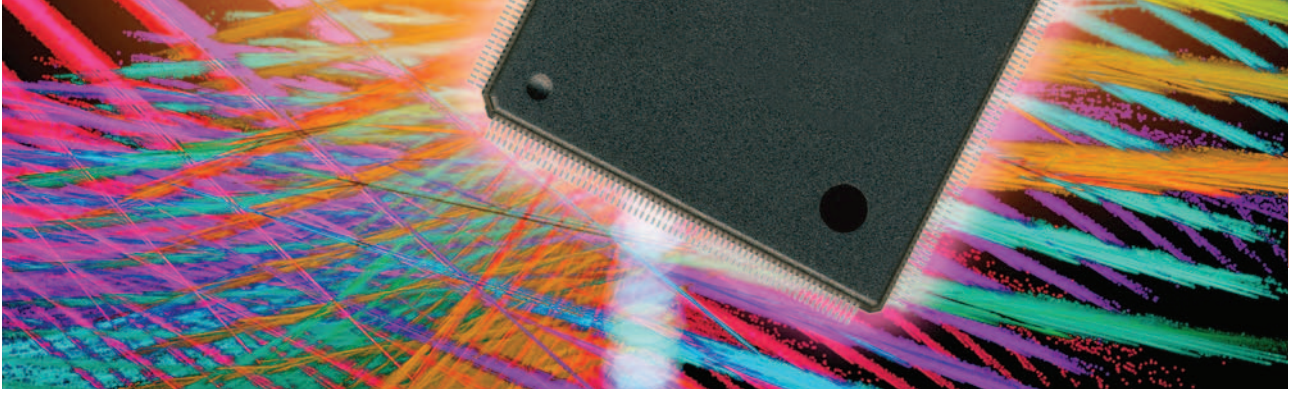


Publication Offer

Elektronik
THE PROFESSIONAL ELECTRONICS MAGAZINE

2011



The **Elektronik** magazine is dedicated to Polish managers, scientists, technicians, designers and traders. It is read by staffers of all the Polish electronic firms. It also finds its way to institutes, universities, and electronics and automatics related organizations and associations. **Elektronik** is the focus of attention for the Polish electronics lobby. It provides information and contributes to development and attainment in the branch of electronics.

Elektronik familiarizes the knowledge of new technologies and products on its pages. This is where current events, attainments, trends, research and development tendencies and market trends in the domestic and foreign branches of electronics are discussed. This is where different personalities are presented, whose lives would be meaningless without electronics and lastly, this is where updates from around the world can be found. The latest about engineering are widely dealt with in the engineering and economy sections. Short notes about novelties from the field of electronics and automatics components are placed in the new product section. Each issue is accompanied by "the interview of the month" and by a market report for a given field of electronics and automatics.

Thanks to ten year experience of the editorial team and to its familiarity with the Polish electronics market, the magazine is in the first flight among the branch-targeted magazines for electronics engineers.

Elektronik has significantly contributed to the greatest, industry-oriented special occasion meetings and scientific shows.

Stock of copies: 10600

- Volume of about 120 pages in colour
- Additionally register above 2000 e-subscribers
- Frequency of release: once a month
- Format: 205 x 290 mm
- Distribution: Elektronik is over-85 % distributed through qualified subscription. It can also be bought at the newsagent's and in media rooms through distribution networks such as: Kolporter, Franpress, Inmedio, Garmond i Pol-Perfect (Empik bookshops).
- Elektronik is also released in a cost-free electronic edition.
- Supplements: catalog – Electronics Market Directory released ones a year, special theme issue – „Elektronik plus”
- Website – the portal intended for electronic business www.elektronikab2b.pl

Elektronik – the professional magazine of electronics

The standard columns in the Elektronik magazine are as follows:

- **Current events** – the latest events, domestic and foreign meetings reports (fairs, shows, presentations and conferences)
- **Economy** – the latest domestic and foreign economic news.
- **Reports** – market reviews within a given range of products.
- **Technology** – technology-oriented articles clearly describing what is currently most interesting and important in modern electronics.
- **Interviews** – presentations of successful businessmen and Polish electronic firms
- **Novelties – products** – information on new products to be used in electronics and automatics.

Why do engineers read Elektronika?

Modern electronics is developing at a staggering rate. With new products being made and new technologies emerging, the world we live in is always changing. Nowadays electronics is a key factor for technical progress and which is why electronics engineers are constantly required to enhance their professional skills.

Every month the electronics market is flooded with new components, dozens of systems, applications and solutions. The main objective of the Elektronik magazine is to keep the reader abreast with the latest news about novelties on the market as far as components, new technologies, applications and new trends in economy are concerned. Current events, interviews, market reports are a source of information on what is up in a given branch.

The paper edition of Elektronika is supplemented by an electronic version of the ElektronikaB2B.pl portal and the Electronics Market Directory. All the above editions combined, give the reader a hard to beat feeling of being well informed.

Magazine Elektronik – the voice of the Polish electronics engineer!



We exhibit, host or media-sponsor a lot of popular branch-related shows such as: Automatic Fairs, Energetab, ControlTech, MSPO, ITM – Innovations, Technologies, Machines, EuroLab, Infosystem, Intertelecom, Expopower, Amper, Productronica, Electronica.

ElektronikaB2B.pl

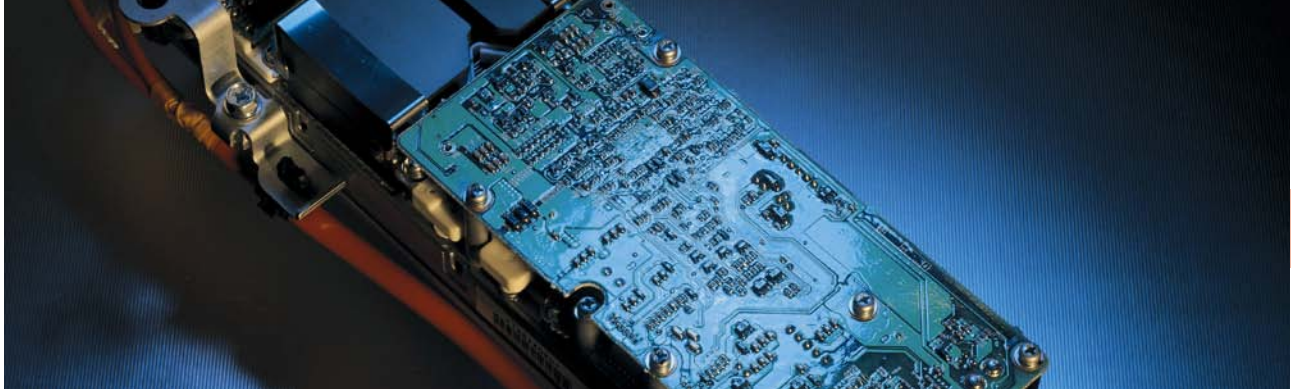
The Elektronik official website – **ElektronikaB2B.pl** is not only used to advertise the magazine on-line but it supplies services to those who are professionally engaged in electronics as well. Here are some of the services: the possibility of making enquiries and using both the firm and product catalogues. We also provide electronics engineers with the latest through a newsletter every week. The branch timetable of the forthcoming commercial shows, meetings or seminars can be found in the event diary, which is very often updated. The quickest way for a firm looking for would-be-employees is to put a job advertisement on the ElektronikaB2B.pl.portal.

All the portal options add to the media support the Elektronik magazine gives to numerous seminars organized by firms and to organizers of Polish and international fairs. Thanks to its being content-related, the portal is fairly distinguishable from other portals on the market. A large number of analyses and articles formulated by the Elektronik editorial team invite logging on to our website. The portal is the fountain of knowledge of modern electronics and it serves as an indispensable business tool for firms.

The Electronic internet edition

The electronic PDF format edition can freely be downloaded from www.elektronikab2b.pl/eprenumerata. Thanks to this format, advertisements along with their publications can be transmitted to the user in many ways. For example, films, graphics and other audio-video images can be inserted; the user can be directly linked to www pages and e-mail addresses





Electronics Market Directory

Periodically published and regularly updated, the **Electronics Market Directory** (IRE) is a guide to products and services for electronics and automatics. The publication is the means of having our firm presented in branch-related circles making it easier to target the clientele. Clear and complete offer presentations enable the customer to make comparisons and opt for best solutions.

Published with a stock of 15000 copies, the catalogue is distributed as a supplement to Elektronika at fairs, seminars and all kinds of branch-related shows, where Elektronik is a media sponsor.

As the catalogue seems to have grabbed the attention of customers, this makes us think it is a convenient, well-targeted form of presentation strengthening the firm's image and professionalism. The directory is highly appreciated as an indispensable tool for those responsible for placing orders and making purchases at production enterprises. The editorial office is also highly praised by institutions doing market research for foreign customers.

Every year one of the directory is released. The subjects of the issue:

- Automatics and electronics services – designing, testing, production
- Components for use in electronics and automatics
- Controlling and measuring apparatus and tools for use in electronics and automatics

The Electronics Market Directory contains market analyses. They are economy and technology-centered passages describing trends and phenomena that are characteristic of the Directory subject matter. They familiarize the reader with it, classify knowledge of the products, consolidate it, point to market leaders, pinpoint trouble spots and business opportunities in a given electronics sector.

Apart from its paper version, the catalogue is also available in the internet electronic edition and the www.elektronikab2b.pl on-line-catalogue.

Katalog 2011
Informator Rynkowy Elektroniki
 Dodatek do magazynu
Elektronik
 MAGAZYN ELEKTRONIKI PROFESJONALNEJ

Analizy rynku
 Dostawcy
 Produkcja
 Usługi

Tylko jedno wydanie w roku!

Informator Rynkowy Elektroniki* 2010

Zgłoś swoją firmę!
 Szczegóły na stronie www.elektronikab2b.pl/IRE

Katalog jest wydawany

- w wersji papierowej
- w wersji cyfrowej
- w internecie na stronie www.elektronikab2b.pl

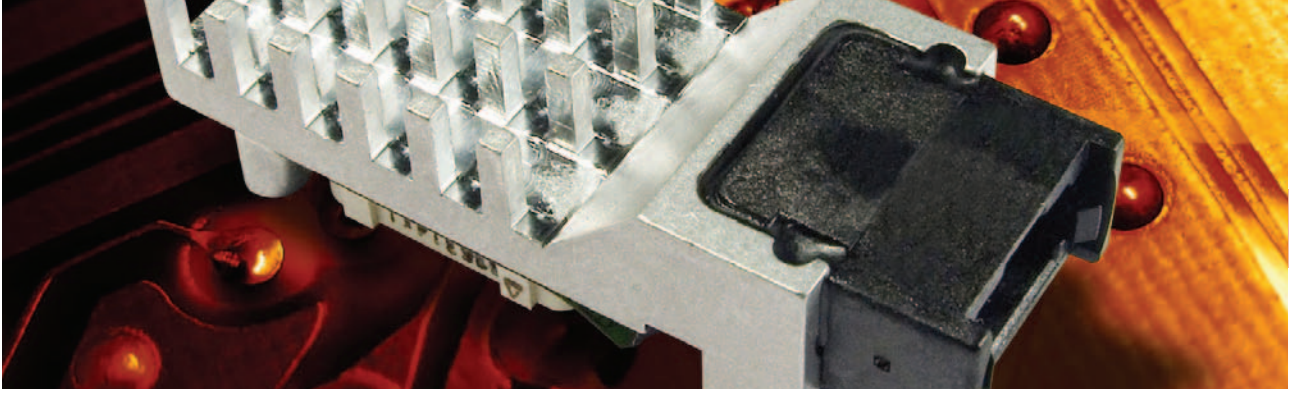
Katalog IRE – Zawsze na Twoim biurku

Zakres tematyczny:

- Podzespoły dla automatyki i elektroniki
- Usługi dla automatyki i elektroniki – projektowanie, badania, produkcja
- Aparatura kontrolno-pomiarowa i narzędzia dla elektroniki i automatyki

Editorial Calendar 2010-2011

Issues	Market report	Special issues Supplements	Publication date	Deadlines for advert orders	Deadlines for uploading advert files	Deadlines for uploading editorials
1/2010	High brightness LED diodes and power supplies	Electronics Market Directory 2010	4.01.2010	1.12.2009	8.12.2009	18.12.2009
2/2010	Multimeters and clamp meters	Fairs Enex	1.02.2010	4.01.2010	8.01.2010	18.01.2010
3/2010	Over 60W switched mode power supplies	Special Issue: Automaticon	1.03.2010	1.02.2010	8.02.2010	18.02.2010
4/2010	EMI/ESD protection materials and components	Fairs ExpoPower	1.04.2010	1.03.2010	8.03.2010	18.03.2010
5/2010	Measuring equipment (oscilloscopes, generators, testing machines)		3.05.2010	1.04.2010	8.04.2010	19.04.2010
6/2010	Technological equipment for electronic production		1.06.2010	3.05.2010	10.05.2010	18.05.2010
7/2010	Electronics design-houses		1.07.2010	1.06.2010	8.06.2010	18.06.2010
8/2010	Measurement equipment of environmental factors		2.08.2010	1.07.2010	8.07.2010	19.07.2010
9/2010	Wire assemblies, cables, connectors	Special Issue: Energetab Fairs, MSPO	1.09.2010	2.08.2010	9.08.2010	18.08.2010
10/2010	Microcontrollers		1.10.2010	1.09.2010	8.09.2010	20.09.2010
11/2010	Contract manufacturing services		2.11.2010	1.10.2010	8.10.2010	18.10.2010
12/2010	Handy tools for electronics		1.12.2010	2.11.2010	8.11.2010	18.11.2010
01/2011	PCB – polish producers and distributors	Electronics Market Directory 2011	3.01.2011	1.12.2010	8.12.2010	20.12.2010
02/2011	Energy quality analyzers		1.02.2011	3.01.2011	10.01.2011	18.01.2011
03/2011	Electromagnetic relays	Special Issue: Fairs Automaticon	1.03.2011	1.02.2011	8.02.2011	18.02.2011
04/2011	Electromagnetic compatibility – testing laboratories		1.04.2011	1.03.2011	8.03.2011	18.03.2011
05/2011	Cooling in electronics – materials and components		4.05.2011	1.04.2011	8.04.2011	18.04.2011
06/2011	High power components		1.06.2011	4.05.2011	9.05.2011	18.05.2011
07/2011	Materials used in electronic production		1.07.2011	1.06.2011	8.06.2011	20.06.2011
08/2011	EDA software		1.08.2011	1.07.2011	8.07.2011	18.07.2011
09/2011	Enclosures for electronics	Special Issue: Fairs Energetab	1.09.2011	1.08.2011	8.08.2011	18.08.2011
10/2011	Single Board Computers (SBC) and SSD disks		1.10.2011	1.09.2011	8.09.2011	20.09.2011
11/2011	Measurement systems		2.11.2011	1.10.2011	8.10.2011	18.10.2011
12/2011	Displays	Distributor of the year – special edition	1.12.2011	2.11.2011	8.11.2011	18.11.2011
01/2012		Electronics Market Directory 2012	3.01.2012	1.12.2011	8.12.2011	20.12.2011



Advertising and promotion in Elektronik

Apart from its being informative and professional, the **Elektronik** magazine plays a very important role as an inviting medium for advertising and promotion in the branch of electronics. Its dedication, features, and the specific way of its distribution favour advertising and promoting the magazine. The magazine finds its way to the offices of managers, scientists, designers and purchasing departments where, it seems, it rightly belongs. The information included in **Elektronik** is of great help to the high and medium ranking managerial staff so that they could take growth, investment and purchase-oriented decisions.

Having advertisements put in **Elektronik** means good investment. Bowing to the wishes of our customers we usually put them in the preferred places or if this, for one reason or another cannot be done, we select the best ones, usually corresponding in terms of subject matter to the contents of the advert in question.

We attend the most important shows organized for electronic and industrial circles of engineers. **Elektronik** is distributed at the greatest branch-related fairs.

Each issue of **Elektronik** is accompanied by a report about the overall performance of the country's businessmen in different fields of electronics and automatics. The reports are an engrossing read both for readers and advertisers. They are a rich source of the latest news about firms operating in certain fields of industry and about the offered products. They are also appointed spots for those who wish to have their firms, products and services presented and promoted.

The supplementary, interest-taking **Electronics Market Directory** is released three times a year. The **Elektronik plus** special issues are published along with **Elektronik** as attachments.

By means of **Elektronik**:

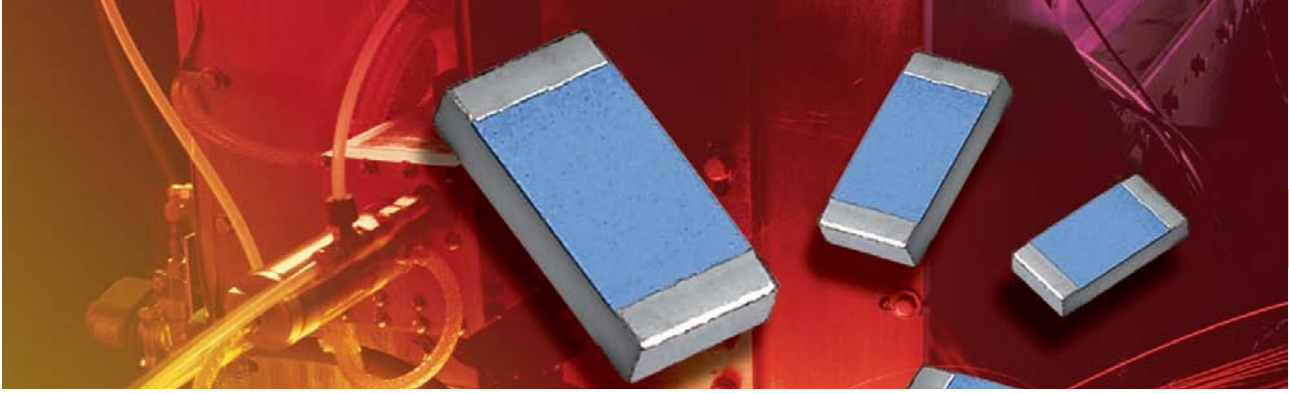
- You will acquaint a wide circle of eager readers with the forthcoming events, attainments and your firm's latest offer.
- You will approach the targeted customer easily and effectively.
- You will strengthen the firm's image and professionalism on the market.
- You will get media support while preparations for fairs, seminars, branch-related meetings are under way.
- You will better understand the needs of your potential customers.
- You will familiarize yourself with the latest trends on the domestic and foreign markets so that you could quickly respond to change, and thus become more competitive.

The world's biggest producers and distributors of electronic equipment have placed their trust in the credibility of the **Elektronik** advertisements.

Every month the magazine becomes an advertising hoarding for over 60 firms.

The multiyear experience of the editorial team, our familiarity with the trade as well as keeping in touch with our readership let us get to know their needs better.



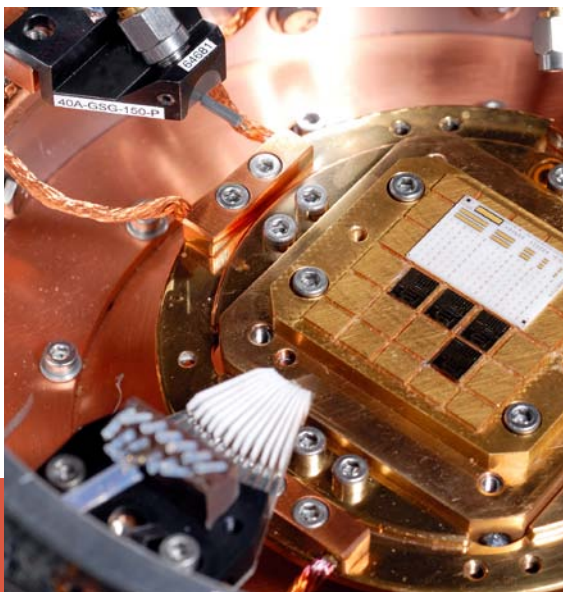


In Elektroniku we propose different forms of promotion and advertising to sell as previously requested by the customer (from standard to non-standard adverts).

Price list of advertisements

Standard advertisements printed inside the magazine

Advertisement Format	Net price Euro
1/12 page	130
1/8 page	260
1/4 page	513
1/3 page	695
1/2 page	870
1/2 junior page	970
1/1 the whole page	1360
1/1 (3. magazine page)	1620
1/1 (5 th magazine page)	1600
1/1 (7 th , 9 th , 11 th magazine page)	1500
III cover	1540
II cover	1700
IV cover	2030



Rebates

- when ordering repeated releases of adverts we grant the following rebates:
- when having the advert re-released in EL 4-6 issues, we grant a rebate of 10%
- when having the advert re-released in EL 7-11 issues, we grant a rebate of 20%
- when having the advert re-released in EL 12 or more issues, we grant a rebate of 30%

Additional notes

- Prices of the non-standard adverts are not subject to rebates.
- The rebated, re-released adverts as previously agreed on, can have different contents without having their formats altered.
- 10% of the base price for adverts in the price list will additionally be charged for having them inserted in a specific place or section.
- An extra invoiced fee must be paid for having the advert laid out by the editorial graphic artist.
- It is possible to publish non-standard ads that are not included in ads price-list. Publication terms and conditions are individually arranged between the client and editorial department and are a subject to additional charges depending on ad size.
- If the ad is to be edited by our graphic designer, additional amount of 30 Euro is charged.
- If the advertiser has not met the deadline by failing in e-mailing his advert file, the advert printed in previous issues will be released.
- Any alterations made to the advert files must be notified beforehand as scheduled in the publishing scheme.
- Once the customer has drawn back from his engagements, a new invoice will be made out to revise any rebate-related costs incurred by him.

We wish you successful and fruitful cooperation



Non-standard forms of advertisements

Advertisement	Form of advertisements (advertising service)	Dimensions width x height [mm]	Net price Euro
Thrown-in folder ^{1) 2)}	Advertising folder thrown in	Maximal format 190 x 285 mm	830
Thrown-in booklet ²⁾	Kind of booklet thrown in		Price to be agreed on depending on size and weight
Header box ³⁾	Advertising header contained in a square on the front cover	40 x 40 mm	335
Reverse-side cover folder	Advertising folder under the cover	To be agreed on	
Label band	Label band wrapped round a copy of Elektronika	Width of label band. 90 mm	To be agreed on
Next-to-report presentation 1/1	One-page long textual presentation of firms and products related to the report subject matter. Page proof executed in accordance with the required layout.		500
The firm's article /sponsored 1/1	One-page long technology-oriented article submitted by the ordering side with page proof having been executed and finally accepted by the ordering side in accordance with the required layout.		735
Cardboard insertion	Format A4 cardboard advert, printed on both sides, inserted in the magazine. Collector's insertions with catalogue data of the recommended products are permitted too.	Matt insertion printed on both sides	1700
DB1 Banner	Column-sized, narrow advertising strip	32 x 176 mm	200
DB2 Banner	1/2 column-sized, narrow advertising strip	32 x 86 mm	100

¹⁾ A flyer (format 190 x 285 mm maximum), CD disc, post-card or the firm's advertising gadget can be the thrown-in folder

²⁾ The price concerns the thrown-in folder printed by the ordering side. The price of the thrown-in folder printed by the publishing house is to be agreed on.

³⁾ The condition of being able to buy up the header square space on the front cover is ordering a page-long advert for a period of at least 12 months.

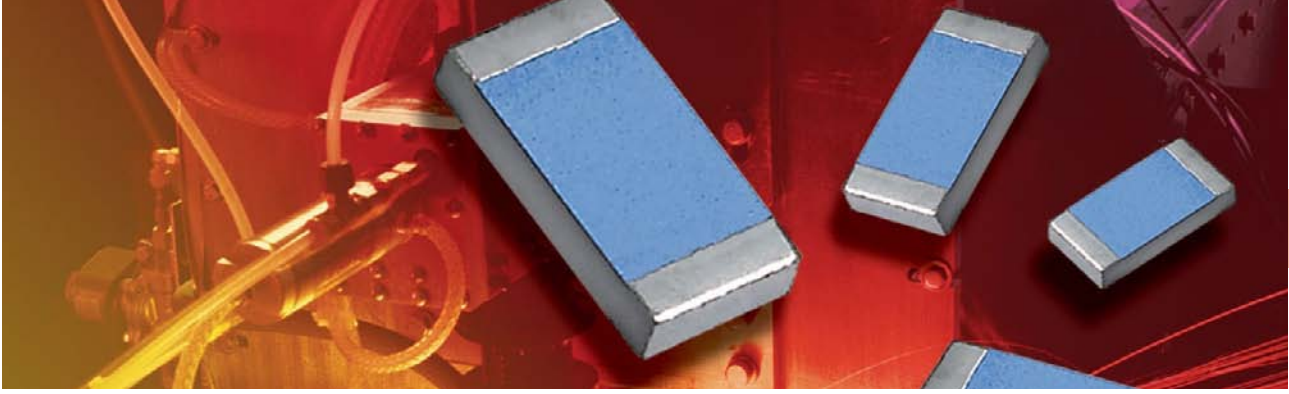
There is a possibility of having other forms of non-standard adverts published. The price and format is to be agreed on.

The final decision whether to print or not is taken by the editor of the "New products" department.

The information about adverts on the www.elektronikab2b.pl website and in the Electronics Market Directory is available via another source. All orders concerning the website and newsletter advertising space are taken instantly.

Short notes about new products are printed free of charge.

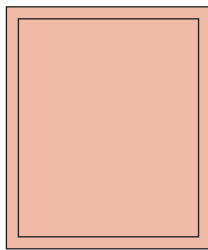




Advertisement formats

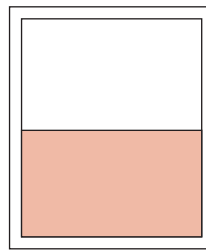
The bleed-format adverts should have 4mm bleeds on all sides.

Whole page

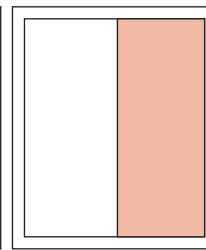


width x height
205 x 290 mm

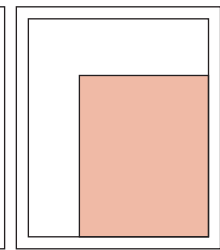
Modules 1/2 A4



width x height
176 x 132 mm

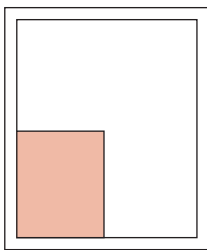


width x height
86 x 260 mm



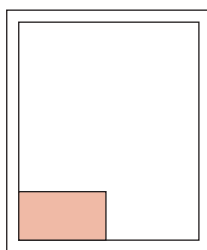
width x height
120 x 190 mm
junior page

Modules 1/4 A4

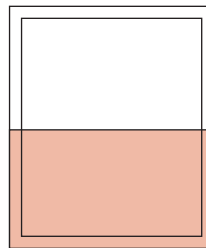


width x height
86 x 132 mm

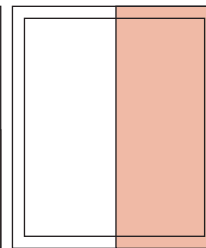
Modules 1/8 A4



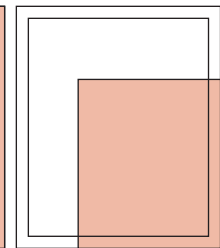
width x height
86 x 65 mm



width x height
205 x 145 mm

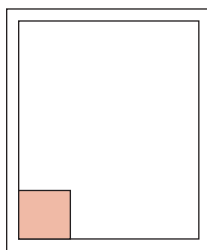


width x height
100 x 290 mm



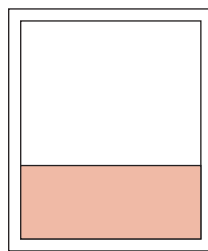
width x height
132 x 205 mm
junior page

Modules 1/12 A4

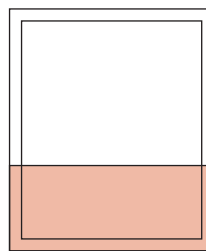


width x height
57 x 65 mm

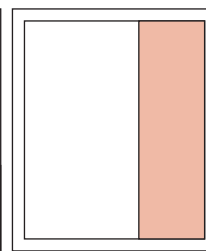
Modules 1/3 A4



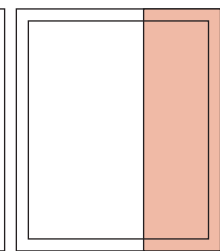
width x height
176 x 84 mm



width x height
205 x 90 mm



width x height
56 x 260 mm



width x height
70 x 290 mm



Technical requirements for advertisements

All adverts that are put in „Elektronik“ are either designed by the ordering side or commissioned to be designed and laid out by the editorial graphic artist. The extra fee paid for this is automatically invoiced.

The advert files should be e-mailed to the editorial house as conditioned below.

1) The permissible types of files:

- format tif, files
- format eps, files
- format pdf. files

The publishing house will not be held responsible for the quality of printouts transferred from the delivered files – that is, those unfit for printing (for example, the CorelDraw programmed files).

2) Colour and quality requirements for files tif, eps, pdf:

- all colours must be changed to CMYK colours,
- the use of, for example the PANTONE, RGB colours for bitmaps, as well as for vectorial units is impermissible,
- all type must be changed to italic,
- the bitmap resolution must amount to at least 300 dpi,
- black-typed texts should overprint the ground colour. To remove it from under them is impermissible.
- total ink limit, meaning the CMYK amount of colour, cannot exceed 300%.

The publishing house will not be held responsible for the quality of printouts delivered in colour space other than CMYK or in the event of not having switched over to italics.

3) Advertisement format requirements:

- the advert should fit in the format compatible with the list of advertisement dimensions.
- the bleed-format adverts should have 4mm bleeds on all sides,
- the advert should be bled on all sides even if it is intended for only one particular page (bleeds no longer necessary on one of the sides will be cropped and the advert itself will become more 'flexible')

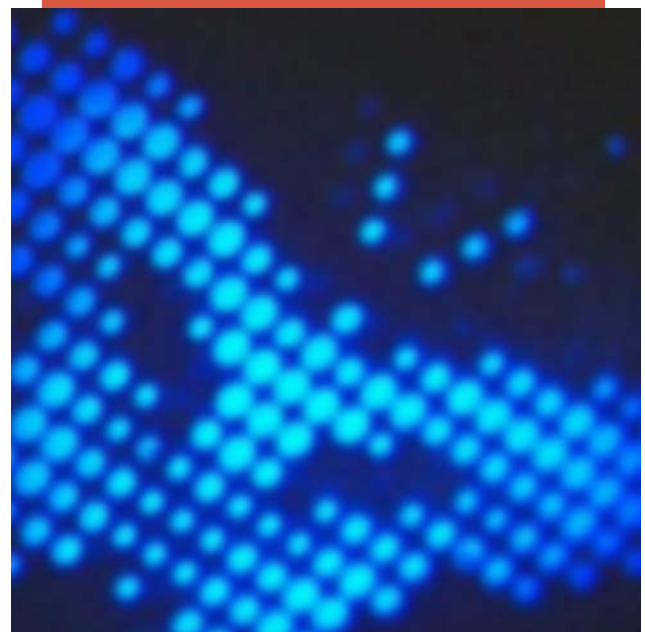
- texts and important graphic designs should be shifted 4 mm from the advert edge,
- – because of the type of binding (glued cover) the shortest distance of texts and important graphic designs from the inside edge of the advert should be 10 mm.

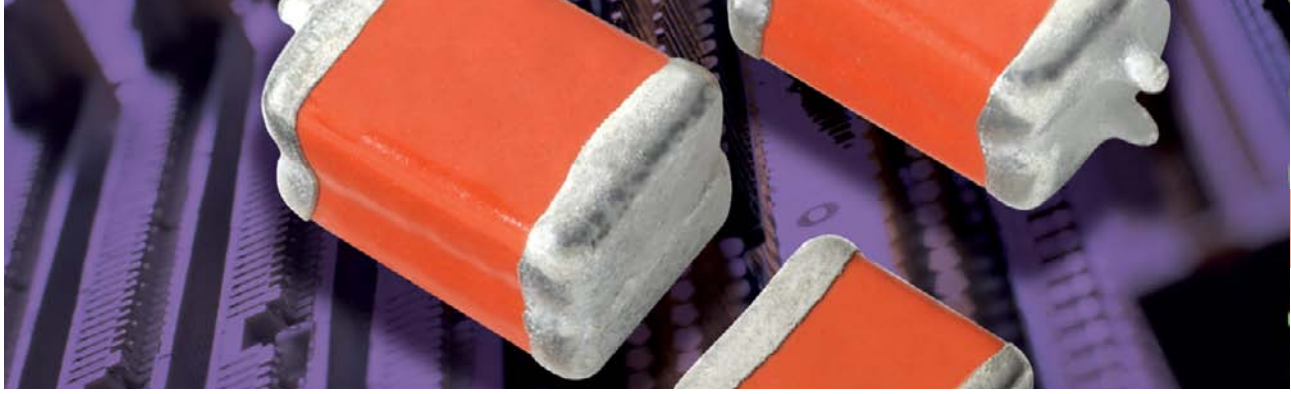
4) Additional notes for the Corel Draw users:

Since the postscript files generated by Corel Draw pose problems, all the program files should be arranged as follows:

- all the bitmap fragments accompanied by special effects (for example, shades, transparencies) should be placed on a single layer.
- all the vectorial units (for example, texts, logos) should be placed a layer just above the bi-map layer,
- all the fragments on the bitmap and special effect layer should be converted to a single CMYK bi-map at the resolution of 300dpi before exporting them to the eps file,
- the upper layer type should be changed to italic,
- the eps. file can be exported from the now simplified file.

5) Advert files should be e-mailed or delivered on a CD to the FTP editorial server.





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