

MENSILE DI PROGETTAZIONE ELETTRONICA • ATTUALITÀ SCIENTIFICA • NOVITÀ TECNOLOGICHE

# Elettronica In

[www.elettronica.in.it](http://www.elettronica.in.it)





AVERAGE CIRCULATION PER ISSUE

**18.500**

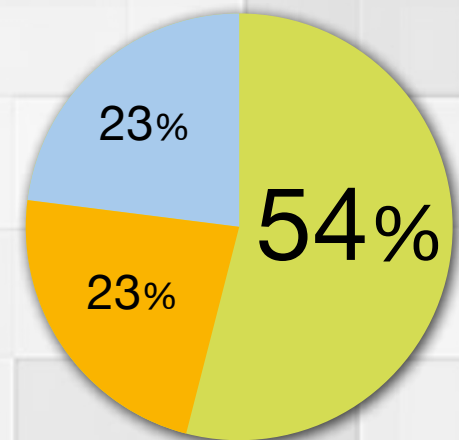
DISTRIBUTION

**12.000**

DISTRIBUTION  
THROUGH  
NEWSSTANDS

Geographical Area:

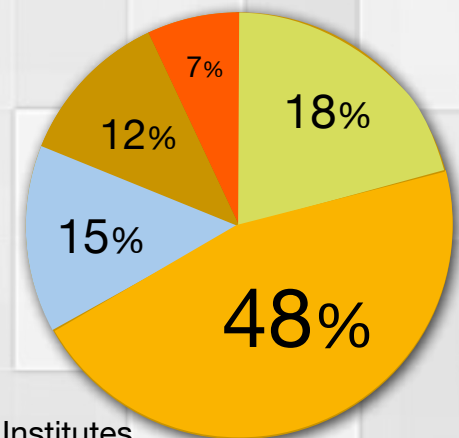
- North Italy
- Center Italy
- South Italy



**6.500**

POSTAL  
SUBSCRIPTIONS

- Hobbyists
- Professionals
- High Schools
- Universities / Research Institutes
- Other

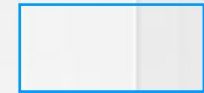


# MAGAZINE

**Elettronica In** is a monthly magazine that provides innovative information and projects on various aspects of electronics, including embedded, digital, analog and wireless. More specifically, our magazine is geared towards those who work in Research and Development labs and Technical Departments of small- and medium-sized companies, as well as to those still attending courses in electronics and computer science (i.e.: high school through university students) and their teachers.



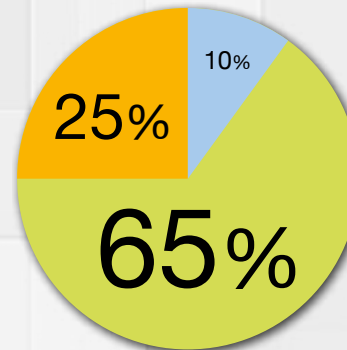
# TARGET



A recent survey showed that the largest percent of our readership is between the ages of 30-60 years old and are graduated from a five-year college. The readers of the magazine are active in the commercial field, education and entertainment; most of them are employed as engineers or technicians.

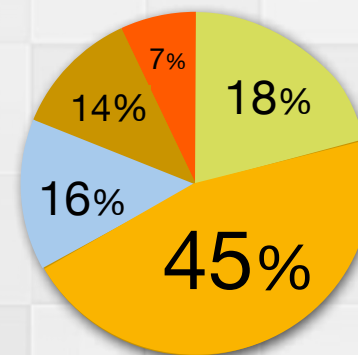
The highest areas of interest are microcontroller based circuits and projects, wireless applications and technologies, and analog circuits and projects.

## EDUCATION



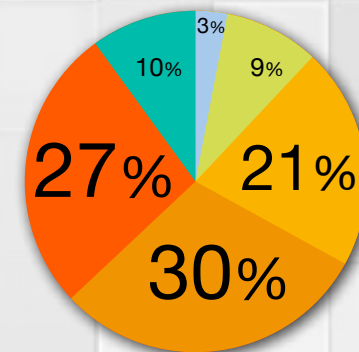
- Middle School
- High School
- University

## OCCUPATION



- CEO, Owner
- R&D, Production, Maintenance
- Teacher, Student
- Sales, Marketing
- Other

## AGE



- < 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- > 55

# FORMAT & RATES (Magazine)

**Quantity discounts:** are applied in relation to the number of outputs.

**Inserts:** price on request.

**Closing dates:** advertising materials are due by the 5th of the month before issue.

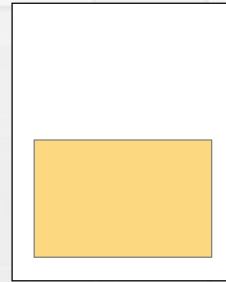
**Average circulation per issue (year 2018):** 18,500 copies.



**3.000 €**

## Cover (IV)

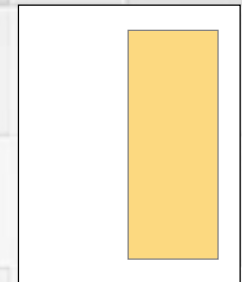
Magazine trim size: 210 x 280 mm  
Bleed: add 3 mm over trim size to each side that will bleed



**1.200 €**

## Half page horizontal

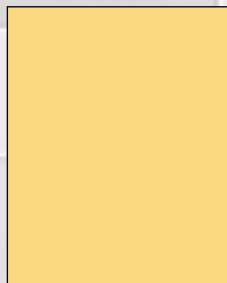
Size: 178 x 121 mm



**1.200 €**

## Half page vertical

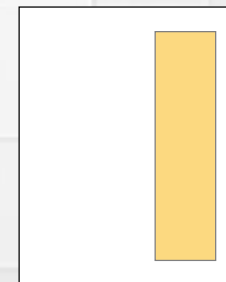
Size: 83 x 224 mm



**2.500 €**

## Cover (II-III)

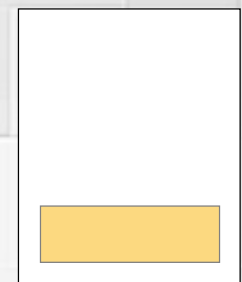
Magazine trim size: 210 x 280 mm  
Bleed: add 3 mm over trim size to each side that will bleed



**900 €**

## Third page vertical

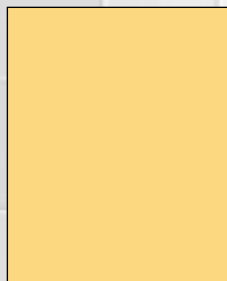
Size: 52 x 224 mm



**800 €**

## Quarter page horizontal

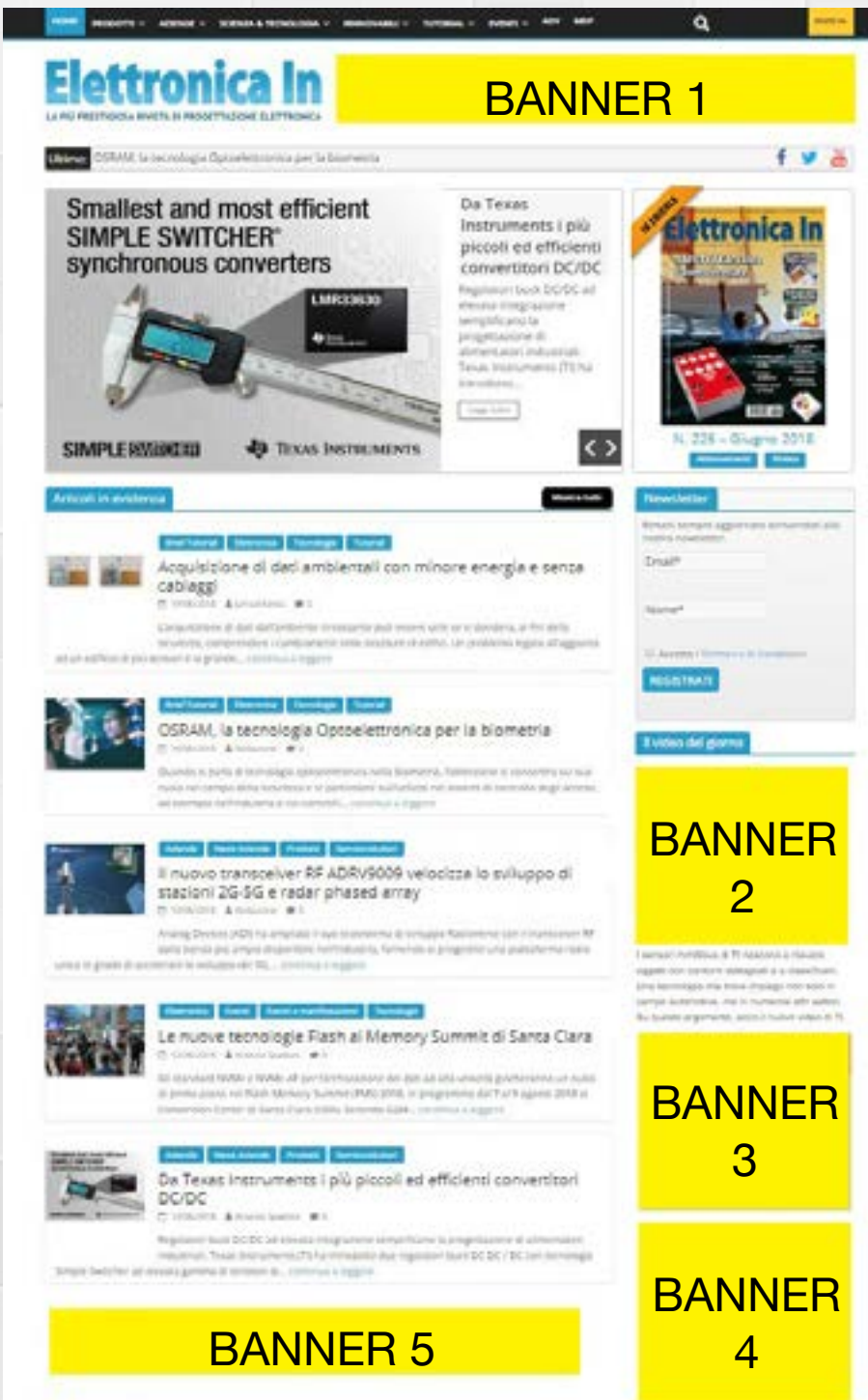
Size: 178 x 60 mm



**1.900 €**

## Internal full page

Magazine trim size: 210 x 280 mm  
Bleed: add 3 mm over trim size to each side that will bleed



Top Area

# BANNER

Banner is principal form of advertising online, with a high return in terms of visibility. Indeed, it is important to consider not only the number of clicks that visitors make on the banner, but also the visualizations of it, which helps make the company logo or product advertising more familiar. Price per month.

> **150.000**  
MONTHLY  
VISUALIZATIONS

> **45.000**  
VISITORS

**67%**  
NEW

**33%**  
RETURNING

**3.000 €**

BANNER 1 - 728 x 90 px  
Visibility: All pages

**1.500 €**

BANNER 4 - 300 x 250 px  
Visibility: All pages

**2.500 €**

BANNER 2 - (VIDEO)  
Visibility: All pages

**2.000 €**

BANNER 5 - 728 x 90 px  
Visibility: All pages

**1.500 €**

BANNER 3 - 300 x 250 px  
Visibility: All pages



**BANNER 6**

**BANNER 7**

**Central Area**

**1.200 €**

**BANNER 6 - 160 x 600 px**  
Visibility: Home Page only

**3.000 €**

**BANNER 7 - 300 x 600 px**  
Visibility: All pages

**1.500 €**

**BANNER 8 - 300 x 250 px**  
Visibility: All pages

**1.200 €**

**BANNER 9 - 728 x 90 px**  
Visibility: Home Page only

**2.500 €**

**BANNER 10 - 728 x 90 px**  
Visibility: All pages



**BANNER 8**

**BANNER 9**

**BANNER 10**

**Bottom Area**

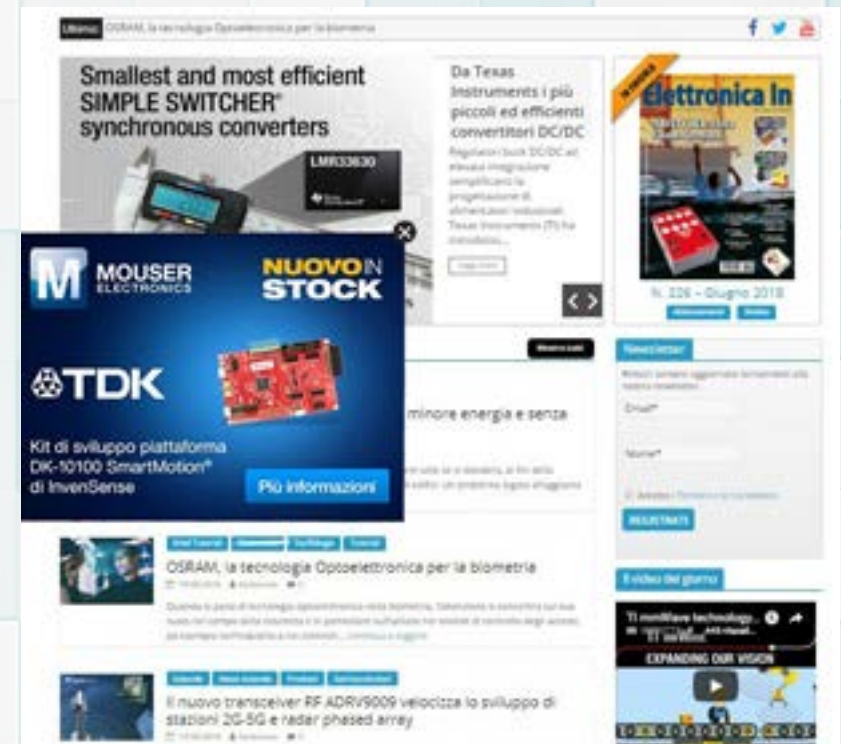
**Electronica In**

# Banner: Special Position



**5.000 €**

WALL BANNER  
Visibility: All pages



**3.000 €**

POP UP BANNER  
Visibility: Home Page Only

Price per month.



**MICROCHIP**

**Miglioramento delle Prestazioni dei Nodi Sensore con un minore sforzo di progettazione**

**PIC15F18445 - il Controllo Digitale incontra l'Intelligenza Analogica**

La combinazione di core independent peripheral (ICP), intelligenza analogica a 8-bit e Core Configurator offre una soluzione scalabile di elaborazione di 8 bit con un codice più leggero, meno sforzo di progettazione ed un minore consumo energetico.

Il PIC15F18445 di Microchip integra un Analog-Digital Converter ad alta risoluzione con conversioni (ADC) che fornisce un alto autonomo per lettura più accurata da sensori analogici. Poiché si tratta di una periferica indipendente dal core, l'ADC offre il suo solo quando è necessario, per ridurre il consumo energetico, mentre la gamma di sensori da 1,8 a 5 V rende il PIC15F18445 compatibile con la maggior parte dei sensori analogici e digitali.

**Strumenti di sviluppo**  
Lo sviluppo viene semplificato con strumenti gratuiti e a basso costo dedicati al PIC15F18445, in combinazione con il supporto degli ambienti di sviluppo standard di Microchip.

- Plug-in software complementari MPLAB® Code Configurator (MCC) per MPLAB X
- Scheda di sviluppo Curiosity per prototipazione, DM154137
- Esempi di codice "ready-to-use"
- MPLAB PICKit™ 4 (disponibile separatamente, PQ18414)
- MPLAB X Integrated Development Environment (IDE)
- MPLAB Ixpress IDE basato su Cloud

[www.microchip.com/PIC15F18445eu](http://www.microchip.com/PIC15F18445eu)

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# DEM

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This database is constantly updated through the subscriptions derived from our sites.



**Electronica In**  
WWW.ELECTRONICA.IT

È in edicola il numero 225 Maggio 2018

Il più diffuso mensile italiano di progettazione elettronica, attività scientifica, novità tecnologiche.

**SENSOR SOLUTIONS**  
Serving the world in which we live with a broad portfolio of sensor technologies designed for a wide range of applications.

**Learn More**

**PROGETTI PRATICI**

• Lettore MP3 a radio FM

• Confronto di lettura  
• Memoria (Altezza con l'ordine)  
• Filtro a banda passante  
• Alimentazione a 5V e 3.3V  
• Gestione dei pin con Energy Meter  
• IC30-0, nella foto della CPU Open Source

**Applicazioni e Corsi**

• WiFi App Inventor - secondo punto  
• L'arte di usare il micro  
• Intelligenza di base in  
• Digital Transformation of Design

**Articoli Vari e Rubriche**

• Editoria  
• Appassionati  
• Saggi

**> 80.000**  
TOTAL MEMBERS

**0,02 € / contact**  
CONTACT PRICE

Selected members: 0,03 €/contact  
(Minimum 5.000 contacts)

For your advertising, please contact:  
[adv@futuragroupsrl.it](mailto:adv@futuragroupsrl.it)

**Banner inside our Newsletter**

**> 80.000**  
(TOTALE MEMBERS)

**1.200 €**  
(Banner Format 160 x 600 px)





**Sponsored post with 3 links and one banner.**

**Totale cost:**  
**600 €**

# SPONSORED POSTS

Posts must be of general interest and must deal with pertinent topics with the editorial line of the magazine.

Links must also be in line with the contents of the magazine (es: NO game sites, tobacco advertising, etc.).

There are 2 solutions available: one with a maximum of 3 links within the post (at a cost of 100 euro for each link); the second solution includes 3 links and a banner (format 728 x 90 px) for a total cost of 600 euro.

**For your advertising, contact:**  
**adv@futuragroupsrl.it**

**PRICES NOT INCLUDING VAT**



**Sponsored post with a maximum of 3 links:**

**100 € per link**