECTRIC MOBILITY	POWER ELECTRONICS
15 June-July 2022	SMART CITY	INTERNET OF THINGS
16 August-September 2022	INDUSTRY 4.0	EMBEDDED
17 October-November 2022	AUTOMOTIVE	AUTOMOTIVE IC

* Publisher owns all right to change the publication issues at any time and in his sole discretion.

MAGAZINE

ELETTRONICA AV is a bimonthly magazine. We control the process of creating subject matters, from idea through writing and publication, supported by a team of international contributors (including economist Alan Friedman and market analyst Ronald Bishop). All of the work goes into a summary of contents with sections and columns and rounded up with insights.

SECTIONS include interview articles with authoritative characters from the leading organizations, while **COLUMNS** give the reader an overview on actuality, scenarios, events and news coming from suppliers and distributors. The **DOSSIER** examines market and technology issues of a particular application sector, while the **FOCUS** presents a review of the enabling electronic technologies.

SECTIONS

MARKETS

Specific on electronics, this is a range of economic and market data on the national and international conditions with eye-witness interviews. Also including market insights by Assodel.

COMPANIES

Gives a list of all the points affecting companies and managers and an advanced research on institutional approaches to facilitate challenges and globalized growing opportunities.

INNOVATION

Technological contents related to R&D process for electronics, new devices and materials, end applications, "traditional" and "smart".

COLUMNS

MARKETS & TRENDS

Statistics, researches and inquiries on how things in electronics go.

PEOPLE & BUSINESS

News from the companies: agreements, appointments and results.

TRAINING & CONSULTING

News summary from Public Administration to help market players.

EVENTS & MOMENTS

Reports from trade shows, conferences, congresses and workshops.

PRODUCTS & SOLUTIONS

Get the latest from the global electronics suppliers.

MEETINGS AND EVENTS

MARKET Analysis	EVENT	Location Date
Year 2022 Forecasts	LIGHT & BUILDING	Frankfurt 13-18 March 2022
Year 2021 Balance	EMBEDDED WORLD	Nurnberg 15-17 March 2022
First Quarter 2022	PCIM	Nurnberg 10-12 May 2022
Mid-Year Analysis	-	-
Second Quarter 2022	INNOTRANS	Berlin 20-23 September 2022
Third Quarter 2022	ELECTRONICA	Munchen 15-18 November 2022

* Such changes may be relative with reasons associated with trade meetings and events involved in the distribution.

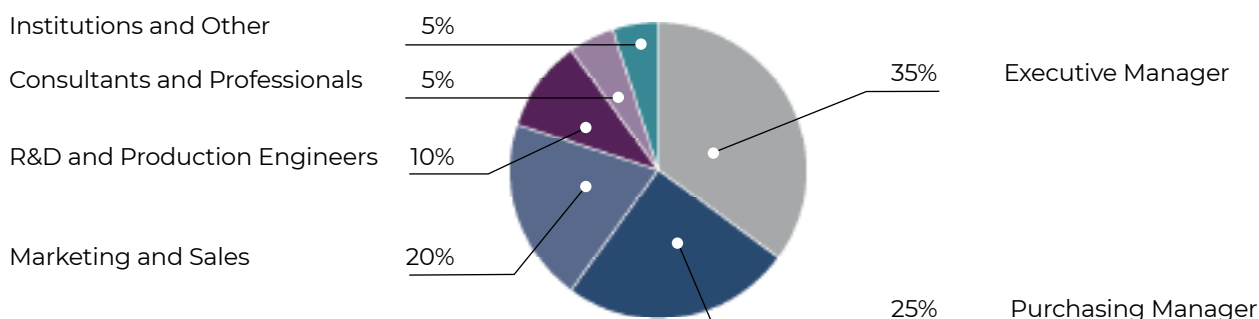
MAILING LIST

18,125* contacts, including **7,343** with complete postal address, distributed over **4,071** companies operating in electronics, make our mailing list the flagship of our publishing house. Our internal telemarketing office daily searches, analyzes, records and completes hundreds of names, leveraging on a Corporate CRM system, which is synchronized with the *Easy Business* database by *Kompass* and *LinkedIn Premium* access features.

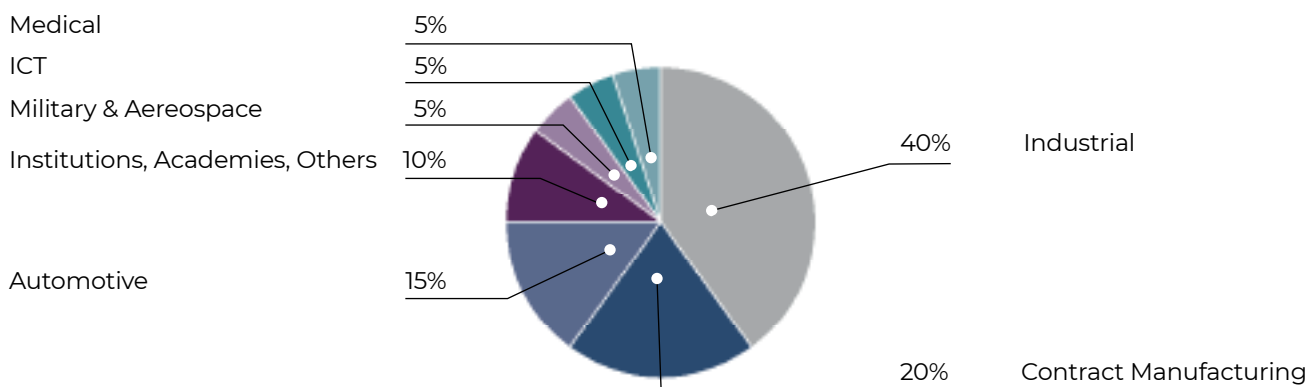
Our Electronics Area database has been built in cooperation with dozens of Top players in electronics who supported us in profiling companies and professionals and helped us in starting our editorial initiative. **ELETTRONICA AV** project doesn't stop growing and promises a further expansion in 2022.

* DATA REFERS TO 30TH SEPTEMBER 2021.

DISTRIBUTION BY JOB FUNCTION



DISTRIBUTION BY COMPANY SECTOR



TARGET AUDIENCE

ELETTRONICA AV is aimed at Italian entrepreneurs, corporate managers, purchasing managers, marketing and sales managers, R&D and production and also consultants and all those involved in the electronics.

By communicating with **ELETTRONICA AV** you can get in touch with a vast audience of professionals and companies in the Italian electronics market.

CIRCULATION

Printed in 5,200 copies for each issue, is sent to a selected mailing list and distributed at mayor trade meetings and events. The magazine comes also in a flip-through digital format which is sent to over 16,000 contacts. To increase international circulation, **ELETTRONICA AV** is also published in an English language digital version with an extract of the most interesting contents of the magazine.

DIGITAL

ELETTRONICA AV editorial digital project includes **www.elettronica.cloud**, a web portal dedicated to the world of electronics, which consists of two different and specialized sites: **www.elettronica-av.it** offers information related to market, business and innovation, while **www.elettronica-tech.it** is focused on technologies, projects and solutions and is addressed to an audience made of technicians.

Both the websites (connected and communicating with each other) are daily updated and keep their selected audiences informed with newsletters and promotional information. The most significant articles and news are also shared on Social Media like **LinkedIn** and **Facebook**.

WEB COMMUNICATION



www.elettronica-av.it

Information and opinions from the electronic world



www.elettronica-tech.it

Products information for engineer and technicians



NEWSLETTERS & DEMS

ELETTRONICA AV and **ELETTRONICA TECH** periodical newsletters reach an audience of electronics professionals (we can rely on more than 18,000 leads in our database), providing them with updated news from the electronics market.

DEM (Direct E-mail Marketing) with commercial communications are available too. They are sent to targeted users, accordingly to the sponsor's sector of interest.

**THE ONLY INDEPENDENT MAGAZINE
WITH INFORMATION AND OPINIONS
ABOUT THE ELECTRONICS MARKET**



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is published by **FW Communication**, division of **Fritz Walter srl**
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