

Elektronik

2018 Publishing Guide



Elektronik – the professional electronics magazine



Elektronik is a Polish magazine for the professional electronics industry. It is read by employees of all the Polish electronic firms, institutes, universities and electronics related organizations and associations, from managers, scientists and technicians to designers and traders. Since 1997, Elektronik has contributed to the development of electronics within Poland and provided information and guidance for the Polish electronics industry. Due to the experience and expertise of the editorial team and its understanding of the Polish electronics market, the magazine is the publication of choice for electronics engineers.

Elektronik magazine is the voice of the Polish electronics engineer!

REGULAR SECTIONS

→ Business news

The latest news from domestic and world markets, investments, reports on recent changes within companies, market trends and conference and trade fair reports.

→ Interview of the Month

Interviews with business leaders in the industry both from Poland and the rest of the world.

→ Special Reports

A review of the domestic market within a specific electronic component or service. The reports enable readers to understand the current opportunities, highlight firms providing the particular component or service and find out about the features and market values of each product within the options available. The core report is supported by articles on the same subject and relevant advertising and product presentation sections.

→ Technical Texts

Articles dedicated to specific technical solutions for engineers, designers and system integrators in relation to the design of electronic systems. These articles clearly outline new ideas for circuits and design tips as well as the most important developments in technology.

→ New Products

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The Elektronik team exhibits, hosts or media-sponsors a number of popular industry-related shows such as the Automaticon and Energetab fairs, ControlTech and MSPO, Expopower, Amper, Productonica, Electronica. Twice a year (in March and September) a special issue dedicated to the fairs is published.

ELEKTRONIK IN DETAIL

Each issue:

over 100–130 pages (205×290mm) in colour, once a month, 12 issues a year.

Monthly circulation:

10600 copies. 80% of all copies are distributed through qualified subscription. Elektronik can also be bought at newsagents and in media rooms of distribution throughout Poland. Elektronik is distributed free to leading Polish electronics companies and associations. If needed, the circulation is increased and the magazine is also distributed at commercial fairs, business meetings, professional training seminars and scientific conferences where it acts as a participant or the media sponsor.

Internet:

Elektronik is also published as free e-edition, which has a growing number of users. The registered number of subscribers is currently over 4300.

Supplements:

Electronic Market Directory, published once a year

Elektronik tablet version:

Free download available from AppStore for all iPad users

Website:

www.ElektronikaB2B.pl is a professional information exchange platform for the electronics industry in Poland. Articles and market reports published in the printed magazine, are additionally published on the website.

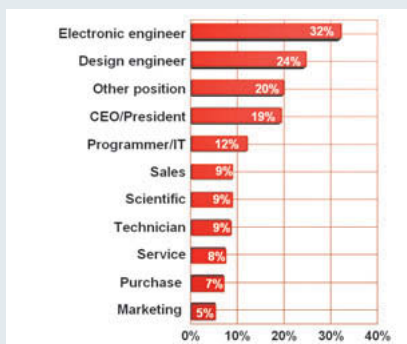
Elektronik for promotion and advertising

Elektronik magazine is an attractive advertising medium for the electronics industry in Poland.

- ➔ Information presented in Elektronik plays an important role for high to middle executive staff in taking decisions regarding investments, development and purchase orders. Over 93% of readers think that advertisements in Elektronik are a useful source of information about products and services available on the Polish market.
- ➔ Elektronik has a targeted readership, which makes the magazine an effective medium for advertising and promotion. Elektronik reaches executives, engineers, service and maintenance engineering staff, technology specialists, designers and decision-makers concerning the purchase of components and materials.
- ➔ The world's biggest manufacturers and distributors have trusted the credibility of Elektronik and its advertising effectiveness. Companies which have had success from an advertising campaign with Elektronik and believe it to be a good investment include ELFA, Farnell, TME, RS Components, Eltronika, Contrans TI, Elhurt, Elmark, Flowcad, Future Electronics, Gamma, Eltron, Hamamatsu, JM Elektronik, Micros, Qwerty, Radiotechnika, Semicon, ST Microelectronics, Techno-Service, Tespol, Uni System and many others.
- ➔ There are different forms of promotion and advertising options available in Elektronik. These include display advertisements, company-sponsored articles and textual presentation of firms and products related to key topics within the magazine. Non-standard advertisements such as flyers, insertions and label bands are also available. These can be targeted and placed within a specific section of the magazine to accurately reach your target market.

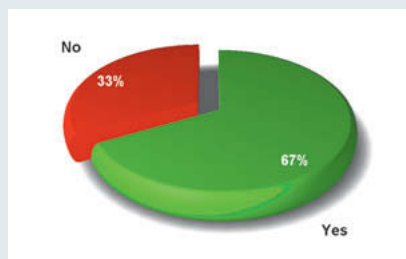
READER'S PROFILE

Elektronik magazine reaches a carefully selected group of readers who in search of new solutions and application, follow market trends and new product info.



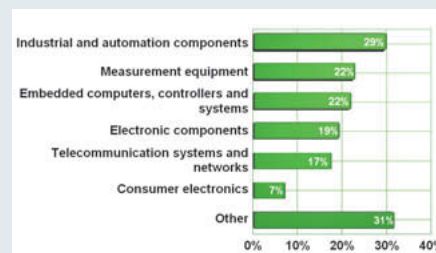
Job position

The figures show that Elektronik magazine readers are mainly engineering staff, which cover 76% of the circulation, and the second largest readership are management (19%). The total of all bars on the graph exceeds 100% due to readers being able to check multiple answers on the survey.



Influence in buying electronic components

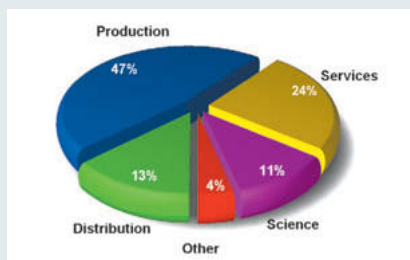
Two thirds of readers are involved in or are the main decision-maker when buying electronic components within the company's production process.



End products or service

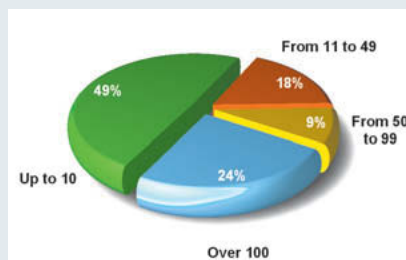
The biggest number of readers is employed in manufacturing industrial and automation devices and measurement equipment. Other strong activities are embedded systems, controllers and peripheral devices.

The magazine's readers are highly educated, professionally active individuals with direct influence on purchasing components and equipment for their companies.



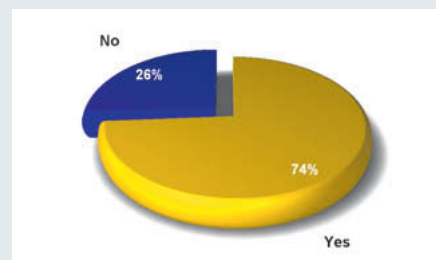
Company's primary activity

Almost half of the magazine readers are involved in the electronic manufacturing process with services to the electronics industry being the second largest activity.



Company size

Almost half of the readers of Elektronik work in companies employing up to 10 people, however 24% work in larger businesses, with staff of over 100.



Influence in buying other products

Nearly three quarters of the magazine readers are involved in or are the main decision-maker when buying other products required for the company's manufacturing process.

The results of this survey came from 1743 readers who completed the survey during subscription.

Forms of publications in Elektronik

Standard advertisements printed inside the magazine

| Format | Price |
|-------------------------------------------------------------------------------|-------|
| 1/8 page | 260€ |
| 1/4 page | 513€ |
| 1/3 page | 695€ |
| 1/2 page | 870€ |
| 1/2 junior page | 970€ |
| 1/2 strony (1/2 page (Advertisement next to the Table of contents on page 7)) | 1065€ |
| 1/1 (full page) | 1360€ |
| 1/1 (3rd magazine page) | 1620€ |
| 1/1 (5th magazine page) | 1600€ |
| 1/1 (9th, 11th, 13th magazine page) | 1500€ |
| III cover | 1540€ |
| II cover | 1700€ |
| IV cover | 2030€ |

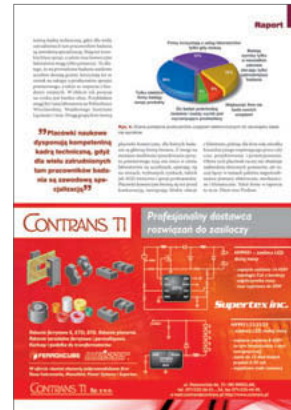
When ordering a series of adverts we offer the following discounts: 4–6 ads per year – 10%, 7–11 ads – 20%, 12 or more – 30%.

Non-standard forms of advertisement

| Advertisement | Form of advertisement, dimensions and rules | Net price |
|---------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Inserted flyer | Advertising flyer insert. Format 190×285mm maximum | 830€* |
| Inserted booklet | Inserted booklet or promotional catalogue | To be agreed on |
| Header box | Advertising header contained in a square on the front cover. To buy the header square space on the front cover it is required to order at least a full page advert for the period of at least 12 consecutive months | 335€ |
| Reverse-side cover folder | Advertising folder under the cover | To be agreed on |
| Label band | 90mm label band wrapped around each copy | To be agreed on |
| Next-to-report or Next-to-trade-fair presentation | One-page long textual presentation of firms and products related to the report subject (issue topic) or trade-fair special issue. Page will be prepared in accordance with magazine layout | 500€ |
| Company sponsored article | One-page long technology-oriented article submitted by the client, adjusted by editorial team in accordance with magazine layout and finally accepted by the client | 735€ |
| Cardboard insertion | A4 cardboard advert, printed on both sides, inserted in the magazine. Collector's insertions with catalogue data of the recommended products are permitted too | 1700€ |
| Cardboard insertion | A4 cardboard advert (170g paper). Printed on both sides and glued inside the magazine | To be agreed on |
| DB1 Banner | Column-sized, narrow advertising strip (32×176mm) | 200€ |
| DB2 Banner | 1/2 column-sized, narrow advertising strip (32×86mm) | 100€ |

*This is the price for the insertion, with the flyer being printed by the client. The price of a flyer printed by the publishing house would need to be agreed on.

Example of ads



1/2 page traditional advertisement



Company article



Next-to-report article



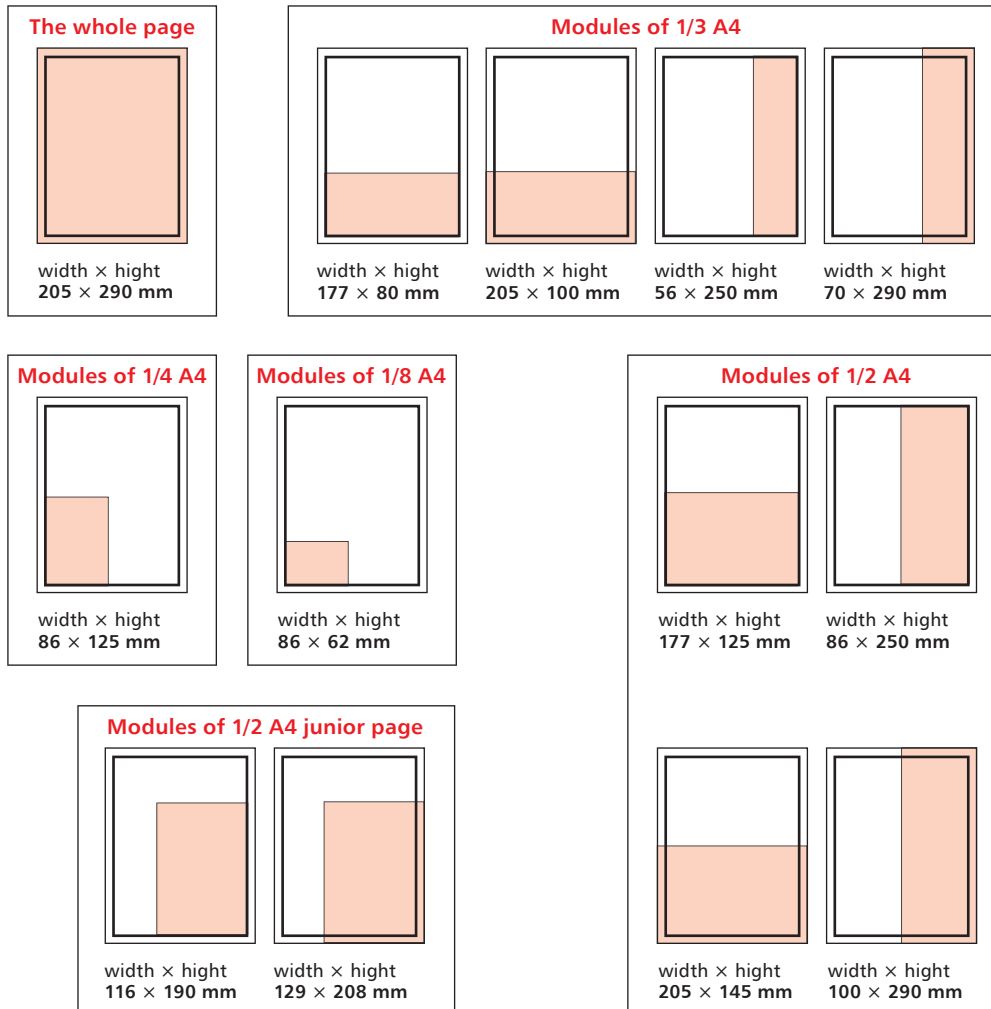
Next-to-trade-fair article on Automatic special issue



Recommended product-promotion of a single product connected to the subject of the report or the issue

Standard advertisements forms printed inside the magazine

Caution! The advert should be in the format compatible with the list of advertisement dimensions. The bleed-format adverts should have 5mm bleeds on all sides. The advert should include the bleed on all sides even if it is intended for only one particular page. Text and key graphics should be at least 10mm from the advert edge.



Technical requirements for advertisements

1) Accepted file types:

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

The publisher bears no responsibility for the effect of printing from the supplied open files – i.e. those, which are unprepared for printing (e.g. supplied in program CorelDraw, Illustrator).

2) Quality and colour requirements for the fit, eps, pdf files:

- all colours have to be changed to CMYK,
 - it is not allowed to use such colours as PANTONE, RGB, in both bitmaps and vector elements,
 - all fonts have to be changed to curves,
 - bitmap resolution has to equal at least 300 dpi,
 - blacks texts on colour background should be overprinted.
- It is inadmissible to cut background out from under black texts,
- Total Ink Limit, i.e. total of CMYK colours, can equal max. 300%
- The publisher bears no responsibility for an effect of printing from materials delivered in colour space other than CMYK and in case of not changing fonts into curves.

3) Requirements for advertising format:

- advertisement should be prepared exactly for the format in conformity with the list of advertisement sizes,
 - advertisement should fit in the format compatible with the list of advertisement dimensions.
- The bleed-format adverts should have 5mm bleeds on all sides. The advert should include the bleed on all sides even if it is intended for only one particular page. Text and key graphics should be at least 10mm from the advert edge.

4) Advert files should be delivered to the FTP editorial server. The login name and password is available on request.

5) The publishing house will not be held responsible for the quality of printed final artwork if artwork has not been supplied to our above specifications. This especially includes problems due to supplying materials in other color spaces than CMYK or in open formats (like CorelDraw).

Electronic Market Directory



The Electronic Market Directory ("Informator Rynkowy Elektroniki") is a regularly updated guide to products and services for the electronics and automation industries. It includes presentations of all companies present on the market.

The clear form of the directory allows readers to compare products and services from a range of providers.

The Directory provides companies with the opportunity to present their organization to the broad range of Elektronika's readers, making it easier to reach potential clients.

The Electronic Market Directory has a distribution of 15000 copies and is delivered as a supplement to Elektronika, and made available at trade fairs, seminars and all kinds of branch-related shows, where the magazine acts as a media sponsor.

Price List

| Name | Price |
|---------------------------------------|-----------------|
| page presentation | 630 Euro |
| next presentation page (spread) | 300 Euro |
| full pageside the directory | 1360 Euro |
| 2nd cover | 1700 Euro |
| 3rd cover | 1540 Euro |
| 4th cover | 2030 Euro |
| third page | 1620 Euro |
| company's logo on the cover | 322 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 CD attachment or the A4 insertion | 830 Euro |
| Non-standard forms of advertisement | to be agreed on |

* Price includes preparation, design and final project. Presentations are prepared by the editorial team on the basis of materials delivered by the client

** (max 30 first orders, offer limited to the companies who bought presentation. Only for company which have ordered the presentation inside catalogue.

Internet

Elektronika is also available in digital subscription. E-edition in a PDF. format is available free of charge at www.elektronikab2b.pl/eprenumerata. E-edition offers a variety of added features such as hyper-links and direct access to all mentioned websites as well as search of chosen phrases. It is also a convenient way of keeping the Elektronika magazine archives. The e-edition has currently 3.500 registered users. Magazine is published in Apple AppStore and available as free digital subscription for all iPad users.



ElektronikaB2B.pl Electronic business portal

Website www.elektronikaB2b.pl run by the editorial team of Elektronika magazine is not only its official website but also and foremost an industry related business platform providing professional B2B services, including company and product catalogs as well as providing information and keeping detailed schedule on what is currently happening in the electronics industry in Poland and abroad.

➔ Newsletter

The subscribers – about 10.000 registered users – receive a daily newsletter with latest business news, events and product information.



The leading companies have trusted the credibility of Elektronik and its advertising effectiveness



Subjects of 2018 editions of Elektronik magazine

| Issues | Topics | Special issues Supplements |
|---------|------------------------------------------------------------------------------------------|-------------------------------------|
| 1/2018 | Cooling and heating in electronics | Electronics Market Directory – 2018 |
| 2/2018 | Power connectors | |
| 3/2018 | Power supplies | Automaticon Fair special issue |
| 4/2018 | Electronic components distributors and online vendors | Expo Power Fair |
| 5/2018 | Cable harnesses manufacturers, specialized cables and wires, and manufacturing equipment | |
| 6/2018 | Educational devices and equipment used in teaching | |
| 7/2018 | Chemical materials for electronics | |
| 8/2018 | Inductive components and mains transformers | |
| 9/2018 | Electrical energy meters, panel meters and DIN rail mounted measurement equipment | Energetab |
| 10/2018 | Tools and workstand equipment | |
| 11/2018 | Marking and labelling in electronics | |
| 12/2018 | Enclosures and cabinets for industry and electronics | |

Deadlines for sending materials

| Issue | Date of edition | Deadlines for editorial materials, for advert orders | Deadlines for providing advert files |
|---------|-----------------|------------------------------------------------------|--------------------------------------|
| 1/2018 | 05.01.2018 | 02.12.2017 | 09.12.2017 |
| 2/2018 | 06.02.2018 | 02.01.2018 | 09.01.2018 |
| 3/2018 | 06.03.2018 | 02.02.2018 | 10.02.2018 |
| 4/2018 | 05.04.2018 | 02.03.2018 | 10.03.2018 |
| 5/2018 | 05.05.2018 | 03.04.2018 | 10.04.2018 |
| 6/2018 | 05.06.2018 | 04.05.2018 | 10.05.2018 |
| 7/2018 | 04.07.2018 | 02.06.2018 | 09.06.2018 |
| 8/2018 | 04.08.2018 | 03.07.2018 | 10.07.2018 |
| 9/2018 | 05.09.2018 | 03.08.2018 | 10.08.2018 |
| 10/2018 | 05.10.2018 | 04.09.2018 | 11.09.2018 |
| 11/2018 | 06.11.2018 | 03.10.2018 | 10.10.2018 |
| 12/2018 | 05.12.2018 | 02.11.2018 | 10.11.2018 |

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