

# SE Selezione di Elettronica

A PRIVILEGED OBSERVATORY OF THE ELECTRONICS SECTOR

## info

Frequency: Monthly

Yearly issues 11

Established: 1957

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## magazine

### DESCRIPTION

Selezione di Elettronica is the ideal means of updating on the results and experiences achieved in electronic design, on current market trends, providing information with focus and technical insights, application notes and reviews on all the latest product news released on the market.

It contains the bimonthly inserts Power Electronics aimed at those working in the power electronics sector and Embedded World, dedicated to hardware and software designers of embedded applications.

Selezione di Elettronica is a privileged observatory of the world of electronics.

### READERS

- Designers, engineers and technicians working in the sectors of research & development, design or production of electronic systems and devices.
- Managers, sales and purchasing managers of companies in the electronics sector.
- Professionals involved with electronic applications in different sectors: industrial, medical, communications, instrumentation, automotive, military, avionics, distribution, subcontracting.

## 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

13k

MAGAZINE TOTAL CONTACTS

7k

DIGITAL TOTAL CONTACTS

13k

SUBSCRIPTIONS

6k

NEWSLETTER

15k

BOOKS

## newsletter

### NEWSLETTER

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 newsletter and which – naturally – can be found on the homepage of the [elettronicanews.it](http://elettronicanews.it) website.

## editorial plan

# SE Selezione di Elettronica

### 1 • January

Medicine, diagnostics and advanced electronics

### 2 • February

Embedded electronics and artificial intelligence

### 3 • March

Electronics in motor control  
MecSpe • Bologna – Mar 4-6

### 4 • April

The advanced world of sensors

### 5 • May

Power electronics. State of the art and technological trends  
Sps Ipc Drives Italia • Parma – May 26-Jun 28

## rates

### MAGAZINE

Full page 230×285 mm + bleed	3.000 €
1/2 page horizontal 230×132 mm + bleed	2.100 €
1/2 page vertical 105×285 mm + bleed	2.100 €
Front cover 230×170 mm + bleed	6.300 €
Inside front cover 230×285 mm + bleed	4.000 €
Inside back cover 230×285 mm + bleed	3.200 €
Outside back cover 230×285 mm + bleed	4.800 €
Front cover, Power 230×190 mm + bleed	3.900 €
Front cover, Embedded 230×190 mm + bleed	3.900 €
Folder in Front cover	8.800 €
1st right hand page 230×285 mm + bleed	3.700 €

### 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 €

### WEB

Background reveal	1.500€
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### NEWSLETTER

Banner 720×300 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
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### WEBINAR

Eventi online, presso il cliente, presso la nostra sede o da remoto	5.500€
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### **6 • June**

Electronics for building automation

### **7 • July**

Drones: control electronics, sensors and EMI counter systems

### **8 • September**

Electronics and the world of agriculture

### **9 • October**

Design and development of analog systems

### **10 • November**

The complex world of instrumentation

Electronica • Munich – Nov 10-13

### **11 • December**

electronica 2026. Products, trends and perspectives