



Media KIT

Svet elektronike



2020

ELEKTRONIKE svet





Ad sizes - Cover for Svet elektrone magazine

Ad sizes - A

		<i>DIMENSIONS (W x H) + bleed*</i>	<i>Price</i>
1. Cover	- 1/1 A4	210 x 297 mm "A4" + 3mm "page: 2, 59"	1,350.00 EUR
2. Back cover	- 1/1 A4	210 x 297 mm "A4" + 3mm "page: 60"	1,490.00 EUR
3. Inside page	- 1/1 A4	210 x 297 mm "A4" + 3mm "page: 5 - 58"	1,088.00 EUR
4. Two thirds of A4	- 2/3 A4 - vertical	122 x 262 mm "2/3 v"	717.00 EUR
5. One half of A4	- 1/2 A4 - vertical	182 x 125 mm "1/2 v"	625.00 EUR
6. One third of A4	- 1/3 A4 - vertical	58 x 257 mm "1/3 v"	395.00 EUR
7. One third of A4	- 1/3 A4 - horizontal	182 x 80 mm "1/3 h"	395.00 EUR
8. One sixth of A4	- 1/6 A4 - horizontal	89 X 85 mm "1/6 h"	222.00 EUR

BANNER

BANNER on www.svet-el.si

Banner is timed for 1 month, except in double magazine (July / August).

<i>Banner</i>	<i>DIMENSIONS (W x H)</i>	<i>Price per / month</i>
Banner 1:	970 x 90 (pixels)	316,00 EUR / month
Banner 2:	750 x 90 (pixels)	288,00 EUR / month
Banner 3:	360 x 280 (pixels)	255,00 EUR / month
Banner 4:	750 x 90 (pixels)	255,00 EUR / month

PR article*

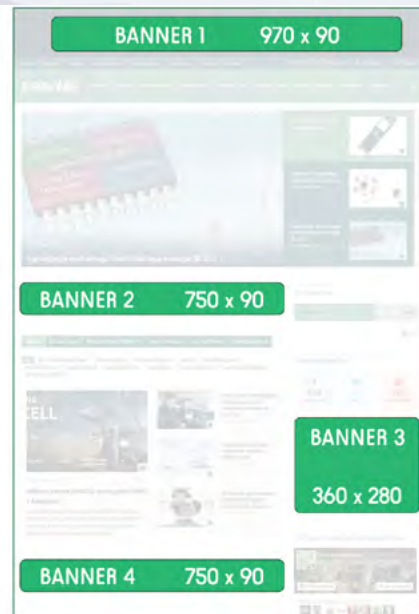
	<i>Price</i>
PR article with advert:	163,00 EUR / page
PR article without advert:	272,00 EUR / page

**The length of PR articles is limited to two pages*

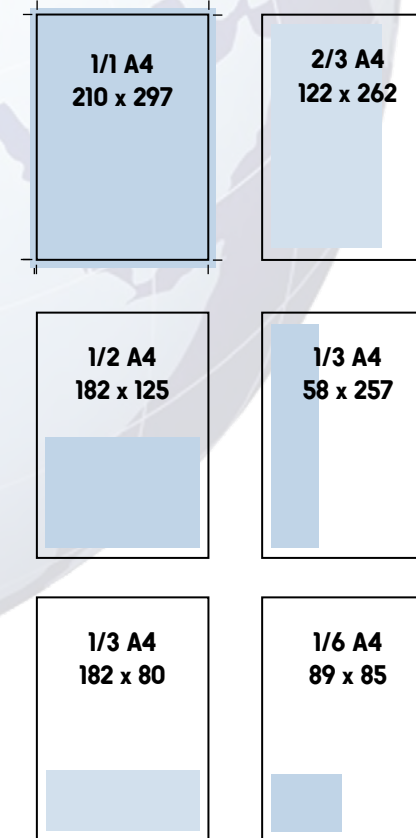
Discounts

3 - 5 successive adverts	(-10%)
More than 5 successive adverts	(-20%)
One year successive adverts	(-30%)

All mentioned means that your advert will typically last longer - much longer, than advert placed in a daily, weekly or other monthly magazine. As confirmation to this statement let me ask you one question: did you ever buy an old daily magazine?



Covers





Svet elektronike facts

Svet elektronike is being regularly sold also as a bundle of magazines either in printed or electronic PDF version. Advertisers get its real value in conjunction with a technical article*. Therefore we encourage advertisers to write technical articles where they describe their products and win 10% discount. Since our editorial staff has a very good knowledge of English language, we can offer a professional translation to Slovenian language at a modest price of 0,03 Euro per character.

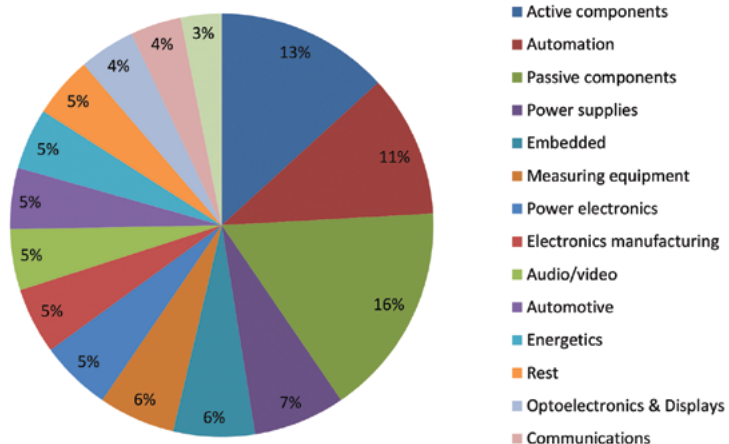
**Decision if an article is technical or not is up to the editor.*

Reading habits

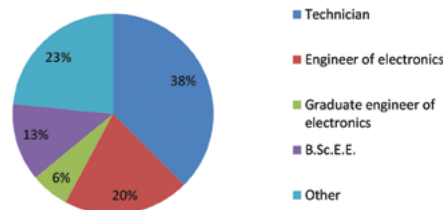
While compiling analyse we have noticed the following:

- » each bought/borrowed issue is being read by at least 3 readers,
- » each month readers return to our web site at least 2 times,
- » magazine has been reading at least for one month or longer,
- » magazines are being kept for many years in printed or electronic version,

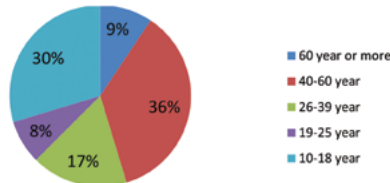
Interests in electronics



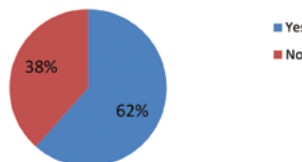
Education



Age



Do you keep old copies of Svet elektronike?



Svet elektronike presents

Advertising in Svet elektronike is not just advertising, it's more than that!

Each year Svet elektronike grants to its readers a Huge Wall Planner. On Huge Wall Planner can also be your add which can be seen all through the year. Huge wall planner is sent free of charge also to any our customer and web visitor that asks for it.



Bus trip to electronica fair has become a tradition! Svet elektronike magazine is taking its subscribers to electronica fair! What a great opportunity to address our subscribers.





Advertisers about Svet elektronike

Bogdan Rojc, Beckhoff

In the Svet elektronike magazine I always find something new and useful. Magazine is intended for readers with minimal knowledge as well as for professionals from electronics. In the wide range that Svet elektronike covers is also automation, that is why we have decided to offer readers new solutions from our principals.

Andrej Rotovnik, Miel

Decision to advertise in Svet elektronike was made because magazine has a long and successful tradition in Slovenia & Croatia. Also it's readers come from industrial automation - and these readers are key users of our solutions, that we offer in the frame of elements and systems for industrial automation Omron and industry robots Yamaha.

David Wright, European Marketing Manager, Microchip Technology Inc

Svet Elektronike is an important tool in helping inform design engineers of Microchip's portfolio of products in Slovenia. In this fast-growing market, this publication has a professional approach and is ideally positioned to aid Microchip's strategy through delivering news and technical information in a businesslike manner.

Matjaž Miškec, Rittal

I personally know Svet elektronike from it's start. I was also subscriber for long years. Svet elektronike for Rittal presents one of the key media for promotion of Rittal and it's products. Rittal uses Svet elektronike as some sort of the bridge that binds and informs readers with news and technical properties of our sales programme. Cooperation with Svet elektronike is interesting for our company also because Svet elektronike is a supporting media of many fairs and events in Slovenia.

Rocky Resnik, Area Sales Manager Slovenia, Rutronik

Svet elektronike is a valuable source of information for Slovenian design engineers. Therefore Svet elektronike is the No. 1 for Rutronik, because it informs their readers about Rutronik's new Products, Technologies and Services. With it's thorough technical reports the magazine is particularly suitable for this purpose.

Małgorzata Szemel, Marketing Executive, Eastern Europe, Farnell

The cooperation with Svet Elektronike enables Farnell to communicate effectively with electronic engineers in Slovenia. The structure of the magazine and professional approach in communication with advertisers makes this magazine a good place for Farnell to promote its products and services.

BECKHOFF

MIEL

MICROCHIP

RITTAL

RUTRONIK
ELECTRONICS WORLDWIDE

Farnell



Svet elektronike magazine will be present at the following fairs/events 2020

IFAM

16st international trade fair of automation and mechatronic
11. - 13.2. - Ljubljana, Gospodarsko razstavišče

DIR

dnevi industrijske robotike
- Ljubljana, Fakulteta za elektrotehniko

TEROTECH

fair for industrial maintenance and cleaning of machines, devices and buildings
31.3 - 3.4. - Celje, Celjski sejem

IKTEM

3rd Conference for ICT, Electronics and Mechatronics
18. - 19.6. - Rogla, hotel Planja

MOS

international trade fair
- Celje, Celjski sejem

TPVS

tehnološko posvetovanje vzdrževalcev Slovenije
- Otočec, hotel Šport Otočec

ASM

posvet avtomatizacija strege in montaže
- Ljubljana, Gospodarska zbornica



Notes for articles and news for Svet elektronike magazine

Payments

For the published advert we issue an invoice that is payable within 8 days after the magazine has been printed. Every advertiser receives one printed magazine as a proof of printing. More issues are available free of charge (does not apply to the postage cost).

Advert design

If you do not have already made advert design our DTP studio will prepare one according to your guidelines free of charge. Such an advert is owned by the publisher and cannot be used elsewhere. Already designed adverts should be done in proper Slovenian language, one slogan may be in original language of the advertiser.

Adverts should be prepared in .ai (ver. 6), .pdf (min. 300 dpi at final dimension) or as a guideline for our DTP studio which will design the advert. Pictures & images in .docx or .xlsx normally are not suitable for making a good advert due to low graphics resolution. The publisher reserves the right not to publish the advert if it does not fit to general advertising principles.

Conditions

Deadline for advert reservations is 25 days before issuing current issue. Files should be sent min. 10 days before issuing. The magazine is being printed/issued in the first week of each month except in August.

Publisher:

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Fax: +386 (0) 1 528 56 88
stik@svet-el.si
<https://svet-el.si>



*We reserve the right to change prices without prior notice. Prices are in EURO without VAT.
Prices are valid from 1.10.2019 onwards.*



Svet elektronike
presents



Svet elektronike & Svet mehatronike magazines are organising conference for ICT, electronics and mechatronics IKTEM. Target groups are professionals from development, production, test & measurement, security - in short: SW & HW developers from ICT, electronics and mechatronics fields.

