

## DIGITAL MEDIA KIT 2024

10,000

UNIQUE  
MONTHLY  
VISITORS

NEWSLETTER  
SUBSCRIBERS

5,000

3,000

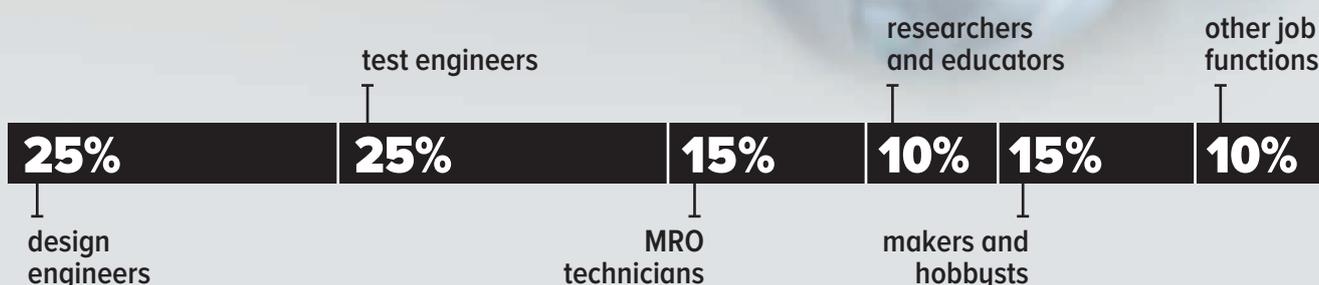
SOCIAL  
FOLLOWERS

StrumentazioneElettronica.it

publishes pieces of news, technical articles, video and tutorials about new instruments, technology trends, tips and tricks on how to select and use electronic test & measurement equipment and sensors.

**AUDIENCE** Italian users of electronic test and measurement equipment

**100%** END-USERS OF T&M EQUIPMENT





## INDUSTRY EVENTS & TRADE SHOWS

### **Elettronica Italia**

Bologna, Italy  
*MARCH 6-8*

### **EMV**

Cologne, Germany  
*MARCH 12-14*

### **Embedded World**

Nürnberg, Germany  
*APRIL 9-11*

### **E-Tech Europe**

Bologna, Italy  
*MAY 8-9*

### **Focus on PCB**

Vicenza, Italy  
*MAY 15-16*

### **Automotive Testing Expo Europe**

Stuttgart, Germany  
*JUNE 4-6*

### **PCIM Europe, Sensors + Test**

Nürnberg, Germany  
*JUNE 11-13*

### **European Microwave Week**

Paris  
*SEP 22-27*

### **Coiltech Italia**

Pordenone, Italy  
*SEP 18-19*

### **ECOC**

Frankfurt, Germany  
*SEP 22-26*

### **Electronica**

Munich, Germany  
*NOV 12-15*

## TOPICS

### **INSTRUMENTS**

- Handheld and Portable Instruments
- Motor Drive Analyzers
- Network Analyzers
- Optical Spectrum Analyzers
- Oscilloscopes
- OTDRs
- Power Quality Analyzers
- Power Supplies and SMUs
- Probes
- Safety Testers
- Signal and Spectrum Analyzers
- Signal Generators
- USB Instruments
- Wireless Testers

### **APPLICATIONS**

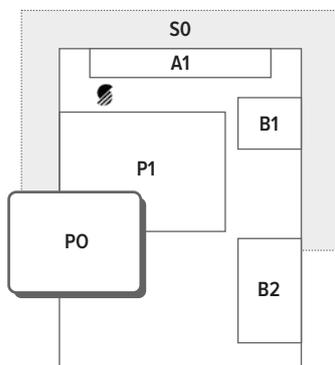
- 6G Networks
- Aerospace & Defence
- Appliances
- Automotive
- Battery Testing
- EMC Compliance
- Energy & Power Conversions
- Medical Test
- MRO
- Optical Test
- Power Semiconductor Test
- Radiomonitoring
- Semiconductor Test
- Telecom & Networking

### **TECHNOLOGIES**

- Antenna Arrays
- Big Data & Artificial Intelligence
- Biomedical Sensors
- Calibration
- Current Monitoring
- EMI, EMC & EMS
- High Resolution ADCs & DACs
- High Speed Serial Buses
- Joint Communication and Sensing
- MEMS Sensors
- Metamaterials
- mmWave
- OTA (Over The Air) Measurements
- Software Defined Instruments

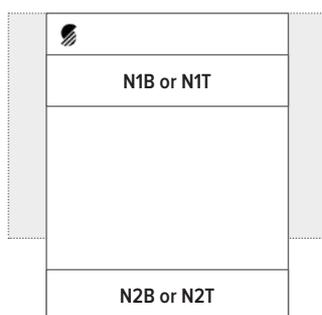


## BANNER ADS



Position (size)	Price/month
<b>S0 Skin/Wallpaper</b> (1900 x 900 px)	€ 1,250
<b>A1 Leaderboard</b> (728 x 90 px)	€ 900
<b>B1 Medium Rectangle</b> (300 x 250 px)	€ 900
<b>B2 Half Page</b> (300 x 600 px)	€ 750
<b>P0 Pop Up</b> (custom size and format)	€ 1,250
<b>P1 Primo Piano</b> (Title + 760 x 440 px + introtext + advertorial article)	€ 1,250

## WEEKLY NEWSLETTER



Position (size)	Price/week
<b>N1B Banner Ad</b> (550 x 100 px)	€ 300
<b>N1T Text Ad</b> 1 Title line + 30 words + optional image (150 x 100 px) + CTA	€ 300
<b>N2B Banner Ad</b> (550 x 100 px)	€ 250
<b>N2T Text Ad</b> 1 Title line + 30 words + optional image (150 x 100 px) + CTA	€ 300

## DEM

Format	Price/campaign
Email-ready HTML file	€ 750

## NATIVE ADVERTISING

Format	Price/campaign
SEO-optimized short piece of news + picture + CTA (website + newsletter + social)	€ 400

## SPONSORED CONTENT

Format	Price/campaign
White paper, downloadable content for lead generation in the Resources section of the site (website + newsletter + social)	€ 400

## RATES AND DISCOUNTS

- All rates are gross • 15% agency commission • Quarterly campaigns: up to 15% discount
- Yearly campaigns: up to 30% discount • For special projects and custom rates, please contact us





Ready-made solutions to help you achieve your marketing goals more effectively

### “PRIMO PIANO”

*Your full-length sponsored content published in premium position*

- Full-length advertorial article + CTA
- Big image in the home page, text link on all pages for 1 month
- Article available on the website for 1 year and listed the weekly newsletter for 1 month
- Promotion on social channels

Price/package € 1,250

### PRODUCT LAUNCH

*If you need to launch a product or display your new technology, this is the right solution for you*

- Short advertorial article + CTA
- 1 x DEM campaign
- Article available on the website for 1 year and listed the weekly newsletter for 1 month
- Promotion on social channels

Price/package € 1,250

### EVENT PROMOTION

*Give maximum visibility to your event and increase leads with this special package*

- Pop up banner for 1 month
- 1 x DEM campaign
- Entry in the Agenda section on the website and in the weekly newsletter for 1 month
- Promotion on social channels
- Lead generation form (if required)

Price/package € 1,500

### BRANDING

*Increase your presence with a campaign aimed at increasing your online brand awareness*

- Skin/Wallpaper on the website for 1 month
- 4 x Banner/Text ad in the weekly newsletter
- Promotion on social channels

Price/package € 1,500

### TRADE SHOW PREVIEW

*Promote your presence at relevant trade shows via our previews*

- Extended coverage in trade show preview
- Company logo in prominent position
- Promotion on social channels

Price/package € 1,250

### WE ARE READY TO HELP

- We offer a full range of custom services to help you reaching your audience with the right message in English or Italian.
- We can help to create or localize SEO-optimized technical content for online media.
- We can also build landing pages, lead generation forms and DEM's content to suit your requirements.
- Media partnerships with event organizers are more than welcomed.

Feel free to contact us any time to discuss your specific needs.

