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Anul VIII Nr. 61 2017 Iulie 2017

Electronica AZI

COMET ELECTRONICS

Peste 19 000 de produse în magazinul nostru online...

Microchip lansează primul MCU industrial cu GPU DDR integrat 2D și memorie DDR2

Groundbreaking Graphics Capabilities
First MCU with integrated 8D GPU and Stackable DRAM Memory

Microchip a marcat începutul unei noi generații de microcontrolere pe 32 de biți PIC32MZ DA, primul MCU de microcontrolere care integrează o unitate de procesare grafică 2D GPU și memorie DDR2 de până la 256K. Arela PIC32MZ DA este o soluție de performanță ridicată și integrată pentru aplicații industriale care necesită un MCU cu GPU integrat și memorie DDR2. Aceasta este o soluție de performanță ridicată și integrată pentru aplicații industriale care necesită un MCU cu GPU integrat și memorie DDR2.

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Electronica INTERNATIONAL

On the pulse

Voice solutions for IoT products

the human touch

6 MILIOANE DE COMPONENTE ONLINE
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Acces la 6 Milioane de componente Online
DIGIKEY.RO

Print & Online

- 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.
- The editorial content of the magazine addresses the following topics: **embedded systems, wireless data communications & IoT, power modules, lighting applications, and Industrial Controls.**
We give also an extensive attention to other important segments, such as designing with MCUs, test and measurement, sensors, connectors, PCB design and SMT.



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

Number of pages: **52** (full color)
Size: **23.5 × 32.5** cm
Number of apparitions:
10 times/year
Monthly circulation: **6,000** copies

Dates of apparition

February 1 st , 2018	[221]
March 5 th , 2018	[222]
April 2 nd , 2018	[223]
May 3 rd , 2018	[224]
June 1 st , 2018	[225]
July 5 th , 2018	[226]
September 3 rd , 2018	[227]
October 1 st , 2018	[228]
November 1 st , 2018	[229]
December 10 th , 2018	[230]

Ad closing

January 15 th , 2018
February 12 th , 2018
March 15 th , 2018
April 16 th , 2018
May 14 th , 2018
June 18 th , 2018
August 17 th , 2018
September 14 th , 2018
October 15 th , 2018
November 19 th , 2018

Electronica AZI | Editorial Calendar - 2018

No	Issue dates	Features	Benchmark	Advertorial features	Exhibitions
<i>(Media Partner - preview & after show comments)</i>					
221	FEBRUARY	Applications with MCUs LEDs & Lighting applications	Data Acquisition IoT / Wireless	Power Modules SMT Equipment	EmbeddedWorld 26-28 Feb 2018
222	MARCH	Analogue & Mixed Signal Power Modules	Test, measurement Embedded Design	Sensors & Connectors Applications with MCUs	AMPER 2018 20-23 March 2018
223	APRIL	IoT / Wireless Test, measurement	HW & SW Development Tools Applications with MCUs	SMT Equipment Sensors & Connectors	ExpoElectronica 2018 17-19 April 2018
224	MAY	Applications with MCUs HW & SW Development Tools	Power Supplies LEDs & Lighting applications	Embedded Systems PCB Design	PCIM Europe 5-7 June 2018
225	JUNE	Embedded Systems Power ICs	Test, measurement Industrial Controls	Applications with MCUs Wireless	SMT Hybrid Packaging 5-7 June 2018
226	JULY/AUGUST	Applications with MCUs HW & SW Development Tools	IoT / Wireless LEDs & Lighting applications	SMT Equipment Industrial Controls	
227	SEPTEMBER	Wireless Infrastructure SMT Equipment	Applications with MCUs Power ICs	Sensors & Connectors Test, measurement	IEAS Bucharest 18-21 Sep 2018
228	OCTOBER	Embedded Systems Applications with MCUs	IoT / Wireless Industrial Controls	SMT Equipment Power modules	TIB Bucharest 10-13 Oct 2018
229	NOVEMBER	Power modules LEDs & Lighting applications	Applications with MCUs HW & SW Development Tools	IoT / Wireless SMT Materials	Electronica 13-16 Nov 2018
230	DECEMBER	Applications with MCUs IoT / Wireless	Power modules LEDs & Lighting applications	Sensors & Connectors Embedded Systems	SPS IPC Drives 27-29 Nov 2018



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.



DESIGN TALK

Design Talk offers additional resources on relevant topics. 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.

SEMICONDUCTOR HIGHLIGHT

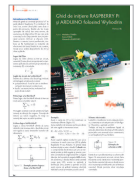
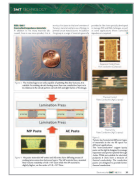
Provides thorough coverage of a different IC category each issue.

SMT & PCB

The SMT section is focused on the subject of surface mount assembly of printed circuit boards. This section covers feature articles, news, products, case studies, analysis, opinion and technology trends.

HOBBY APPLICATIONS

The focus is on featuring applications proposed by both, readers and editorial staff.



Size		Number of insertions:					
		1x	3x	5x	8x	10x	
		Discount [%]:	0%	10%	20%	30%	40%
Cover 1	1/3	(W) 65 x (H) 95mm	€ 1,590	€ 1,431	€ 1,272	€ 1,113	€ 954
Cover 1	1/4	(W) 143 x (H) 85mm	€ 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	2x1/1	Page	€ 2,410	€ 2,169	€ 1,928	€ 1,687	€ 1,446
Full Page Plus	1/1+1/3	Page	€ 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 (including translation)			€ 290	€ 261	€ 232	€ 203	€ 174

Every day, <http://electronica-azi.ro> presents new products in the same key product categories as "Electronica Azi" magazine does: Boards & Modules, Design Engineering, Embedded Systems, Integrated Circuits, Opt electronics & 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;
- IoT;
- Industrial Controls;
- Embedded Systems;
- Power modules and power supplies.



Electronica AZI | Current Issue Alert Newsletter

Every month, just before the printed issue of "Electronica Azi" is mailed out, we send a newsletter to 15,421 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.

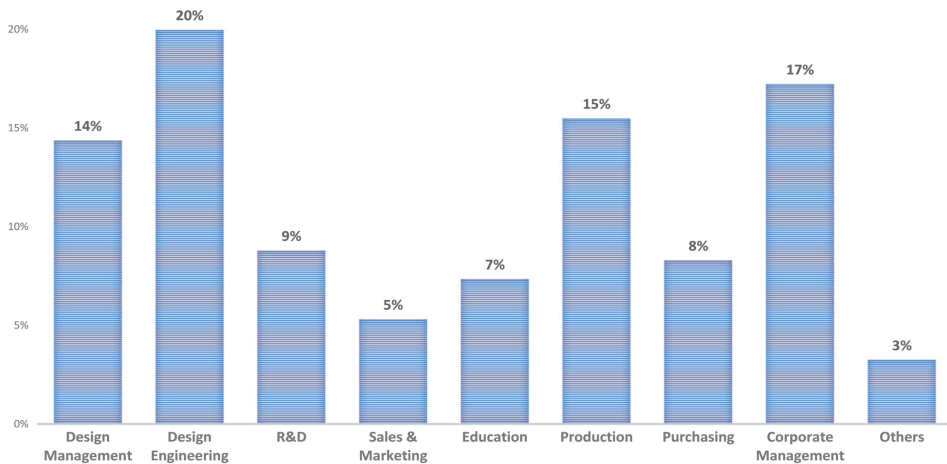
Electronica AZI | The digital version

The digital version of "Electronica Azi" is a replica of the print issue. 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:

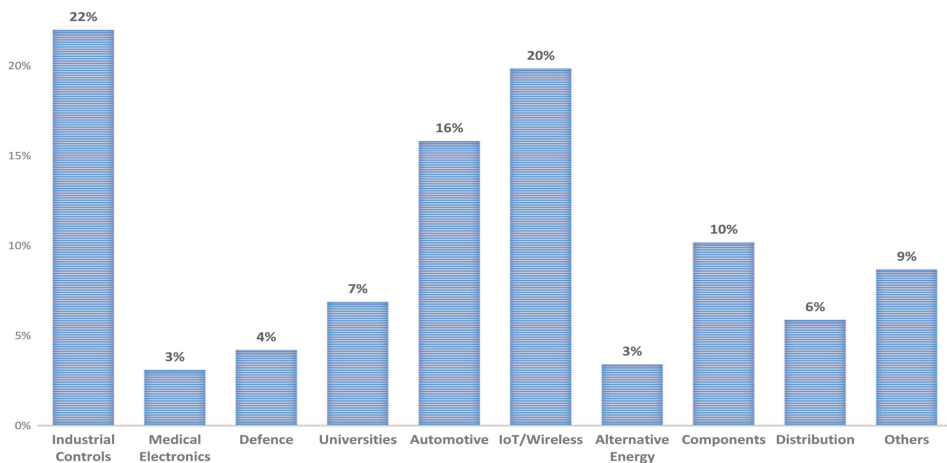
- Issues are accessible directly online or they can be downloaded to the reader's computer for offline reading.
- Table of contents. Fast, easy navigation to articles, and includes an alphabetical Advertiser index.
- Hot links from editorial content and advertisements right to the information the reader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



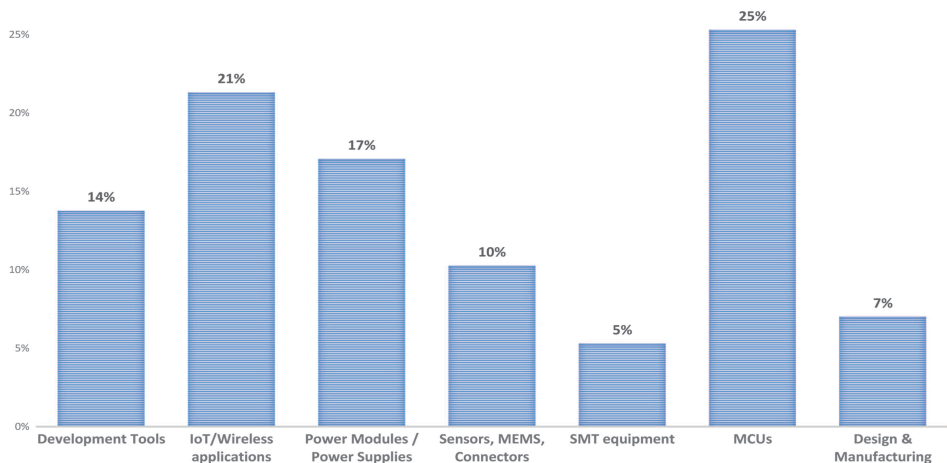
CIRCULATION BY FUNCTION



CIRCULATION BY INDUSTRY



CIRCULATION BY PRODUCTS RECOMMENDED



Electronica Azi International's business concept is to offer to our readers from Europe, the English version of the Electronica Azi magazine. Aside from content being in English, this international version will include more coverage of embedded systems, analogue and digital circuits, wireless data communications, IoT, power modules, Industrial Controls and lighting applications. The publication will be issued 6 times a year in a digital format with 2 special print editions for the Embedded World and Electronica exhibitions.



The English version of the Electronica Azi magazine: Product News, Applications Notes and Information for the Electronics Designers.

Pages: 48 | Size: 21×29 cm
 Appearitions: 6 times/year
 Online Circulation: 73,251 copies
 Print Circulation: 3,000 copies

Dates of apparition

February 12 th , 2018	[1]
April 10 th , 2018	[2]
June 11 th , 2018	[3]
October 15 th , 2018	[4]
November 12 th , 2018	[5]
December 17 th , 2018	[6]

Ad closing

February 5 th , 2018
April 4 th , 2018
May 25 th , 2018
October 8 th , 2018
November 5 th , 2018
December 10 th , 2018

Electronica INTERNATIONAL | Rates - 2018

Size	Number of insertions:		1×	2×	4×	6×
		Discount [%]:	0%	10%	20%	30%
Cover 2	1/1	Page	€ 1,300	€ 1,170	€ 1,040	€ 910
Cover 4	1/1	Page	€ 1,400	€ 1,260	€ 1,120	€ 980
Inside	1/1	Page	€ 1,100	€ 990	€ 880	€ 770
Inside	1/2	Page	€ 750	€ 675	€ 600	€ 525
Inside	1/3	Page	€ 450	€ 405	€ 360	€ 315

Electronica INTERNATIONAL | Editorial Calendar - 2018

No	Issue dates	Features	Benchmark	Advertorial features	Exhibitions
1	JAN/FEB +Printed issue	Analogue & Mixed Signal Power Modules	Applications with MCUs Embedded Design	Sensors & Connectors Applications with MCUs	EmbeddedWorld 26-28 Feb 2018
2	MAR/APR	IoT / Wireless Power Modules	LEDs & Lighting applications Embedded Design	Sensors & Connectors Applications with MCUs	Amper 20-23 March 2018 ExpoElectronica 17-19 April 2018
3	MAY/JUNE	Applications with MCUs HW & SW Development Tools	Data Acquisition LEDs & Lighting applications	Embedded Systems PCB Design	PCIM Europe 5-7 June 2018
4	SEP/OCT	Wireless Infrastructure Sensors & Connectors	Applications with MCUs Power ICs	Sensors & Connectors LEDs & Lighting applications	IEAS Bucharest 18-21 Sep 2018
5	NOVEMBER	Embedded Systems Applications with MCUs	IoT / Wireless Industrial Controls	Sensors & Connectors Power modules	Electronica 13-16 Nov 2018
6	DECEMBER +Printed issue	Power modules LEDs & Lighting applications	Applications with MCUs HW & SW Development Tools	IoT / Wireless Data Acquisition	SPS IPC Drives 27-29 Nov 2018

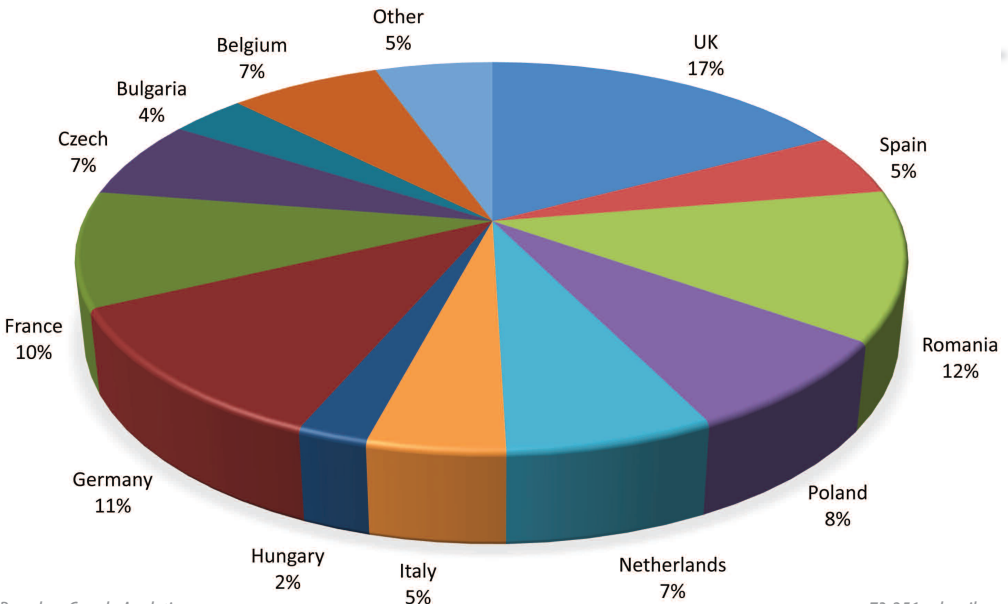
- Based on the former EP&Dee's web platform, the English version of the Electronica Azi web platform (<http://international.electronica-azi.ro>) provides to the European design engineers, and other professionals within the European Electronic Industry, with qualified news, sharp analysis and in-depths technical articles.

- The concept of the Electronica Azi - International web platform is to give to the readers the latest Electronics industry-news.

- Updated daily, the Electronica Azi - International web platform provides an extent of coverage on the following sections: Boards & Modules, Wireless & IoT applications, Design Engineering, Embedded Systems, DSPs & FPGAs, Opt electronics & Displays, MCUs, Power Supplies, Packaging & Interconnects, Active, Passive & Discrete, Electronics Components, Power Modules, Digital Power Conversion and Automotive Power Electronics, Industrial controls including Sensors, Test & Measurement.



CIRCULATION BY COUNTRY



Format	Price/month	Location (Home and/or special pages*)
HOME		
Welcome banner - 640 × 480 px**	700 €/month	<i>Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), the reader will first see the Welcome banner. After 10 seconds, the Welcome Banner redirects to the original page the visitor was heading towards.</i>
Top Head banner - 468 × 60 px**	500 €/month	<i>Located above the top header (first item). Visible in all pages.</i>
Head banner - 728×90 px (LEADERBOARD)	500 €/month	<i>Located under the top header (Visible in all pages)</i>
Head banner - 728×90 px (LEADERBOARD)	450 €/month	<i>Located under the top header. (Home)</i>
Vertical banner - 120×450 px (SKYSCRAPER)	400 €/month	<i>Located in the left-hand column "Always visible". (Home)</i>
Vertical banner - 120×450 px (SKYSCRAPER)	400 €/month	<i>Located in the right-hand column "Always visible". (Home)</i>
Bottom banner - 728×90 px**	400 €/month	<i>Located on the bottom page. Visible in all pages.</i>
Column banner - 213×261 px**	300 €/month	<i>Located on the right-hand column. (Home)</i>
SECTION PAGES *		
Head banner - 728×90 px (LEADERBOARD)	300 €/month	<i>Located under the top header.</i>
Vertical banner - 120×450 px (SKYSCRAPER)	300 €/month	<i>Located in the left-hand column "Always visible".</i>
Inside banner - 728×90 px**	225 €/month	<i>Located on a special page *</i>
Inside banner - 213×261 px**	200 €/month	<i>Located on a special page *</i>

"Electronica Azi" Newsletters



Custom newsletter - (Sent to our data bases):	950 €/newsletter
Banner in the Electronica Azi newsletters - 468 × 60 pixels:	350 €/newsletter
News - (1 picture + text linked to the Electronica Azi web site):	350 €/news/newsletter
e-article - (Published in the Electronica Azi web page - text and diagrams):	200 €/month

**) Special pages: MCUs/DSPs - Electronics Components - Embedded Systems - Industrial Controls - SMT/PCB - Hobby
**) Dynamic sizes*

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

Euro Standard Press is a technical publishing house which focuses on the electronics markets in Europe. The focus is on business news, headlines, technology developments, new products, case studies, as well as educational material for electronics engineers and students.

