

MEDIAKIT 2020

Over thirty years of associative life and involvement, an independent publisher and a competent, skilled team are now presenting in 2020 a different **ELETRONICA** that is designed to be a gathering place with information and opinions for professionals in the field of electronics market.

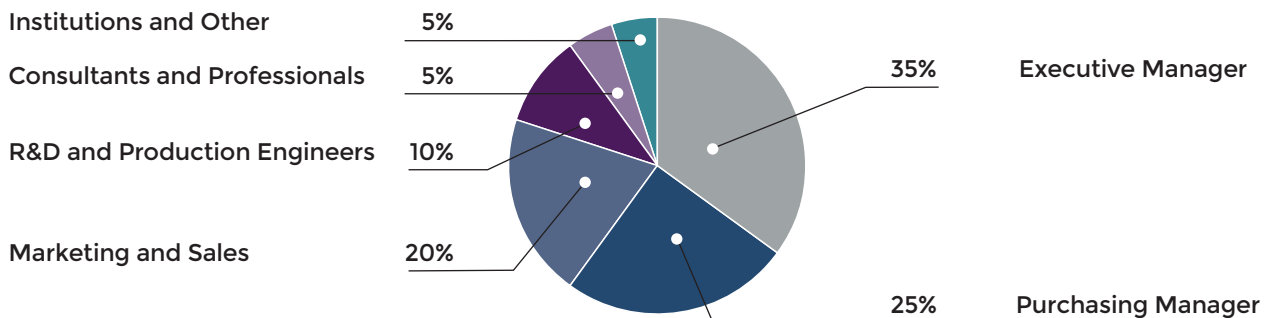
TARGET AUDIENCE

ELETRONICA is aimed at Italian corporate managers, purchasers, marketing and sales, R&D and production and also consultants and all those involved in the electronics. By communicating with **ELETRONICA** you can get in touch with a vast audience of professionals and companies in the Italian electronics market.

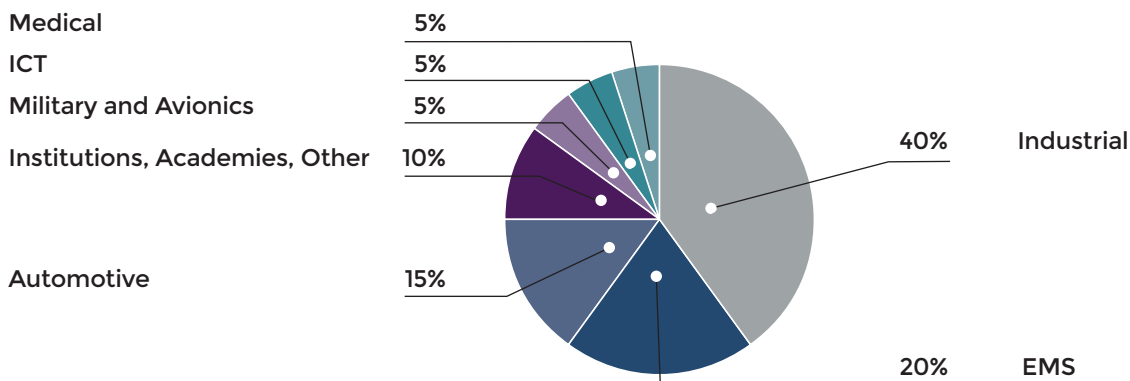
CIRCULATION AND DISTRIBUTION

Printed in 4,000 copies for each issue, **ELETRONICA** 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 18,000 contacts.

JOB FUNCTION



COMPANY SECTOR

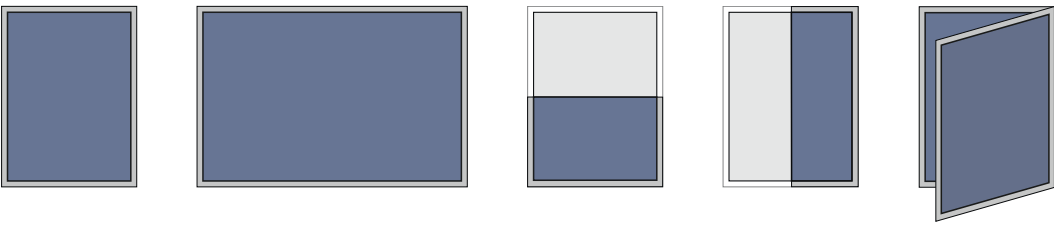


EDITORIAL PLAN 2020

ISSUE MONTH*	MAIN TOPICS	MARKET DATA
1 February-March 2020	Smart Home	Final balance 2019
2 April-May 2020	Industry 4.0	Market Trend Q1 2020
3 June-July 2020	Smart AgriFood	International Review Year 2019
4 August-September 2020	Smart Car	Market Trend H1 2020
5 October-November 2020	Smart City	Market Trend Q3 2020

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

ADVERTISING RATES

POSITION	SIZE	RATES*
		
Full Page	210 x 297 mm + (5 mm)	Euro 3.000
Double Pages (Inside)	420 x 297 mm + (5 mm)	Euro 5.000
Half Horizontal Page**	210 x 138,5 mm + (5 mm)	Euro 2.000
Half Vertical Page**	105,5 x 297 mm + (5 mm)	Euro 2.000
Cover Laef	410 x 297 mm + (5 mm)	Euro 6.000
Special Positions	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

* Please consider all rates are gross

** 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	4.000 copies/issue
Paper	Matt coated
Binding	Saddle stitching

CONTACTS

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