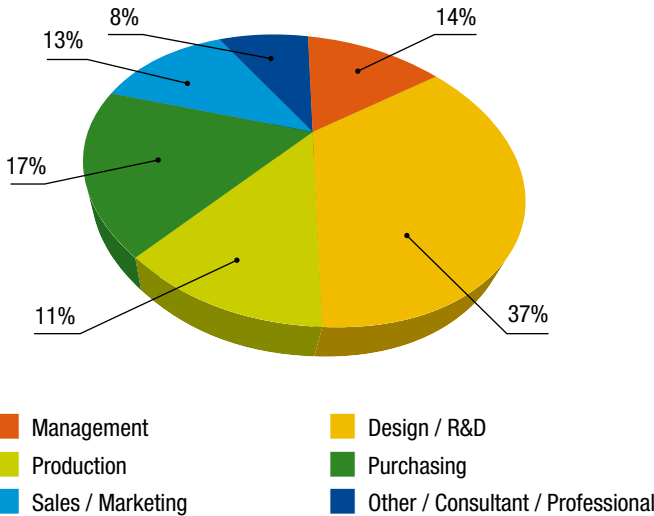


READERSHIP

SdE addresses the designers, the engineers and the technicians operating in the fields of research and development, design, and production of electronics systems and equipments, and wishing to be constantly updated on technologies and products driving the innovation in the industry. It represents a useful tool also for the management, for sales and procurement managers and for all the professionals involved in electronics applications in the most disparate industry sectors.



EDITORIAL PLAN

January

- Smart Sensor (R)
- Biometrics Technologies (F)
- Wireless Test (T&M)

February

- Passive Components (R)
- Railway Sector (F)
- Softcomputing Methodologies (E)
- Power Semiconductors (PE)
- Power in Aerospace (PE)

March

- Programmable Logics (R)
- Avionics & Aerospace Sector (F)
- Data Acquisition (T&M)

April

- Wireless Chips (R)
- Automotive Telematics (F)
- Real-time Operating Systems (E)
- Motion Control (PE)
- Photovoltaic Applications (PE)

May

- Optoelectronics & Led (R)
- Domotics & Whitegoods (F)
- Power Measurement (T&M)

June

- Connection Systems (R)
- Radiofrequency Applications (F)
- System Level Design (E)
- Lighting Power Management (PE)
- Power in Automotive (PE)

July

- Audio-video Chips (R)
- Ecodesign (F)
- Fiber Optics Measurements (T&M)

September

- Memories (R)
- Medical Equipments Application (F)
- Single Board Computer (E)
- Power Passive Components (PE)
- Wind Power Applications (PE)

October

- Displays (R)
- Micro & Nano Technologies (F)
- Final Inspection Systems (T&M)

November

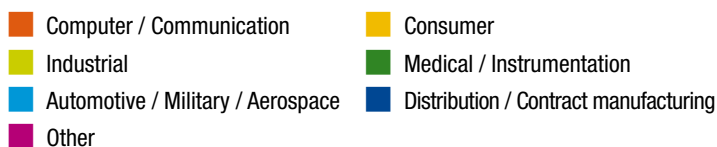
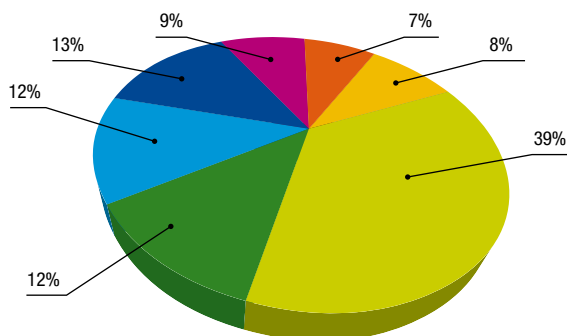
- Electromechanical Components (R)
- Automotive Bus (F)
- C for Embedded Systems (E)
- Power Supplies, Converters and Batteries (PE)
- Power in Medical Equipments (PE)

December

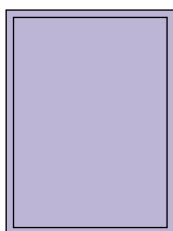
- Microcontrollers (R)
- Digital Video (F)
- High Speed Serial Bus Measurements (T&M)

Founded in 1957, Selezione di Elettronica is the Italian magazine that can boast the longest tradition and represents, since over fifty years, a privileged observatory for the electronic industry in Italy and worldwide. The topics dealt with allow to have each month an up-to-date overview of technologies, products and their applications. SdE represents an ideal tool to be updated not only on the results and on the expertises achieved in the fields of electronic design and R&D, but also on the ongoing market trends and on corporate strategies. The magazine opens with a series of short columns commenting on current news and events, on market data and analysis, on corporate news and on product information, and with the "Interview" to the major players and opinion leaders. The product "Showcases" offers a 360 degrees outlook on the most timely offerings of integrated circuits, active and passive components, connectors and electromechanical devices, displays and sensors, instruments and equipments. The central section is devoted to an "In-depth" examination of topics concerning technologies, products and applications, through technical articles written by industry experts and technical managers from the major companies in the world. Each monthly issue of SdE features two main theme sections: the "Focus" and the "Report". Starting from general concepts and subject areas, the Focus features explore the capabilities and the available opportunities, both in terms of markets and technologies, of the various industry segments in which the electronics finds its natural application. The Report deal with a series of themes starting from technologies and products, providing the reader a complete review of the trends and of the solutions available on the market. A final section is dedicated to explore key technologies in the "Embedded" sector and to analyze "Test & Measurement" instrumentation, covering both software and hardware related aspects. "Power Electronics" is, since 1999, the reference publication for the professionals operating in the power electronics industry. It is a unique editorial initiative in Italy, offering a complete overview of the market trends, of the ongoing activities in the sector, and informing the readers, through articles, special reports, technical in-depth analysis, about every design, implementation and application aspects in the Power Electronics Industry, from integrated and discrete technologies, to power supplies, dissipation, safety and test-related features. It is published five times a year as a supplement of SdE.

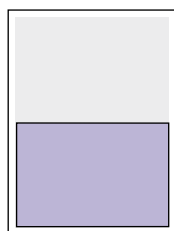
READERSHIP



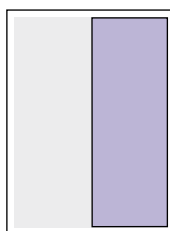
2009 ADVERTISING SPACE



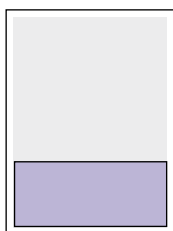
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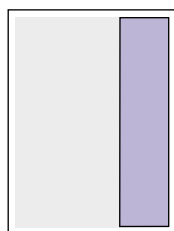
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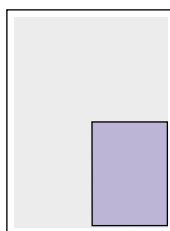
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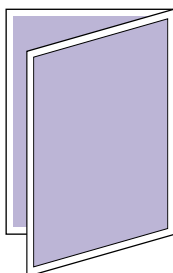
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Outside Back Cover	€ 4.400,00
1 st Right Hand Page	€ 3.400,00

TECHNICAL SPECIFICATIONS

Printing method

offset

ADV material delivery

Advertising material can be sent by e-mail, through our ftp server or with a Cd for Apple Macintosh.

We need high resolution pdf or file created with Adobe InDesign, Quark-Xpress, Adobe Illustrator, Adobe Photoshop, Freehand. In this case you have absolutely to send also images and fonts. We need also a colour proof.

Frequency

Monthly, 11 issues a year

Issue date

First week of each month

Material delivery

20 day before publication date

Trim size

210 x 280 mm

Bleed

For trim size you have to consider 5 mm for bleed on each side

Circulation

10.250 copies/monthly

Paper

Art paper

Binding

Perfect bound

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