

# Your Technical Media Partner in Romania & Eastern Europe

Reach engineers. Build visibility. Drive engagement.



PRINT • ONLINE • NEWSLETTER • SOCIAL MEDIA • VIDEO

Electronica Azi • **MEDIA KIT** • 2026

<https://electronica-azi.ro>

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



Electronica Azi is a leading Romanian technical media platform delivering product news, application notes and essential information for electronic designers.

*With over 26 years of experience, Electronica Azi provides relevant and up-to-date information for electronics professionals, supporting their work in design, development and application.*

### Audience Profile

**69%**      **26%**

Engineers Audience

Managers Audience

**140 000+**

Monthly impressions

**2 000 000+**

Yearly reach

**73 000+**

Social media followers

**17 000+**

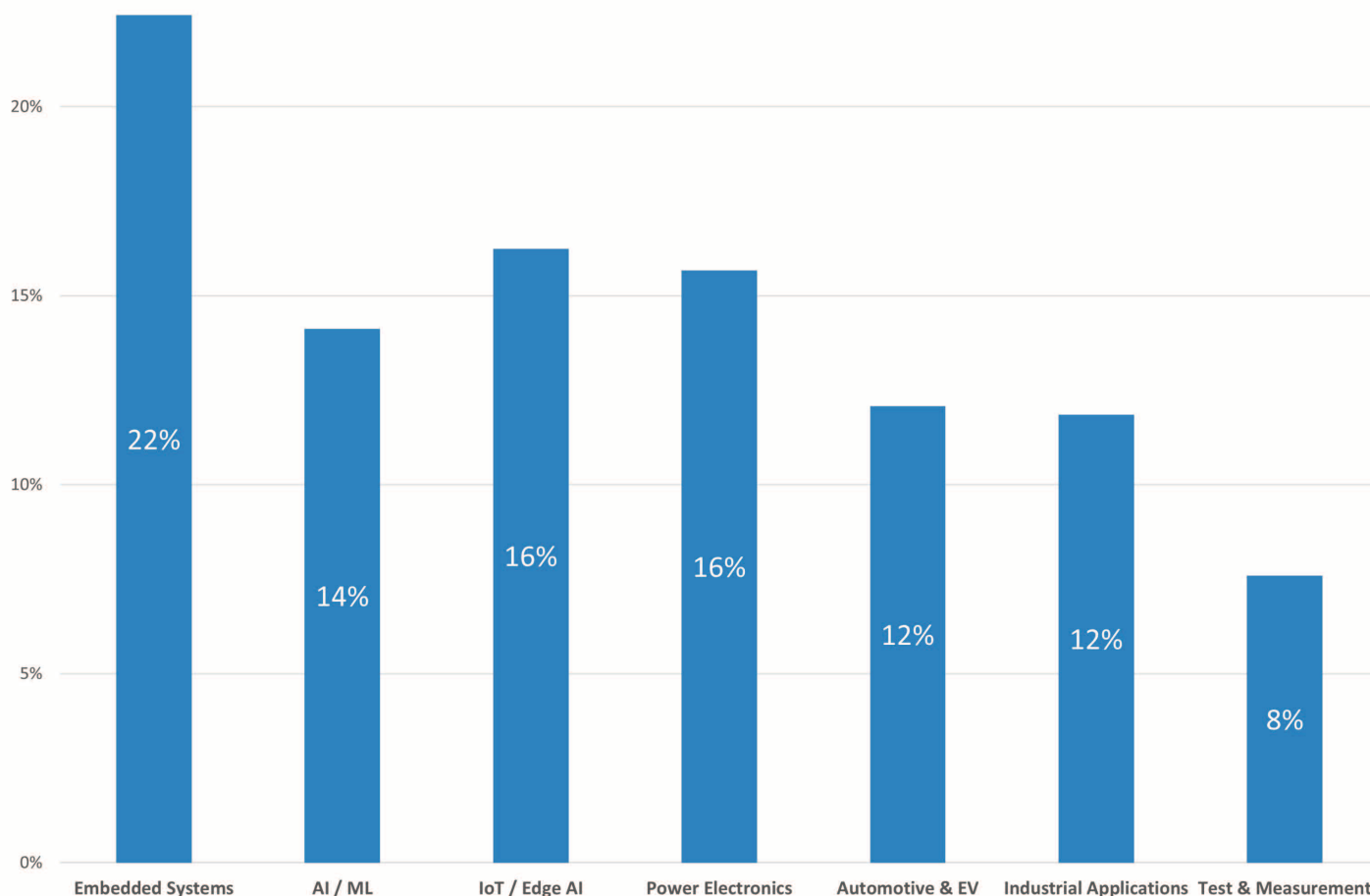
Newsletter subscribers

**3 000+**

Print circulation

## Key Technology Areas

**Embedded Systems • AI / ML • IoT / Edge AI • Power Electronics • Automotive & EV Industrial Applications (including Industry 4.0 / 5.0) • Sensors & Connectivity (including 5G)**  
Additional focus areas include Test & Measurement and SMT equipment.



Technology & Application Coverage

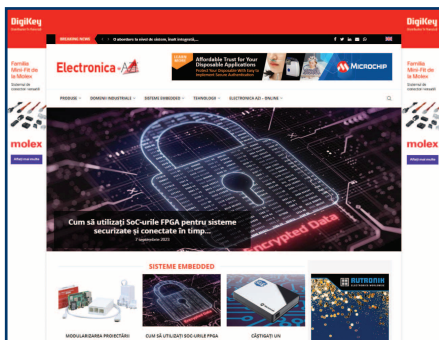
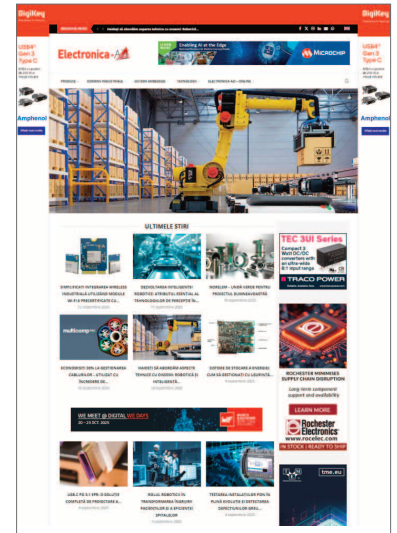
Our web platform is updated daily with the most relevant press releases and technical content from the electronics industry.

It connects technology providers with engineers through structured content across key domains such as Embedded Systems, AI, IoT and Power Electronics.

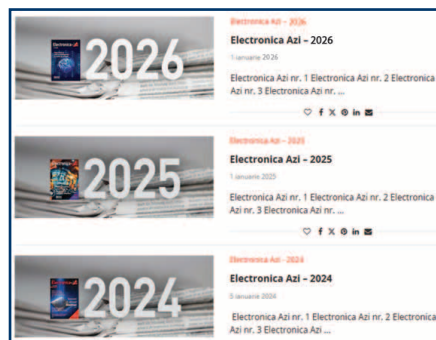
## Electronica Azi | The digital versions

Each print edition is also available in a digital format, distributed via newsletters and accessible through an interactive online platform. Readers can easily navigate, search, share and access content across devices, with direct links to suppliers and technical resources.

Continuous content flow ensures ongoing visibility for our partners.



[www.electronica-azi.ro](http://www.electronica-azi.ro)



[www.electronica-azi.ro/ahiva-revist](http://www.electronica-azi.ro/ahiva-revist)



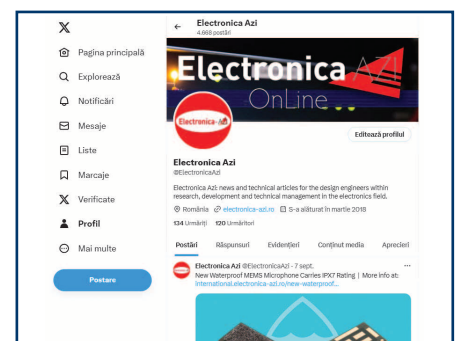
[www.facebook.com](http://www.facebook.com)



[www.instagram.com](http://www.instagram.com)



[www.electronica-azi-international.ro](http://www.electronica-azi-international.ro)



[www.x.com](http://www.x.com)

Our Partners – Trusted by leading companies in the electronics industry



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

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

Size	Number of insertions:		1x	5x	10x
	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	2x1/1	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](mailto:office@electronica-azi.ro)

## Technical Article – What’s included

Each technical article published by Electronica Azi includes:

- Professional translation and adaptation into Romanian
- Technical review for clarity and accuracy
- Editorial enhancements (glossary of terms and explanatory notes where needed)
- Publication in both print and online editions
- Promotion through our web platform and newsletters
- Long-term visibility through archived digital editions

This approach ensures that technical content is not only translated, but also made more accessible and relevant for local engineers.



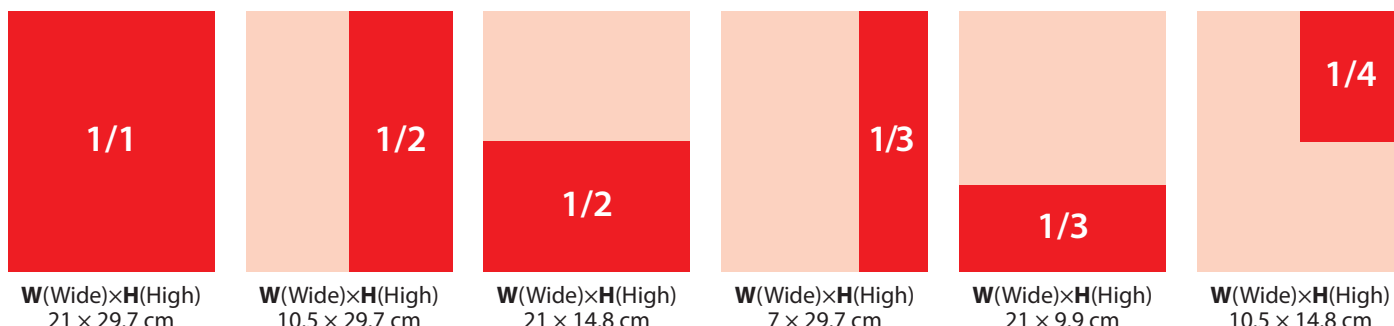
## Video Content & Promotion

We also offer video-based promotion to enhance the visibility and impact of technical content. Using AI-assisted production, we create short, professional video trailers designed to increase engagement and extend the reach of technical content across web and social media.

Price: €450 / video (per article or campaign)



Page size – Please add 5mm for bleed



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

# Electronica Azi • WEB RATES • 2026

Format		Price	Location (Home and/or special pages)
<b>Wallpaper banner</b> *) (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.
<b>Top Head banner</b> (LEADERBOARD) (ALL PAGES)	728×90 px	750 €/month	Located inside the Wallpaper banner.
<b>Vertical banner</b> (ALL PAGES)	300×650 px	750 €/month	Located in the top right-hand column.
<b>Welcome banner</b> (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.
<b>Vertical banner</b> (HOME + Special pages)	300×650 px	670 €/month	Located in the right-hand column.
<b>Vertical banner</b> (HOME)	300×650 px	550 €/month	Located in the right-hand column.
<b>Column banner</b> (ALL PAGES)	300×250 px	650 €/month	Located in the right-hand column.
<b>Column banner</b> (HOME + Special pages)	300×250 px	570 €/month	Located in the top right-hand column.
<b>Column banner</b> (HOME)	300×250 px	440 €/month	Located in the top right-hand column.
<b>Bottom banner</b>	728×90 px	350 €/month	Located on the bottom page. (Home)
<b>Home banner</b>	728×90 px	350 €/month	Located under the top header. (Home)
<b>SECTION PAGES **</b>			
<b>Wallpaper banner</b>	1584 × 1000px*	500 €/month	<b>Vertical banner</b> 300×650 px 375 €/month
<b>Top Head banner</b>	728×90 px	450 €/month	<b>Column banner</b> 300×250 px 325 €/month
			<b>Inside banner</b> 728×90 px 225 €/month

## Newsletters



Our international newsletters reach 19,000+ subscribers, delivering weekly updates on the latest technologies, products and industry developments.



Our weekly newsletters reach 18,000+ subscribers, delivering curated business and technical content across key areas such as: • Embedded Systems • Power • IoT • AIoT • Edge AI • Wireless • Industrial applications

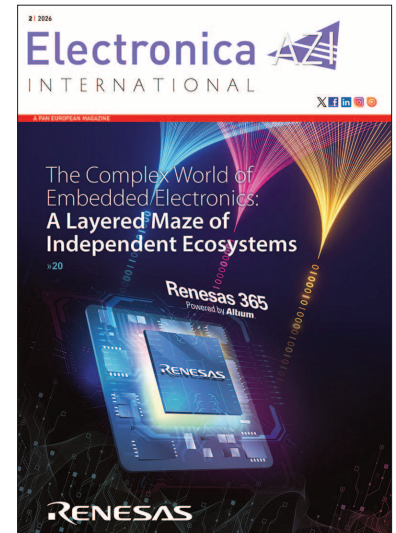
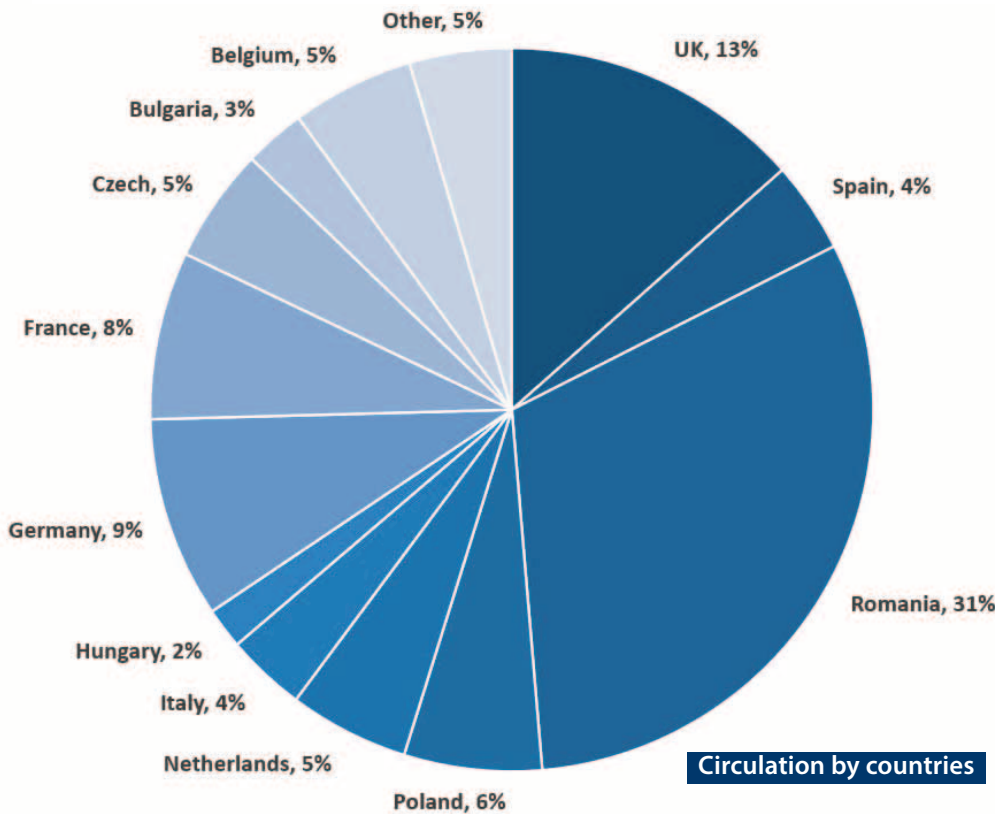
<b>Custom newsletter (E-blast)</b> – Sent to our data bases (Newsletter created by the client in HTML format).	950 €/newsletter
<b>Banner in the Electronica Azi newsletters</b> (468 × 120px)	470 €/newsletter
<b>Banner in the Electronica Azi newsletters</b> (468 × 60px)	350 €/newsletter
<b>News/Article published in the (Electronica Azi newsletters)</b> (News or article originally published on the Electronica Azi website that can be uploaded to the Electronica Azi newsletter.)	350 €/news/newsletter
<b>News/Article</b> (Published in the Electronica Azi web page – text and diagrams)	200 €/month
<b>Social media campaigns through Facebook &amp; LinkedIn</b> (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))	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 extends our reach beyond Romania, providing fast and consistent access to the latest developments in the global electronics industry.**

*Our international platform focuses on delivering up-to-date news, product releases and technology insights, ensuring high-frequency visibility across a broad audience of electronics professionals.*



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

## 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)**

## Why it matters

*Regular weekly communication ensures repeated exposure and stronger engagement with your target audience.*

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

## Combined Reach Strategy (RO + EN)

*By combining the Romanian and International platforms, Electronica Azi offers both in-depth technical engagement and fast, high-frequency visibility. This dual approach allows companies to reach local engineers with detailed content, while also maintaining continuous exposure across a broader international audience.*

## Two platforms. One complete perspective.

*Electronica Azi Romania delivers depth, clarity and technical understanding, while Electronica Azi International ensures fast access to the latest developments in the global electronics industry.*

Available across all platforms: desktop, mobile, tablet, newsletters and social media channels.

**Electronica Azi**  
• Print & Digital: 10 times/year  
• Print Circulation: 3,000+  
• Online Circulation: 18,000+

**Electronica Azi International**  
• Digital: 4 times/year  
• Online Circulation: 19,000+

*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**

• **Payments** The payment will be made in EURO within 30 days from the issue date.  
IBAN: **RO60BTRLEURCRT0T06770301**  
Swift code: **BTRLRO22XXX**  
Bank: Banca Transilvania Agentia Primariei, Campulung Muscel, Jud. Arges, Romania