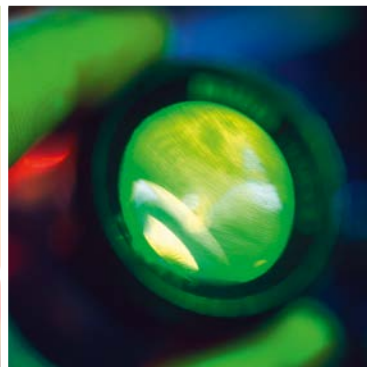
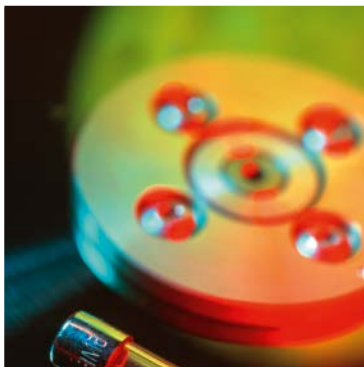
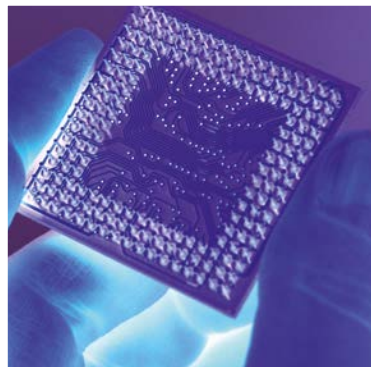
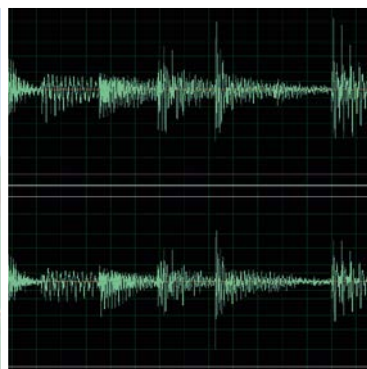
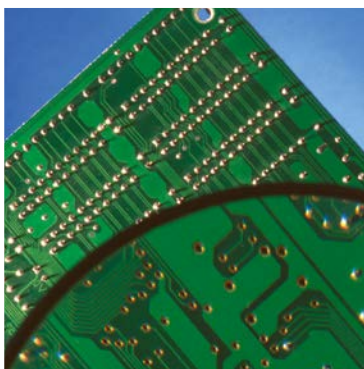
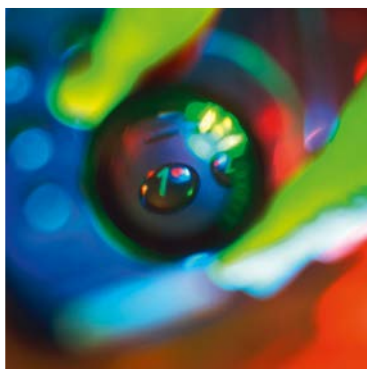
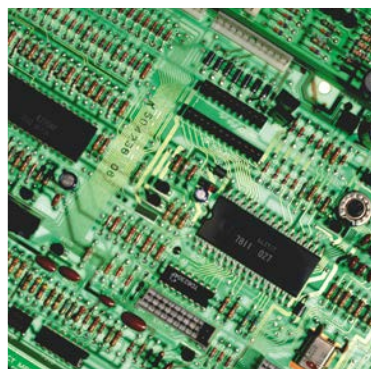


ELEKTRONIKA PRAKTYCZNA

Publishing Guide 2014





Elektronika Praktyczna – Practical Electronics (EP)

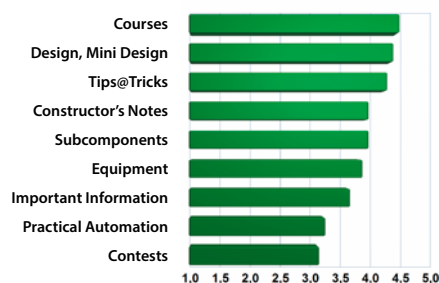
Practical Electronics is a magazine with a target group primarily made of specialists, mainly constructors with at least secondary education. Their professional activity or highly advanced hobby require extensive knowledge of contemporary electronics, constant monitoring of latest developments and trends as well as application of newest solutions. Practical Electronics magazine presents a wide spectrum of most interesting and talked about topics including: IC components, different appliances and software, electronic applications in a form of automation and mechatronics in industrial systems and more.

Practical Electronics magazine is published monthly (12 issues a year) with a circulation of 27.000 copies. Each month a CD or DVD with related content is added. Practical Electronics has also its own dedicated website: www.ep.com.pl and online discussion forum forum.ep.com.pl.

REGULAR COLUMNS

- ➔ **Don't miss (Nie przeocz)** – always in the opening section of the magazine; up-to-date info on newest components,
- ➔ **Designs (Projekty)** – the core section of the magazine; includes detailed description of designs created in editorial laboratory. Presented are highly advanced devices using state-of-the-art components and applications of the contemporary electronics (CPLD, FPGA, ARM, PSoC and reconfigurable systems),
- ➔ **Mini designs (Mini projekt)** – is where less advanced projects are included,
- ➔ **Reader's designs (Projekty Czytelników)** – a section where magazine's Readers have an opportunity to present their own projects,
- ➔ **Constructor's tools (Narzędzia Konstruktora)** – presentation of newest CAD/CAE tools,
- ➔ **Equipment & Components (Sprzęt i podzespoły)** – provides up-to-date information about the range and variety of products available on the market,
- ➔ **Constructor's notes (Notatnik Konstruktora)** – answers how to solve problems occurring during electronic constructor's work,
- ➔ **Courses (Kursy), Constructor's Choice (Wybór Konstruktora)** and **Tips&Tricks** – highly popular sections where tutorials and articles with didactic mission are published,
- ➔ **Automation & Mechatronics (Automatyka i Mechatronika)** – a regular, specially highlighted section of the magazine, includes articles prepared in close cooperation with industry leaders,

- ➔ **Info** – market review
- ➔ **Library (Biblioteka Practical Electronics)** – includes review of the most interesting examples of electronics related literature,
- ➔ **Competitions (Konkursy)** – organized in co-operation with distribution companies operating in Poland; highly popular among Readers
- ➔ **Extras** – each issue of Practical Electronics has a complementary CD or DVD with materials related to the content of a given issue as well as tools and software for electronic engineers. Additional CD or DVD is included exclusively for the subscribers.



Readers' valuation of each section of the magazine (scale 1–5)



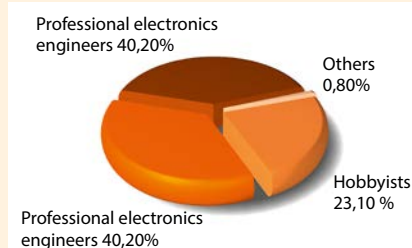
Reader's profile

"An average Reader of Practical Electronics magazine is a young, well educated specialist representing an intellectual avant-garde of his company."

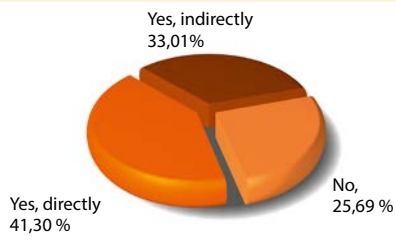
Latest reader's profile survey confirmed, that almost 80% of magazine's readers professionally works with electronics or prepares for a job related to it.

Practical Electronics has been providing support for electronic engineers for over 20 years!

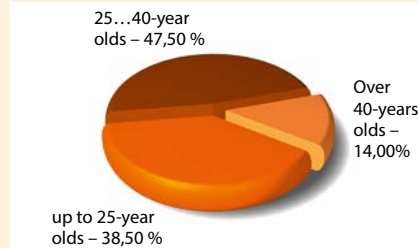
- ➔ **Circulation:** 27 000
- ➔ **No of pages:** over 150
- ➔ **Dimensions:** 210×290 mm
- ➔ **Magazine type:** monthly
- ➔ **Distribution:** all networks of newsagents and press stores all over the country and in subscription
The magazine is available in printed and electronic versions (e-edition)
- ➔ **Special edition:** Elektronika Praktyczna Plus



Picture 1. Practical Electronics Readers broken down into professionals, students and hobbyists



Picture 2. Positive and negative answers to the question: Do you have influence on purchasing decisions in your company?



Picture 3. Age structure of the Practical Electronics Readers

Practical Electronics Plus

Periodically published monographs prepared by the editorial team of Practical Electronics magazine.

Monographs present technical articles concerning electronic components, devices and services available on the contemporary market.

Main focus of the publication are the practical aspects of presented subjects therefore many articles include presentations of products offered by different companies. The issues contain descriptions of innovative products and system applications as well as interviews with representatives of leading companies.

Moreover, the editorial team provides a review of companies operating on the market and market analysis of trends and phenomena present in each given market segment.

- ➔ **Circulation:** 14 500
- ➔ **No of pages:** over 150
- ➔ **Dimensions:** 210×290 mm
- ➔ **Magazine type:** two times a year
- ➔ **Distribution:** all networks of newsagents and press stores all over the country and in subscription
The magazine is available in printed and electronic versions (e-edition)

Enclosed CD/DVD contains additional materials including company data, application sheets, description of products and projects and software tools supporting work of engineers.

Practical Electronics Plus is promoted during various fairs and trade shows. It is distributed among professionals attending trade shows, business events and conferences. It is also available through press distributors all over Poland and in an online press store of magazine's publisher where it can be purchased together with Practical Electronics magazine with special discounts. Interesting topics and a wide range of distribution allow the magazine to reach majority of Polish engineers and specialists operating in the field of electronics.

Published issues: ARM Core Microcontrollers, M2M Technologies, Displays, Power LED, Mini PLC, Power Supply, Energoelectronics, PLC, Industrial networks, Embedded systems, LEDs, Microcontrollers.



Forms of publications in Practical Electronics

- ➔ **Technical articles** – advertisers, who order a minimum of half a page advert in the magazine, are entitled to publishing a technical article free of charge. The articles can be submitted by the clients or written by magazine's editorial team on the basis of materials delivered (headlines, devices for testing, basic concept or purpose etc.). Writing fee is 150 Euro per 1 page.
- ➔ **Company materials on the attached CD/DVD** – (catalog of company products, company presentation, advertising clips etc.). Materials closely related to the main topics of a given issue are published free of charge; Unrelated materials as well as additional items (e.g. company logo on the CD) are charged according to the price list.

- ➔ **Company-sponsored article**
- ➔ **Catalog of company products** on the attached CD/DVD
- ➔ **Technical and economic briefs** – published free of charge, adjusted and edited by magazine's editorial team;
- ➔ **Standard forms of advertisement** – according to the price list with discounts depending on the number and period;
- ➔ **Inserts** – prices depending of the form,
- ➔ **Website advertising** – variety of forms according to the price list, adverts on www.ep.com.pl and www.elektronikaB2B.pl

Advertising

Regards standard forms of advertising inside the magazine

Advertisement format	Price Euro net
1/8 page	330
1/4 page	530
1/3 page	760
1/2 page	1000
1/1 the whole page	1600
1/1 (Page 3 in the magazine)	1900
1/1 (Pp. 5, 9 in the magazine)	1810
1/1 (Pp. 11,13,15 of the magazine)	1700
Cover III	1900
Cover II	1900
Cover IV	2350

Advertising on cover pages

1st cover of Practical Electronics

Advertisement format	Price Euro net
Advertising materials (a photograph of an appliance, advertised logo, company logo, address data) composed into standard cover layout. Size 210×100 mm	1350
Top stripe (over the monthly title). Size 210×15 mm	750

Non-standard forms of advertisement

Advertisement	Advertisement form (advert service)	Price Euro net
Advertisement 1/3 on page 7	Advertisement next to the Table of contents	1010
Banner on page 7	Advertisement next to the Table of contents	620
Corner on page 4	Company logo with an advertising slogan and/or address and www in the top left corner of page 4 in a separated triangle field (to the bleed) with 70-mm long sides at a right angle	300
Carton insert	Both-side printed inset made of rigid art paper	Price negotiable
Leaflet	Advertising flier loosely	Price negotiable
Sub-cover	Advertisement unfolded under the cover	Price negotiable
Reply-cards	Additional sticking in the advertising surface	Price negotiable
Closed band	Advertising band around a magazine copy	Price negotiable

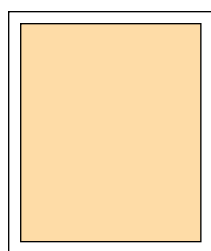
Internal cover of Practical Automatics

Advertisement format	Price Euro net
Advertising materials (a photograph of an appliance, advertised logo, company logo, address data) composed into standard cover layout. Size 210×100 mm	950
2 nd cover of Practical Automation	1200

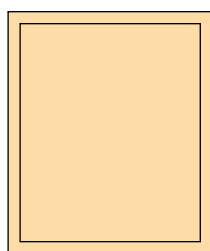


Standard advertisements forms printed inside the magazine

The whole page

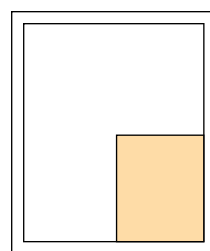


210 x 290 mm

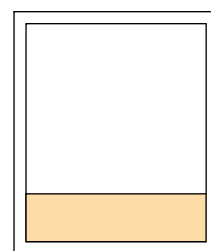


210 x 290 mm
+po 5 mm bleed

Modules of 1/4 A4

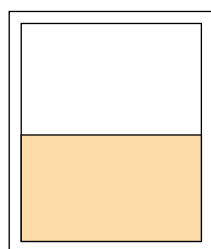


88 x 128 mm

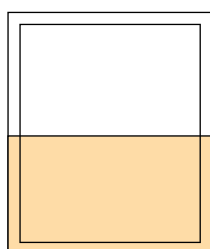


180 x 62 mm

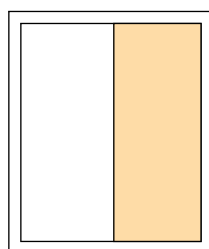
Modules of 1/2 A4



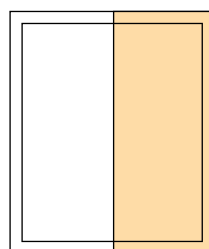
180 x 128 mm



210x 142 mm
+po 5 mm bleed

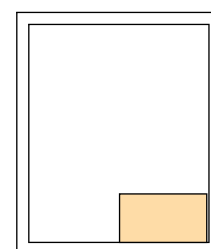


88 x 260 mm



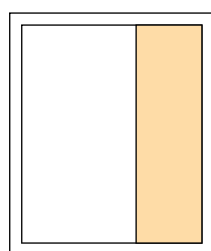
103 x 290 mm
+po 5 mm bleed

Modules of 1/8 A4

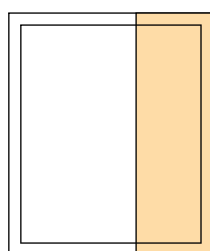


88 x 62 mm

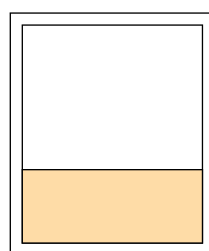
Modules of 1/3 A4



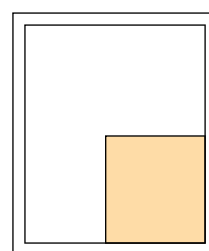
56 x 260 mm



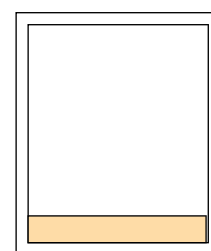
70 x 290 mm
+po 5 mm bleed



180 x 84 mm



118 x 128 mm



180 x 30 mm

Technical requirements for advertisements

1) Accepted file types:

- tif files,
- eps files,
- pdf files.

The publisher bears no responsibility for the effect of printing from the supplied open files - i.e. those, which are unprepared for printing (e.g. supplied in program CorelDraw, Illustrator).

2) Quality and colour requirements for the fit, eps, pdf files:

- all colours have to be changed to CMYK,
- it is not allowed to use such colours as PANTONE, RGB, in both bitmaps and vector elements,
- all fonts have to be changed to curves,
- bitmap resolution has to be equal at least 300 dpi,
- blacks texts on colour background should be overprinted.

It is inadmissible to cut background out from under black texts,

- Total Ink Limit, i.e. total of CMYK colours, can equal max. 300%

The publisher bears no responsibility for an effect of printing from materials delivered in colour space other than CMYK and in case of not changing fonts into curves.

3) Requirements for advertising format:

- advertisement should be prepared exactly for the format in conformity with the list of advertisement sizes,
- advertisement should fit in the format compatible with the list of advertisement dimensions. The bleed-format adverts should have 5mm bleeds on all sides. The advert should include the bleed on all sides even if it is intended for only one particular page. Text and key graphics should be at least 10mm from the advert edge.

4) Advert files should be delivered to the FTP editorial server. The login name and password is available on request.

5) The publishing house will not be held responsible for the quality of printed final artwork if artwork has not been supplied to our above specifications. This especially includes problems due to supplying materials in other color spaces than CMYK or in open formats (like CorelDraw).

Discounts and rules

Discounts

Przy zamawianiu wielokrotnej emisji reklam standardowych udzielamy następujących rabatów:

- ➔ advertisement repeats in 3 Practical Electronics editions – 5%
- ➔ advertisement repeats in 4-6 Practical Electronics editions – 10%
- ➔ advertisement repeats in 7-11 Practical Electronics editions – 20%
- ➔ advertisement repeats in 12 or more Practical Electronics editions – 30%

Repeated advertisement can have different content, with maintaining the one advertisement format.

Discounts are adequate to a number of used editions, therefore shortening an order can result in a necessity to amend the discount to the level defined in the price list for the number of used advertisements.

Comments

- ➔ In case of placing advertisements in the layout “page after page”, we add 5% to the basic price for a given format to each of advertisements on further pages.
- ➔ We add 10% of the basic price for placing advertisement in a format different from standard.
- ➔ We add 10% of the basic price for placing advertisement in a place selected by the Customer.
- ➔ We add 10% of the basic price for a reservation of a placement of advertisements on the right-hand (odd) page.
- ➔ We add 10% of the basic price for a reservation of a placement of an advertisement only on the outer side of the page.

Sponsored articles

- ➔ Sponsored articles delivered by the Orderer – 750 Euro per 1 page
- ➔ Sponsored articles prepared by magazine’s editorial team – 1000 Euro per 1 page

Articles are published within the standard magazine layout – complete materials are sent to the Orderer for approval.

Special publications

Tests of equipment

The editorial team of the magazine welcomes any form of co-operation regarding testing of various electronic equipment. The tests are conducted by electronic engineers working for the title. The equipment is rented and after testing returned to the company.

The editorial team will prepare a special article dedicated to practical aspects of usage for each tested piece of equipment.

Details of co-operation are discussed individually.

Courses

Upon request from a company, the editorial team can prepare a series of articles in a form of a course, presenting the practical usage of software, equipment or products.

Advertisers can order courses for free upon individual agreements.

Prices for adverts prepared by magazine’s editorial team

All adverts published in EP can be designed by the client or commissioned by the client to be designed and laid out by the editorial graphic artist. The extra fee paid for this is automatically invoiced.

1 page – 400 Euro

1/2 page – 350 Euro

1/3 page – 300 Euro

1/4 page – 250 Euro

1/8 page – 200 Euro

For much complicated projects prices are agreed individually

Deadlines for sending materials

Issue	Date of edition	Deadline for advertising materials	Deadline for editorial materials
I	02.01.2014	05.12.2013	02.12.2013
II	30.01.2014	07.01.2014	30.12.2013
III	28.02.2014	03.02.2014	30.01.2014
IV	31.03.2014	03.03.2014	28.02.2014
V	30.04.2014	02.04.2014	31.03.2014
VI	30.05.2014	05.05.2014	30.04.2014
VII	30.06.2014	02.06.2014	30.05.2014
VIII	31.07.2014	01.07.2014	30.06.2014
IX	29.08.2014	01.08.2014	31.07.2014
X	30.09.2014	01.09.2014	29.08.2014
XI	31.10.2014	01.10.2014	30.09.2014
XII	28.11.2014	03.11.2014	31.10.2014

Main subjects in the “Elektronika Praktyczna” in the year 2014

Issue	Main subject of Elektronika Praktyczna	Article “Choice of the designer”	Main subject of the Automatyka Praktyczna
I	New development tools for MCUs. New development tools: in-circuit programmers, development kits and starter kits.	Review of serial programmers/debuggers available on the market.	Electromechanical components: relays, switches etc.
II	GSM modules. Article about modern standards of wireless data transmission (via cellular network).	Review of the GSM modules available on the market.	GSM modules for: industry automation, home automation, metering etc. Computer software to readout meters and visualization.
III	Thermal Management. Thermal management in electronic devices: radiators, fans and blowers, Peltier’s cells, etc.	Review of fans and blowers available on the market.	PC and IPC cooling; fans, blowers and other cooling systems for industrial automation.
IV	Tools for electronic engineers (except for electronic measuring equipment). Hot air and typical soldering stations, fluxes, cleaners, tools etc.	Review of soldering stations/irons with price up to 500 Euros.	Multimeters, handscopes, IR cameras – portable measurement tools for industrial automation.
V	Ethernet modules – wire and wireless. Article about modern Ethernet protocols (e.g. 100 Gb interface).	Embedded Wi-Fi and Ethernet modules – market review.	Industry networking. Review of the solutions available for industrial automation. Security in industrial networking.
VI	Power transistors. Modern technology of manufacturing power transistors. Review of the parameters of the modern power transistors.	Modern power transistors for automotive and high frequency applications – market review.	Environmental sensors (temperature, humidity, weight, flowing speed etc.). Review of the sensors available on the market.
VII	Energy management in electronic devices. Controlling energy consumption in embedded systems.	Energy management controllers for embedded systems – market review.	Signal connectors for industrial automation.
VIII	Summer activities – projects for hobby.		
IX	Power LEDs and components. Powering LEDs – review of modern switching controllers.	Integrated circuits for LED power supplies – market review.	Batteries, rechargeable batteries, uninterruptable power supplies for industrial automation.
X	8 and 16bit microcontrollers. Applications review for 8 and 16 bits microcontrollers.	8 and 16bit microcontrollers – review of families available on the market.	Overvoltage protection and electromagnetic shielding in industrial automation.
XI	32bit microcontrollers. Review of interesting applications of 32bit core microcontrollers.	Review of the 32bit microcontrollers available on the market.	Stepping motors, encoders (absolute and incremental).
XII	Embedded displays. Display technologies review. Modern method of the touch detection.	Review of the embedded displays available on the market.	Human-Machine Interfaces for industrial automation.



www.ep.com.pl is a dedicated website run by editors of Practical Electronics Magazine, Poland's most popular professional magazine for the electronics industry.

Practical Electronics has been published since 1993, the website was launched in 1997 and the professional . Forum officially opened in 2003.

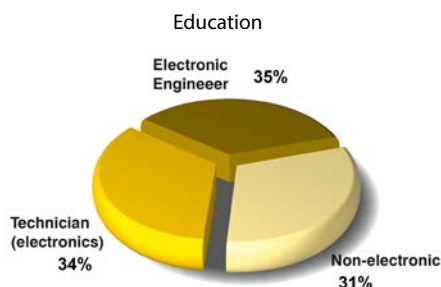
WHAT YOU WILL FIND ON www.ep.com.pl?

Website characteristics

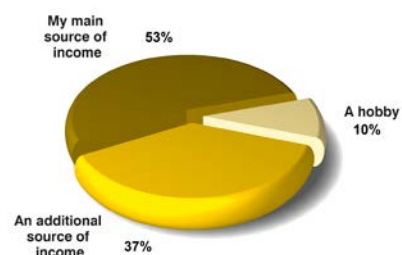
- ➔ m.ep.com.pl – mobile version of website where the most important and latest news from electronics sector are published. There are also many technical articles clear and valuable descriptions of what is most interesting and important in electronics sector.
- ➔ An extensive collection of articles published in Practical Electronics starting from 1993 (currently editions from 19 years)
- ➔ Clear indexation and categorization enabling an easy and user friendly search
- ➔ Monthly competitions for EP readers and www.ep.com.pl users
- ➔ Professional online discussion forum supported by a team of experts answering questions and solving problems of its Users, provides an open information exchange platform for those interested in electronics.

A dedicated website for electronic and automation engineers who reads us?

Our latest survey was conducted to determine a professional profile of an average www.ep.com.pl user. Here are the results:



For me electronics is:



The survey showed that the majority (69%) of www.ep.com.pl users are professionals with electronic education (engineers & technicians). 90% users claim that electronics is their main or an additional source of income.

Advertisement on the website www.ep.com.pl

No.	Advertisement	Size	Price for one week (Euro net)	
			Home page	All subpages (ROS)
1	Billboard	750x100	90	145
2	Banner	468x60	75	100
3	Banner	468x60	40	–
4	Rectangle	220x150	80	100
5	Rectangle	220x200	70	110
6	Box	220x75	50	–
7	Scroller	970x75	100	155
8, 9	Skyscraper	120x600	120	170
10	Wallpaper		120	180
11	Sponsored article		130	–
12	Sponsored news *		50	–

Advertisement run in rotation – maximum 4 adverts in rotation for single form

* Sponsored article is published on home page and mobile version of the website



Contact details



Editorial staff

Editor in Chief

Wiesław Marciniak, wieslaw.marciniak@ep.com.pl

Program Editor, President of Program Board

Piotr Zbysiński, piotr.zbysinski@ep.com.pl

Deputy Editor in Chief, Managing Editor

Jacek Bogusz, jacek.bogusz@ep.com.pl

Deputy Editor in Chief

Marcin Karbowniczek, marcin.karbowniczek@ep.com.pl

Component and Equipment Editor

Jerzy Pasierbiński, jerzy.pasierbinski@ep.com.pl

Construction Lab Chief

Grzegorz Becker, grzegorz.becker@ep.com.pl

Marketing and Advertising Department

Produkt Manager of EP magazine

Katarzyna Wiśniewska, k.wisniewska@ep.com.pl, tel. +48 22 257 84 65, kom. +48 500 060 817

Maja Gilewska, m.gilewska@ep.com.pl, tel. +48 22 257 84 71

Katarzyna Gugala, k.gugala@ep.com.pl, tel. +48 22 257 84 64

Bożena Krzykawska, b.krzykawska@ep.com.pl, tel. +48 22 257 84 42

Grzegorz Krzykowski, g.krzykowski@ep.com.pl, tel. +48 22 257 84 60

Andrzej Tumański, a.tumanski@ep.com.pl, tel. +48 22 257 84 63

Online editorial staff www.ep.com.pl

Editor

Mateusz Woźniak, mateusz.wozniak@ep.com.pl

Project Manager of online department

Katarzyna Wiśniewska, k.wisniewska@ep.com.pl, tel. +48 22 257 84 65, kom. +48 500 060 817

www.ep.com.pl, www.elektronikab2b.pl, www.automatykab2b.pl

Publishing house



AVT Korporacja Sp. z o.o.

03-197 Warszawa, ul. Leszczynowa 11

tel. +48 22 257 84 99, faks +48 22 257 84 67

www.avt.pl