la rivista di soluzioni & innovazioni

ELETTRONICA TECH

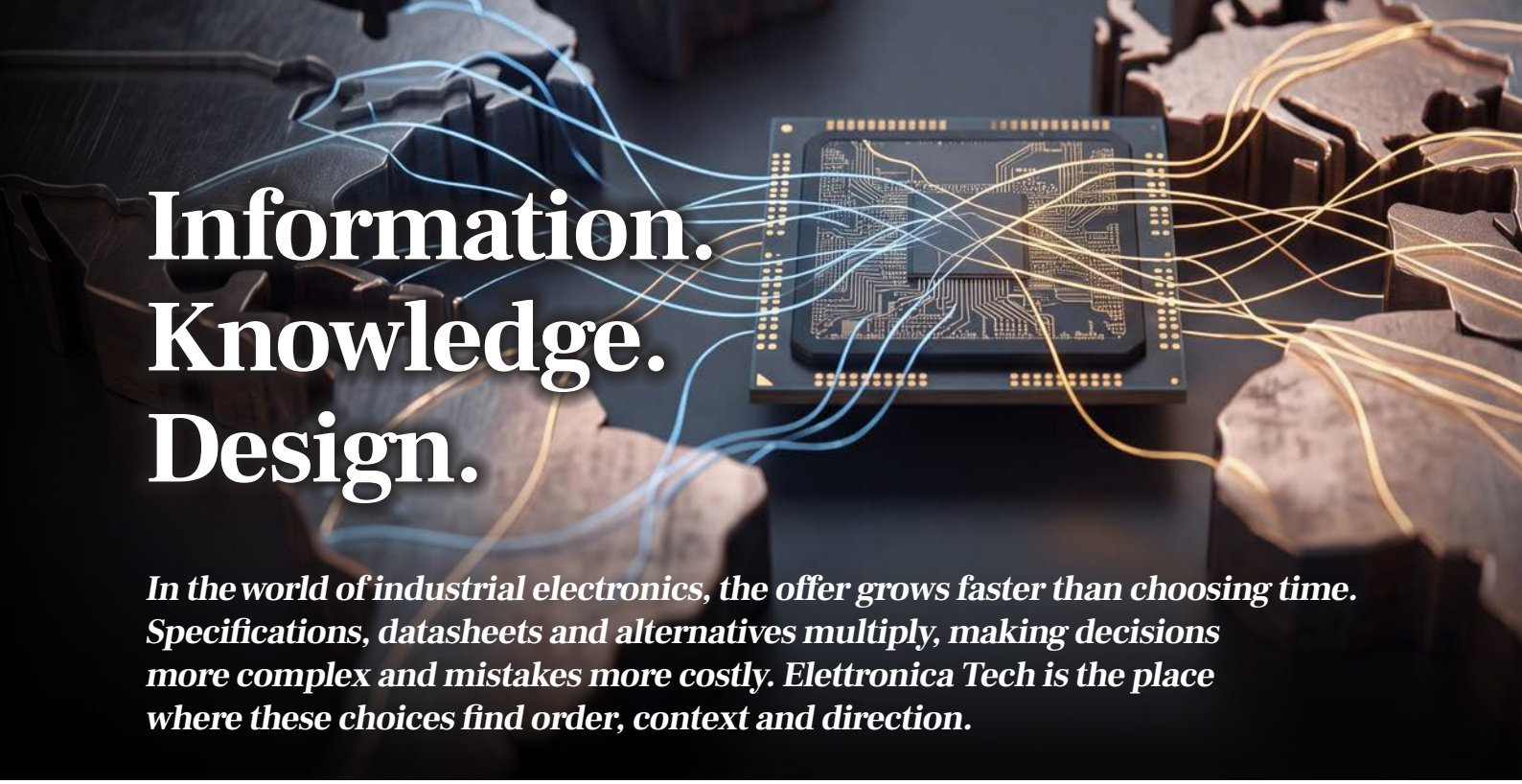
Progettazione | Produzione | PCB



2027 MEDIA KIT

Content that guides designers' decisions

FW Communication
divisione di Fritz Walter srl
www.fwcommunication.it



Information. Knowledge. Design.

In the world of industrial electronics, the offer grows faster than choosing time. Specifications, datasheets and alternatives multiply, making decisions more complex and mistakes more costly. Elettronica Tech is the place where these choices find order, context and direction.

New project, solid foundations

Elettronica Tech originates from the experience of the website **www.elettronica-tech.it**, which has been active for six years as a reference point for designers and engineers. A qualified community and a constant confrontation with the market have built an actual knowledge of the sector's technical needs.

Technical expertise, now on paper

Elettronica Tech magazine brings the website's approach on paper: verified content, designer-oriented tone, application-driven focus. Each article helps the reader understand, compare and decide, clarifying the complex.

A vision that generates value

Communicating through **Elettronica Tech** means accessing the designers' decisional process and transforming visibility into qualified contacts. Our editorial vision offers useful content, aiming to guide technological choices.

Technical content as a marketing tool

We believe in the value of a high-quality technical content. That's why **Elettronica Tech** offers companies a reliable channel to communicate innovation and know-how to professionals designing tomorrow's technologies.

SPECIAL TOPICS

ISSUE | MONTHS	TECHNICAL INSIGHT	EXHIBITION
1 | Apr-May-Jun 26	**COUNTERFEITING**	**Arrow EW** - Parma, 18 June 26
2 | Jul-Aug-Sep 26	**ELECTRONICS & AI**	**Electronica** - Munich, 10-13 November 26
3 | Oct-Nov-Dec 26	**PCB & COMPONENT MINIATURISATION**	
4 | Jan-Feb-Mar 27	**A WORLD OF SENSORS THE NEW IOT**	**Focus on PCB & Components** - Vicenza, 21-22 April 27 **Embedded World** - Nuremberg, 16-18 March 27 **PCIM** - Nuremberg, 11-13 May 27
5 | Apr-May-Jun 27	**ULTRA TECHNOLOGY SPACE & DEFENCE**	**SPS** - Parma, 25-27 May 27 **Arrow EW** - Parma, June 27
6 | Jul-Aug-Sep 27	**PRODUCTION TECHNIQUES AND MACHINERY**	**Productronica** - Munich, 16-19 November 27
7 | Oct-Nov-Dec 27	**POWER, THE NEW FRONTIER**	

Publisher owns all rights to change the publication issues based on his discretion

MAGAZINE

Elettronica Tech selects and publishes content conceived to support technical and design choices of electronics professionals.

SECTIONS

PCBs, Production, Security By Design, Embedded/IoT, Power, Connection, Automotive, T&M are the fixed sections covering specific industrial sectors. The value stands not only in the covered topics, but also in the way they are developed.

TECHNOLOGIES

Focus studies about architectures, solutions and emerging technological approaches, analysed from the perspective of concrete use and system integration.

APPLICATIONS

Analysis of the implementation of technologies in real systems, with focus on performance, reliability and design constraints.

USE CASES

Practical experiences and application cases which show real problems and solutions, useful for those who face similar challenges in their projects.

TECHNICAL TRENDS

Market evolutions viewed with technical eyes: not fads, but trends that actually influence the way of designing, producing and integrating electronics.

TECHNICAL APPROACH

Content oriented towards real understanding of solutions: specifications, architectures, advantages and limitations are central and excessive simplifications avoided.

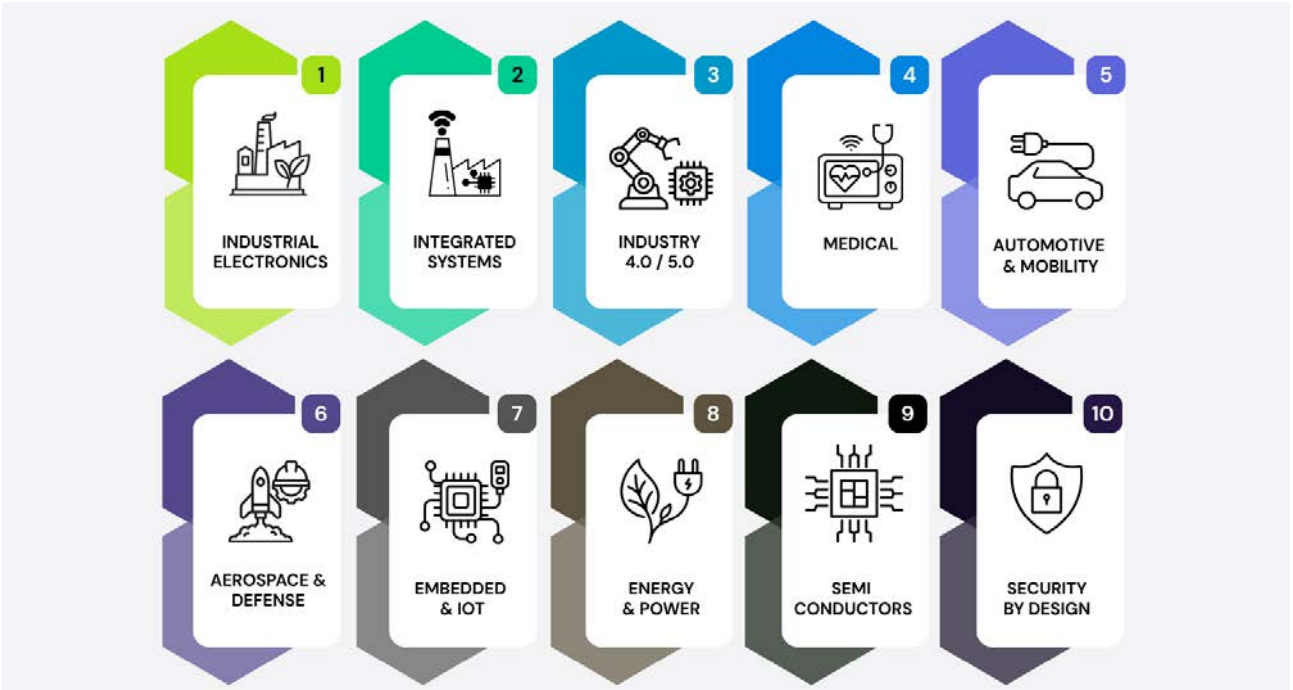
DESIGNER-ORIENTED TONE

This magazine is written for those who design and build electronic systems, with a precise, technical language respecting reader's competences.

EDITORIAL VERIFICATION

Each content is selected and verified by the editorial team to guarantee coherence, technical quality and real usefulness.

TECHNICAL ECOSYSTEM



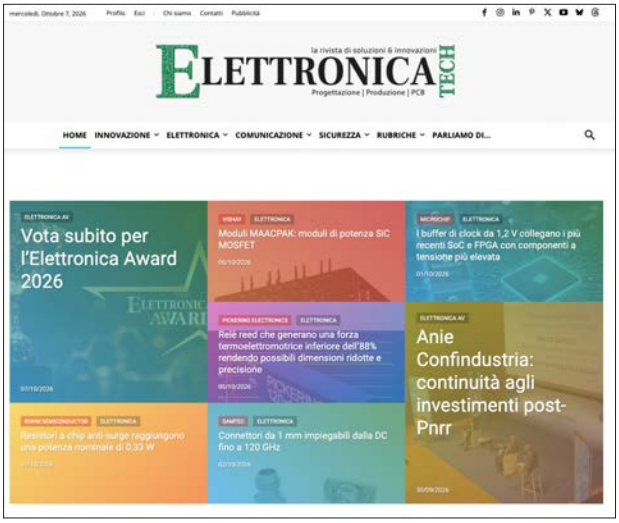
DIGITAL

Numbers and performance reflect an active, engaged and qualified community, built over time through useful content coherent with the needs of electronics professionals.

WEB

www.elettronica-tech.it

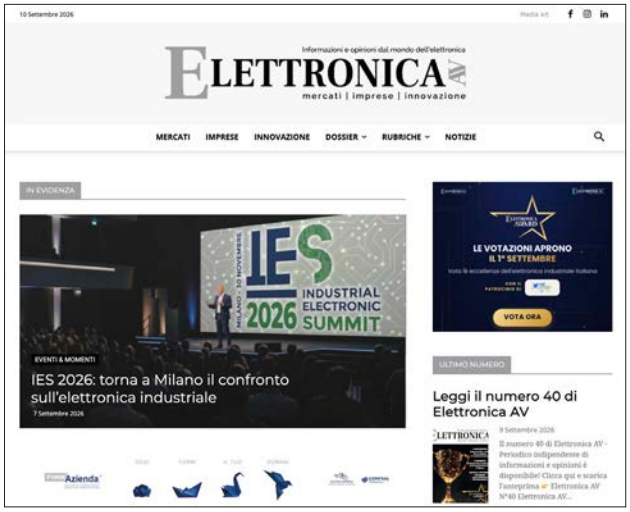
Product information for designers and specialists



Constantly communicating with **www.elettronica-av.it** website, **www.elettronica-tech.it** registers a traffic of over **35,000** monthly unique users and reflects an interest in technologies, products and applications, with users accessing content during study, comparison and technical decision-making processes. *"Parliamo di"* page is a snapshot of products and services' offer, listing more than 400 companies.

www.elettronica-av.it

Market and business information for entrepreneurs and managers



NEWSLETTERS & DEMS

Our newsletter represents the main channel for direct communication with our community, reaching a technical audience of over **13,000** recipients with a 30% opening rate and a 4% click rate.

BUONGIORNO E-MAIL

Over **4,000** professionals have registered on our Elettronica Tech website, and receive our dedicated daily newsletter, with an opening rate above 50%.



READERSHIP

Elettronica Tech is published four times a year (quarterly) and reaches over **5,000*** technical professionals selected within the community. These include designers, engineers and technical figures involved in decision-making, validation and electronical solutions' integration processes who use the magazine as a tool for targeted updates and insights.

Our website and newsletter can be sponsored with banners in Leaderboard and Box formats.

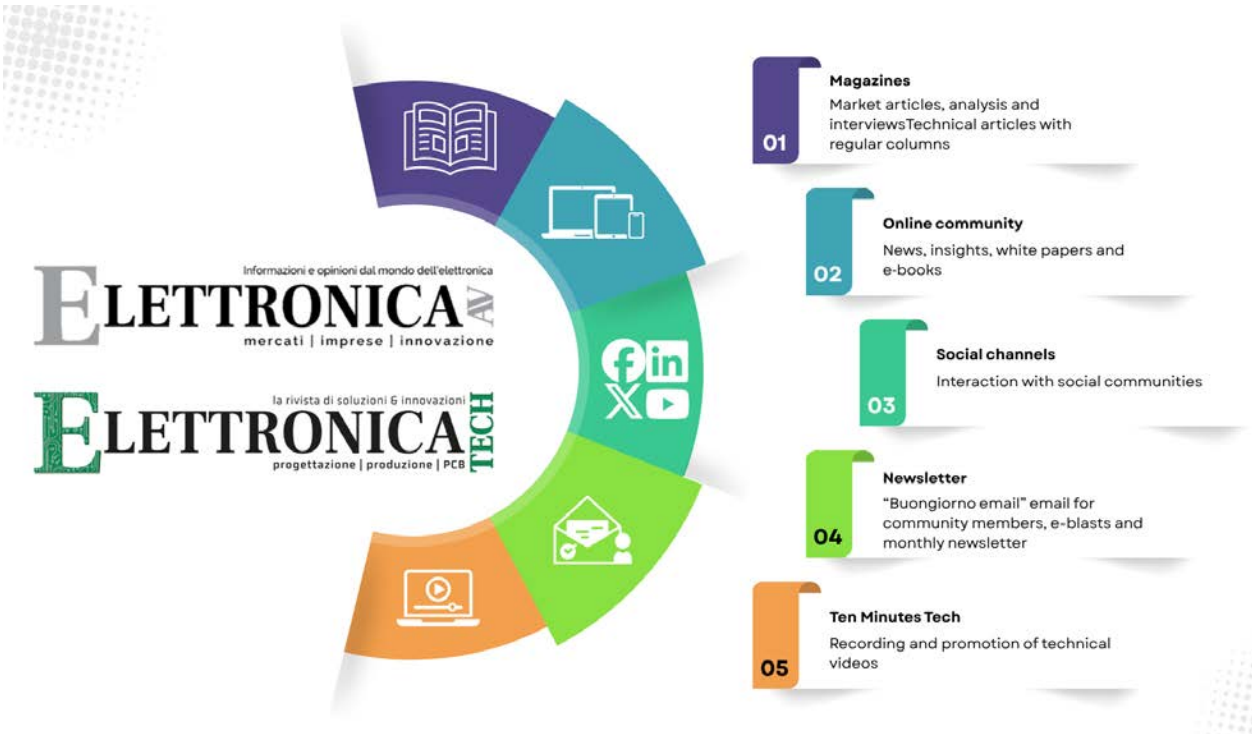
** updated 30th September 2026*

SOCIAL MEDIA

Elettronica Tech manages 8 social channels (Linkedin, Facebook, Instagram, Pinterest, Youtube, Threads, Mastodon and Bluesky) which reach a combined audience of over **10,000** followers, strengthening brand presence, gaining new readers and supporting content over time.

Content published on LinkedIn can also be sponsored.

MEDIA ECOSYSTEM



MAILING LIST

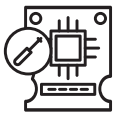
With more than **28,000*** contacts, **Electronics Area** mailing list is the publishing house's pride. Among these contacts, about **16,000*** possess a complete postal address verified by a specialized in-house team; this team conducts daily research, analysis, data gathering, and updates regarding corporate information, enriching and qualifying hundreds of records using professional tools and specialized information sources. The Area Elettronica database was created through collaboration with numerous key industry players, who contributed to profiling companies and contacts and to developing a constantly evolving publishing project.

** updated 30th September 2026*

TARGET

Elettronica Tech stands out for its ability to reach readers who are designing, integrating or producing a solution with technical articles, applications and insights, considering that readers:

- **play an active role in the decision-making process**
- **influence technical and integration choices**
- **seek reliable solutions, not promotional messages**



Electronic Designers

They design circuits, electronic boards and PCBs, evaluating components, architectures and alternative technologies while seeking available, reliable and valid solutions. We reach electronic designers during the selection of components and designing tools.



System Integrators

They combine complex electronic systems into complete solutions for automation, industry, energy, building and mobility. We reach system integrators during the selection of technologies and components and when they need solid, scalable, supported and validated solutions.



Production Technicians

They manage the industrialisation of the project, working on PCBs, assembly and trial processes. We reach production technicians during the selection, validation and integration of components and solutions which guarantee production reliability and efficiency.



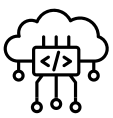
R&D Manager

They supervise production, evaluate new technologies and define roadmaps guiding strategic choices. We reach R&D managers during the defining process of technological foundations for future products, which must guarantee continuity over time.



Technical Buyers and Purchasing Department

They support designing operational choices, evaluating availability, supply continuity and alternatives in a constant dialogue with designers and suppliers. We reach them when technical choices become supply choices.

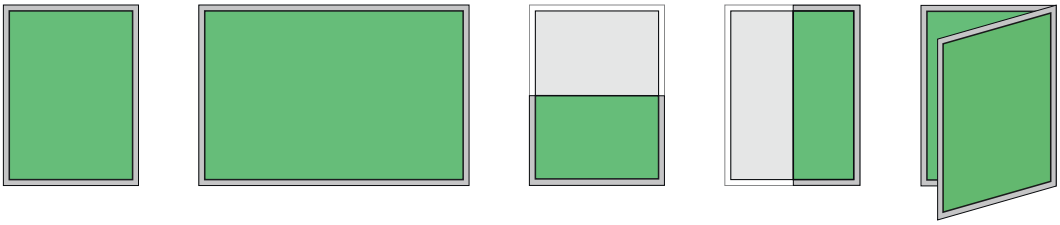


Hardware and Firmware Engineers

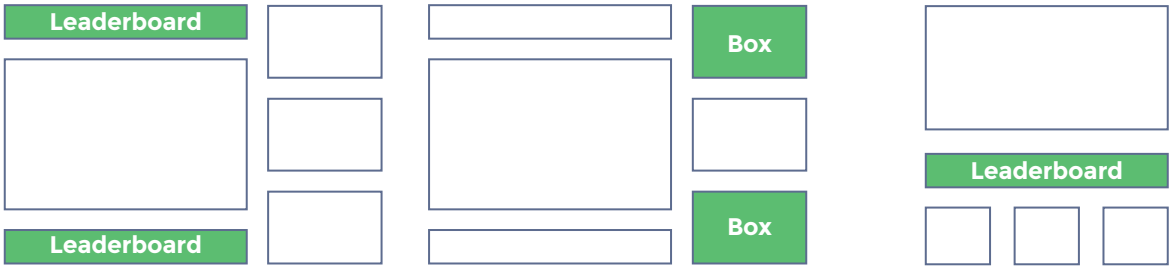
They work on hardware-software integration, focusing on performance, consumption, compatibility and scalability. We reach engineers when architectures, firmware and technical solutions must be refined to achieve the final result.

ADV SIZES & RATES

MAGAZINE

POSITION	SIZE	RATES
		
Full Page	210 x 297 mm + (5 mm)	**3.000 euros**
Half Page (V/O)	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	Front Cover	**7.000 euros**
	Inside Front Cover	**5.000 euros**
	Inside Back Cover	**4.000 euros**
	Back Cover	**6.000 euros**
	Inside Front Page	**4.000 euros**
	Promotional Insert	**5.000 euros**

DIGITAL

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

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Published by **FW Communication**, division of Fritz Walter srl

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