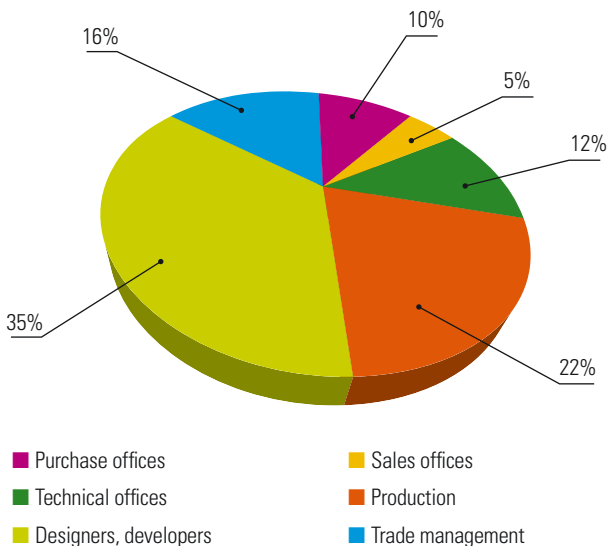


READERS AND TARGET MARKET

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.



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.

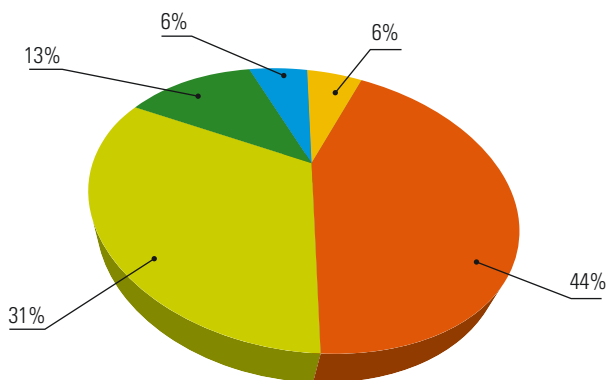
PCB Magazine is made up of a series of sections covering all the areas of interest concerning PCBs, both as regards news and current events and technologies. One of the sections is dedicated to news and current events. It opens with an interview with a high-profile figure in the world of PCBs. The rest 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 Fabbrikanti", a database updated by PCB manufacturers and made up of personalized profiles describing in detail the activity of the companies mentioned.

EDITORIAL PLAN 2012

January	Test equipment
February	Rework and hand soldering
March	Cleaning systems
April	Labels and traceability
May	Reflow and wave soldering
June	ESD
July - August	Consumables
September	Pick and Place
October	Screen printing systems
November	PCB manufacturing
Dicember	Design software for pcb

TARGET FOR SECTOR



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

TECHNICAL CHARACTERISTICS

printing method

offset

frequency

11 issues a year

delivery data

beginning of the month

reservations and times

material must be received 20 days before cover date

format with no borders

200 x 267 mm

Images forrati

5 mm for bleed must be added on each side

print run

9.000 copies monthly

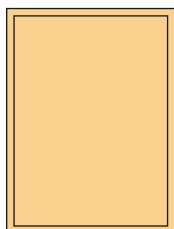
paper

art paper

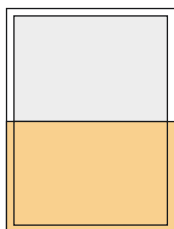
binding

perfect bound

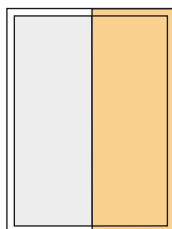
ADVERTISING SPACES 2012



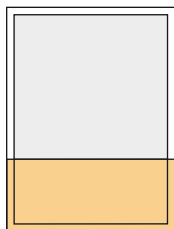
Full Page
200 x 267 mm
€ 2.700,00



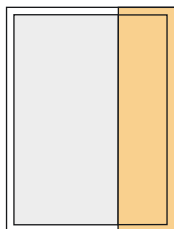
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€ 1.900,00



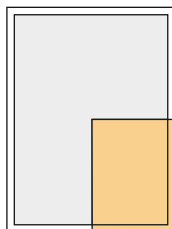
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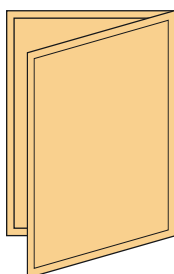
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horizontal
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€ 1.100,00



1/3 page
vertical
66 x 267 mm
€ 1.100,00



1/4 page
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€ 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



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