Informator Rynkowy Elektroniki®

Market Analysis
Component suppliers
Measurement equipment
Tools, manufacturing, services

Publication offer 2017

Electronics Market Directory – facts file

Periodically published and regularly updated, the Electronics Market Directory (IRE) is a unique all-in-one guide to products and services for electronics and automation technology. Every year one issue of the directory is released.
This is where businesses can be presented in a closely trade-related environment enabling them to reach their clients with ease. Clear indexes and complete offer presentations enable the readers to compare and to select the best options and solutions. Highly appreciated, the directory is viewed as an indispensable tool for those responsible for placing orders and making purchases in production companies.
IRE is a very convenient and well targeted advertisement media source. Producers and distributors can run efficient whole-year advertising campaigns on paper and online editions. IRE represents a well-targeted form of business presentation strengthening company's image as well as its brand.
Editorial team with over 15 years of professional experience in the automation market and understanding of the needs of the readership, presents a good added value to the catalog. All previous editions of IRE were bestsellers thanks to their well targeted and easily readable content and interesting ways of companies' presentations.

Market review analysis

Electronics Market Directory (IRE) contains nearly 100 pages of thorough Polish market analysis. IRE presents newest trends and defines current Polish market conditions in connection with Electronics Market Directory topics. Market analysis introduces leading product sectors, names market leaders and identifies most common problems, threats and opportunities in different segments of electronic business reality.

Circulation

15 000 copies
One issue per year

Target group of readers

Top management of Polish electronic companies, engineers, designers and purchase department executives.

Distribution

The catalog is a free supplement to Elektronik Magazine. It is also distributed at fairs, trade shows, seminars and all kinds of industry-related events where Elektronik Magazine is a media patron.

IRE is published as:

- a printed version issued once a year
- an online version (company database plus database of products) on www.elektronikab2b.pl
- an electronic edition distributed free as a PDF file downloaded from www.elektronikab2b.pl.

Electronics Market Directory – covers the following market sectors

Production of electronics	
CEM/EMS manufacturing services	SMT/THT assembly, Stencils, Components aggregation, Circuit design, Quality testing
Printed circuits boards	1- and 2-sided PCBs, Multilayer PCBs, Metal core PCBs, Flex PCBs
Enclosures for electronics	Plastic, Metal, Industrial enclosures, Front panels, Keyboards, Customization services
Machinery and manufacturing equipment	Reflow ovens, pick&place, paste printers, Cable harnesses manufacturing equipment, AOI, X-Ray, SPIs, Glue and coating dispensers, Industrial furniture, clothing
Materials for electronic production	Soldering materials, Chemical products for electronics, ESD and EMC protecting materials, Cables, harnesses
Hand tools	Solder stations, hot air, Screwdrivers, pincers… , Connector crimp tools, Magnifiers, microscopes, lights
EDA design software, software tools	CAD, CAM, EDA software, SCADA and HMI software, Software tools, IDE environment, Programmers, evaluation boards
Measurement and research laboratories	EMC testing, environmental testing, Legal approvals for EE
Engineering design houses	Electronic design services, Aftersales services, Manufacturing services
Services, consulting and training	Conferences, training services, Measurements, consulting and certification servicers, Document translating, market research
Industrial automation	
Process automation	Industrial computers, panel computers, SBCs, Network equipment, switches, access points, Panel computers, Flash memories
Automation components	Sensors and actuators, Controllers and regulators, Encoders, Drives, servos
Measuring equipment	
Measurement equipment	Portable meters and clamp meters, Oscilloscopes, spectrum analyzers, frequency meters, Generators, power supplies, EMC testing equipment, Radio communication measurement equipment
Electrical energy measurement equipment	Line resistance and impedance meters, RCD testing, Universal meters, Power quality analyzers, Energy bill devices testers, Cable harnesses testing equipment
Non-electrical values measurement equipment	Thermometers, pyrometers IR cameras, Humidity, pressure, light meters, pH, Ion, E-H meters, Geiger counters, HVAC meters
Measurement systems	Measurement systems components (cards, IO modules), DAQ systems, visual systems, Software for measurement systems
Calibration tools and services	Calibrators, Calibration services
Electronic components	
Semiconductor components	Discrete semiconductor components, Power components (IGBT, MOSFET), ICs
Power semiconductor components	Diodes, SCRs over 1 kA, IGBT, MOSFET, rectifier modules, Motor drives
Components electromechanical	Relays, fuses, Switches, Signal connectors, High power connectors
Optoelectronic devices	Opto components, LEDs, lasers, Displays (LED, LCD, LCD-TFT, OLED), Light indicator components
Passives	Resistors, capacitors, super capacitors, Inductive components, Sensors, Thermal management components
OEM modules	GPS i GSM modules, Wi-Fi/Bluetooth modules, RFID/NFC chip and modules, Ethernet modules
Power sources	Batteries, Chargers, UPS power supplies
LED lighting	LED emitters, Optics for LED lighting and LED power supplies, LED light sources

Show your products the best way possible!

Electronics Market Directory allows you to reach your target group in the automation industry. Your offer can be presented in the traditional and electronic media using a variety of presentations and adverts in different price packages.

Why the traditional edition?

- market knowledge, presentation of offers, contacts, indexes – all in one, ina form of compact, visually attractive paper edition;
- regularly updated indexes offer a convenient form of organizing information and allow an immediate search of suppliers;
- thanks to complex analyses, the publication is a must-have for suppliers, designers and automation engineers;
- e-edition and CD edition – get those for free; in addition, there is a possibility of promotional activities in the internet;

Promotion at www.ElektronikaB2B.pl

- complex info on businesses and their offers in one place at the largest business platform for electronics in Poland;
- companies can be highlighted in product & company catalogues with information about offer and business calendar;
- access to new clients thanks to a daily newsletter;

Subjects of IRE 2016 Electronics Market Directory in numbers:

- 15.000 paper copies
- 8.000 e-edition readers (including e-edition subscribers, clients of online newsstand www.UlubionyKiosk.pl, users downloading the e-edition from www)
- 5.000 copies of CD distributed at conferences, seminars and workshops supported by Elektronik Magazine throughout the year;

www.ElektronikaB2B.pl offers:

- 30–40.000 unique users a month (data according to Gemius Traffic)
- 11.000 registered subscribers of the daily newsletter

Advertising packages – the small prices for big promotion

	Choose your package	Economic	Convenient	Best
Traditional publication – paper & electronic	1 page of presentation prepared by the IRE editorial team	●	●	●
	company logo in the product and company data indexes	●	●	●
	company name highlighted in the index section	●	●	●
	company logo on the page "recommended companies" at the end of IRE	●	●	●
	company information on the CD	●	●	●
	product gallery in the 'market analysis' section of IRA (3 products in one chosen analysis)			●
www.ElektronikaB2B.pl	12 months access to administration panel and publication of company data – Premium package (regular value 550 Euro)		●	●
	company details highlighted in the 'Market' section (logo with link to company website)		●	●
	publication of undefined number of product descriptions in the company profile and publication in the "Products" section		●	●
	company details as "Promoted company: on the homepage (1 week a year)			●
	selected product details as "Promoted product" on the homepage (1 week a year)			●
	company presentation in the daily newsletter (description + logo with the link to company website), 2 issues a year			●
	Gallery of 3 products in newsletter (1 issue a year)			●
		630 Euro	885 Euro	1115 Euro

*) An annual 'Premium package" on www.elektronikaB2B.pl includes: company presentation with a unique company website address www.companyname.elektronikaB2B.pl, tools to add product descriptions, publish multimedia, create and receive inquires and to add business events to calendar.

Price list of advertisements and presentations

630 Euro
full page company presentation

930 Euro
2-page (spread) company presentation

320 Euro
company logo on the cover

double side cardboard with index

650 Euro
1/2 page in market analysis section

520 Euro
1/3 page in market analysis section

350 Euro
1/4 page advertisement in the market analysis section

Product gallery in the directory
(Best package)

CD distributed at conferences, seminars and workshops throughout the year

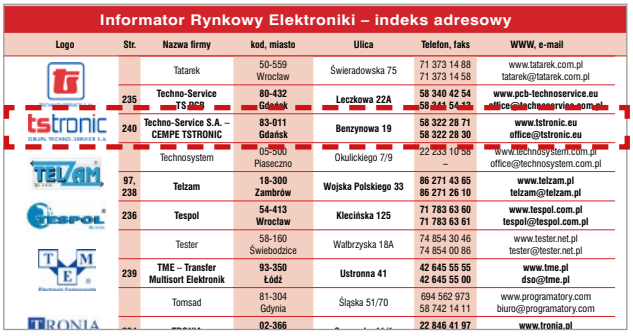
Product gallery at www.ElektronikaB2B.pl
(Best package)

Product gallery in the newsletter
(Best package)

Promoted product at www.ElektronikaB2B.pl
(Convenient or Best packages)

Promoted company at www.ElektronikaB2B.pl
(Convenient or Best packages)

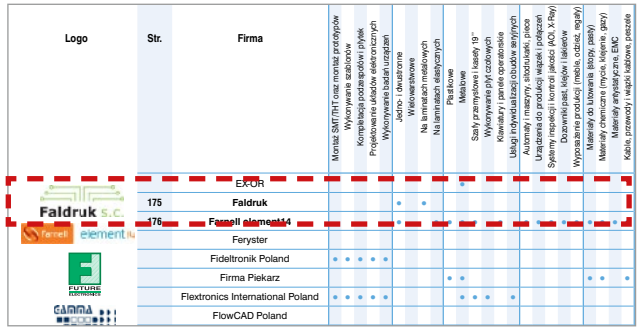
Logotype and company promotion in the address index



Informator Rynkowy Elektroniki – indeks adresowy

Logo	Str.	Nazwa firmy	kod, miasto	Ulica	Telefon, faks	WWW, e-mail
		Tatarek	50-559 Wrocław	Świeradowska 75	71 373 14 88 71 373 14 58	www.tatarek.com.pl tatarek@tatarek.com.pl
	235	**Techno-Service TS PCB**	**80-432 Gdańsk**	**Leczkowa 22A**	**58 340 42 54** **58 344 54 13**	**www.pcb-technoservice.eu** **office@technoservice.com.pl**
tstronic	240	**Techno-Service S.A. – CEMPE TSTRONIC**	**83-011 Gdańsk**	**Benzynowa 19**	**58 322 28 71** **58 322 28 30**	**www.tstronic.eu** **office@tstronic.eu**
		Technosystem	05-500 Piaseczno	Okulickiego 7/9	22 233 10 58 –	www.technosystem.com.pl office@technosystem.com.pl
TELZAM	97, 238	**Telzam**	**18-300 Zambrów**	**Wojska Polskiego 33**	**86 271 43 65** **86 271 26 10**	**www.telzam.pl** **telzam@telzam.pl**
TESPOL	236	**Tespol**	**54-413 Wrocław**	**Klecińska 125**	**71 783 63 60** **71 783 63 61**	**www.tespol.com.pl** **tespol@tespol.com.pl**
		Tester	58-160 Świebodzice	Wałbrzyska 18A	74 854 30 46 74 854 00 86	www.tester.net.pl tester@tester.net.pl
TME	239	**TME – Transfer Multisort Elektronik**	**93-350 Łódź**	**Ustronna 41**	**42 645 55 55** **42 645 55 00**	**www.tme.pl** **dso@tme.pl**
		Tomsad	81-304 Gdynia	Śląska 51/70	694 562 973 58 742 14 11	www.programatory.com biuro@programatory.com
TRONIA			**02-366**		**22 846 41 97**	**www.tronia.pl**

Logotype and product promotion in the product index



Logo	Str.	Firma	Montaż SMT/THT oraz montaż prototypów	Wykonywanie szablonów	Kompletacja podzespołów płytek	Projektowanie układów drukowanych	Wykonywanie układów drukowanych	Jedno- i dwustronne	Wielowarstwowe	Na laminatach metalowych	Na laminatach elastycznych	Plastowe	Metalowe	Sały przemysłowe i kasety 19"	Wykonywanie płyt czołowych	Kawitary i panele operatorskie	Usługi inżynierskie	Obudowy metalowe, plastikowe, drewn.	Urządzenia do grudacji warstw i pokryć	Systemy inspekcji i kontroli jakości (AOI, X-Ray)	Wyposażenie produkcji (metale, odtłuszcz. regały)	Dozowniki past, klejów i lakierów	Materiały do lutowania (stopy, pasty)	Materiały chemiczne (mycia, klejenia, garz)	Kable, przewody i wiązki kablowe, pieczęci
		EXOR												•											
Faldruk S.C.	175	**Faldruk**						•	•																
Farnell element14	176	**Farnell element14**																							
		Feryster																							
		Fideltronik Poland	•	•	•	•	•																		
FUTURE ELECTRONICS		Firma Piekarz										•	•									•	•	•	
		Flextronics International Poland	•	•	•	•	•					•	•	•			•								
GAMMA		FlowCAD Poland																							

Company promotion on special pages
of the Guide (available in all packages)

Logotype with redirection to a company page
in the "Market" section (available in all packages)

Additional offer:

Company presentation price list:

- 1 page presentation ..... 630 Euro
- next presentation page (spread) ..... 300 Euro

Company presentations are prepared by editorial team and are based on our layout. The graphics and text should be delivered by orderer.

Additional offer:

- company's logo on the cover (max 30 first orders, offer limited to the companies who bought presentation).....320 Euro*
- the CD attachment or the A4 insertion ..... 830 Euro
- cardboard-pages (150 gr) (2xA4) .....to be agreed

*(Only for company which have ordered the presentation inside catalogue.)

Advertisement prices:

- full page inside the directory..... 1360 Euro
- third page..... 1620 Euro
- 4th cover..... 2030 Euro
- 2nd cover ..... 1700 Euro
- 3rd cover..... 1540 Euro
- 1/2 page in market analysis section ..... 650 Euro
- 1/3 page in market analysis section ..... 520 Euro
- 1/4 page in market analysis section ..... 350 Euro

The basic (IRE) Electronics Market Directory entry including the publication of the company's contact details and the basic information about its products is published for free. It is necessary to fill in a form available on www.elektronikab2b.pl/ire and send it to ire@elektronik.com.pl or fax to +48 22 257 84 67.

ElektronikaB2B.pl
Portal branżowy dla elektroników

Informator Rynkowy Elektroniki

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