

# PCB Magazine

**PROJECTS, TECHNOLOGIES,  
ELECTRONIC PRODUCTION**

## info

**Frequency: Monthly**

**Yearly issues 10**

**Established: 1987**

**Editor in Chief: Alessandro Garnero Tel. +39 0239090278**

**alessandro.garnero@tecnichenuove.com**

**Editorial Staff: Riccardo Busetto Tel. +39 0239090557**

**riccardo.busetto@tecnichenuove.com**

**Responsabile Digital projects: Giusy De Donno Tel. +39 0239090245**

**giusy.dedonno@tecnichenuove.com**

**Advertising office: Margherita Stallone Tel. +39 0239090549**

**margherita.stallone@tecnichenuove.com**

## magazine

### DESCRIPTION

PCB Magazine is the magazine that speaks to the world of electronics production, illustrating and examining topics ranging from the design of assembled systems to the preparation phase for production, from technologies and solutions for assembly to testing and management tools for the finished product. The magazine is aimed at system designers and end users of complex machines and lines for electronics processing and the world of companies that work for third parties. The topics covered range from consumables to production systems, from new technologies to quality control systems used in the world of electronics production. Every year, on the occasion of international trade fairs, one or more issues of the magazine are packaged in a bilingual format to facilitate the visibility of Italian companies on foreign markets.

### READERS

Designers and assemblers belonging to the world of Odm and Ems, users, producers and/or distributors of production and/or assembly systems, masters, technical offices for hardware and software design, process engineers, producers and users of Ate and Aoi systems and purchasing offices of the electronics supply chain.

## web

### SITE

Elettronicanews.it is the professional electronics site, a daily updated service that allows the user to stay up to date with the latest market news in the electronics sector, as well as constantly providing technological, economic and current affairs insights.

Online support of the two paper electronics magazines (Selezione di Elettronica and PCB Magazine), elettronicanews.it covers all topics in the electronics world, from design to production of complex devices, from testing to distribution of electronic material. The site hosts written and audio-video contributions and reports of internal and external events to the publishing group, such as trade fairs and thematic conferences.



**491k**

**DIVISION TOTAL CONTACTS**

**6k**

**MAGAZINE TOTAL CONTACTS**

**7k**

**DIGITAL TOTAL CONTACTS**

**6k**

**SUBSCRIPTIONS**

**6k**

**NEWSLETTER**

**15k**

**BOOKS**

## newsletter

### NEWSLETTER

&gt;

The weekly newsletter offers a selection of the last week's news related to the electronic world. It opens with one or more in-depth articles, published expressly for the same and which – naturally – can be found on the homepage of the [elettronicanews.it](http://elettronicanews.it) website.

## editorial plan

# PCB Magazine

### 1 • February

Thermal dissipation: technologies and control instruments

### 2 • March

From design to installation of an electronic production line

**MecSpe** • Bologna – Mar 4-6

### 3 • April

Artificial intelligence in inspection systems (AXI, AOI, SPI)

### 4 • May

Printed circuit board technologies

**Focus on PCB** • Vicenza – May 13-14

**Sps Ipc Drives Italia** • Parma – May 26-Jun 28

### 5 • June

EMI and EMC: technologies and instrumentation

## rates

### MAGAZINE

Full page 200×267 mm + bleed	3.200 €
1/2 page horizontal 200×127 mm + bleed	2.200 €
1/2 page vertical 100×267 mm + bleed	2.200 €
Front cover	6.500 €
Inside front cover 200×267 mm + bleed	4.300 €
Inside back cover 200×267 mm + bleed	3.300 €
Outside back cover 200×267 mm + bleed	5.000 €
Folder in Front cover	8.800 €
1st right hand page 200×267 mm + bleed	3.900 €

### WEB

Leaderboard 728×90 pixel	2.000 €
Box 300×250 pixel	2.000 €
Injection	3.000 €
Pop-up	1.500 €
Skin	4.000 €
Interstitial	1.500 €
Sponsored content image, text, URL	2.100 €
Parallax	3.000 €
Video read	1.000 €
Background reveal	1.500 €

### NEWSLETTER

Banner 720x300 pixel	2.000 €
Sponsored content image, text, URL	2.500 €

### DEM

Contact collection dem	4.500 €
Advertising Dem	2.500 €

### LEAD GENERATION

Basic campaign	7.500 €
Repeated campaign	contact us
Pillar campaign	contact us

### EVENTS

Conferences, networking events, Focus meetings at customer's location or at our headquarters	contact us
--	------------

### WEBINAR

Eventi online, presso il cliente, presso la nostra sede o da remoto	5.500 €
---	---------

**6 • July**

ESD and MSD: problems and solutions

**7 • September**

Screen printing, solder pastes and other consumables

**8 • October**

electronica 2026. From printed circuits to advanced electronics production

**9 • November**

Instrumentation for electronics

Electronica • Munich – Nov 10-13

**10 • December**

Placement technologies and solutions in electronic production