

Periodico indipendente di informazioni e opinioni

ELETTRONICA AV

mercati | imprese | innovazione



MEDIA KIT 2023

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



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.

THE COMPETENCE-BASED VIEW OF 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. In only two years, **ELETTRONICA AV** has become 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.

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.

SPECIAL CONTENTS

ISSUE *	DOSSIER Final Application	FOCUS Technology & Products
18 December-January 2023	AEROSPACE SATELLITES	CONNECTORS
19 February-March 2023	DOMOTICS VENDING MACHINE	DISPLAY & HMI
20 April-May 2023	AUTOMOTIVE ELECTRIFICATION	POWER LED & DRIVER
21 June-July 2023	WELLNESS FITNESS	SENSORS
22 August-September 2023	TRANSPORTATION RAILWAY	EMBEDDED & IOT
23 October-November 2023	SUBCONTRACTING ASSEMBLY	T&M PCB MACHINES

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

EVENTS AND EXHIBITIONS

MARKET DATA	EVENTS	WHERE WHEN
Year 2023 Forecasts	A&T - AUTOMATION & TESTING	Torino, 22/24 February
Year 2022 Balance	EMBEDDED WORLD MECSPE	Nurnberg, 14/16 March Parma, 30 March/1° April
First Quarter 2023	PCIM FOCUSonPCB SPS	Nurnberg, 9/11 May Vicenza, 17/18 May Parma, 23/25 May
Mid-Year Analysis	-	-
Second Quarter 2023	EXPO FERROVIARIA	Milano Rho, 3/5 October 2023
Third Quarter 2023	PRODUCTRONICA	Munchen, 14/17 November 2023

* Publisher owns all right to change the release calendar accordingly to the events the magazine will be distributed

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 market, 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*

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 **5,000*** unique visitors per month with over **15,000*** 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 **3,000*** unique visitors per month with over **10,000*** page views. The Elettronica TECH Community has over **2,000*** 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.

* DATA UPDATED TO 30 SEPTEMBER 2022

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 **3,300*** followers) and **Facebook** (about **800*** followers).

ELETTRONICA TECH has its own pages on **LinkedIn** (more than **3,000*** followers) and **Facebook** (over **3,200*** followers). You can find Elettronica TECH on **Twitter**, **Instagram** and **Pinterest** too.

Content posted on LinkedIn can also be sponsored.

* DATA UPDATED TO 30 SEPTEMBER 2022



NEWSLETTER & DEMs

ELETTRONICA AV and **ELETTRONICA TECH** newsletters are periodically sent in digital format to our readers (over 19,000 contacts in our database) and contain the most up-to-date information from the market.

- **Elettronica AV NL:** 8,000 recipients
Average opening rate: 20%
Click rate: 4%.
- **Elettronica TECH NL:** 12,000 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.

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 registered

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 on the article (unqualified lead).



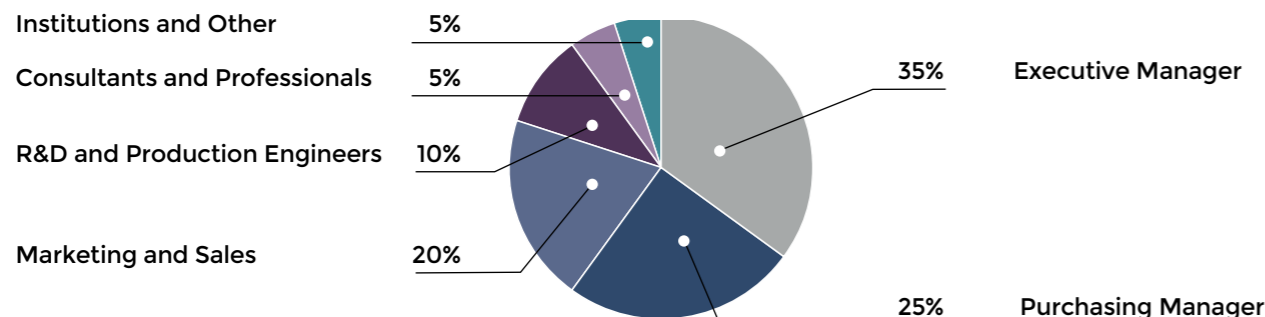
MAILING LIST

19,337* contacts, including 8,686* with complete postal address, distributed over 4,294* 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.

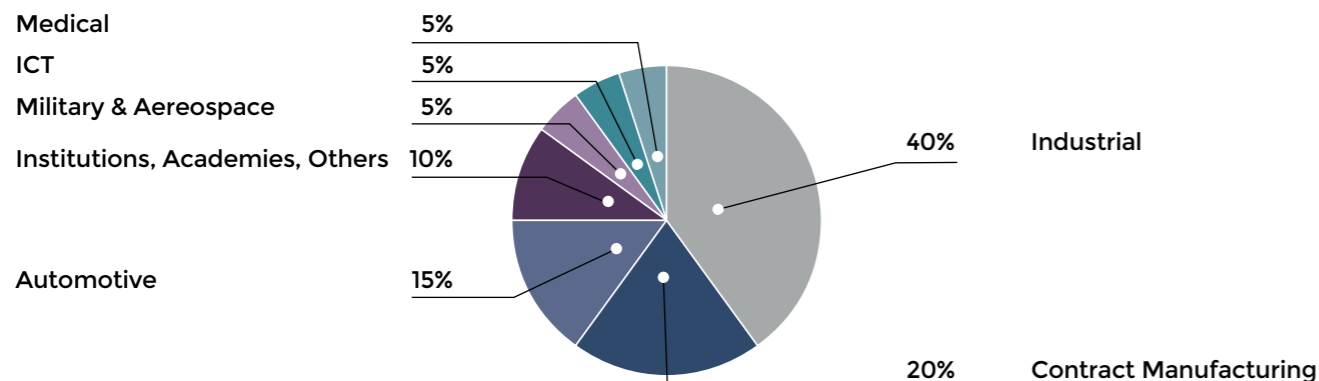
Our Electronics Area database has been built in cooperation with dozens of Top players in electronics who supported us in profiling companies and professionals and helped us in starting our editorial initiative. **ELETRONICA AV** project doesn't stop growing and promises a further expansion in 2023.

* DATA UPDATED TO 30 SEPTEMBER 2022

DISTRIBUTION BY JOB FUNCTION



DISTRIBUTION BY COMPANY SECTOR



TARGET AUDIENCE

ELETRONICA 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.



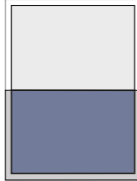
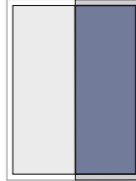
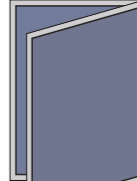
By communicating with **ELETRONICA AV** you can get in touch with a vast audience of professionals and companies in the Italian electronics market.

CIRCULATION


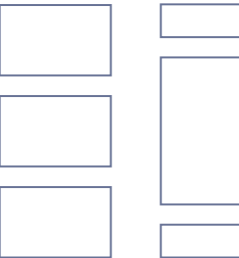
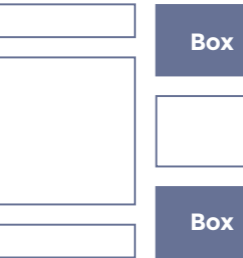
Printed in 5,200 copies for each issue, **ELETRONICA AV** is sent to a selected mailing list and distributed at mayor trade meetings and events.

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 **ELETRONICA AV** is available by subscription.

MAGAZINE - ADVERTISING SIZE & RATE

POSITION	SIZE	RATE
		
		
Full Page	210 x 297 mm + (5 mm)	3,000 Euros
Double page inside	420 x 297 mm + (5 mm)	5,000 Euros
Cover Laaf	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)	on customer format or designed by us	2,000 Euros/Month
Sponsored Content	picture, text and link	1,000 Euros/Month
Banner on Newsletter	leaderboard or box	1,000 Euros/Each
DEM Campaign	on customer format or designed by us	2,000 Euros/Each
DEM Lead Generation	on customer format or designed by us	4,000 Euros/Each

OUR CONTACTS

Publisher	Vittorio Basso Ricci	v.bassoricci@elettronica.cloud
Editor In-Chief	Laura Reggiani	l.reggiani@elettronica.cloud
Editorial Manager	Virna Bottarelli	v.bottarelli@elettronica.cloud
Editorial Staff	Cecilia Chiappani	c.chiappani@fwcommunication.it
Marketing Manager	Antonio Cirella	a.cirella@elettronica.cloud
International Promotion	Sonia Parotti	communication@elettronica.cloud
Editorial Secretary	-	redazione@elettronica.cloud
Subscriptions	-	abbonamenti@fwcommunication.it

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



ELETRONICA 

is published by **FW Communication**, division of **Fritz Walter srl**

Headquarters: Borgo Regale 7 - 43121 Parma (Italy) | Offices: Piazza M. Ruini 29/A - 43126 Parma (Italy)

info@elettronica.cloud | www.elettronica.cloud
www.elettronica-av.it | www.elettronica-tech.it



FW Communication
division of Fritz Walter srl
www.fwcommunication.it