“Electronics & business”
Our magazine’s motto suggests that the newspaper is not only electrical engineers, but also would provide information on all participants in the electronics industry: everything that affects this important segment of the industry. In our changing world critical to provide rapid information! Our Editorial Board so every communication channel using forward it news to readers, taking advantage of the the potential of the Internet and social media.

Our mission
The editorial office of ELEKTRONET gives precious assistance to the improvement of the Hungarian electronics industry by creating forum for the domestic electronics professionals and companies, and by connecting the world of science to the practicing engineers and trade entities. The success of our work so far is well illustrated by the wide Hungarian and international recognition and acceptance of ELEKTRONET.

Social responsibility
The assets of the magazine are not always enough for the realization of our goals. For this reason have the founders established the National Electronics Society of Hungary (NESH), with the mission of representing the interests and improving the recognition of the Hungarian electronics industry. In order to support our goals, ELEKTRONET offers a discount from the advertisement prices to the NESH members.

Professional background
Our authors, editors and columnists are all industry recognized professionals, but at the same time we also provide publication surface from time to time to the future’s engineer generations. Our editorial office has a wide connection network to the Hungarian trade representations, chambers and professional associations. We also participate in numerous international and Hungarian professional events (exhibitions, conferences) every year as media partners, exhibitors, and/or presenters.

ELEKTRONET covers almost the whole spectrum of the electronics industry with articles and topics. The magazine keeps tracking the newest trends of the market, and at the same time generously offers publication surface to the engineer students as well, publishing about their valued researches.

István Bögyös, ATT Hungária Ltd.

Testimonials

The editorial office of ELEKTRONET not only gives a useful way for reaching the design engineers, but also offers a very effective manner for advertising and article preparation.

Tibor Berky, ChipCAD Ltd.

ELEKTRONET consistently offers a high-quality, professional and reliable way to reach the design engineering community in Hungary. The editorial team produces a great mix of news and in-depth technical articles and we recommend ELEKRONET highly.

Suzy Kenyon, Napier Partnership Limited

ELEKTRONET has proven an excellent media partner for Microchip. We have worked with them for over 10 years and they continue to meet our expectations for addressing the design engineering community across Hungary, both in print and online.

David Wright, European Marketing Manager, Microchip Technology
READERSHIP

ELEKTRONET is dedicated to the electronics industry professionals and to those who are willing to get involved in the applications of the electronics industry. ELEKTRONET is edited in a way which requires the reader to have solid mid- and high-class professional knowledge. Based on a survey conducted on an ELEKTRONET subscriber population of 450 people, the following consequences were drawn:

- 37% of the readers are involved in development,
- 61% of our readers are decision makers,
- 74% of the readers buy instruments regularly,
- 64% of the readers have own manufacturing capacity,
- 65% of our readers are small- and medium enterprises,
- 30% of our readers are active in industrial automation.

PARTNERS

ELEKTRONET has been cooperating since its establishment with many foreign and domestic trade show organizations, representation entities, and trade chambers. The magazine takes part regularly in many large international fairs and smaller domestic conferences, such as the following:

- AMPER — Prague (media partner)
- IPAR NAPI — Budapest (media partner, exhibitor)
- AUTOMOTIVEHUNGARY — Budapest (media partner, exhibitor)
- ELECTRONICA / PRODUCTRONICA — Munich (associate exhibitor)
- EMBEDDED WORLD — Nuremberg (media partner)
- SMT/HYBRID/PACKAGING — Nuremberg (media partner)

The other partners include:

- IPC (Association Connecting Electronics Industries)
- TAITRA (Taiwan Trade Center)
- AmCham Hungary (American Chamber of Commerce in Hungary)
- NESH (National Electronics Society of Hungary)
- JETRO (Japan External Trade Organization)
- German-Hungarian Chamber of Industry and Commerce
- HIPA — Hungarian Investment Promotion Agency

COLUMNS

BUSINESS

If this column had a motto, it could be this one: not only for electronics engineers! The Business column in ELEKTRONET is targeted first of all at readers involved in the business affairs of the electronics industry, but the practicing engineers will also find useful information in there. The column will publish industry analysis, trends, event information, reviews, personnel and organization changes, contests, awards, relating government decisions, regulatory changes etc. The readers, who are in for business intelligence, won’t be left from the news flow out either.

REFLECTOR

This column processes emerging and “hot” issues with high importance for the electronics industry engineer community. The Reflector column in ELEKTRONET will include technologies, components, development and other topics, which represent state-of-the-art solutions and can bring breakthrough to the industry.

DESIGNER

The Designer column covers articles and topics relating the creation of electronics devices. We present you the measurement devices, technologies, designer systems, product news etc., which are all necessary for the development. This column includes the subjects research & development and education.

PRODUCTION LINE

The Production Line column embraces articles that are related to product manufacturing, manufacturing technology issues, quality control, reliability, testing, product certification, manufacturing, testing devices, and other practical issues.

SYSTEM INTEGRATION

There are many areas in the electronics industry that are not related to device manufacturing or design. The installation, remote management, power distribution networks for industrial process control and automation all require deep technical knowledge and engineering efforts. There are more common, everyday issues as well, like building automation, safety engineering etc., which also require qualified engineering background. The System Integration column brings you in these subjects.
### Advertisement Prices of ElektroNet Printed Media

<table>
<thead>
<tr>
<th>Place and Size</th>
<th>Vertical</th>
<th>Horizontal</th>
<th>Vertical (Bleed)*</th>
<th>Horizontal (Bleed)*</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover (C1)</td>
<td>146x230 mm</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>2900 €</td>
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<tr>
<td>Back Cover (C4)</td>
<td>—</td>
<td>—</td>
<td>200x290 mm</td>
<td>—</td>
<td>2450 €</td>
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<tr>
<td>Inside Covers (C2-C3)</td>
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<td>—</td>
<td>200x290 mm</td>
<td>—</td>
<td>2350 €</td>
</tr>
<tr>
<td>1/4 page</td>
<td>173x257 mm</td>
<td>—</td>
<td>200x290 mm</td>
<td>—</td>
<td>1910 €</td>
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<tr>
<td>1/2 page bleed</td>
<td>84x257 mm</td>
<td>173x125 mm</td>
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<td>98x290 mm</td>
<td>1170 €</td>
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<tr>
<td>1/3 page bleed</td>
<td>84x125 mm</td>
<td>173x59 mm</td>
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<td>70x290 mm</td>
<td>940 €</td>
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<tr>
<td>1/4 page bleed</td>
<td>84x59 mm</td>
<td>173x30 mm</td>
<td>—</td>
<td>—</td>
<td>880 €</td>
</tr>
<tr>
<td>1/8 page bleed</td>
<td>84x29 mm</td>
<td>173x15 mm</td>
<td>—</td>
<td>—</td>
<td>370 €</td>
</tr>
</tbody>
</table>

Loose insert (max.: 20 g – 4 pages, A4, 115 g paper), 1000 pcs
Additional weight (per 10 g, 1000 pcs) 100 €

*In case of bleed ads, please add 3-3 mm bleed on both sides!

### Editorial Calendar of ElektroNet Printed Media

<table>
<thead>
<tr>
<th>Issue</th>
<th>Material Close</th>
<th>Press-Ready Material Close</th>
<th>On Sale</th>
<th>Reflector Topics</th>
<th>Relating Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017/1</td>
<td>06. 01. 2017</td>
<td>16. 01. 2017</td>
<td>07. 02. 2017</td>
<td>LED lightning</td>
<td></td>
</tr>
<tr>
<td>2017/2</td>
<td>10. 02. 2017</td>
<td>20. 02. 2017</td>
<td>11. 03. 2017</td>
<td>Power supply</td>
<td></td>
</tr>
<tr>
<td>2017/3</td>
<td>10. 03. 2017</td>
<td>20. 03. 2017</td>
<td>08. 04. 2017</td>
<td>Industry 4.0</td>
<td></td>
</tr>
<tr>
<td>2017/5</td>
<td>11. 08. 2017</td>
<td>21. 08. 2017</td>
<td>02. 09. 2017</td>
<td>Storage, warehousing</td>
<td></td>
</tr>
<tr>
<td>2017/8</td>
<td>15. 11. 2017</td>
<td>22. 11. 2017</td>
<td>08. 12. 2017</td>
<td>Smart city</td>
<td></td>
</tr>
</tbody>
</table>

### Technical Details
- Size: 200x290 mm
- Volume: 48–56 pages
- Appearance: color
- Paper: 100 g/sqm paper
- Cover page: 250 g/sqm paper

### Distribution
- Appearance: eight times/year
- Average issue number: 6,200 copies
- Ratio: 2,850 copies through direct marketing, alternative distributors
- 500 through the distributor Lapker Zrt.
  - (Inmedio, Relay, independent distribution network)
- 1,100 copies subscriber
- 1,750 copies through professional events (exhibitions, conferences)
ONLINE MEDIA

WEB SITE

The ELEKTRONET Online portal provide to our visitors daily updated fresh news and informations in almost all areas of the electronics industry. The portal for our readers’ interest and position according to several criteria grouped articles will appear the starting page that provides easy navigation to all. In this way all professionals rapidly find the relevant and updated information, whether manager, design engineer, manufacturing technology specialist, or even a university student who is interested only in vehicle electronics latest news. The portal "mobile-friendly" engine for mobile phone browsing provides easy navigation.

You have many opportunities to our website banner ad placement, depending on which areas and formats best serve your goals cost effectively. Contracted partners we provide in our online pages free online possibility to publish professional articles and news.

VISITORS

- number of individual visitors is generally 9,900 people per month
- number of registered visitors is 7,400 users

The average attendance figures of the portal are presented on the graph to the left, showing you that

E-MAGAZINE

Our editors are summarize of the portal’s most interesting news, new features in an electronic magazine form, twice a month. The electronic magazine (html) by e-mail reaches all registered users of the website.

The electronic magazine is also available for advertising. Our e-mail your ad even targeting if the reader does not visited our portal for that period because it has received the specified mailbox. The visitors of our portal subscribe to our services at their request, and we also provide the opportunity to unsubscribe of course.

DIGITALSTAND.HU

The eight times a year in print-published magazine is also available in the digitalstand virtual store, with a turnover in every year is growing as the tablets rapidly spread. Through the digitalstand app the magazine available on all platforms (iOS, Android, Windows) tablet, but of course desktop computer, notebook, as well.
### ELEKTRONET Online-portal — www.elektro-net.hu

<table>
<thead>
<tr>
<th>PLACE</th>
<th>SIZE</th>
<th>FORMAT</th>
<th>APPEARANCE</th>
<th>PRICE / MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90 pixel</td>
<td>animated gif, flash</td>
<td>On every page, very spectacular appearance</td>
<td>830 €</td>
</tr>
<tr>
<td>Popup</td>
<td>600x400 pixel</td>
<td>animated gif, flash</td>
<td>Appears at loading the site, until closing the banner. Only for 1 week duration!!!</td>
<td>550 € / week</td>
</tr>
<tr>
<td>Headbanner</td>
<td>468x60 pixel</td>
<td>animated gif, flash</td>
<td>On every page, max. 2 banners rotating</td>
<td>720 €</td>
</tr>
<tr>
<td>Footer</td>
<td>565x90 pixel</td>
<td>animated gif, flash</td>
<td>On every page, footer position</td>
<td>430 €</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120x600 pixel</td>
<td>animated gif, flash</td>
<td>Appears on every page. The most spectacular appearance</td>
<td>890 €</td>
</tr>
<tr>
<td>Billboard banner (big)</td>
<td>250x250 pixel</td>
<td>animated gif, flash</td>
<td>On every page, steady, banner order changes</td>
<td>630 €</td>
</tr>
<tr>
<td>Billboard banner (small)</td>
<td>250x125 pixel</td>
<td>animated gif, flash</td>
<td>On every page, steady, banner order changes</td>
<td>350 €</td>
</tr>
<tr>
<td>Content banner (big)</td>
<td>468x120 pixel</td>
<td>animated gif, flash</td>
<td>Inside the article of the targeted column</td>
<td>720 €</td>
</tr>
<tr>
<td>Content banner (small)</td>
<td>468x60 pixel</td>
<td>animated gif, flash</td>
<td>Inside the article of the targeted column</td>
<td>160 €</td>
</tr>
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</table>

*PR-article, pressrelease — .doc file On the front page on the day of publication, later under the assigned column free of charge*

### ELEKTRONET e-magazine — (sent to the subscribers in e-mail)

<table>
<thead>
<tr>
<th>PLACE</th>
<th>SIZE</th>
<th>FORMAT</th>
<th>APPEARANCE</th>
<th>PRICE / ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headbanner</td>
<td>728x90 pixel</td>
<td>animated gif, png, jpg</td>
<td>on the header of the e-magazine, steady</td>
<td>240 €</td>
</tr>
<tr>
<td>Billboard banner (nagy)</td>
<td>250x250 pixel</td>
<td>animated gif, png, jpg</td>
<td>on the right sector of the e-magazine, steady</td>
<td>220 €</td>
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<td>Billboard banner (kicsi)</td>
<td>250x125 pixel</td>
<td>animated gif, png, jpg</td>
<td>on the right sector of the e-magazine, steady</td>
<td>130 €</td>
</tr>
</tbody>
</table>

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*The publication of PR articles is free of charge on ELEKTRONET Online when making a yearly contract*
SUBMITTING MATERIALS

Press-ready advertisements
If a graphic designer professional or an agency does the preparation of the advertisement, we kindly ask you to provide us the ad in high-resolution PDF fully prepared for printing works use, with added cut-marks and at least 3 mm bleeds. Important: when preparing, please make sure that there is no important graphic content, text, logo etc. outside of the type-page. Please take it into account that at least 12-15 mm margin is necessary from the cut-marks. Feel free to ask for our printing works specification.

Advertisements designed by ELEKTRONET publishing house
In case the advertisement is to be prepared by our publishing house, we charge you technical cost (10% of the total advertisement costs). For the preparation of your advertisement, you are kindly required to provide us the product photos and any other ad items in press quality (at least in 300 dpi resolution). Logos are accepted either in EPS, JPEG or TIFF image formats.

PR articles
For PR articles you are kindly requested to provide us the images in press quality (at least in 300 dpi resolution). When writing the article please make sure you take the extent limits into account. The publication of a PR article means around 4,000 characters with spaces along with images and photos. The layout of the PR articles is done by the publisher in every case, conforming to the typography of the magazine. We kindly inform you that—in order to keep the high standard of the magazine—we cannot accept data sheets, product information brochures etc. as PR articles. Publication of logos and anything else with marketing value is only possible for extra charge.

Advertisement placement
We cannot take any guarantee for the placement of the ads, but we keep an eye on your request when designing the layout of the magazine. Thank you for your kind understanding.

DISCOUNTS
We grant you significant discounts above three orders a year. The more you advertise the more discounts we may give you. Feel free to ask for a quotation anytime.

The members of the National Electronics Society of Hungary (NESH) are eligible for an additional 5% discount from every order.

PR ARTICLE PUBLICATION
As further discounts we publish a PR article for you free of charge if you have a valid advertisement order of at least 1/2 pages. Feel free to contact the editorial office for details.