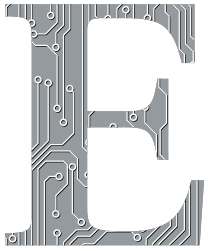


Information and Opinions about the Electronics Market



ELETRONICA AV

Markets | Companies | Innovation

2021 MEDIA KIT

**The competence-based view
of the electronics market**



ELETTRONICA^{AV} : THE COMPETENCE-BASED VIEW OF THE MARKET

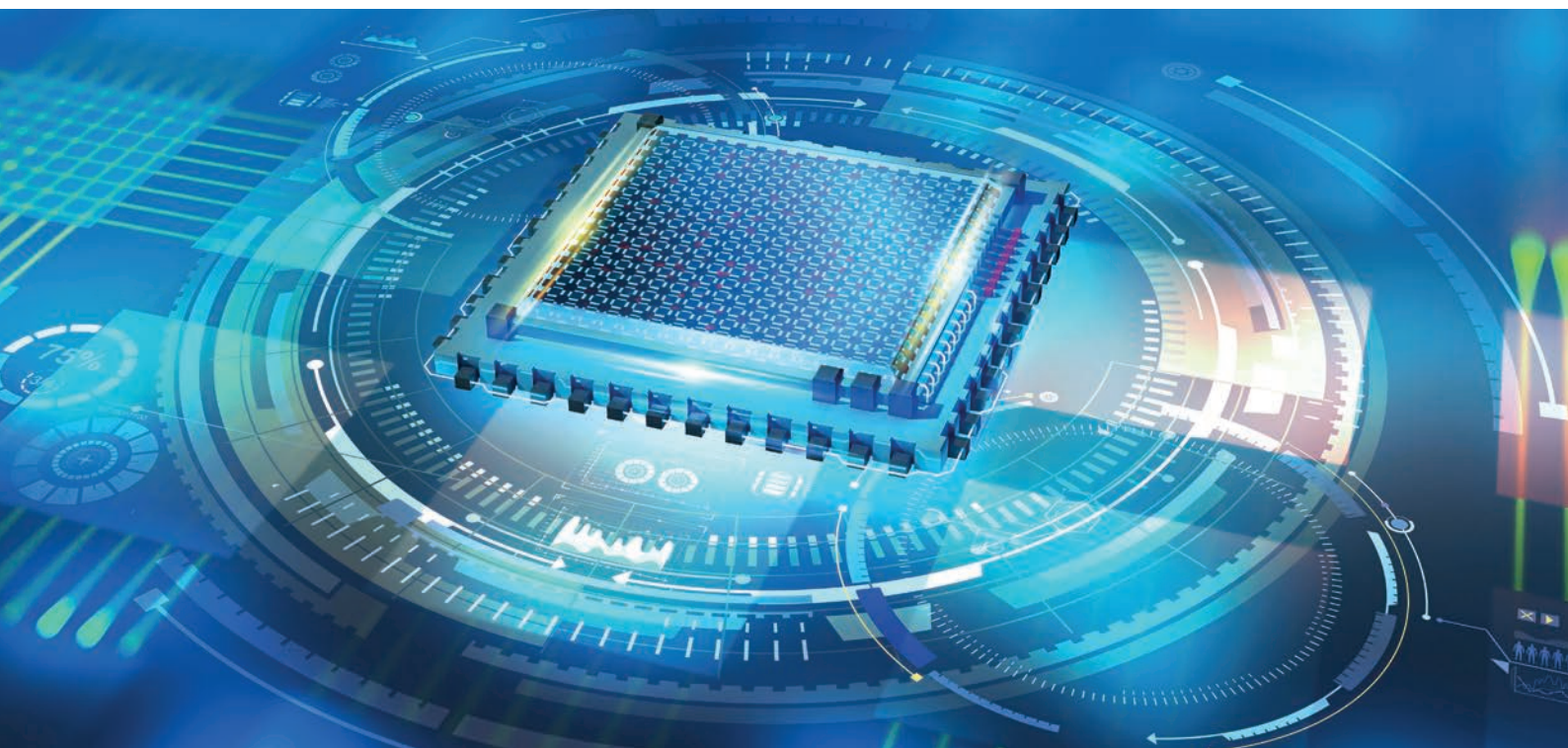
Over thirty years of associative life and involvement and since last year published by an independent publisher, **ELETTRONICA AV** is designed to offer information and opinions on a higher level for professionals in the field of electronics market.

ELETTRONICA^{AV} is aimed at Italian managers, purchasers, marketing and sales and also consultants and all those involved in the electronics segment.

ELETTRONICA^{AV} provides the very best and first-hand details to help keeping on top of things within a complex and ever-changing market.

ELETTRONICA^{AV} is based on relevant contents to inspire business ideas and can be used also as key to success in terms of opportunities and services.

ELETTRONICA^{AV} collects worldwide the most appropriate contributions, points, concepts and skills from daily active players for common knowledge.



MAGAZINE

We control the process of creating subject matters, from idea through writing and publication. All of the work goes into a summary of contents with sections and columns and rounded up with insights.

The structure of our magazine is handled in such a way as to be published every two months. **SECTIONS** include interview articles with honorary characters on the international scene also from the leading organizations while **COLUMNS** enable the readers to focus on the primary ideas dealing with topics of recent hours, new scenarios, mayor events and news coming from the suppliers. **DOSSIER** give the audience everything about detailed final applications and expert solutions.

SECTIONS

MARKETS

Specific on electronics, this is a range of economic and market data on the national and international conditions with eye-witness interviews. Also including market insights by Assodel.

COMPANIES

Gives a list of all the points affecting companies and managers and an advanced research on institutional approaches to facilitate challenges and globalized growing opportunities.

INNOVATION

Technological contents related to R&D process for electronics, new devices and materials, end applications, "traditional" and "smart".

COLUMNS

MARKETS & TRENDS

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

PEOPLE & BUSINESS

News from the companies: agreements, appointments and results.

TRAINING & CONSULTING

News summary from Public Administration to help market players.

EVENTS & MOMENTS

Reports from trade shows, conferences, congresses and workshops.

PRODUCTS & SOLUTIONS

Get the latest from the global electronics suppliers.

2021 ISSUES

| ISSUE * | DOSSIER | MARKET |
|----------------------------|--------------------------|-----------------------------------|
| 6 December-January 2021 | Aerospace & Defence | Distribution Market Analysis |
| 7 February-March 2021 | Railway & Transportation | Assodel Data Final Balance 2020 |
| 8 April-May 2021 | Medical & Wearable | Distribution Round Table |
| 9 June-July 2021 | Electrical Mobility | Assodel Data 1° Quarter 2021 |
| 10 August-September 2021 | Domotics & Buildings | Assodel Data 2° Quarter 2021 |
| 11 October-November 2021 | Industry & Automation | Assodel Data 3° Quarter 2021 |

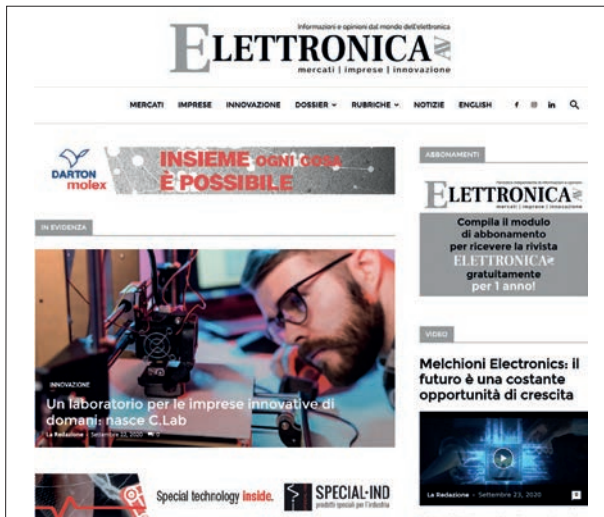
* Publisher owns all right to change the publication issues at any time and in his sole discretion. Such changes may be relative with reasons associated with trade meetings and events involved in the distribution.

DIGITAL

ELETTRONICA AV editorial project includes www.elettronica.cloud, a web portal dedicated to the world of electronics, which consists of two specialized sites: www.elettronica-av.it and www.elettronica-tech.it. www.elettronica-av.it offers information related to market, business and innovation, while www.elettronica-tech.it is focused on technologies, projects and solutions and is addressed to an audience made of technicians.

Both the websites are daily updated and keep their selected audiences informed with newsletters and promotional information. The most significant articles and news are also shared on LinkedIn, Facebook, Twitter and Instagram.

WEB COMMUNICATION



www.elettronica-av.it
*Information and opinions
from the electronic world*



www.elettronica-tech.it
*Technical information
for technicians*



NEWSLETTERS & DEM

ELETTRONICA AV and ELETTRONICA TECH weekly newsletters reach an audience of electronics professionals (we can rely on more than 16,000 leads in our database), providing them with updated news from the electronics market.

DEM (*Direct E-mail Marketing*) with commercial communications are available too. They are sent to targeted users, accordingly to the sponsor's sector of interest.

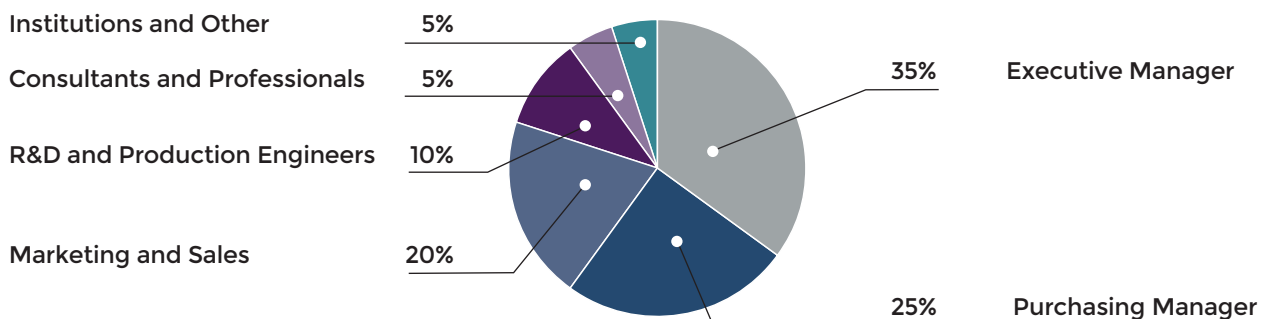
MAILING LIST

16,870* contacts, including 6,151 with complete postal address, distributed over **3,879** companies operating in electronics, make our mailing list the flagship of our publishing house. Our internal telemarketing office daily searches, analyzes, records and completes hundreds of names, leveraging on a Corporate CRM system, which is synchronized with the *Easy Business* database by *Kompass* and *LinkedIn Premium* access features.

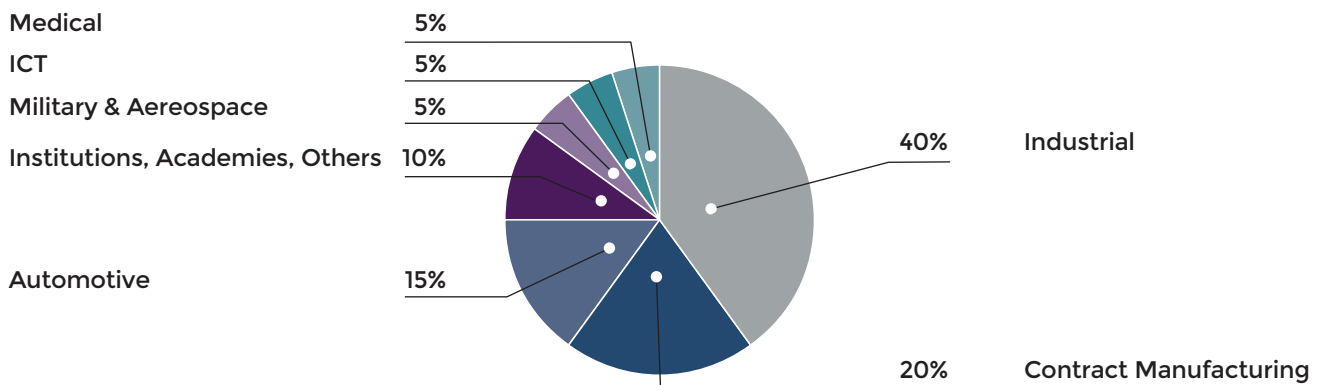
Our Electronics Area database has been built in cooperation with dozens of Top players in electronics who supported us in profiling companies and professionals and helped us in starting our editorial initiative. **ELETTRONICA AV** project doesn't stop growing and promises a further expansion in 2021.

* DATA REFERS TO 30TH SEPTEMBER 2020.

DISTRIBUTION BY JOB FUNCTION



DISTRIBUTION BY COMPANY SECTOR



TARGET AUDIENCE

ELETTRONICA AV is aimed at Italian entrepreneurs, corporate managers, purchasing managers, marketing and sales managers, R&D and production and also consultants and all those involved in the electronics.

By communicating with **ELETTRONICA AV** you can get in touch with a vast audience of professionals and companies in the Italian electronics market.

CIRCULATION

Printed in 5,000 copies for each issue, 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 send to over 16,000 contacts. To increase international circulation, **ELETTRONICA AV** is also published in an English language digital version with an extract of the most interesting contents of the magazine.

**INDEPENDENT MAGAZINE
WITH INFORMATION AND OPINIONS
ABOUT THE ELECTRONICS MARKET**



ELETRONICA^{AV}

is published by **FW Communication**, division of **Fritz Walter srl**
Headquarters: Borgo Regale 7 - 43121 Parma (Italy) | Offices: Piazza Ruini 29/A - 43126 Parma (Italy)

info@elettronica.cloud | www.elettronica.cloud
www.elettronica-av.it | www.elettronica-tech.it

 **FW Communication**
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