

Take advantage of these channels in your marketing!

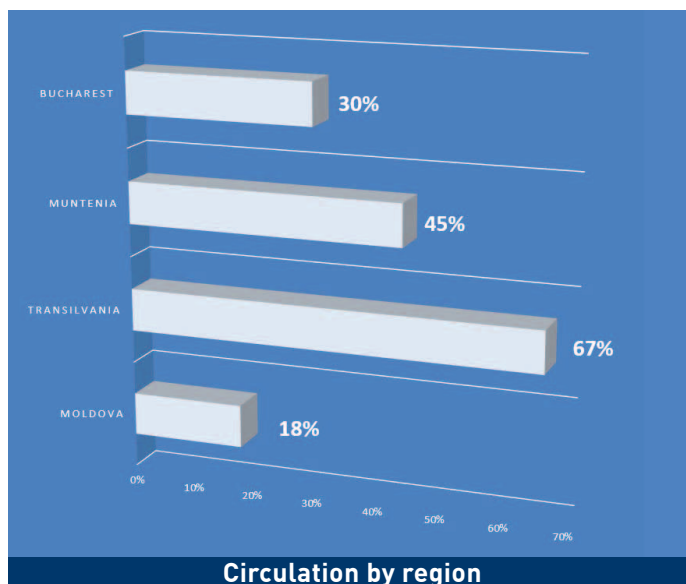
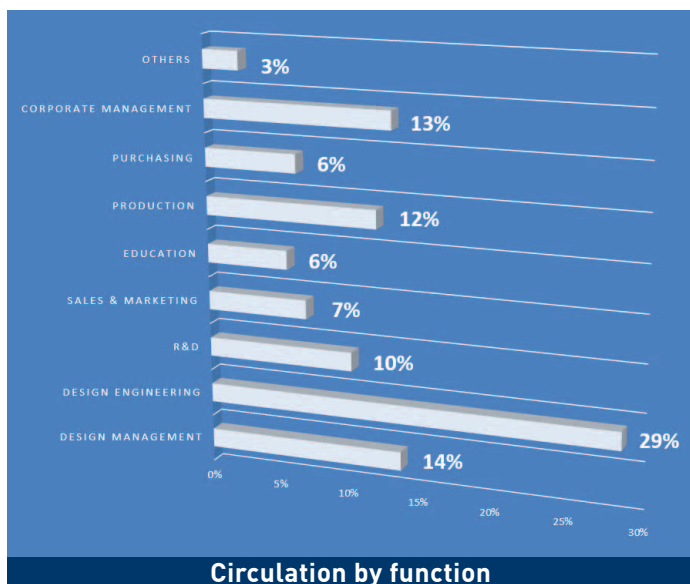
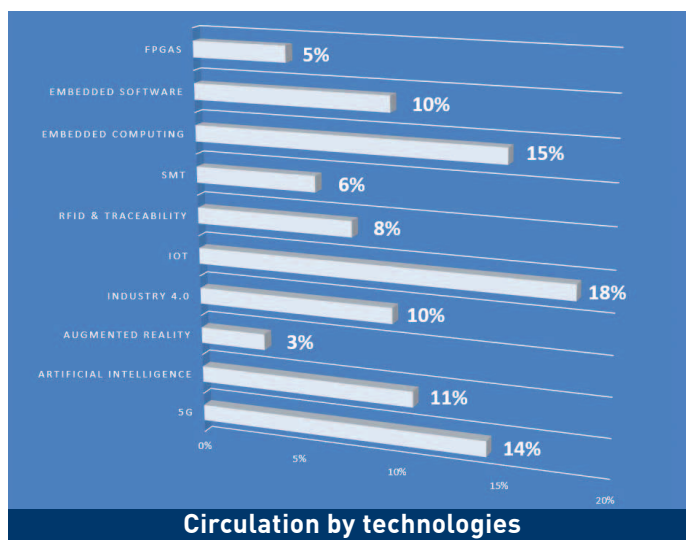
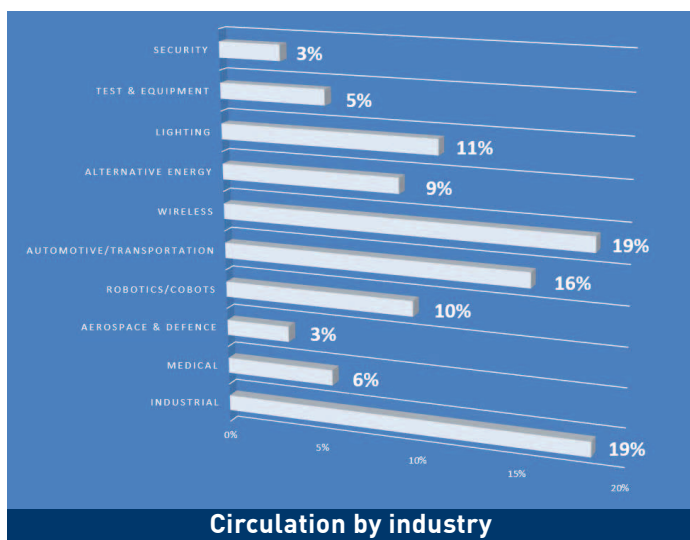
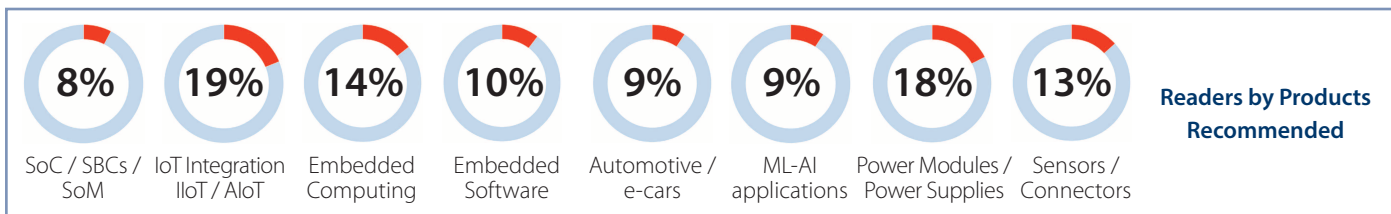
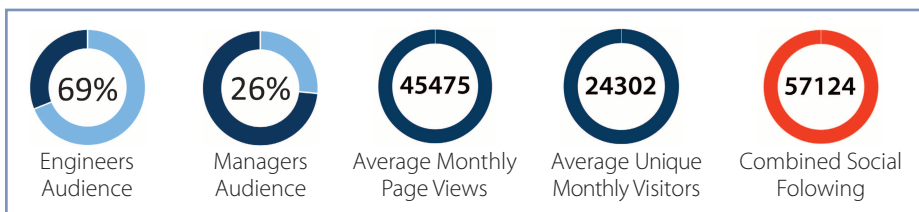


<https://electronica-azi.ro>
<https://international.electronica-azi.ro>

Electronica Azi • MEDIA KIT • 2026

Electronica Azi - The Romanian Leading Provider of Product News, Applications Notes and Information for the Electronic Designer.

Launched 26 years ago, Electronica Azi magazine was created to provide innovative information to electronics professionals looking for inspiration and education in the field of electronics, both in and outside their careers.



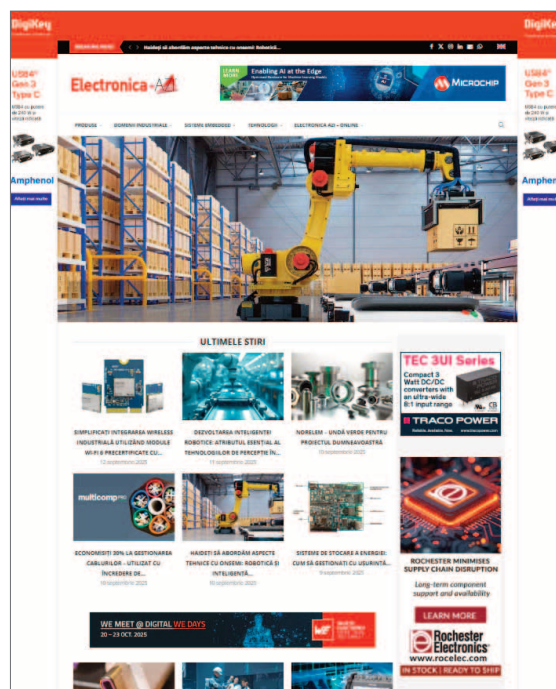
With a new and modern layout, our web platform is daily updated with the most important press releases and technical articles from the electronics industry.

Besides the traditional 'Product' and 'Industry' categories, our new website is trying to capture the attentions of the readers with many other interesting features like: 'Design Resources', 'Breaking News', 'Online tools', and many others.

<https://electronica-azi.ro>

Since 01 Jan 24:

- Increase of new users: 14%
- Increase in page views: 19%



Electronica Azi | Newsletters

Every week, the Electronica Azi newsletters reach 18,000+ subscribers. Each issue of the newsletter contains business and design news that cover the following areas of the electronics industry: • Embedded Computing • Power • IoT • AIoT • Edge AI • Wireless • Sensors & Connectors • Industrial Controls • SMT Equipment

Electronica Azi | The digital versions

Each print edition is accompanied by a digital version. All digital magazines are delivered to readers by email via our newsletters. There is also a web browser, where each magazine can be read in an interactive and innovative format.

Other enhanced electronic features:

- You can read online every new issue or you can download it to your computer for offline reading.
- Table of contents - Fast, easy navigation to articles.
- Hot links from the editorial contents or ads right to the information the reader needs.
- Direct links to the vendor website.
- Features that allow the reader to do advanced searches, as well as zoom in for a closer look and print out a hard copy.
- Share issues with colleagues without giving up your own copy.
- Store archived issues right on the readers PC.



Electronica Azi

- Print & Digital: 10 times/year
- Print Circulation: 4,000+
- Online Circulation: 18,000+



Electronica Azi International

- Digital: 4 times/year
- Online Circulation: 19,000+

Electronica Azi **PRINT**• Editorial Calendar • 2026


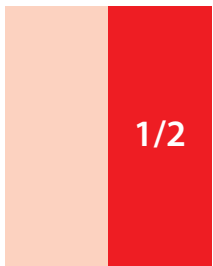
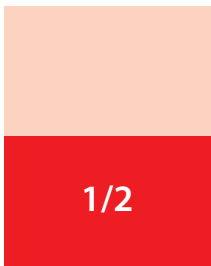
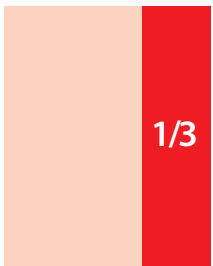
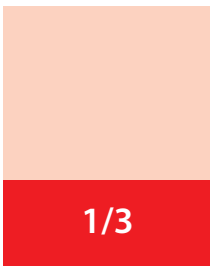

Month	Issue	Features	Exhibitions Preview	Ad/Editorial Deadline	Publication Date
February	Electronica Azi no. 1 <i>Embedded Systems</i> (Print & Digital) - 301	SoC, SBCs, AIoT, AI, ML, IoT integration, Embedded Computing/ Software, Robotics, Wireless applications		20 January	3 February
March	Electronica Azi no. 2 <i>Embedded Systems</i> (Print & Digital) - 302	Industrial Controls, AIoT, AI, ML, MCUs, Embedded Computing, Sensors, Edge AI, Smart homes, Smart farming	Embedded World 2026 10/12 March	17 February	3 March
April	Electronica Azi no. 3 <i>Wireless / AIoT</i> (Print & Digital) - 303	IoT integration, Industrial Controls, AIoT, AI, ML, Security, Embedded Computing, Embedded Software, Wireless applications		24 March	7 April
May	Electronica Azi no. 4 <i>Power / automotive</i> (Print & Digital) - 304	Power Electronics, Power modules, Connected Cars, EVs, Industrial Controls, Sensors, Connectors, Power devices		21 April	5 May
June	Electronica Azi no. 5 <i>Power</i> (Print & Digital) - 305	Power applications, Alternative energy, Power Modules/Supplies, Industrial Controls, Sensors / Cables	PCIM '26 09/11 June	19 May	2 June
July	Electronica Azi no. 6 <i>Wireless / IIoT</i> (Print & Digital) - 306	Embedded Computing, Security, Cybersecurity, IoT integration, Robotics, Software, Edge AI, Wireless applications		19 June	7 July
September	Electronica Azi no. 7 <i>Wireless / IoT</i> (Print & Digital) - 307	Industrial Controls, IoT integration, Medical applications, Test, measurement, Embedded Computing		17 August	1 September
October	Electronica Azi no. 8 <i>Embedded Systems</i> (Print & Digital) - 308	Robotics, MCUs, Embedded Software, Industrial Controls, Embedded Computing, SoC, SBCs, AIoT, AI, ML		21 September	6 October
November	Electronica Azi no. 9 <i>Wireless / AIoT</i> (Print & Digital) - 309	Industrial Controls, Electric cars, Edge AI, SoC, SBCs, AIoT, AI, ML, Test, measurement, IoT integration	Electronica '26 10/13 Nov SPS '26 24/26 Nov	20 October	3 November
December	Electronica Azi no. 10 <i>Wireless / IoT</i> (Print & Digital) - 310	Embedded Wireless, Embedded Computing, Industrial Controls, MCUs, SoC, SBCs, AIoT, AI, ML, Cybersecurity, Medical		18 November	1 December

Electronica Azi • PRINT RATES • 2026

Size	Number of insertions:		1×	5×	10×
	Discount [%]:		0%	20%	40%
Cover 1	1/1	Cover Story	€ 890	€ 712	€ 534
Cover 2	1/1	Page	€ 1,990	€ 1,592	€ 1,194
Cover 3	1/1	Page	€ 1,790	€ 1,432	€ 1,074
Cover 4	1/4	Page	€ 790	€ 632	€ 474
Cover 4	1/3	Page	€ 990	€ 792	€ 594
Cover 4	1/2	Page	€ 1,290	€ 1,032	€ 774
Cover 4	1/1	Page	€ 2,390	€ 1,912	€ 1,434
Full Page Spread	2×1/1	Page	€ 2,410	€ 1,928	€ 1,446
Full Page Plus	1/1+1/3	Page	€ 1,630	€ 1,304	€ 978
Inside	1/1	Page	€ 1,350	€ 1,080	€ 810
Inside	1/2	Page	€ 840	€ 672	€ 504
Inside	1/3	Page	€ 590	€ 472	€ 354
Inside	1/4	Page	€ 450	€ 360	€ 270
1 page - Technical article (including translation)			€ 290	€ 232	€ 174

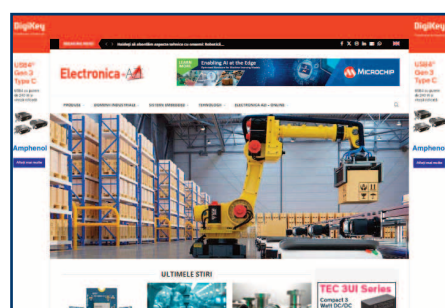
For booking all issues, please ask for a special quotation at: office@electronica-azi.ro

Page size – Please add 5mm for bleed

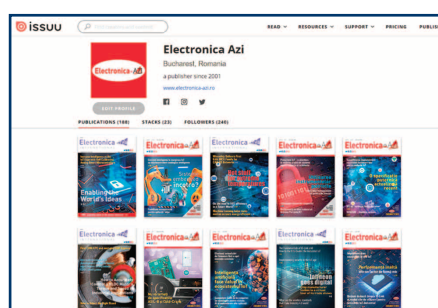
					
1/1	1/2	1/2	1/3	1/3	1/4
W(Wide)×H(High) 21 × 29.7 cm	W(Wide)×H(High) 10.5 × 29.7 cm	W(Wide)×H(High) 21 × 14.8 cm	W(Wide)×H(High) 7 × 29.7 cm	W(Wide)×H(High) 21 × 9.9 cm	W(Wide)×H(High) 10.5 × 14.8 cm

Technical specifications: Pictures: 300dpi, tif, jpeg, eps, PDF format - Text: Word Doc.

Digital Format: All the articles will be published on the Electronica Azi WEB MEDIA PLATFORM:



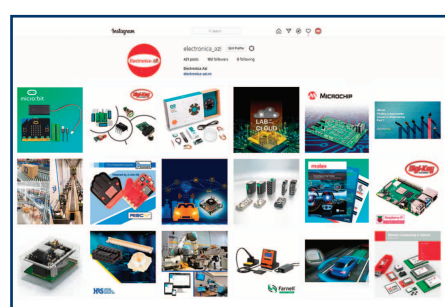
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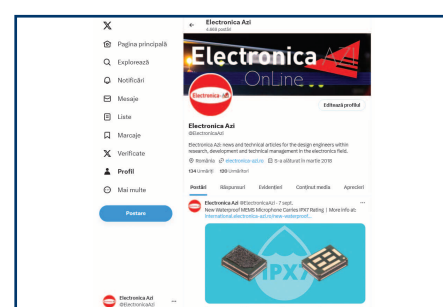
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<https://international.electronica-azi.ro>



www.twitter.com/ElectronicaAzi

Electronica Azi • WEB RATES • 2026

Format		Price	Location (Home and/or special pages)
Wallpaper banner *) (ALL PAGES)	1584 × 1000px	800 €/month	It appears in the background of the website surrounding the content of the page and includes one large clickthrough that redirects the visitor in a new window location.
Top Head banner (LEADERBOARD) (ALL PAGES)	728×90 px	750 €/month	Located inside the Wallpaper banner.
Vertical banner (ALL PAGES)	300×650 px	750 €/month	Located in the top right-hand column.
Welcome banner (HOME)	640 × 480 px	700 €/month	Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), the reader will first see the Welcome banner. After 10 seconds, it redirects to the original page the visitor was heading towards.
Vertical banner (HOME + Special pages)	300×650 px	670 €/month	Located in the right-hand column.
Vertical banner (HOME)	300×650 px	550 €/month	Located in the right-hand column.
Column banner (ALL PAGES)	300×250 px	650 €/month	Located in the right-hand column.
Column banner (HOME + Special pages)	300×250 px	570 €/month	Located in the top right-hand column.
Column banner (HOME)	300×250 px	440 €/month	Located in the top right-hand column.
Bottom banner	728×90 px	350 €/month	Located on the bottom page. (Home)
Home banner	728×90 px	350 €/month	Located under the top header. (Home)
SECTION PAGES **			
Wallpaper banner	1584 × 1000px*	500 €/month	Vertical banner 300×650 px 375 €/month
Top Head banner	728×90 px	450 €/month	Column banner 300×250 px 325 €/month
			Inside banner 728×90 px 225 €/month





NEW: Video Promotion

450 €/article/campaign

Engage your target audience with dynamic video content tailored to your brand. Using AI-assisted production, our editorial team creates short, professional video trailers based on your articles and campaigns, optimized for web and social media. These videos deliver complex technical messages in a clear, modern, and impactful format that boosts visibility and strengthens your brand presence.

In this context, campaigns refer to any promotional initiatives you wish to highlight - such as product launches, events, webinars, or brand visibility projects.

Custom newsletter (E-blast) – Sent to our data bases
(Newsletter created by the client in HTML format).

950 €/newsletter

Banner in the Electronica Azi newsletters (468 × 120px)

470 €/newsletter

Banner in the Electronica Azi newsletters (468 × 60px)

350 €/newsletter

News/Article published in the (Electronica Azi newsletters)
(News or article originally published on the Electronica Azi website that can be uploaded to the Electronica Azi newsletter.)

350 €/news/newsletter

News/Article (Published in the Electronica Azi web page – text and diagrams)

200 €/month

Social media campaigns through Facebook & LinkedIn

1300 €/campaign

(Press announcement or technical article (translated into Romanian by the publisher in advance) published and promoted on the publisher's social sites (Facebook and LinkedIn))



*) The central section must be left white at 1170 pixels wide

**) Special pages (Sections): Products / Industrial Sectors / Embedded Systems / Technologies

Electronica Azi International -

The idea behind the launch of the "Electronica Azi International" magazine was to provide Romanian and European readers with up-to-date information on everything that is happening in the world's most important areas of electronics, including embedded systems, analog and digital circuits, wireless data communications, IoT, IIoT, AIoT, embedded software, modules, devices and power supplies, industrial controls, lighting applications and much more.

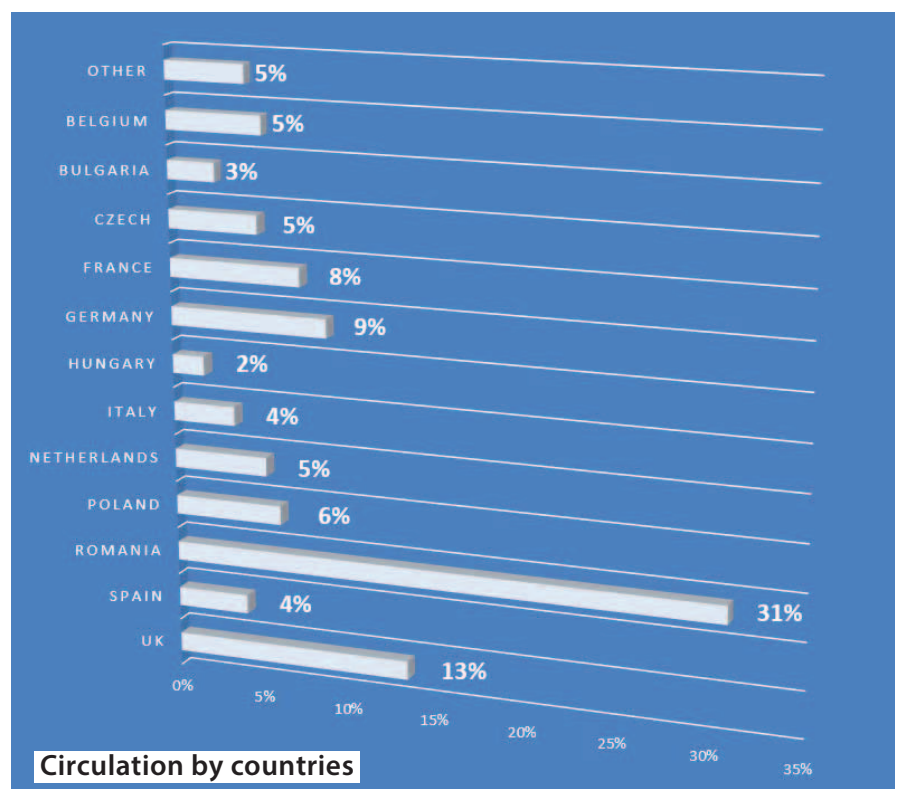


Month	Issue	Features	Exhibitions Preview	Ad/Editorial Deadline	Publication Date
March	EAInt'l no. 1 Embedded Systems (Digital)	Power Electronics Industrial Controls Embedded Computing Smart cities, Smart homes RF/Wireless applications Test, measurement	Embedded World 2026 10/12 March	17 February	10 March
June	EAInt'l no. 2 Power / automotive (Digital)	Power Modules Alternative energy Power Supplies Industrial Controls Connected Cars, EVs	PCIM '26 09/11 June	25 May	9 June
September	EAInt'l no. 3 Wireless / IoT (Digital)	Industrial Controls IoT integration Wireless applications Test, measurement Embedded Computing		25 August	16 September
November	EAInt'l no. 4 Wireless / AIoT (Digital)	Industrial Controls EVs applications SoC, SBCs, AIoT, AI, ML Test, measurement IoT integration	Electronica '26 10/13 Nov SPS '26 24/26 Nov	20 October	10 November



Electronica Azi International Newsletters

The "Electronica Azi International" newsletters are also sent weekly to over 19,000 subscribers. Each issue of the newsletter contains business and design news covering the following areas of the electronics industry: Embedded systems • Power • IoT • AIoT • Edge AI • Wireless • Sensors and connectors • Industrial controls • Lighting • Smart cities • Smart farming • SMT Equipment





Topics

Embedded Systems **SoC** **SBCs** **AIoT** **AI** **ML** **IoT integration** **Embedded Wireless**
Robotics **HMI** **Power Electronics** **Smart cities** **Smart homes** **RF/Wireless applications**
Test **Smart farming** **Power** (Modules, Devices, Sources) **Automotive** (EVs)

Electronica Azi – Newsletters – 2026

(Publishing dates)

Electronica Azi Int'l – Newsletters – 2026

(Publishing dates)

January	Electronica Azi Newsletter 6 / 13 / 20 / 27
February	Electronica Azi Newsletter 3 / 10 / 17 / 24
March	Electronica Azi Newsletter 3 / 10 / 17 / 24 / 31
April	Electronica Azi Newsletter 7 / 14 / 21 / 28
May	Electronica Azi Newsletter 5 / 12 / 19 / 26
June	Electronica Azi Newsletter 2 / 9 / 16 / 23 / 30
July	Electronica Azi Newsletter 7 / 14 / 21 / 28
August	Electronica Azi Newsletter 4 / 25
September	Electronica Azi Newsletter 1 / 8 / 15 / 22 / 29
October	Electronica Azi Newsletter 6 / 13 / 20 / 27
November	Electronica Azi Newsletter 3 / 10 / 17 / 24
December	Electronica Azi Newsletter 1 / 8 / 15

January	Electronica Azi International 7 / 14 / 21 / 28
February	Electronica Azi International 4 / 11 / 18 / 25
March	Electronica Azi International 4 / 11 / 18 / 25
April	Electronica Azi International 1 / 8 / 15 / 22 / 29
May	Electronica Azi International 6 / 13 / 20 / 27
June	Electronica Azi International 3 / 10 / 17 / 24
July	Electronica Azi International 1 / 8 / 15 / 22 / 29
August	Electronica Azi Newsletter 5 / 26
September	Electronica Azi International 2 / 9 / 16 / 23 / 30
October	Electronica Azi International 7 / 14 / 21 / 28
November	Electronica Azi International 4 / 11 / 18 / 25
December	Electronica Azi International 2 / 9 / 16

Deadline banners/press releases : Three days before the publishing dates.

Euro Standard Press is a technical publisher focusing on the electronics industry market in Europe. The focus is on press releases, technical articles, technological developments, new products, case studies as well as educational material for hobbyists and students.

• **VAT:** Euro Standard Press 2000 is part of the European exchange rate mechanism that exempts us from VAT;
Our VAT number is: **RO 3998003**

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