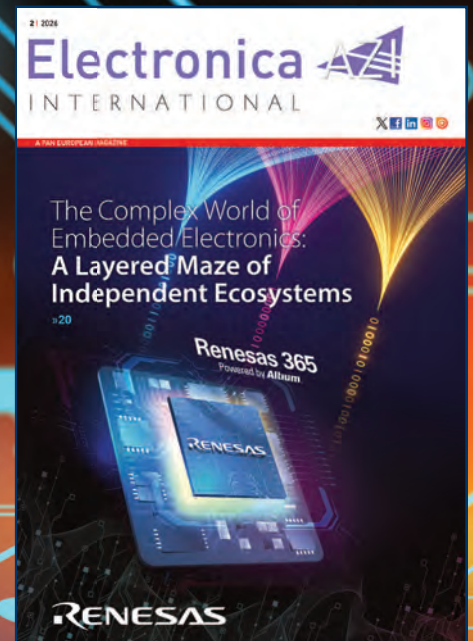


Your Technical Media Partner in Romania & Eastern Europe

Reach engineers. Build visibility. Drive engagement.



PRINT • ONLINE • NEWSLETTER • SOCIAL MEDIA • VIDEO

Electronica Azi • **MEDIA KIT** • 2027

<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 27 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%

Engineers Audience

26%

Managers Audience

140 000+

Monthly impressions

2 000 000+

Yearly reach

73 000+

Social media followers

17 000+

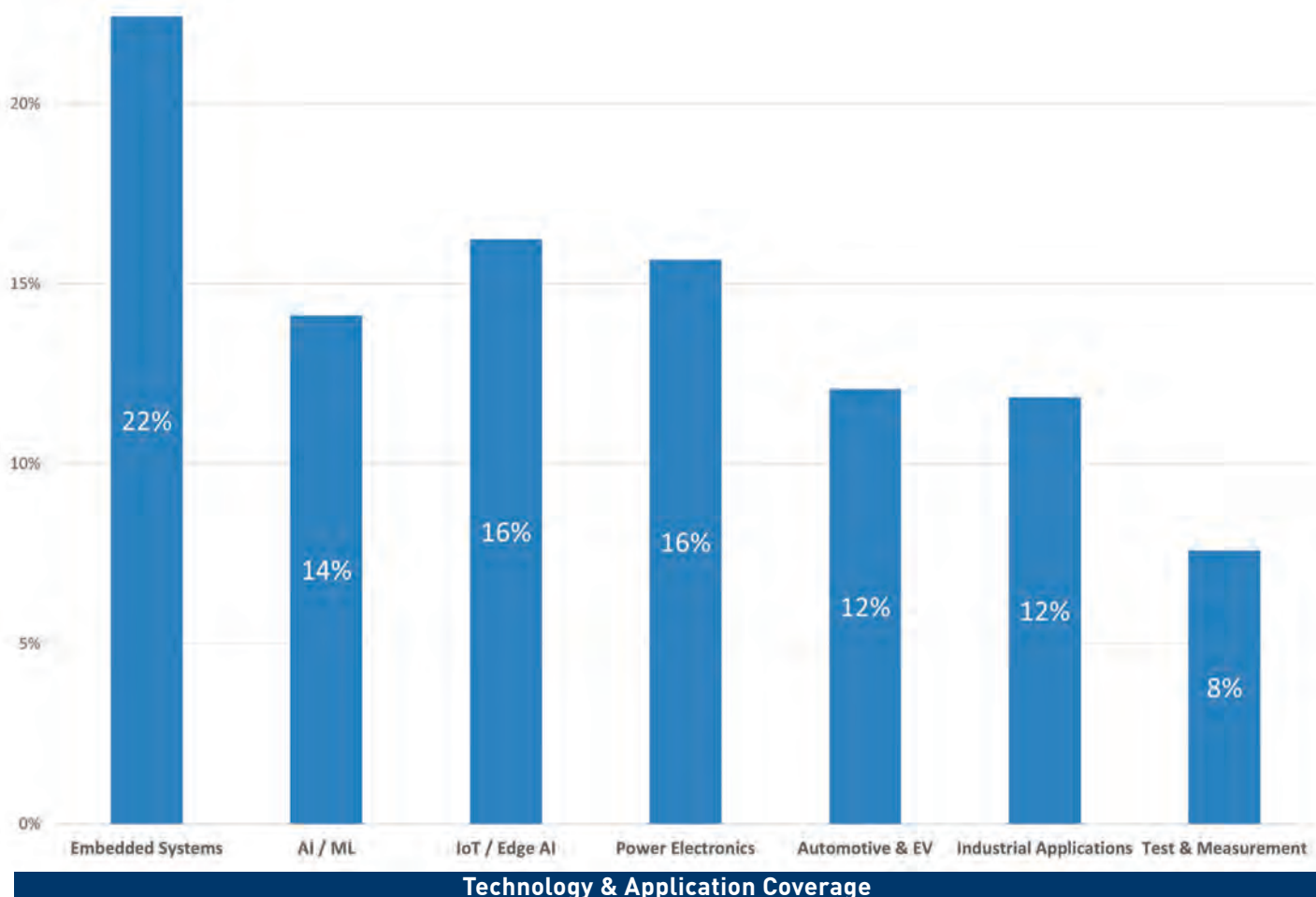
Newsletter subscribers

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.



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.



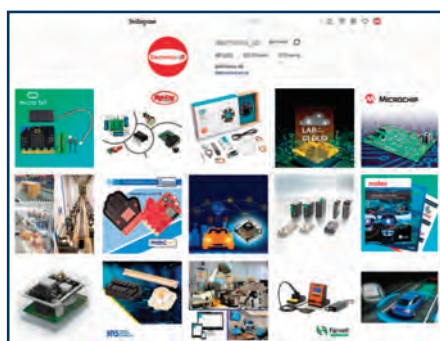
www.electronica-azi.ro



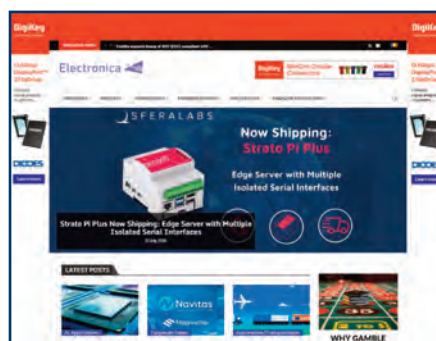
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Electronica Azi **PRINT**• Editorial Calendar • 2027

Month	Issue	Features	Exhibitions Preview	Ad/Editorial Deadline	Publication Date
February	Electronica Azi no. 1 (Print & Digital) - 311 Embedded Intelligence & Edge AI	MCUs, MPUs & SoCs; Edge AI; TinyML; RISC-V; Embedded Vision; RTOS & Embedded Linux; Low-Power Design; Embedded Security		11 ... 18 Jan	2 February
March	Electronica Azi no. 2 (Print & Digital) - 312 Embedded Systems & IoT Integration	Embedded Platforms; SBCs & COMs; Embedded Linux & RTOS; IoT Gateways; Industrial IoT; M2M Communication; Cloud-to-Edge; Device Management & OTA	Embedded World 2027 16/18 March	15 ... 19 Feb	2 March
April	Electronica Azi no. 3 (Print & Digital) - 313 Wireless Connectivity, AIoT & Cybersecurity	Wi-Fi & Bluetooth; Matter & Thread; LPWAN & Cellular IoT; 5G Networks; Wireless MCUs & Modules; Low-Power Wireless; IoT Security; Satellite IoT		15 ... 23 Mar	6 April
May	Electronica Azi no. 4 (Print & Digital) - 314 Power Electronics, E-Mobility & Energy Storage	SiC & GaN; Power Modules; Gate Drivers & Isolation; Inverters & Chargers; Battery Management; EV Charging; Energy Storage; Thermal Management		12 ... 16 Apr	4 May
June	Electronica Azi no. 5 (Print & Digital) - 315 Power Conversion, Energy Efficiency & Data-Center Power	AC/DC & DC/DC; High-Density Power Supplies; 48 V Power; Data-Center Power; Digital Power; Thermal Management; Renewable Energy; Test & Measurement	PCIM '27 11/13 May	17 ... 21 May	1 June
July	Electronica Azi no. 6 (Print & Digital) - 316 Intelligent Sensors, Robotics & Machine Vision	Smart Sensors & MEMS; Sensor Fusion; Machine Vision; ToF, Radar & LiDAR; Edge AI; Robotics & Cobots; Motor Control; Predictive Maintenance		14 ... 18 Jun	6 July
September	Electronica Azi no. 7 (Print & Digital) - 317 Connected Devices: Medical, Wearables & Smart Environments	Medical Electronics; Patient Monitoring; Wearables & Hearables; Biosensors; Smart Buildings; Ambient Sensing; Low-Power Wireless; Security & Privacy		16 ... 20 Aug	7 September
October	Electronica Azi no. 8 (Print & Digital) - 318 Embedded Computing, Software & Industrial Edge	Industrial Edge; Embedded Linux & RTOS; Virtualization; FPGA Acceleration; Edge AI; Industrial Ethernet & TSN; Cloud-to-Edge; Cybersecurity		13 ... 17 Sep	5 October
November	Electronica Azi no. 9 (Print & Digital) - 319 Industrial AI, Automation & Smart Manufacturing	Industrial AI; Digital Twins; Smart Manufacturing; Software-Defined Control; Robotics; Machine Vision; Test & Measurement; Sustainable Manufacturing	Productronica '27 16/19 Nov SPS '27 23/25 Nov	11 ... 18 Oct	2 November
December	Electronica Azi no. 10 (Print & Digital) - 320 Connected Industry, Motor Control & Secure IoT	Motor Control & Drives; Servo Systems; IO-Link Sensors; Industrial Networks; OT Cybersecurity; Secure IoT; Condition Monitoring; Remote Maintenance		15 ... 19 Nov	7 December

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

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

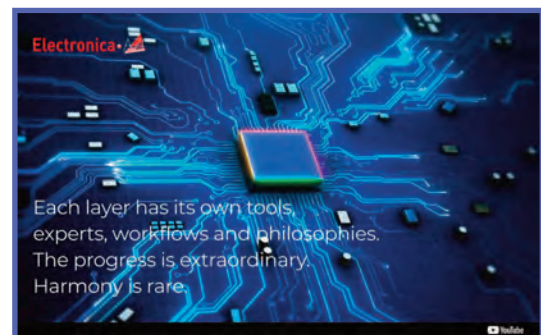
This approach ensures that technical content is not only translated, but also made more accessible and relevant for local engineers.



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

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.

Core Editorial Domains Covered by Electronica Azi & Electronica Azi International

Approximate editorial relevance



Power Electronics, Energy & Power Conversion	29%
Embedded Systems & Industrial Computing	19%
Wireless, IoT & Connectivity	16%
Industrial Automation & Manufacturing	14%
AI / ML, Edge AI, Robotics & Machine Vision	11%
Security, Functional Safety & Cybersecurity	4%
Test & Measurement	3%
Defence & Aerospace	2%
Medical Electronics	2%

Based on recurring article themes, reader interest and industry coverage.

AI / ML, Edge AI, Robotics & Machine Vision

AI / ML for embedded and industrial systems

Edge AI processing and local inference

Robotics control and autonomous platforms

Machine vision and imaging interfaces

Intelligent sensing and perception

Vision-based industrial applications

Embedded Systems & Industrial Computing

Microcontrollers and microprocessors

SoM / SBC / industrial computing platforms

FPGA and programmable logic

Development and add-on boards

Embedded software and RTOS

Edge processing and control

Power Electronics, Energy & Power Conversion

AC/DC and DC/DC conversion

Power supplies and power modules

SiC / GaN / MOSFETs / IGBTs

Gate drivers and protection

Battery charging and power management

Renewable energy and EV charging

Thermal management

Industrial Automation & Manufacturing

Sensors and industrial sensing

Connectors and interconnect solutions

PLCs and control systems

Motion control and motor drives

Industrial networking

Factory automation equipment

Wireless, IoT & Connectivity

Bluetooth, Wi-Fi and Matter

LoRaWAN, NB-IoT and cellular IoT

Wireless modules and RF connectivity

IoT integration and edge nodes

Low-power wireless design

Connected industrial applications

How our editorial domains combine

54%

Power-driven industrial ecosystem

Power Electronics + Industrial Automation + Robotics / Machine Vision / Edge AI

35%

Connected embedded systems ecosystem

Embedded Systems + Wireless / IoT & Connectivity

11%

Safety-critical and specialized applications

Security / Functional Safety / Cybersecurity + Test & Measurement + Defence & Aerospace + Medical Electronics

These percentages provide a strategic reading of the editorial structure, showing how topics interconnect across technologies and applications.

Technical Content & Promotion Packages

From translation, adaptation & publication to full multi-channel storytelling.

EVERY PACKAGE STARTS WITH TRANSLATION, ADAPTATION & PUBLICATION

Technical content is reviewed, adapted and prepared for publication - not simply translated.

01

FOUNDATION

EDITORIAL

Translation, Adaptation & Publication

€200 per article

- Professional translation & editorial adaptation into Romanian
- Technical terminology review
- Glossary of terms / explanatory notes where relevant
- SEO preparation
- Publication in Electronica Azi - Print + Online

02

EXTENDED REACH

VISIBILITY

Editorial + homepage banner

€250 per article

- Everything included in EDITORIAL
- Custom 300 × 650 px banner built around the article story
- Homepage placement on Electronica Azi
- Additional placement on Electronica Azi International when EN publication is permitted

03

MULTI-CHANNEL

SOCIAL IMPACT

Editorial + banner + social

€350 per article

- Everything included in VISIBILITY
- Animated key visual / NextGen banner based on the article story
- Distribution on Facebook, LinkedIn, Instagram and TikTok
- X included when English-language publication is permitted

04

MAXIMUM IMPACT

VIDEO CAMPAIGN

Full package + video

€500 per article

- Everything included in SOCIAL IMPACT
- Promotional video trailer - up to 2 minutes
- Story-driven visual presentation of the article
- Distribution across social media + YouTube

EDITORIAL STANDARDS

- Client-supplied Romanian translations are subject to editorial review and adaptation before publication.
- Publication and promotion on Electronica Azi International depend on the rights and agreements applicable to the English-language article.

Electronica Azi • WEB RATES • 2027

Format		Price	Location (Home and/or special pages)
Wallpaper banner *) 1584 × 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 728×90 px (LEADERBOARD) (ALL PAGES)		750 €/month	Located inside the Wallpaper banner.
Vertical banner 300×650 px (ALL PAGES)		750 €/month	Located in the top right-hand column.
Welcome banner 640 × 480 px (HOME)		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 300×650 px (HOME + Special pages)		670 €/month	Located in the right-hand column.
Vertical banner 300×650 px (HOME)		550 €/month	Located in the right-hand column.
Column banner 300×250 px (ALL PAGES)		650 €/month	Located in the right-hand column.
Column banner 300×250 px (HOME + Special pages)		570 €/month	Located in the top right-hand column.
Column banner 300×250 px (HOME)		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

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

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

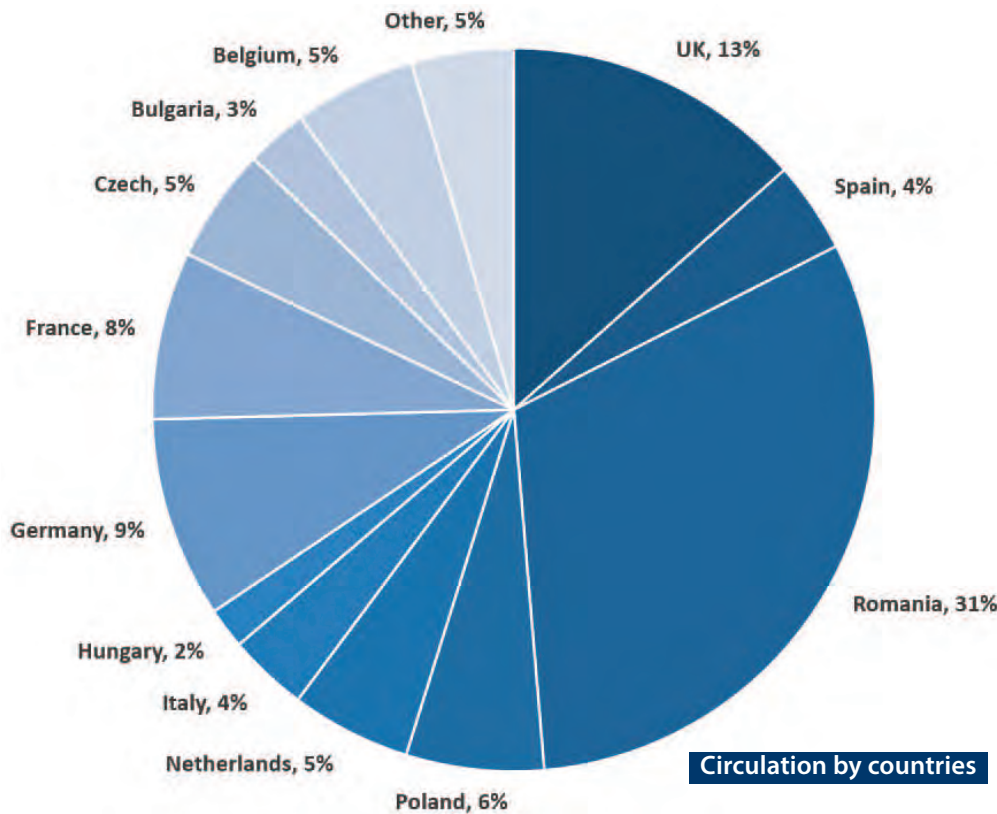
(Press announcement or technical article (translated into Romanian by the publisher in advance) published and promoted on the publisher's social sites (Facebook and LinkedIn))



*) The central section must be left white at 1170 pixels wide
**) Special pages (Sections): Products / Industrial Sectors / Embedded Systems / Technologies

Electronica Azi International 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	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 2027 16/18 March	17 February	10 March
May	EAInt'l no. 2 <i>Power / automotive</i> (Digital)	Power Modules Alternative energy Power Supplies Industrial Controls Connected Cars, EVs	PCIM '27 11/13 May	20 April	5 May
September	EAInt'l no. 3 <i>Wireless / IoT</i> (Digital)	Industrial Controls IoT integration Wireless applications Test, measurement Embedded Computing		25 August	15 September
November	EAInt'l no. 4 <i>Wireless / AIoT</i> (Digital)	Industrial Controls EVs applications SoC, SBCs, AIoT, AI, ML Test, measurement IoT integration	Productronica '27 16/19 Nov SPS '27 23/25 Nov	20 October	10 November



Topics

Embedded Systems SoC SBCs AIoT AI ML IoT integration Embedded Wireless
Robotics HMI's 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.

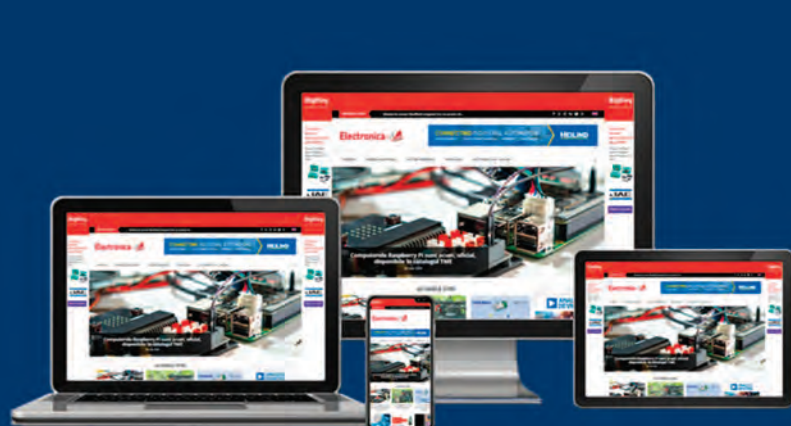
Combined Reach Strategy (RO + EN)

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;
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