

- *Electronica Azi's business concept is to supply innovative information to professionals looking for education, entertainment and inspiration in the field of electronics, both within and beyond their professional activities.*
- *Electronica Azi is a monthly magazine that provides ideas and information about new designs and developments as a source of inspiration for electronics designers at the professional level.*
- *The editorial content of the magazine addresses the following topics: microcontroller systems, wireless data communications, opt electronics, high-frequency technology and SMT applications.*
- *The main emphasis is always on practical applications. We also give extensive attention to the most important tools for electronics design, such as design and simulation software, test and measurement equipment, laboratory power supplies, microcontrollers, and sensors.*
- *There are regular feature sections on the subjects of trade fairs, design tips, new developments and background information related to the electronics market.*
- *The concept of Electronica Azi is divided into a magazine (print & electronic edition) and a website that gives the reader the latest industry-news.*
- *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.*

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.

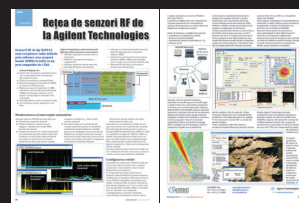


SEMICONDUCTOR HIGHLIGHT

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 offers many opportunities to interact with electronic design engineers.



The Romanian Leading Provider of Product News, Applications Notes and Information for the Electronic Designer.

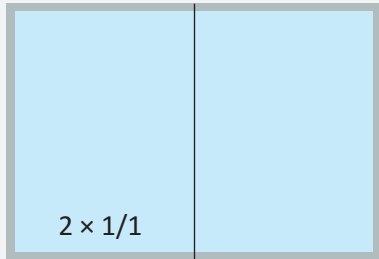
Number of pages: **44-48** (full color)
 Size: **23.5 × 32.5** cm
 Number of apparitions: **10** times / year
 Monthly circulation: **6,200** copies
 Paid circulation: **300** copies
 Paper stock: 90 gr/m²

"Electronica Azi" - Contact
 T: (+4) 031 805.9955
 E: office@electronica-azi.ro
 W: www.electronica-azi.ro

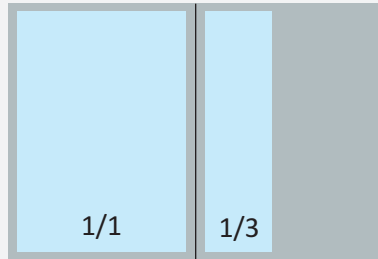
EUROSTANDARD PRESS 2000 - Contact
 T: (+4) 031 805.9887
 E: office@esp2000.ro
 W: www.esp2000.ro

“Electronica Azi” magazine - PRINT

Electronica Azi magazine – Ad Dimensions



Full Page Spread
(W) 438 × (H) 310 mm
Bleed: please add 5 mm

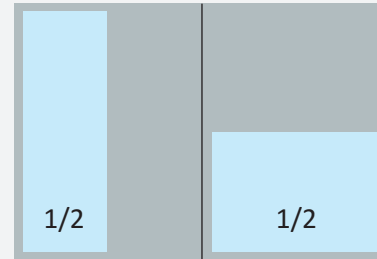


Full Page Plus
(W) 219 × (H) 310 mm
Bleed: please add 5 mm

(W) 73 × (H) 310 mm
Bleed: please add 5 mm

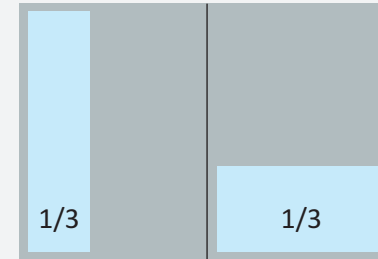


Full Page
(W) 219 × (H) 310 mm
Bleed: please add 5 mm



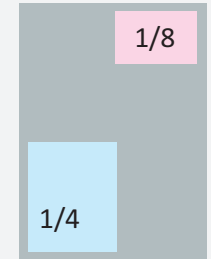
1/2 Page Vertical
(W) 110 × (H) 310 mm
Bleed: please add 5 mm

1/2 Page Horizontal
(W) 219 × (H) 154 mm
Bleed: please add 5 mm



1/3 Page Vertical
(W) 73 × (H) 310 mm
No Bleed

1/3 Page Horizontal
(W) 219 × (H) 103 mm
No Bleed



1/4 Page
(W) 110 × (H) 154 mm
No Bleed

1/8 Page (News Box)
(W) 110 × (H) 50 mm
No Bleed

Digital Advertising Specifications
Software: QuarkXPress, Photoshop

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

Electronica Azi PRINT – Advertising rates – 2012

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

Ad closing

January 16 th , 2012	[161]
February 14 th , 2012	[162]
March 19 th , 2012	[163]
April 16 th , 2012	[164]
May 16 th , 2012	[165]
June 14 th , 2012	[166]
August 20 th , 2012	[167]
September 17 th , 2012	[168]
October 17 th , 2012	[169]
November 19 th , 2012	[179]

Dates of apparition / 2012

January/February 1 st , 2012	[161]
March 1 st , 2012	[162]
April 2 nd , 2012	[163]
May 2 nd , 2012	[164]
June 4 th , 2012	[165]
July/August 2 nd , 2012	[166]
September 3 rd , 2012	[167]
October 1 st , 2012	[168]
November 1 st , 2012	[169]
December 3 rd , 2012	[170]

www.electronica-azi.ro

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.

News

News updated on a daily basis.

Design Network

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

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.

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: **21,400**



[source: TRAFIC RANKING 2011]

Electronica Azi WEB rates – 2012

Head banner – 468 × 60 pixels:	400 € / month	<i>Located above the top header (first item). It can be seen on all pages.</i>
Head banner – 728 × 90 pixels (LEADERBOARD):	350 € / month	<i>Located under the top header. It can be seen on all pages.</i>
Head banner – 120 × 600 pixels (SKYSCRAPER):	350 € / month	<i>Located in the right-hand column “Always visible”. It can be seen on all pages.</i>
Inside banner – 300 × 250 pixels:	250 € / month	<i>Advertising area that can be seen on the first page (HOME), located among the e-articles.</i>
Inside banner – 468 × 60 pixels:	175 € / month	<i>Advertising area that can be seen on a special page, (Components - Embedded Systems - SMT - Design Solutions) located under the section menu.</i>
Inside banner – 300 × 250 pixels:	150 € / month	<i>Advertising area that can be seen in a special page, (Components - Embedded Systems - SMT - Design Solutions) located among the e-articles.</i>
e-article:	100 € / month	<i>Html file with pictures on some pages placed in the appropriate menu of the appropriate column.</i>



“Electronica Azi” – Weekly Newsletter (4 times/month)

Banner – 468 × 60 pixels (Located on the bottom of the newsletter) **100 € / newsletter/week**

News – (1 picture + text linked to the Electronica Azi’ web site) **30 € / news/newsletter**

“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 6,200 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” - Current Issue Alert Newsletter rates - 2012

Banner - 468 × 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 plus 16 extra pages containing news, ads and applications. It 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.



“Electronica Azi” – Editorial Calendar – 2012

No	Issue dates	Features	Benchmark	Advertorial features	Exhibitions (Media Partner) <i>(preview & after the show comment)</i>
161	JANUARY/FEBRUARY	Zigbee Embedded Computing	Data Acquisition Mechatronics	PIC Microcontrollers Data Storage	
162	MARCH	Analogue & Mixed Signal Power modules	Wireless applications Medical Electronics	Tools in the SMT industry DC/DC Converters	EmbeddedWorld 2012 Nuremberg / March
163	APRIL	Ethernet Modules Sensors & Transducers	PCBoards EDA Applications with MCUs	Electronic components Displays	AMPER 2012 Brno / March - April
164	MAY	Tools in the SMT industry Prototyping and Design	MCUs - TIPS LEDs	Materials and components for electronics - suppliers	ELECTRON 2012 Prague / April
165	JUNE	Thermal Management Motors Control	Signal processing circuits Chips and DIPs	Tools in the SMT industry Wireless	
166	JULY/AUGUST	Test, instrumentation Industrial Control	Development tools Low Power Microcontrollers	Materials and components for electronics	
167	SEPTEMBER	Wireless Infrastructure Medical Electronics	PCB design Power ICs	Materials and components for electronics	Elcotec 2012 Plovdiv / September
168	OCTOBER	Multimedia Chips Optoelectronics	MCUs - TIPS Test, measurement, development	Electronic components Industrial Automation	TIB 2012 Bucharest / October
169	NOVEMBER	Power modules Sensors & Transducers	Applications with MCUs MCUs - TIPS	Test, measurement, Tools in the SMT industry	Electronica 2012 Munich / November
170	DECEMBER	Connectors & Interconnection Consumer Electronics	Development tools Digital & Analog	Materials and components for electronics - suppliers	

Take advantage of these channels in your marketing!