



Periodico indipendente di informazioni e opinioni

ELETRONICA AV

mercati | imprese | innovazione

MEDIA KIT 2024

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



ALWAYS UP TO DATE ON THE ELECTRONICS MARKET

Starting from 2020 FW Communication publishes **ELETTRONICA AV**, the only independent magazine of information and opinions dedicated to the world of electronic components. **ELETTRONICA AV** is now the reference point for all those who operate in the industrial electronics market and who want to have a constant update of the sector.

ELETTRONICA AV is aimed at Italian managers, buyers, 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.

SPECIAL CONTENTS

ISSUE *	DOSSIER Final Application	FOCUS Technologies & Products
24 December-January 2024	MEDICAL	WIRELESS
25 February-March 2024	SMART INDUSTRY	EMBEDDED & IOT
26 April-May 2024	ENERGY	POWER & LED
27 June-July 2024	SMART BUILDING	PASSIVE COMPONENTS
28 August-September 2024	AEROSPACE	CONNECTORS
29 October-November 2024	SMART CAR	SENSORS

* Publisher owns all right to change the publication issues at any time and in his sole discretion

MAGAZINE

ELETTRONICA AV is a bimonthly magazine. We control the process of creating subject matters, from idea through writing and publication, supported by a team of international contributors (including market analyst Ronald Bishop and others experts). All of the work goes into a summary of contents with sections and columns and rounded up with insights.

SECTIONS include interview articles with authoritative characters from the leading organizations, while **COLUMNS** give the reader an overview on actuality, scenarios, events and news coming from suppliers and distributors. The **DOSSIER** examines market and technology issues of a particular application sector, while the **FOCUS** presents a review of the enabling electronic technologies.

SECTIONS

MARKETS

Specific on electronics, this is a range of economic and market data on the national and international scenarios with eye-witness interviews.

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

The latest news from the global electronics suppliers.

EVENTS AND EXHIBITIONS

MARKET DATA	EVENTS	WHERE WHEN
Year 2024 forecasts	A&T MWC	Turin, 14-16 February Barcelona, 26-29 February
Year 2023 balance	EMBEDDED WORLD	Nurnberg, 9-11 April
First Quarter 2024	FOCUSonPCB SPS PCIM	Vicenza, 15-16 May Parma, 28-30 May Nurnberg, 11-13 June
Mid Year Analysis	-	-
Second Quarter 2024	IFA	Berlin, 6-10 September
Third Quarter 2024	ELECTRONICA	Munich, 12-15 November

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DIGITAL COMMUNICATION

ELETTRONICA AV editorial digital project includes **www.elettronica.cloud**, a web portal dedicated to the world of electronics, which consists of two different and specialized sites: **www.elettronica-av.it** offers information related to markets, companies, 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 (connected and communicating with each other) are daily updated and keep their selected audiences informed with newsletters and promotional information. The most significant articles and news are also shared on Social Media like LinkedIn and Facebook.

WEB COMMUNICATION



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



www.elettronica-tech.it
*Products information
for engineer and technicians*



NEWSLETTERS & DEMS

ELETTRONICA AV and **ELETTRONICA TECH** newsletters are periodically sent in digital format to our readers (over 20,000 contacts in our database) and contain the most up-to-date information from the market.

- **ELETTRONICA AV NL:** 9,000 recipients
Average opening rate: 20% - Click rate: 4%.
- **ELETTRONICA TECH NL:** 13,000 recipients
Average opening rate: 30% - Click rate: 4%.
Members of **ELETTRONICA TECH** receive the "Buongiorno Email" too.
Average opening rate: 40% - Click rate: 6%.

DEMs (Direct Email Marketing) are sent to our profiled users database according to their activities and interests.

READERSHIP

www.elettronica-av.it offers market information for entrepreneurs and managers (purchasing, sales, marketing, logistics, etc.) in the electronics sector. Launched in April 2020, it has an average of 6,000* unique visitors per month with over 20,000* page views. **www.elettronica-tech.it** offers information for technicians (engineers, designers, etc.) in the electronics sector. Launched in May 2020, it has an average of 4,000* unique visitors per month with over 12,000* page views.

The **ELETTRONICA TECH** Community has over 3,000* registered subscribers who receive a notification every time an article is published, through the “*Buongiorno Email*” (sponsored with a banner). Websites and newsletters can be also sponsored through banners in Leaderboard (728x 90 pixel) and Box (300 x 250 pixel) formats.

* UPDATED AT 29 SEPTEMBER 2023

SOCIAL MEDIA

Social media communication allows you to reach, nurture, and engage with your target audience, no matter their location. You can use it to generate brand awareness, leads, sales, and revenue.

You can find **ELETTRONICA AV** pages (daily updated) on LinkedIn (more than 4,500* followers) and Facebook (about 800* followers).

Content posted on LinkedIn can also be sponsored.

ELETTRONICA TECH has its own pages on LinkedIn (more than 3,700* followers) and Facebook (over 3,100* followers). You can find **ELETTRONICA TECH** on X, Instagram, Pinterest and YouTube too. Content posted on LinkedIn can also be sponsored.

* UPDATED AT 29 SEPTEMBER 2023



LEAD GENERATION

Digital marketing often sees “Lead Generation” as its main focus.

ELETTRONICA TECH offers the opportunity to get an **Active** (qualified) Lead Generation and a **Passive** (not qualified) Lead Generation.

• How does the Active Lead Generation work?

A visitor gets a score based on his registration on the website and the number of visits. When the visitor is registered and his visits are frequent, the score increases. Interaction with articles (comments, reviews, only possible for registe-

red users) also increases the score. After 30 seconds on a given page, an interactive pop-up appears with specific fields to request more information.

The sponsor will then receive detailed information on the leads who have requested more information (qualified lead).

• How does the Passive Lead Generation work?

The activity of visitors who are registered on the website is stored in a register. The sponsor will receive information (name, e-mail, information on the score) on the leads that clicked.

MAILING LIST

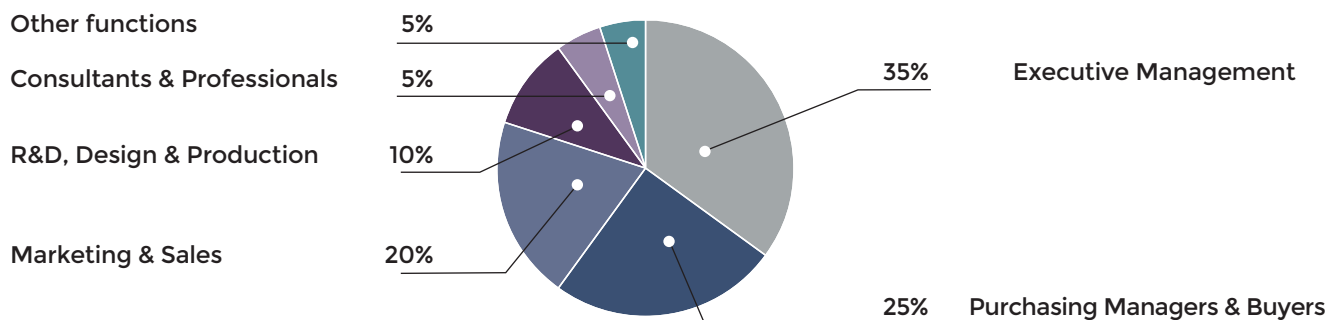
21.213* contacts, including **9.875*** with complete postal address, distributed over **5.821*** companies operating in electronics, make our mailing list the flagship of our publishing house.

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.

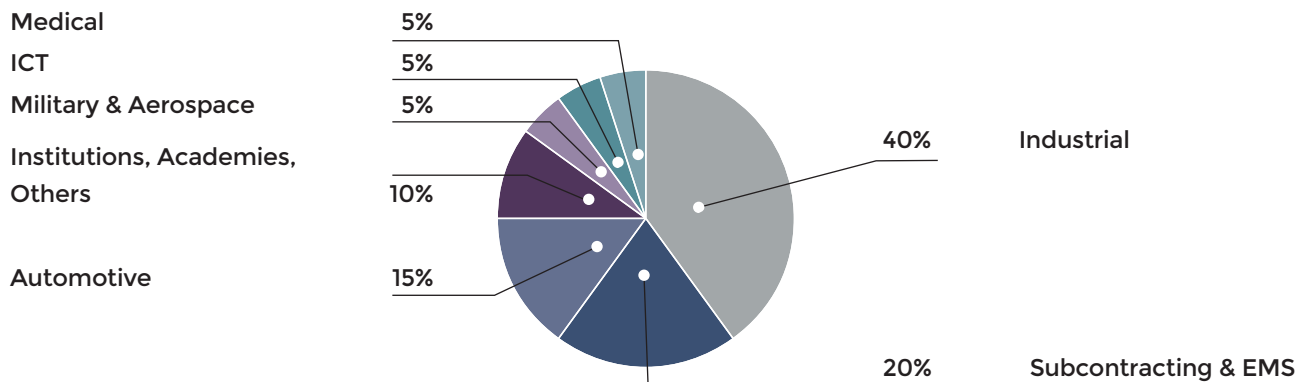
Our Electronics Area database has been built in cooperation with dozens of Top players in electronics, who supported us in profiling companies and professionals and helped us in starting our editorial initiative. **ELETTRONICA AV** project doesn't stop growing and promises a further expansion in 2024.

* UPDATED AT 29 SEPTEMBER 2023

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.

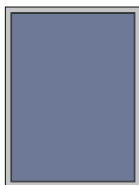

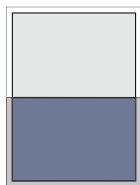

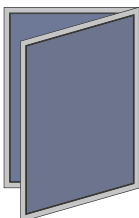
By communicating with **ELETTRONICA AV** you can get in touch with a vast audience of professionals and companies in the Italian electronics market.

CIRCULATION

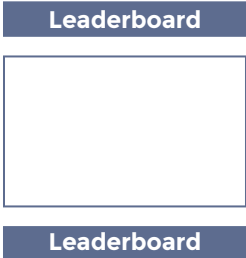


Printed in **5,200** copies for each issue, **ELETTRONICA AV** is sent to a selected mailing list and distributed at mayor trade meetings and events.

The magazine comes also in a flip-through digital format. A preview of it can be downloaded or browsed on the website. The full digital version of Elettronica AV is available by subscription.

MAGAZINE - ADVERTISING SIZE & RATE

POSITION	SIZE		RATE	
				
Full Page	210 x 297 mm + (5 mm)		3.000 Euros	
Half Page	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	Inside Front Cover		5.000 Euros	
	Inside Back Cover		4.000 Euros	
	Back Cover		7.000 Euros	
	Inside Front Page		5.000 Euros	
	Promotional Insert		5.000 Euros	

DIGITAL - ADVERTISING SIZE & RATE

POSITION	SIZE	RATE
		
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 o 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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**THE ONLY INDEPENDENT MAGAZINE
WITH INFORMATION AND OPINIONS
ABOUT THE ELECTRONICS MARKET**



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