

Periodico indipendente di informazioni e opinioni

# ELETRONICA

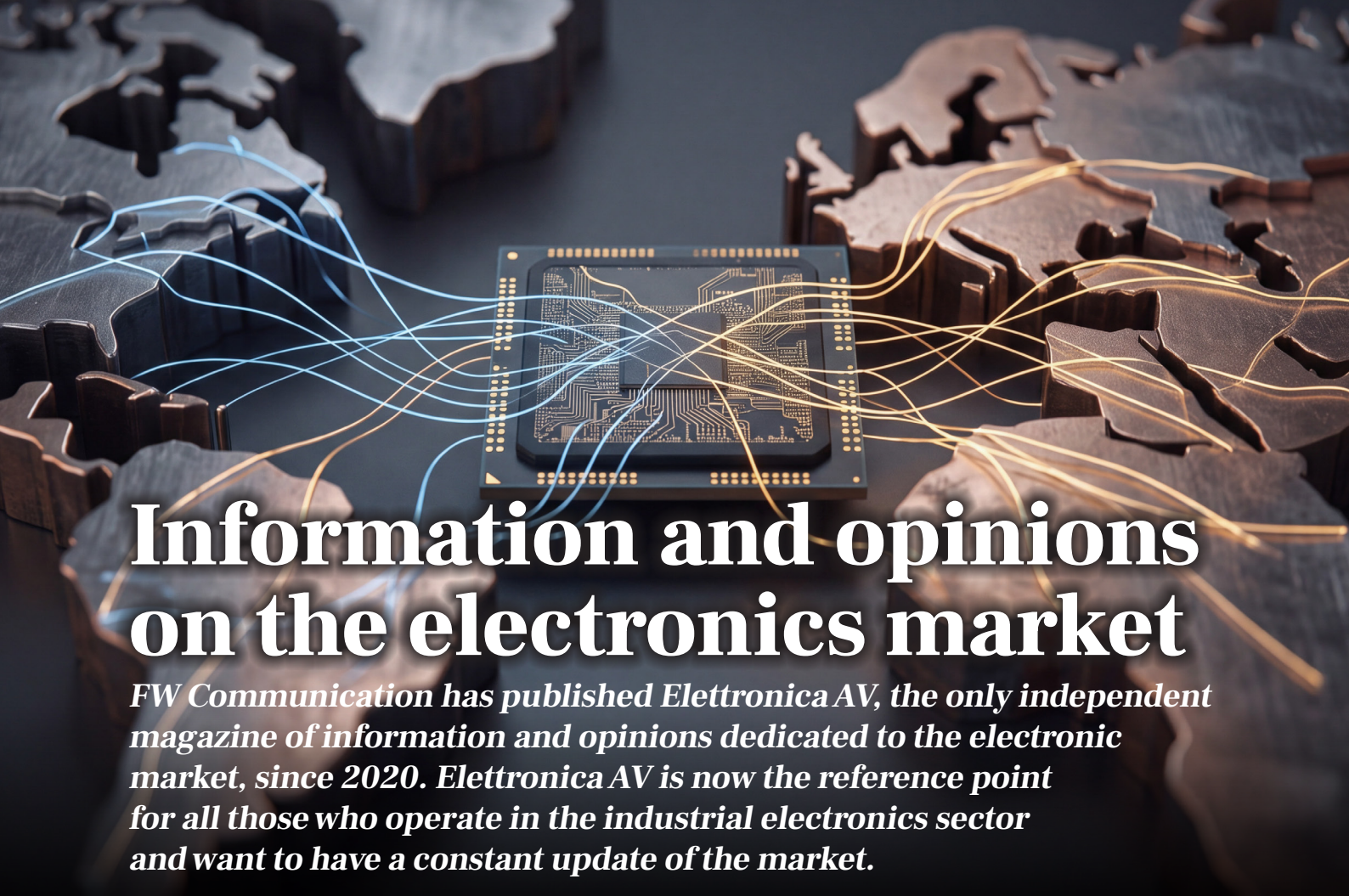
mercati | imprese | strategie

2027 MEDIA KIT

**A skill-based view  
on the electronic market**



**FW Communication**  
divisione di Fritz Walter srl  
[www.fwcommunication.it](http://www.fwcommunication.it)



# Information and opinions on the electronics market

*FW Communication has published Elettronica AV, the only independent magazine of information and opinions dedicated to the electronic market, since 2020. Elettronica AV is now the reference point for all those who operate in the industrial electronics sector and want to have a constant update of the market.*

**ELETRONICA AV** targets Italian entrepreneurs, managers, buyers, marketing and sales professionals, consultants and all those involved in the electronic segment.

**ELETRONICA AV** provides the very best and first-hand details to help keeping up with a complex and ever-changing market.

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

**ELETRONICA AV** collects the most appropriate contributions, views, perspectives, concepts and skills from daily-active players in the sector.

## SPECIAL TOPICS

| ISSUE   MONTH *                   | DOSSIER          | DEBATE       |
|-----------------------------------|------------------|--------------|
| <b>42</b>   December - January 27 | AEROSPACE        | SUPPLY CHAIN |
| <b>43</b>   February - March 27   | AI & DATA CENTER | POWER        |
| <b>44</b>   April - May 27        | AUTOMATION       | PCB          |
| <b>45</b>   June - July 27        | AGRITECH         | EMS          |
| <b>46</b>   August - September 27 | ENERGY           | CONNECTORS   |
| <b>47</b>   October - November 27 | AUTOMOTIVE       | DISTRIBUTION |

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

# MAGAZINE

**ELETTRONICA AV** is a bimonthly magazine. The contents are divided into sections and columns. Each number presents a space dedicated to a final application sector, and a focus study regarding a current issue, with comments and contributions from players of the segment (Special Topics). Sections include interviews with electronics leading figures and organisations, opinions and feedback, market tendencies and trends, business stories and profiles. Columns provide an updated overview of data and trends, logistics, events, education, business activities, news coming from suppliers and anything that happens in the electronics world.

## SECTIONS

### MARKET

*This section examines the economic situations and the market dynamics that condition the electronics sector. Through data, research and in-depth studies, it provides an overview of national and international evolution, highlighting trends, opportunities and challenges.*

### COMPANIES

*This section is dedicated to electronics leading companies. It includes interviews with entrepreneurs and managers and discusses strategies, projects, challenges and successes with a privileged look over the entities that contribute to the market's evolution.*

### STRATEGIES

*This section illustrates ideas, point of views and choices that drive the growth of electronics. Through analysis, in-depth studies and experiences, it illustrates business models and innovation that are transforming the electronics sector.*

## COLUMNS

### MARKETS & TRENDS

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

### PEOPLE & BUSINESS

*News from the companies: agreements, appointments and results.*

### LOGISTICS & TRANSPORTATIONS

*Analysis of a crucial sector for the electronics supply chain.*

### TRAINING & CONSULTING

*News summary from Public Administration to help market players.*

### EVENTS & MOMENTS

*Reports from trade shows, conferences, congresses and workshops.*

### PRODUCTS & SOLUTIONS

*The latest news from global electronics suppliers.*

## EVENTS AND EXHIBITIONS

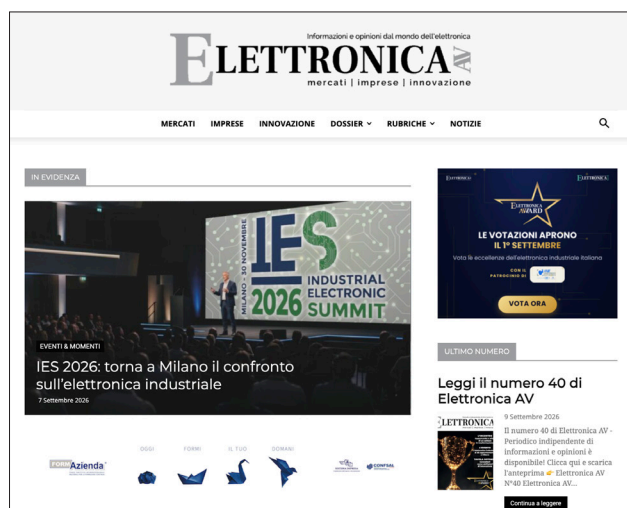
| ANALYSIS            | EXHIBITION                                           | ROUND TABLE                          |
|---------------------|------------------------------------------------------|--------------------------------------|
| Year 2026 Forecasts | -                                                    | Geopolitics, shortages, and autonomy |
| Year 2026 Balance   | EMBEDDED WORLD<br>(Nurnberg, 16-18 marzo)            | The engine of industrial transition  |
| First Quarter 2027  | FOCUS on PCB<br>(Vicenza, 21-22 aprile)              | The new frontier of complexity       |
| Mid Year Analysis   | PCIM<br>(Nurnberg, 11-13 maggio)                     | The role of the industrial partner   |
| Second Quarter 2027 | -                                                    | From commodity to critical component |
| Third Quarter 2027  | INDUSTRIAL ELECTRONIC SUMMIT<br>(Milan, 29 novembre) | Service beyond mere sales            |

# DIGITAL COMMUNICATION

For a constant readers update, **ELETTRONICA AV** magazine is supported by **www.elettronica-av.it** website, which includes information regarding the market, the companies and the business and constantly communicates with **www.elettronica-tech.it** website, containing information about technologies, products and solutions.

The website **www.elettronica-av.it** keeps its selected audience informed with periodic newsletters, which can be sponsored, and promotional information addressed to different user profiles available in the database (DEM). Website contents are also scheduled to be posted on LinkedIn and Facebook channels, as well as delivered through newsletters for sponsored or most popular news items.

## WEBSITES



**www.elettronica-av.it**  
Information and opinions  
about market and business



**www.elettronica-tech.it**  
Products information  
for engineers and technicians

## NEWSLETTERS & DEMs

**ELETTRONICA AV** newsletter is sent monthly in digital format and contains the most up-to-date information from the electronics sector.

**ELETTRONICA AV** newsletter is sent to about 9,000\* recipients: the average opening rate is 20%, the click rate is 4%.

**DEMs** (Direct Email Marketing) are sent to our profiled users' database according to their interests.



# READERSHIP

**www.elettronica-av.it** is the website that offers market and business information for entrepreneurs and managers (purchasing, sales, marketing, etc.) in the electronic industry. A point of reference for a daily update about the ecosystem, it has an average of **20,000\*** unique visitors per month and over **70,000\*** page views.

**Websites and newsletters can be sponsored  
with banners in Leaderboard and Box formats.**

*\* Updated October 2026*

## SOCIAL MEDIA

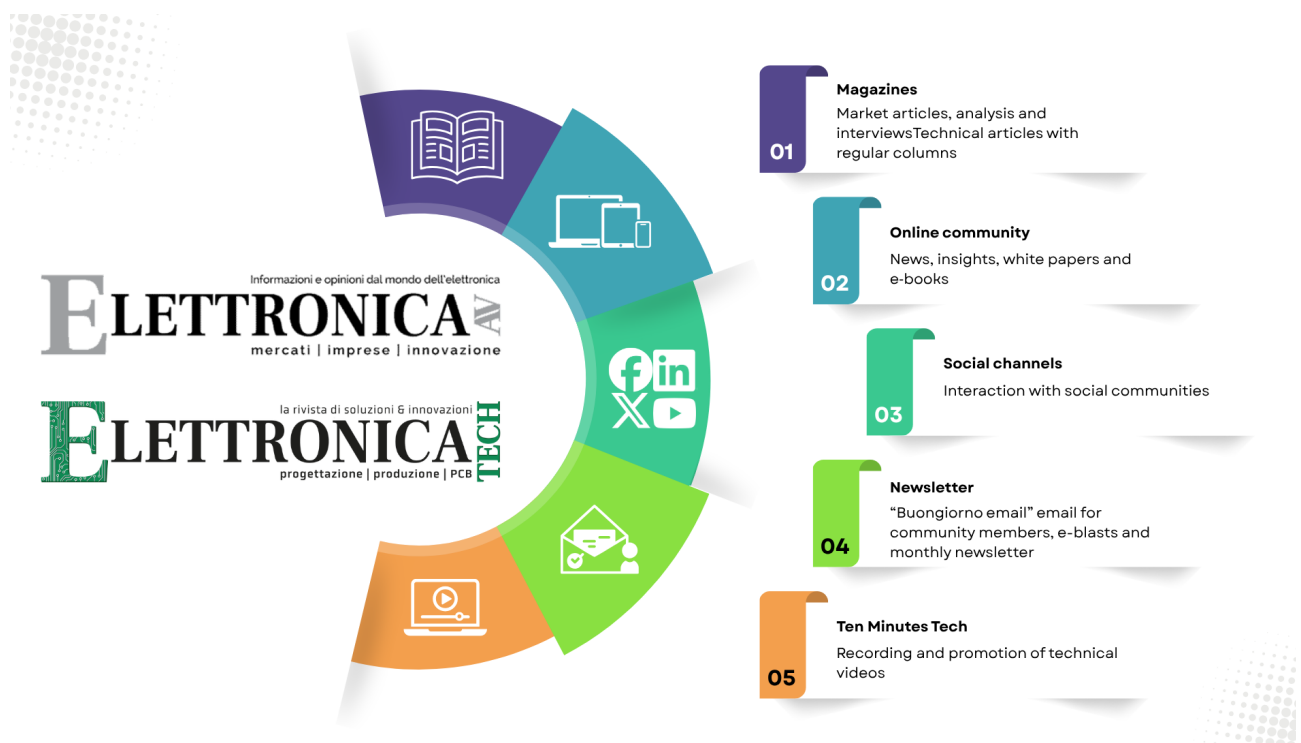
You can find **ELETTRONICA AV** on social media through its **LinkedIn** page, followed by more than **7,200\*** users, and its **Facebook** page, followed by about **1,000\*** users. Video contents are available on **YouTube**.

**Content published on LinkedIn  
can also be sponsored.**

*\* Updated October 2026*



## THE ECOSYSTEM



# MAILING LIST

With more than **28,000\*** contacts, **Electronics Area** mailing list is the publishing house's pride. Among these contacts, about **16,000\*** possess a complete postal address, verified by the internal office dedicated to telemarketing, which daily searches, analyses, collects and completes hundreds of names. The process is conducted through a business CRM synchronised with **Cerved Atoka**, an advanced suite of Sales Intelligence, marketing and lead generation B2B developed by Cerved Group. Our Electronics Area database has been built in cooperation with tens of top players in electronics, who supported us in profiling companies and contacts and helped us build our **ELETTRONICA AV**, an ever-growing editorial project.

*\* updated october 2026*

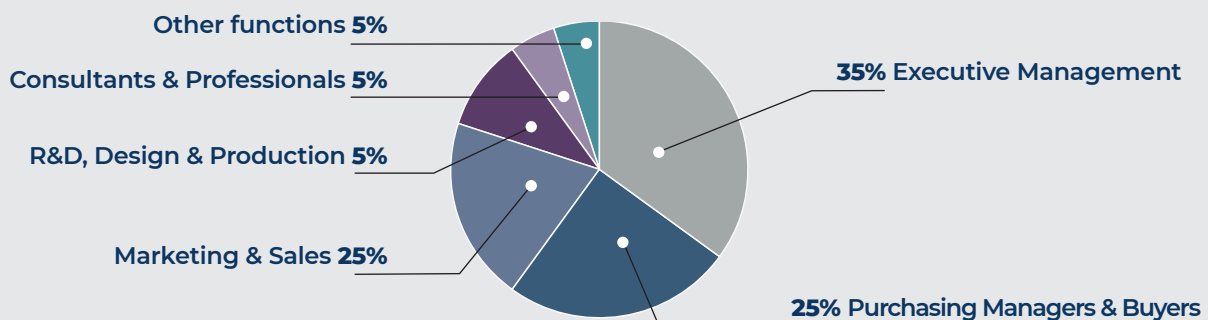
## AUDIENCE

**ELETTRONICA AV** targets at Italian entrepreneurs, corporate managers, purchasing, marketing and sales managers, R&D, production, and all those involved in the electronics. By communicating with **ELETTRONICA AV** you can get in touch with a huge audience of professionals and companies in the Italian industrial electronics market.

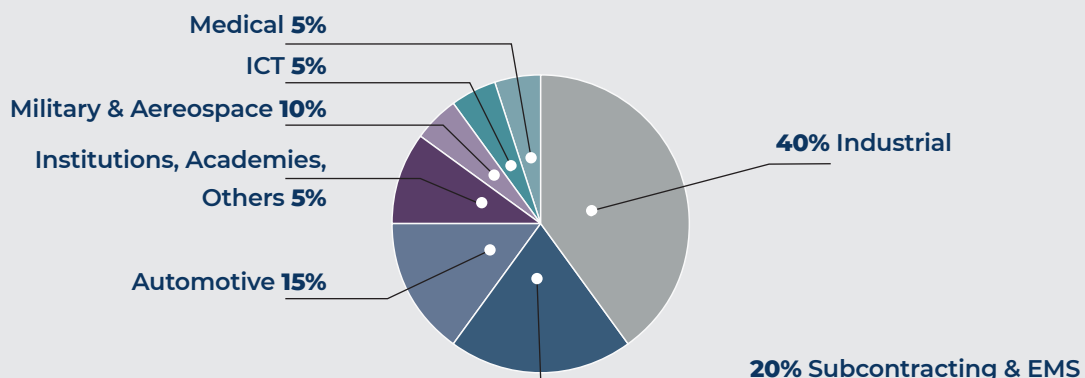
## CIRCULATION

Printed in **5,000 copies** per issue, **ELETTRONICA AV** is sent to a selected mailing list and distributed at major trade meetings and events. The magazine **ELETTRONICA AV** also comes in a flip-through digital format. A preview can be downloaded or browsed on the website. The full digital version of the magazine is available by subscription.

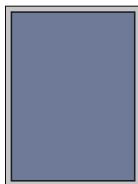
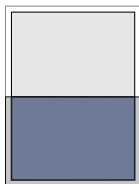
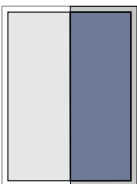
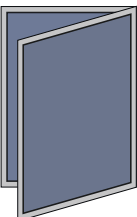
### DISTRIBUTION BY JOB FUNCTION



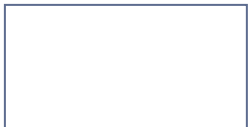
### DISTRIBUTION BY COMPANY SECTOR



# MAGAZINE - ADVERTISING SIZES & RATES

| POSITION                                                                          | SIZE                                                                              |                                                                                   | RATE                                                                               |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Full Page                                                                         | 210 x 297 mm + (5 mm)                                                             |                                                                                   | 3,000 Euros                                                                        |                                                                                     |
| Half Page                                                                         | TBD                                                                               |                                                                                   | 1,500 Euros                                                                        |                                                                                     |
| Double page inside                                                                | 420 x 297 mm + (5 mm)                                                             |                                                                                   | 5,000 Euros                                                                        |                                                                                     |
| Cover Leaf                                                                        | 410 x 297 mm + (5 mm)                                                             |                                                                                   | 6,000 Euros                                                                        |                                                                                     |
| Special Position                                                                  | Inside Front Cover                                                                |                                                                                   | 5,000 Euros                                                                        |                                                                                     |
|                                                                                   | Inside Back Cover                                                                 |                                                                                   | 4,000 Euros                                                                        |                                                                                     |
|                                                                                   | Back Cover                                                                        |                                                                                   | 7,000 Euros                                                                        |                                                                                     |
|                                                                                   | Inside Front Page                                                                 |                                                                                   | 5,000 Euros                                                                        |                                                                                     |
|                                                                                   | Promotional Insert                                                                |                                                                                   | 5,000 Euros                                                                        |                                                                                     |

# DIGITAL - ADVERTISING SIZES & RATES

| POSITION                                                                                                                                                                                                                                                          | SIZE                                                                                                                                                                                                                                                              | RATE                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><br> | <br><br> | <br><br> |
| <b>Banner on Website (Leaderboard)</b>                                                                                                                                                                                                                            | 728 x 90 pixel                                                                                                                                                                                                                                                    | <b>1,500 Euros/Month</b>                                                                                                                                                                                                                                                |
| <b>Banner on Website (Box)</b>                                                                                                                                                                                                                                    | 300 x 250 pixel                                                                                                                                                                                                                                                   | <b>1,500 Euros/Month</b>                                                                                                                                                                                                                                                |
| <b>Banner on Website (Pop-Up)</b>                                                                                                                                                                                                                                 | customer format or designed by us                                                                                                                                                                                                                                 | <b>2,000 Euros/Month</b>                                                                                                                                                                                                                                                |
| <b>Sponsored Content</b>                                                                                                                                                                                                                                          | picture, text and link                                                                                                                                                                                                                                            | <b>1,000 Euros/Month</b>                                                                                                                                                                                                                                                |
| <b>Banner on Newsletter</b>                                                                                                                                                                                                                                       | leaderboard o box                                                                                                                                                                                                                                                 | <b>1,000 Euros/Month</b>                                                                                                                                                                                                                                                |
| <b>DEM Campaign</b>                                                                                                                                                                                                                                               | customer format or designed by us                                                                                                                                                                                                                                 | <b>2,000 Euros/Month</b>                                                                                                                                                                                                                                                |
| <b>DEM Lead Generation</b>                                                                                                                                                                                                                                        | customer format or designed by us                                                                                                                                                                                                                                 | <b>4,000 Euros/Month</b>                                                                                                                                                                                                                                                |

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## The only independent magazine of information and opinions on the electronics market



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