

Take advantage of these channels in your marketing!



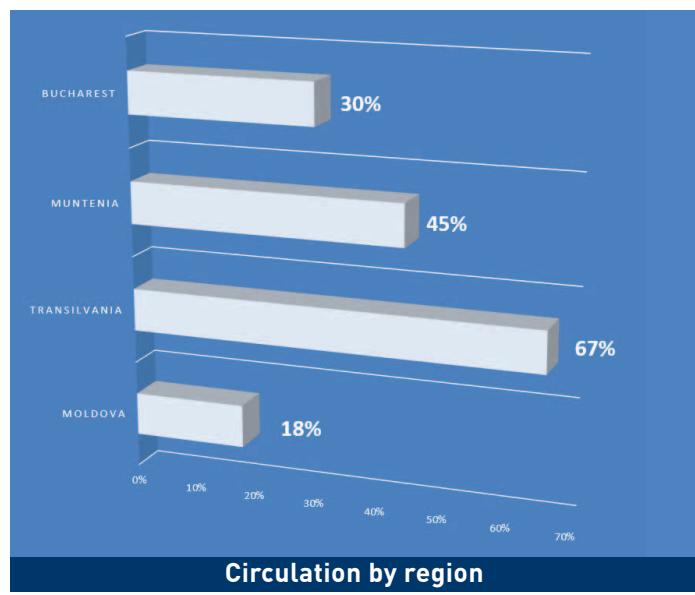
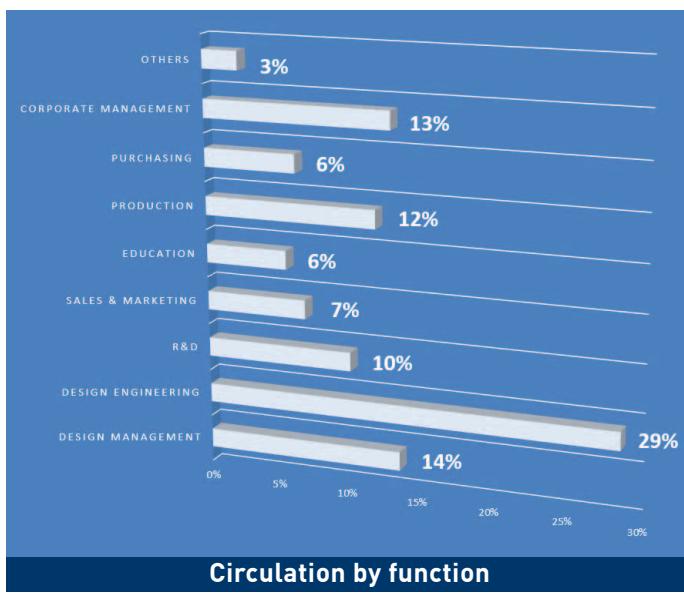
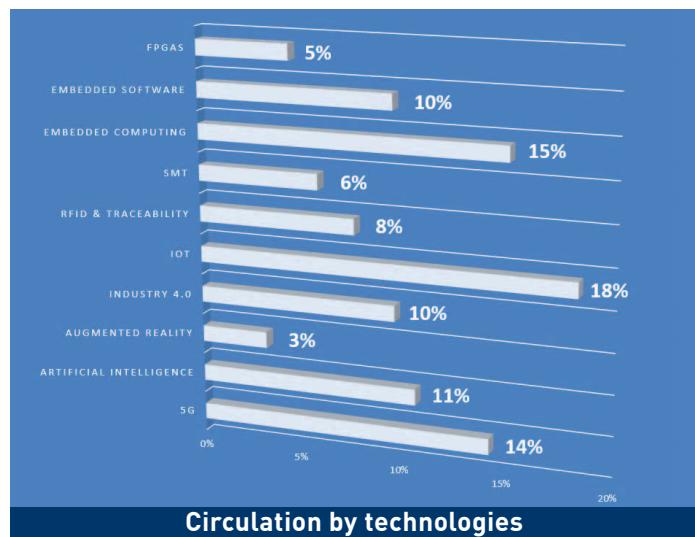
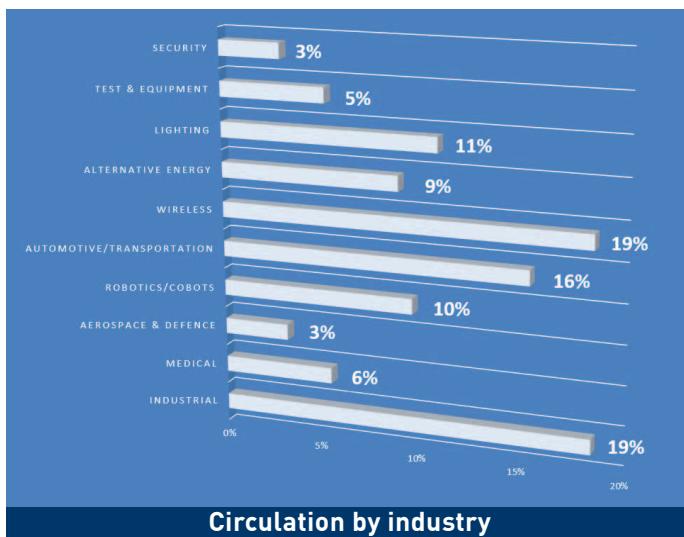
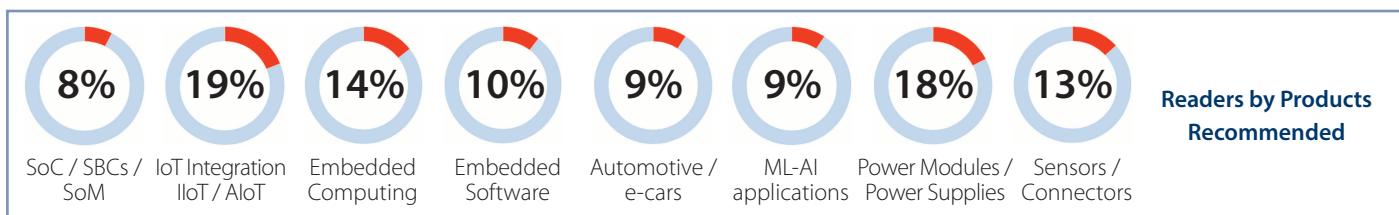
<https://electronica-azi.ro>

<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.



Electronica Azi • PRINT & ONLINE • INFO

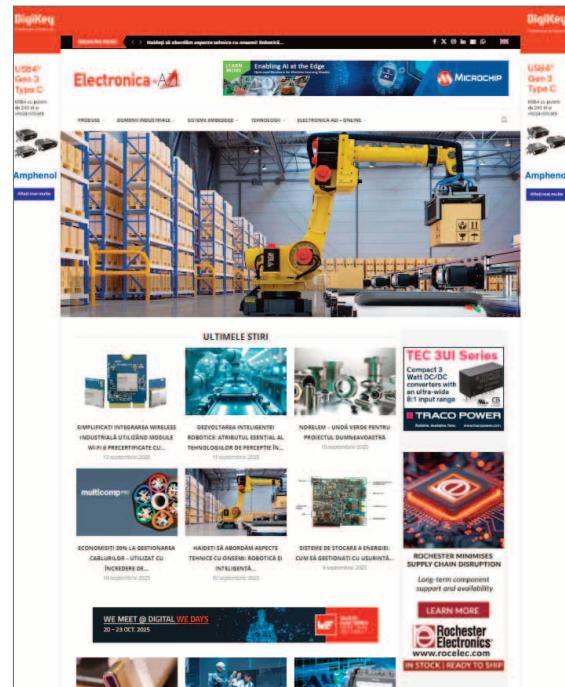
With a new and modern layout, our web platform is daily updated with the most important press releases and technical articles from the electronics industry.

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.



Euro Standard Press 2000 srl <https://electronica-azi.ro>
T: +40 (0) 744 488 818
E: office@electronica-azi.ro

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: | Discount [%]: | | |
|--|-----------------------|-----------------|---------|---------|
| | | 1x | 5x | 10x |
| Cover 1 | 1/1 | Cover Story | € 890 | € 712 |
| Cover 2 | 1/1 | Page | € 1,990 | € 1,592 |
| Cover 3 | 1/1 | Page | € 1,790 | € 1,432 |
| Cover 4 | 1/4 | Page | € 790 | € 632 |
| Cover 4 | 1/3 | Page | € 990 | € 792 |
| Cover 4 | 1/2 | Page | € 1,290 | € 1,032 |
| Cover 4 | 1/1 | Page | € 2,390 | € 1,912 |
| Full Page Spread | 2x1/1 | Page | € 2,410 | € 1,928 |
| Full Page Plus | 1/1+1/3 | Page | € 1,630 | € 1,304 |
| Inside | 1/1 | Page | € 1,350 | € 1,080 |
| Inside | 1/2 | Page | € 840 | € 672 |
| Inside | 1/3 | Page | € 590 | € 472 |
| Inside | 1/4 | Page | € 450 | € 360 |
| 1 page - Technical article (including translation) | | | € 290 | € 232 |
| | | | | € 174 |

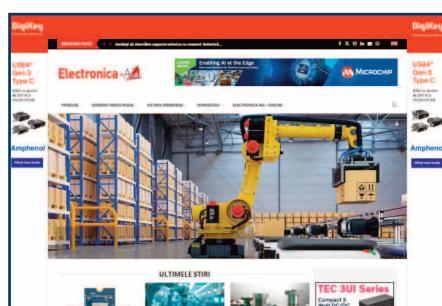
For booking all issues, please ask for a special quotation at: office@electronica-azi.ro

Page size – Please add 5mm for bleed

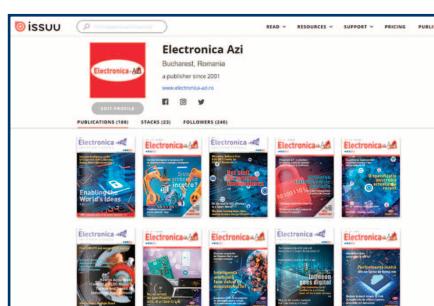


Technical specifications: Pictures: 300dpi, tif, jpeg, eps, PDF format - Text: Word Doc.

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



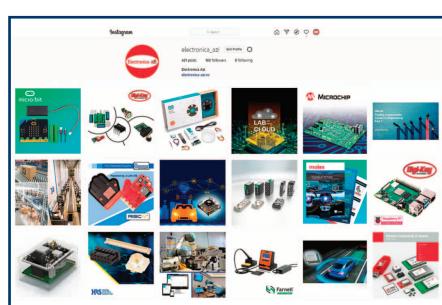
www.electronica-azi.ro



<https://issuu.com/esp2000>



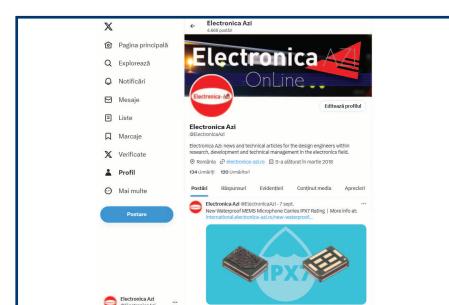
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<https://international.electronica-azi.ro>



www.twitter.com/ElectronicaAzi

Electronica Azi • WEB RATES • 2026

| Format | Price | Location (Home and/or special pages) |
|--|----------------|--|
| Wallpaper banner *) 1584 x 1000px (ALL PAGES) | 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 <i>(LEADERBOARD)</i> (ALL PAGES) | 728x90 px | 750 €/month Located inside the Wallpaper banner. |
| Vertical banner (ALL PAGES) | 300x650 px | 750 €/month Located in the top right-hand column. |
| Welcome banner (HOME) | 640 x 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) | 300x650 px | 670 €/month Located in the right-hand column. |
| Vertical banner (HOME) | 300x650 px | 550 €/month Located in the right-hand column. |
| Column banner (ALL PAGES) | 300x250 px | 650 €/month Located in the right-hand column. |
| Column banner (HOME + Special pages) | 300x250 px | 570 €/month Located in the top right-hand column. |
| Column banner (HOME) | 300x250 px | 440 €/month Located in the top right-hand column. |
| Bottom banner | 728x90 px | 350 €/month Located on the bottom page. (Home) |
| Home banner | 728x90 px | 350 €/month Located under the top header. (Home) |
| SECTION PAGES ** | | |
| Wallpaper banner | 1584 x 1000px* | 500 €/month |
| Top Head banner | 728x90 px | 450 €/month |
| Vertical banner | 300x650 px | 375 €/month |
| Column banner | 300x250 px | 325 €/month |
| Inside banner | 728x90 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 <i>(Newsletter created by the client in HTML format).</i> | 950 €/newsletter |
| Banner in the Electronica Azi newsletters (468 x 120px) | 470 €/newsletter |
| Banner in the Electronica Azi newsletters (468 x 60px) | 350 €/newsletter |
| News/Article published in the (Electronica Azi newsletters <i>(News or article originally published on the Electronica Azi website that can be uploaded to the Electronica Azi newsletter.)</i> | 350 €/news/newsletter |
| News/Article (Published in the Electronica Azi web page – text and diagrams) | 200 €/month |
| Social media campaigns through Facebook & LinkedIn <i>(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))</i> | 1300 €/campaign |



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

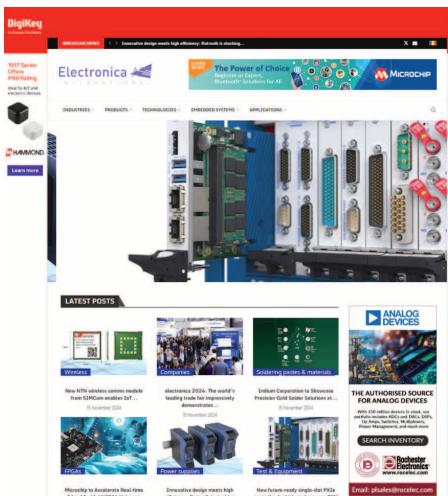
**) Special pages (Sections): Products / Industrial Sectors / Embedded Systems / Technologies

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.

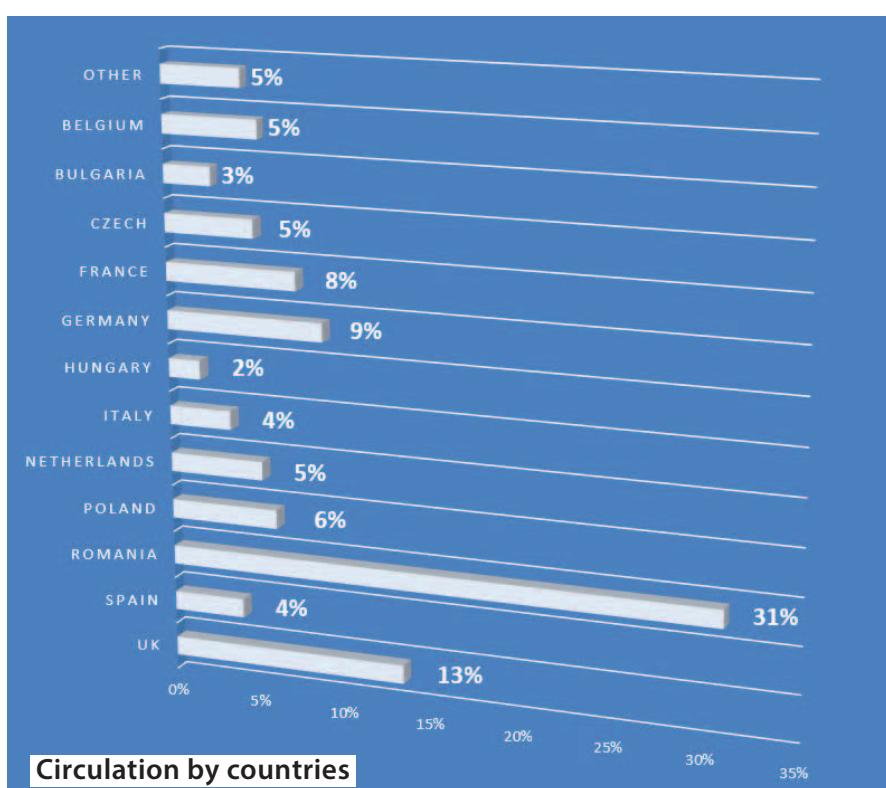


| Month | Issue | Features | Exhibitions Preview | Ad/Editorial Deadline | Publication Date |
|-----------|--|--|--|-----------------------|---------------------|
| March | EAInt'l no. 1 <i>Embedded Systems</i> (Digital) | Power Electronics Industrial Controls Embedded Computing Smart cities, Smart homes RF/Wireless applications Test, measurement | Embedded World 2026 10/12 March | 17 February | 10 March |
| June | EAInt'l no. 2 <i>Power / automotive</i> (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 <i>Wireless / IoT</i> (Digital) | Industrial Controls IoT integration Wireless applications Test, measurement Embedded Computing | | 25 August | 16 September |
| November | EAInt'l no. 4 <i>Wireless / AIoT</i> (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



Electronica Azi **ONLINE**• Newsletters • 2026



Topics

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

Electronica Azi – 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 |

Electronica Azi Int'l – Newsletters – 2026

(Publishing dates)

| | |
|-----------|---|
| 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;
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• Payments The payment will be made in EURO within 30 days from the issue date.

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