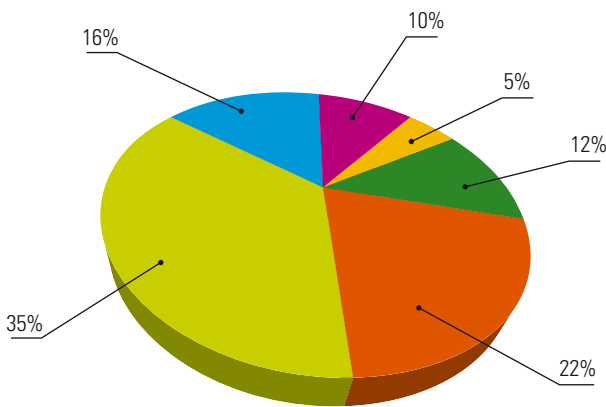
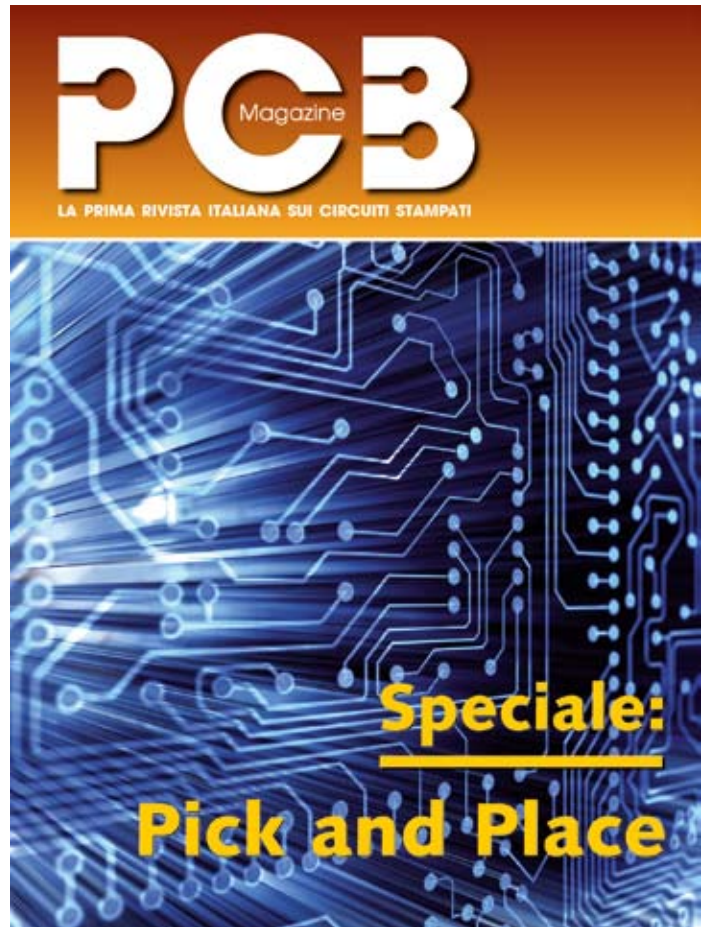


READERS AND TARGET MARKET

The readership at which **PCB Magazine** is directed is complex and covers all experts in the pcb sector, from production, to processing, to distribution. Within this range we can highlight a series of categories, differing in activity and total number (for percentages see the graph below): pcb designers, assemblers belonging to the world of Oems and Ems, end users of Pcb, companies producing and distributing production and/or assembly systems, technical hardware and software design offices, process engineers, producers and users of Ate and Aoi systems, buying offices, marketing and sales in the electronic sector, producers of consumer materials and, in general, all electronic components companies.



- Purchase offices
- Technical offices
- Designers, developers
- Sales offices
- Production
- Trade management



PCB Magazine is the only Italian magazine dealing specifically with PCBs and with their different electronic assembly technologies. The magazine is aimed at users and producers of PCBs, as well as designers and assemblers. The topics covered range from consumer materials to production systems, from new technologies to quality control systems. Published monthly, PCB Magazine takes an in-depth look at a special topic through a series of original articles, edited by experts in the sector.

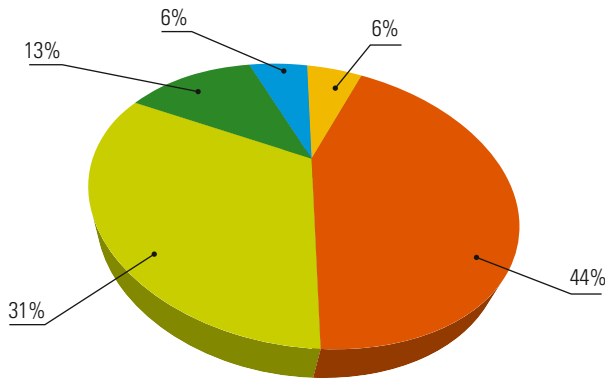
PCB Magazine is made up of a series of sections covering all the areas of interest concerning PCBs, both as regards news and current events and technologies. One of the sections is dedicated to news and current events. It opens with an interview with a high-profile figure in the world of PCBs. The rest of the section consists of in-depth coverage of events, exhibitions and important fixtures in the sector. This section is followed by the "Speciale", or Special Feature of the month, dealing with technological and applications issues. The main part of the magazine, however, revolves around three main subjects regarding design, production and test. The first one is dedicated to the stages of the study and feasibility of creating electronic products, presenting the new trends and the IT tools used; the part dedicated to production, examines topics concerning the production stages of PCBs, from assembly technologies to the various systems for positioning and soldering components; the test section is finally devoted to systems and technologies for the control of the production stages and over the final product.

A special part of the magazine is dedicated as well to company profiles and products. At the end of this section is the "Tabella Fabbricanti"; a database updated by PCB manufacturers and made up of personalized profiles describing in detail the activity of the companies mentioned.

EDITORIAL PLAN 2010

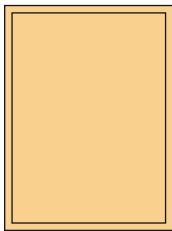
January	Rework and the different applied technologies
February	Soldering machines and systems
March	The electrical test
April	Post print inspection
May	Pick & Place
June	Climate chambers
July-August	Design and unravelling tools
September	The ESD universe
October	Screen printing systems
November	Consumer materials
December	Washing systems for PCBs

TARGET PER SECTOR

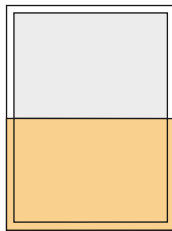


- Designers
- Assemblers
- Final users
- PCB manufacturers
- Machinery manufacturers

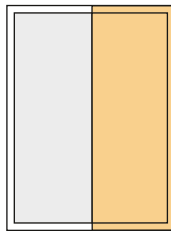
ADVERTISING SPACES 2010



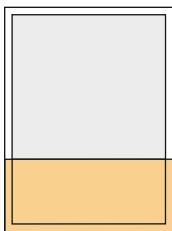
Full Page
210 x 280 mm
€ 2.700,00



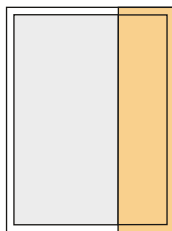
1/2 page
horizontal
210 x 140 mm
€ 1.900,00



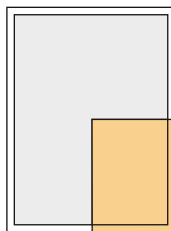
1/2 page
vertical
105 x 280 mm
€ 1.900,00



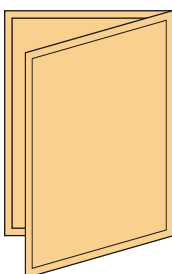
1/3 page
horizontal
210 x 95 mm
€ 1.100,00



1/3 page
vertical
68 x 280 mm
€ 1.100,00



1/4 page
105 x 140 mm
€ 900,00



Front cover
wing style
€ 7.600,00

SPECIAL POSITIONS

Front cover	€ 5.600,00
Inside front cover	€ 3.700,00
Inside back cover	€ 2.800,00
Outside back cover	€ 4.400,00
1 st right hand page	€ 3.400,00

TECHNICAL CHARACTERISTICS

printing method

offset

materials requested

High-resolution PDF file or files in Adobe InDesign, Quark-Express, Adobe Illustrator, Adobe Photoshop, Freehand. Images and fonts used **MUST** be attached. The material must be accompanied by a colour trial. The digital content must conform to the print trial sent

frequency

11 issues a year

delivery data

beginning of the month

reservations and times

Material must be received within 20 days of cover date

format with no borders

210 x 280 mm

Images forrati

for material with no borders leave 5 mm trimming at the edges for cutting of the magazine

print run

9.000 copies each

paper

art paper

binding

perfect bound

Il Sole 24 ORE Business Media S.r.l.
Via Patecchio, 2 - 20141 Milano
Tel. 02.39646.1 - Fax 02.39646.091

www.b2b24.ilsole24ore.com
www.businessmedia24.it
www.elettronicanews.it