



Periodico indipendente di informazioni e opinioni


# ELETTRONICA

mercati | imprese | innovazione

## THE MAGAZINE | TECHNICAL DATA

**ELETTRONICA** is designed to be a gathering place with information and opinions for professionals in the field of electronics market. Printed in **5,000 copies** for each issue, the magazine 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 **17,000 contacts**. By communicating with **ELETTRONICA** you can get in touch with a vast audience of professionals and companies in the Italian electronics market.

### ADVERTISING SIZES & RATES

POSITION	SIZE	RATE		
				
<b>Full Page</b>	210 x 297 mm + (5 mm)	<b>Euro 3.000</b>		
<b>Double Pages (Inside)</b>	420 x 297 mm + (5 mm)	<b>Euro 5.000</b>		
<b>Half Horizontal Page*</b>	210 x 138,5 mm + (5 mm)	<b>Euro 2.000</b>		
<b>Half Vertical Page*</b>	105,5 x 297 mm + (5 mm)	<b>Euro 2.000</b>		
<b>Cover Laef</b>	410 x 297 mm + (5 mm)	<b>Euro 6.000</b>		
<b>Special Positions</b>	Inside Front Cover	<b>Euro 5.000</b>		
	Inside Back Cover	<b>Euro 4.000</b>		
	Back Cover	<b>Euro 7.000</b>		
	Inside Front Page	<b>Euro 5.000</b>		
	Promotional Insert**	<b>Euro 5.000</b>		

\* Publisher reserves the right to place half-page-sized advertising on a space-available basis.

\*\* Depending on the weight of the attachment.

### TECHNICAL FEATURES

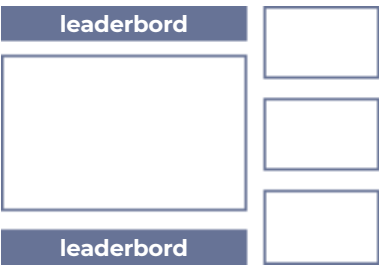
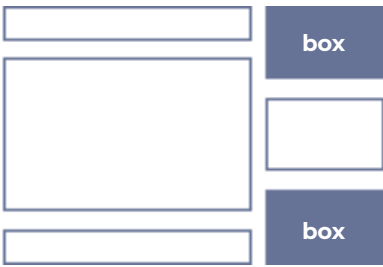
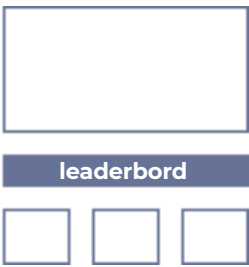
Printing  
Frequency  
Material Delivery  
Size  
Circulation  
Paper  
Binding

**Offset**  
**Bi-monthly (5 yearly issues)**  
**20 days before publication day**  
**210 x 297 mm**  
**5.200 copies/issue**  
**Matt coated**  
**Saddle stitching**

# THE DIGITAL | TECHNICAL DATA

For a constant update of the readers, **ELETRONICA** is supported also by the website **www.elettronica.cloud**, the portal dedicated to the world of electronics which refers to two specialized sites: **www.elettronica-av.it**, which contains information relating to markets, business and innovation and **www.elettronica-tech.it**, which contains information on technologies, projects and solutions.

## ADVERTISING SIZES & RATES

POSITION	SIZE	RATE
		
<b>Banner on Website (leaderbord)</b>	728 x 90 pixel	1.500 euro/month
<b>Banner on Website (box)</b>	300 x 250 pixel	1.500 euro/month
<b>Banner on Website (pop-up)</b>	on customer format or designed by us	2.000 euro/month
<b>Sponsored Content</b>	picture, text and link	1.000 euro/month
<b>Banner on Newsletter</b>	leaderboard or box	1.000 euro/each
<b>DEM Campaign</b>	on customer format or designed by us	2.000 euro/each
<b>DEM Lead Generation</b>	on customer format or designed by us	4.000 euro/each

Quotations for webinars, videos and podcasts are available upon request at your sales representative.

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