

Information and Opinions about the Electronics Market

# ELETTRONICA

Markets | Companies | Innovation

## 2021 MEDIA KIT | MAGAZINE

ELETTRONICA is designed to be a gathering place with information and opinions for professionals in the field of electronics market. Printed in **5,000 copies** for each issue, the magazine is sent to a selected mailing list and distributed at major trade meetings and events. The magazine comes also in a flip-through digital format which is sent to over **16,000 contacts**. By communicating with ELETTRONICA you can get in touch with a vast audience of professionals and companies in the Italian electronics market.

### ADVERTISING SIZES & RATES

POSITION	SIZE	RATE
	210 x 297 mm + (5 mm)	Euro 3.000
	420 x 297 mm + (5 mm)	Euro 5.000
	210 x 138,5 mm + (5 mm)	Euro 2.000
	105,5 x 297 mm + (5 mm)	Euro 2.000
	410 x 297 mm + (5 mm)	Euro 6.000
<b>Special Positions</b>	Inside Front Cover	Euro 5.000
	Inside Back Cover	Euro 4.000
	Back Cover	Euro 7.000
	Inside Front Page	Euro 5.000
	Promotional Insert**	Euro 5.000

\* Publisher reserves the right to place half-page-sized advertising on a space-available basis.

\*\* Depending on the weight of the attachment.

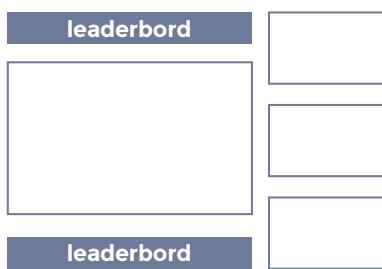
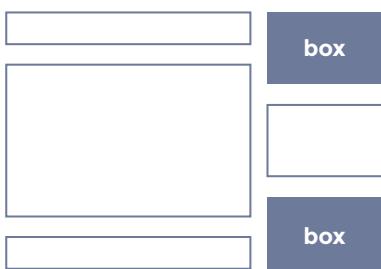
### TECHNICAL FEATURES

Printing	Offset
Frequency	Bi-monthly (5 yearly issues)
Material Delivery	20 days before publication day
Size	210 x 297 mm
Circulation	5.000 copies/issue
Paper	Matt coated
Binding	Saddle stitching

# 2021 MEDIA KIT | DIGITAL

For a constant update of the readers, **ELETTRONICA** is supported also by the website [www.elettronica.cloud](http://www.elettronica.cloud), the portal dedicated to the world of electronics which refers to two specialized sites: [www.elettronica-av.it](http://www.elettronica-av.it), which contains information relating to markets, business and innovation and [www.elettronica-tech.it](http://www.elettronica-tech.it), which contains information on technologies, projects and solutions.

## ADVERTISING SIZES & RATES

POSITION	SIZE	RATE
<b>leaderbord</b> 		
<b>leaderbord</b> 		
<b>Banner on Website (leaderbord)</b>	728 x 90 pixel	1.500 euro/month
<b>Banner on Website (box)</b>	300 x 250 pixel	1.500 euro/month
<b>Banner on Website (pop-up)</b>	on customer format or designed by us	2.000 euro/month
<b>Sponsored Content</b>	picture, text and link	1.000 euro/month
<b>Banner on Newsletter</b>	leaderboard or box	1.000 euro/each
<b>DEM Campaign</b>	on customer format or designed by us	2.000 euro/each
<b>DEM Lead generation</b>	on customer format or designed by us	4.000 euro/each

Quotations for webinars, videos and podcasts are available upon request at your sales representative.

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FW Communication publish also Forme, a magazine of information and opinions on active labor policies