



- *Electronica Azi's business concept is to provide Romanian design engineers, and other professionals within the Romanian electronic industry, with qualified news, sharp analysis and in-depths technical articles.*
- *We cover five main topics: Production, Components, Design, Embedded Systems and Test/measurement.*
- *The concept of Electronica Azi is divided into a magazine (print & electronic edition) and a website that gives the reader the latest industry-news. Each issue is also dedicated to a special feature where we choose to shed some light over a certain technical or application area more detailed than usual. Topics will include automotive electronics, analogue design, industrial electronics, power management, displays, and test and measurement.*
- *Our website and through our weekly newsletters we reach the readers fast with the latest business-events and applications.*
- *Electronica Azi has succeeded well and is today Romanian's largest publication in its field. That's why we can offer such efficient channels for those advertisers that share the same target groups as we do.*

Take advantage of these channels in your marketing!

Inside the “Electronica Azi” magazine:

COVER STORY

The Cover Story is a technology-driven article with an educated viewpoint on topical and relevant issues and trends.

PRODUCT TECHNOLOGY REVIEW

A snapshot of features and specs for a wide range of comparable products in a different category, giving our readers important design considerations for making informed purchasing decisions.

EMBEDDED SYSTEMS

The Embedded Systems feature provides experienced designers with high-level, detailed analysis and technology news covering the entire market spectrum.

SEMICONDUCTOR HIGHLIGHT

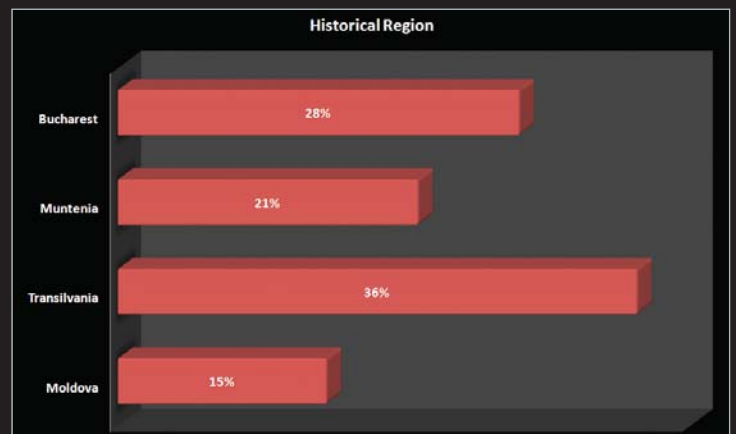
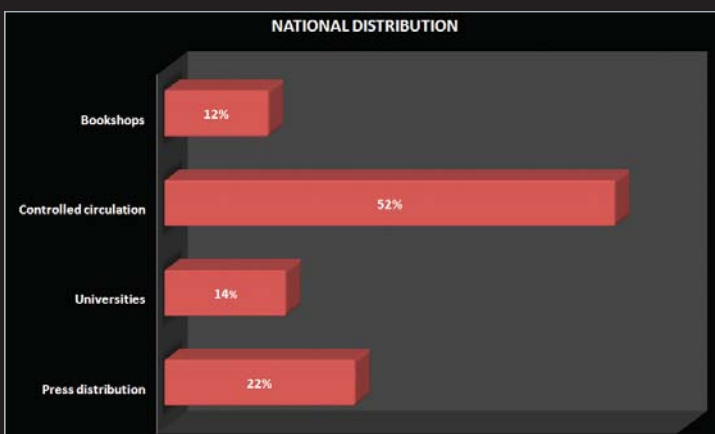
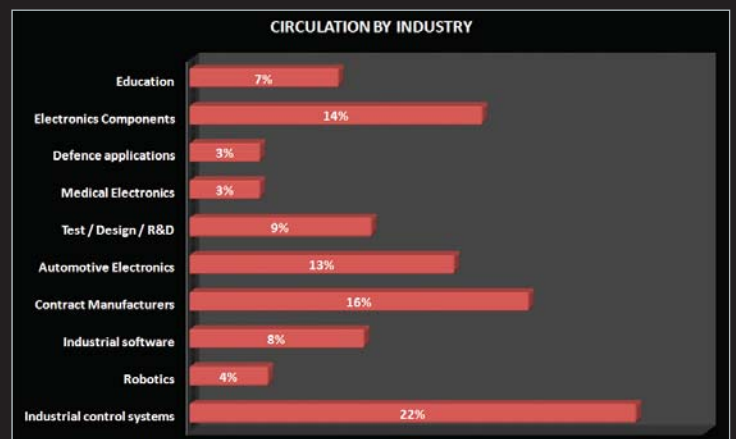
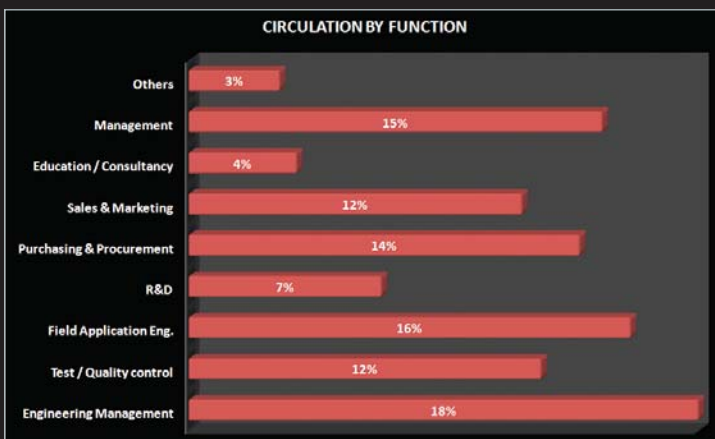
Semiconductor Highlight provides thorough coverage of a different IC category each issue.

DESIGN TALK

Design Talk offers additional resources on relevant and timely topics that arise throughout the year. From application articles for entry-level engineers, to cutting-edge technologies and techniques of interest to engineers of all levels of expertise, to contributed articles on a wide range of topics, Electronica Azi Online offers many opportunities to interact with electronic design engineers.



“Electronica Azi” magazine circulation:



Every day, www.electronica-azi.ro presents new products in the same key product categories “Electronica Azi” magazine covers: Boards & Modules, Design Engineering, Embedded Systems, Integrated Circuits, Optoelectronics & Displays, Packaging & Interconnects, Passive & Discrete, Components, Power Sources, Sensors, Test & Measurement.

Current Issue

Each month, Electronica Azi's print publication will be posted on our site. Engineers can scroll through Electronica Azi Online, as well as read the print version.

Web Exclusives

This section is an Electronica Azi community devoted to high-tech solutions for helping engineers. Coverage includes case studies, features, news, opinion and reviews.

Live Product Demo

Sponsored streaming video and audio clips featuring your technology at work in the field or in a demonstration setting where all its features and benefits are on display.

News

News updated on a daily basis.

Design Network

Featuring on-demand library of ideas, tips, and tutorials for design engineers.

Special sections

Every day Electronica Azi presents technical articles or case studies on different topics:

- Electronics Components
- Design Engineering
- Embedded Systems
- Surface Mount Technology



Electronica Azi on the WEB

www.electronica-azi.ro

Total monthly visitors: **14,500**



[source: TRAFIC RANKING]

Electronica Azi WEB rates – 2010

Head banner – 468 x 60 pixels: **400 € / month**

Located above the top header (first item). It can be seen on all pages.

Head banner – 728 x 90 pixels (LEADERBOARD): **350 € / month**

Located under the top header. It can be seen on all pages.

Head banner – 120 x 600 pixels (SKYSCRAPER): **350 € / month**

Located in the right-hand column “Always visible”. It can be seen on all pages.

Inside banner – 300 x 250 pixels: **250 € / month**

Advertising area that can be seen on the first page (HOME), located among the e-articles.

Product Text Ads: **200 € / month**

Located in the left-hand column, on the first page (HOME).

Inside banner – 468 x 60 pixels: **175 € / month**

Advertising area that can be seen on a special page, (Components - Embedded Systems - SMT - Design Solutions) located under the section menu.

Inside banner – 300 x 250 pixels: **150 € / month**

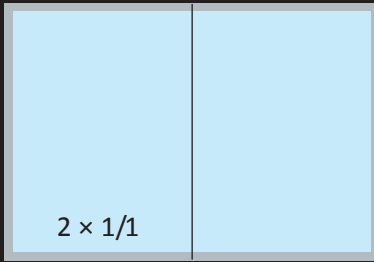
Advertising area that can be seen in a special page, (Components - Embedded Systems - SMT - Design Solutions) located among the e-articles.

e-article: **100 € / month**

Html file with pictures on some pages placed in the appropriate menu of the appropriate column.

“Electronica Azi” magazine – PRINT

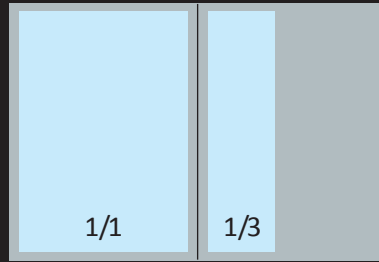
Electronica Azi magazine – Ad Dimensions



Full Page Spread

(W) 438 mm × (H) 310 mm

Bleed: please add 5 mm



Full Page Plus

(W) 219 mm × (H) 310 mm

Bleed: please add 5 mm

(W) 73 mm × (H) 310 mm

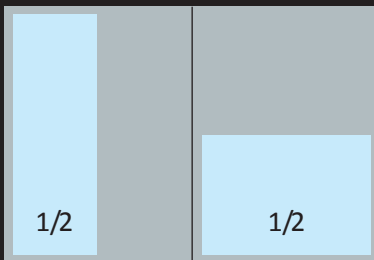
Bleed: please add 5 mm



Full Page

(W) 219 mm × (H) 310 mm

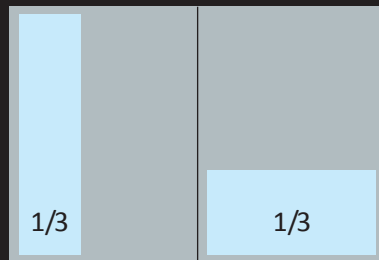
Bleed: please add 5 mm



1/2 Page Vertical

(W) 110 mm × (H) 310 mm

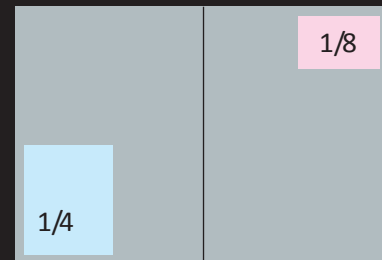
Bleed: please add 5 mm



1/3 Page Vertical

(W) 73 mm × (H) 310 mm

No Bleed



1/4 Page

(W) 110 mm × (H) 154 mm

No Bleed

1/2 Page Horizontal

(W) 219 mm × (H) 154 mm

Bleed: please add 5 mm

1/3 Page Horizontal

(W) 219 mm × (H) 103 mm

No Bleed

1/8 Page (News Box)

(W) 110 mm × (H) 50 mm

No Bleed

Digital Advertising Specifications

Software: QuarkXPress, Photoshop

Digital image formats: TIFF, JPEG, EPS,
300dpi resolution, CMYK colours or B/W

Paper stock: 90g/m²

The prices do not include VAT and the technical costs
of making the ads or banners.

Electronica Azi PRINT – Advertising rates – 2010

Size	Number of insertions	Discount [%]	1×	3×	5×	8×	10×
			0%	10%	20%	30%	40%
Cover 1	1/3*	Special Vertical	€ 1,590	€ 1,431	€ 1,272	€ 1,113	€ 954
Cover 1	1/4**	Special Horizontal	€ 1,190	€ 1,071	€ 952	€ 833	€ 714
Cover 2	1/1	Page	€ 1,790	€ 1,611	€ 1,432	€ 1,253	€ 1,074
Cover 3	1/1	Page	€ 1,890	€ 1,701	€ 1,512	€ 1,323	€ 1,134
Cover 4	1/4	Page	€ 790	€ 711	€ 632	€ 553	€ 474
Cover 4	1/2	Page	€ 1,290	€ 1,161	€ 1,032	€ 903	€ 774
Cover 4	1/1	Page	€ 2,390	€ 2,151	€ 1,912	€ 1,673	€ 1,434
Full Page Spread			€ 2,410	€ 2,169	€ 1,928	€ 1,687	€ 1,446
Full Page Plus			€ 1,630	€ 1,467	€ 1,304	€ 1,141	€ 978
Inside	1/1	Page	€ 1,350	€ 1,215	€ 1,080	€ 945	€ 810
Inside	1/2	Page	€ 840	€ 756	€ 672	€ 588	€ 504
Inside	1/3	Page	€ 590	€ 531	€ 472	€ 413	€ 354
Inside	1/4	Page	€ 450	€ 405	€ 360	€ 315	€ 270
1 page - Technical article			€ 290	€ 261	€ 232	€ 203	€ 174

1/3* Special Vertical: (W) 68mm × (H) 234mm

1/4** Special Horizontal: (W) 147mm × (H) 74mm

"Electronica Azi" – Editorial Calendar – 2010

No	Issue dates	Features	Benchmark	Advertorial features	Exhibitions (Media Partner) <i>(preview & after the show comment)</i>
141	FEBRUARY	Zigbee Embedded Computing	Data Acquisition Mechatronics	PIC Microcontrollers Data Storage	
142	MARCH	Analogue & Mixed Signal	Wireless applications Medical Electronics	Tools in the SMT industry DC/DC Converters	EmbeddedWorld 2010 Nuremberg / March
143	APRIL	Ethernet Modules Sensors & Transducers	PCBoards EDA Applications with MCUs	Electronic components Displays	AMPER 2010 Prague / April
144	MAY	Tools in the SMT industry Prototyping and Design	MCUs - TIPS LEDs	Materials and components for electronics - suppliers	
145	JUNE	Thermal Management Motors Control	Signal processing circuits Chips and DIPs	Tools in the SMT industry Wireless	
146	JULY/AUGUST	Test, instrumentation Industrial Control	Development tools Low Power Microcontrollers	Materials and components for electronics	
147	SEPTEMBER	Wireless Infrastructure Medical Electronics	PCB design Power ICs	Materials and components for electronics	Elcotec 2010 Plovdiv / September
148	OCTOBER	Multimedia Chips Optoelectronics	MCUs - TIPS Test, measurement, development	Electronic components Industrial Automation	TIB 2010 Bucharest / October
149	NOVEMBER	Power supplies Sensors & Transducers	Applications with MCUs MCUs - TIPS	Test, measurement, Tools in the SMT industry	Electronica 2010 Munich / November
150	DECEMBER/JANUARY	Connectors & Interconnection Consumer Electronics	Development tools Digital & Analog	Materials and components for electronics - suppliers	

Ad closing

Dates of apparition / 2010

January 18, 2010	[141]	February 8, 2010	[141]
February 15, 2010	[142]	March 8, 2010	[142]
March 15, 2010	[143]	April 5, 2010	[143]
April 12, 2010	[144]	May 3, 2010	[144]
May 10, 2010	[145]	June 1, 2010	[145]
June 14, 2010	[146]	July/August 5, 2010	[146]
August 16, 2010	[147]	September 6, 2010	[147]
September 13, 2010	[148]	October 4, 2010	[148]
October 11, 2010	[149]	November 1, 2010	[149]
November 22, 2010	[150]	December/January 14, 2010	[150]



Number of pages: **40-48 (full color)**
 Size: **23.5 x 32.5 cm**
 Number of apparitions: **10 times / year**
 Monthly circulation: **5,500 ex.**
 Paid circulation: **600 ex.**

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 F: (+4) 021 316.5233; W: www.esp2000.ro

"Electronica Azi" magazine – ONLINE



"Electronica Azi" – Current Issue Alert Newsletter

Every month, just before the printed issue of "Electronica Azi" is mailed out, we send a newsletter to 5,250 readers with controlled e-mail address, to report the main topics covered in the forthcoming issue of "Electronica Azi" - latest product and industry news, latest "Electronica Azi" reader offers and show updates. All the features include a hyperlink to the "Electronica Azi" website where the reader can access the full article and your company's details.

"Electronica Azi" – Newsletter rates – 2010

Banner – 468 x 60 pixels:

150 € / newsletter

Located on the bottom of the newsletter

"Electronica Azi" – The digital version

The digital version of "Electronica Azi" is an exact replica of the print issue and is delivered via e-mail a few working days in advance of the print edition. It is browser based, thus serving a complete issue in an interactive and innovative format. Enhanced electronic features:

- Issues are accessible directly online or they can be downloaded to the reader's computer for offline reading.
- Table of contents. Fast, easy navigation to articles, and includes an alphabetical Advertiser index.
- Hot links from editorial content and advertisements 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.

