

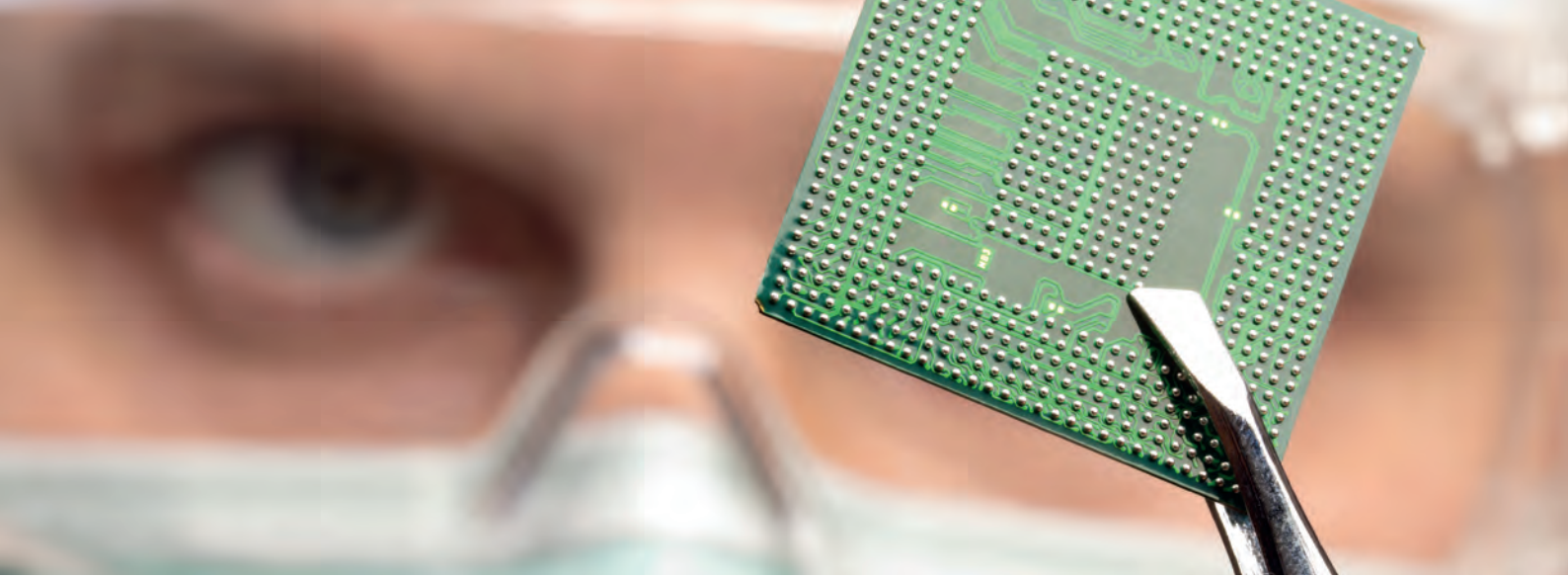
Periodico indipendente di informazioni e opinioni

# ELETTRONICA AV

mercati | imprese | innovazione



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



## A NEW STARTING POINT FOR ELETTRONICA<sup>®</sup>

Over thirty years of associative life and involvement, an independent publisher is now launching in 2020 an innovative **ELETTRONICA<sup>®</sup>** that is designed to offer information and opinions on a higher level for professionals in the field of electronics market.

**ELETTRONICA<sup>®</sup>** is aimed at Italian managers, purchasers, marketing and sales and also consultants and all those involved in the electronics segment.

**ELETTRONICA<sup>®</sup>** provides the very best and first-hand details to help keeping on top of things within a complex and ever-changing market.

**ELETTRONICA<sup>®</sup>** 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<sup>®</sup>** collects worldwide the most appropriate contributions, points, concepts and skills from daily active players for common knowledge.

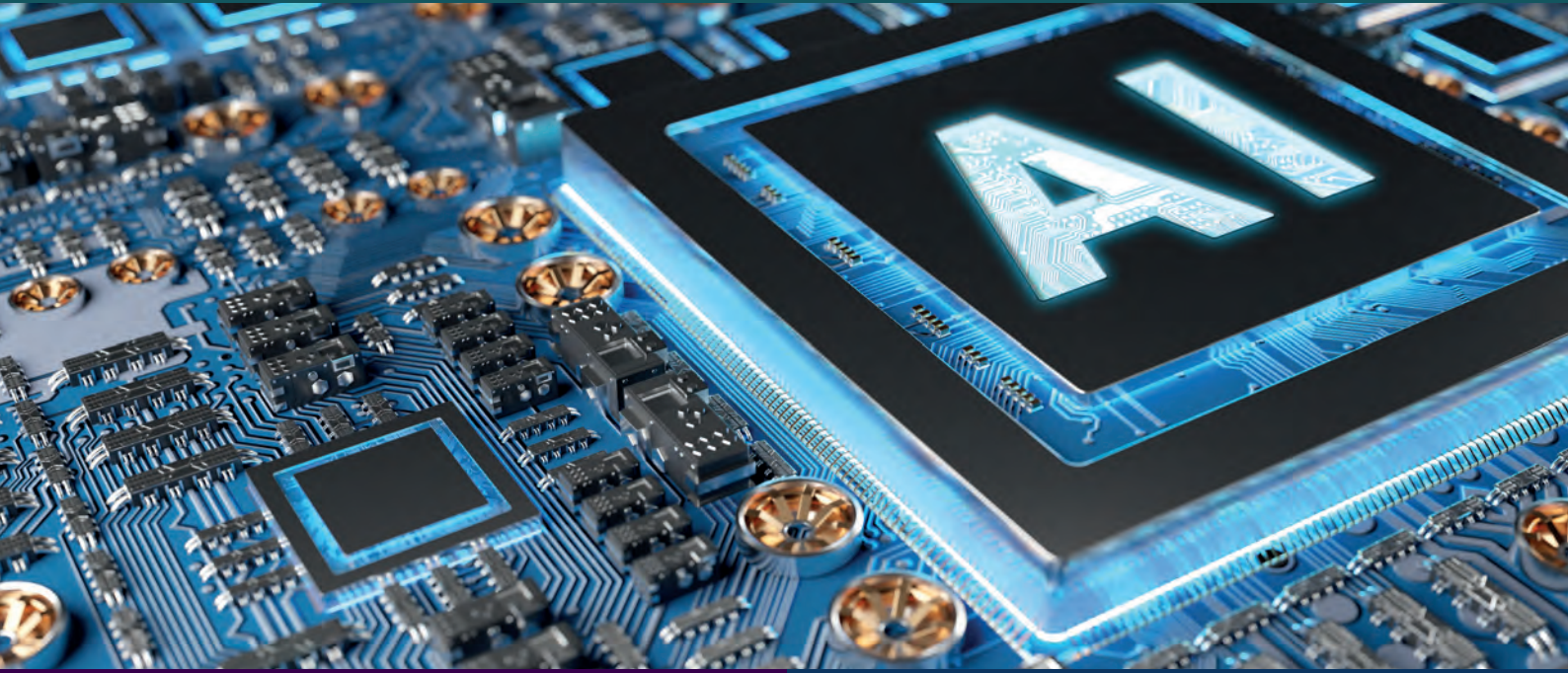


## OUR EDITORIAL PLAN

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.

**ANALYSIS** give the audience everything about detailed final applications and expert solutions while **QUESTION & ANSWER** makes it clear where to look for current advances and future visions on themes of importance.



### 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 (*Italian Association of Electronics Cluster*).

#### 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 & ENTERPRISES

News from the companies: agreements, appointments and results.

#### TRAINING & CONSULTING

Up-to-the-minute news summary from Public Administration to help market players.

#### EVENTS & MOMENTS

Reports from trade shows, conferences, congresses and workshop.

#### PRODUCTS & SOLUTIONS

Get the latest from the global electronics suppliers.

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



**PRINT AND DIGITAL**

Printed in 4,000 copies for each issue, **ELETRONICA** 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 18,000 contacts. Still more stories are provided by the [www.elettronica.cloud](http://www.elettronica.cloud) website and by a just-in-time newsletter.

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