



# “ELECTRONIC COMPONENTS” MAGAZINE

The magazine is more than 15 years. Nowadays it is considered to be the most authoritative source of the professional information for developers of electronic equipment, technical managers of the branch enterprises, supply managers and the reliable marketing partner for manufacturers and distributors of electronic components.

First edition - 1995

Periodicity - monthly

Magazine inside Magazine «Electronics Production» - 6 issues in a year

Pages - 136+

Format - full-color, A4 (29,7 × 21,0 sm)

Circulation - 6000

Distribution - Russia and CIS

The magazine available in both print and online versions

## HEADINGS

### Market

- Reviews
- Interview
- Analytical articles

### Design and Development

- Practical problem solving of research and development
- Experience of leading developers
- Equipment design

### Element Base

- Reference tables of electronic components and suppliers

- Reviews of new components and technologies
- Practical questions of application of components

### New sections

- PCB Topology
- Electronic equipment testing
- Microelectronics

## MAGAZINE INSIDE MAGAZINE «ELECTRONICS PRODUCTION»



- Materials and technologies
- PCB production
- PCB assembly
- Mounting technologies
- Cleaning technologies
- Industrial engineering

## EDITORIAL SCHEDULE

№№ EC + EP	Editorial deadline	Advertising deadline	Mailing date	Trade Fairs distribution*
EC №1 EP №1	28.12.13	15.01	31.01	
EC №2	28.01	04.02	25.02	
EC №3 EP №2	21.02	28.02	21.03	New Electronics
EC №4	17.03	24.03	14.04	ExpeElectronica Navitech: navigation systems
ECN№5 EP №3	28.04	05.05	26.05	SEMICON: microelectroincs
EC №6	26.05	02.06	23.06	
EC №7 EP №4	23.06	30.06	21.07	
EC №8	28.07	04.08	25.08	
ECN№9 EP №5	25.08	01.09	22.09	Aerospace Testing Russia
EC №10	22.09	29.09	20.10	RADEL: Electronics, Instrument Making, Automation Interlight Moscow powered by Light+Building
EC №11 EP №6	13.10	20.10	17.11	Power Electronics
EC №12	20.11	25.11	15.12	CSTB: digital, cable and space TV

## ADVERTISEMENT POSITIONING

Format	Rates, Euro	
	Main Block	Magazine inside Magazine «Electronics Production»
<b>Covers</b>		
FC (first cover)	-	1625
IFC (second cover)	1815	1475
IBC (third cover)	1625	-
Back Cover	2090	-
<b>Adverts inside editorials</b>		
2/1 page	2385	1900
1/1 page (1,2 or 3)	1600	1275
1/1 page	1325	1050
1/2 page	795	625
1/3 page	640	500
<b>Articles</b>		
Technical article	290	225
Advertizing article	500	400
<b>Advertizing of a nonstandard format</b>		
Flap cover	2660	-
A3 folding cover with wrap (2nd cover)	2810	-
A3 folding cover with wrap (3rd cover)	2625	-
Bound-in insert A4	1 side - 1590 2 sides - 2440	1 side - 1250 2 sides - 1950
Loose inserts A4 with book mark	1 side - 2080 2 sides - 2660	1 side - 1650 2 sides - 2125
Two-sided wrap	2810	2250
Company's Business Card	290	-
<b>Loose inserts</b>		
Loose inserts, CD	Calculation on demand	

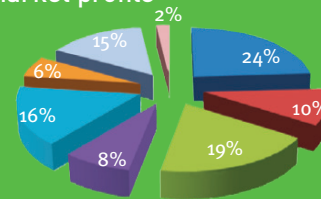
Technical translation and editing  
- 12,5 Euro per 1000 characters

Flexible discounts and bonuses

## Audience

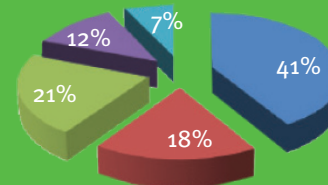
- Design engineers, designers
- Technical managers and directors
- Purchase managers
- Specialists and sales directors/managers
- University Tutors and students
- Manufacturing companies top managers

## Coverage of all segments of the market profile



- Industrial electronics
- Medical equipment
- Telecommunication equipment
- Trade equipment
- Military equipment
- Auto electronics
- Security system
- Consumer electronics

## Distribution



- Paid Subscription
- Address Subscription
- Technical seminars and conferences
- Exhibitions
- Regional and foreign representations of Media Group Electronics