

# ELECTRONICS MANUFACTURING

electronics  
info media group

*Media Kit, 2009*

**Technologies, equipment, materials**

«**Electronics Manufacturing**» is the magazine for production engineers, production managers, quality managers, technologists and technical directors which deal with issues of choosing new equipment and materials for electronic manufacture.

The magazine publishes articles and surveys from leading Russian and foreign experts on choosing new equipment, modern production organization methods, quality assurance systems arrangement, and new materials applications. Every issue contains accounts from production plants as well as market news.



## SECTIONS

### 1. MARKET

### 2. NEWS

### 3. PRODUCTION MANAGEMENT

### 4. TECHNOLOGIES:

- a) Assembly/SMT Production
- b) PCB Technologies
- c) Mechanical Production
- d) Quality Control

## PASSPORT OF THE MAGAZINE

Printed copies **2500**

Periodicity **8 issues per annum**

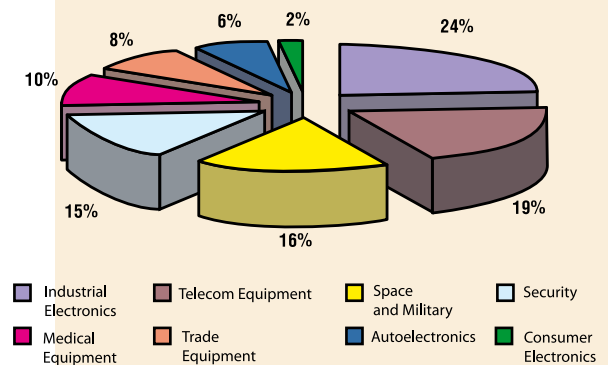
Pages **80+**

Paper size **A4**

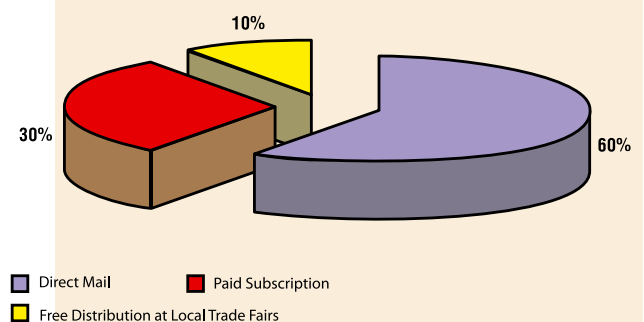
Publisher **Electronics Publishing House**

Distribution region **Russia and CIS**

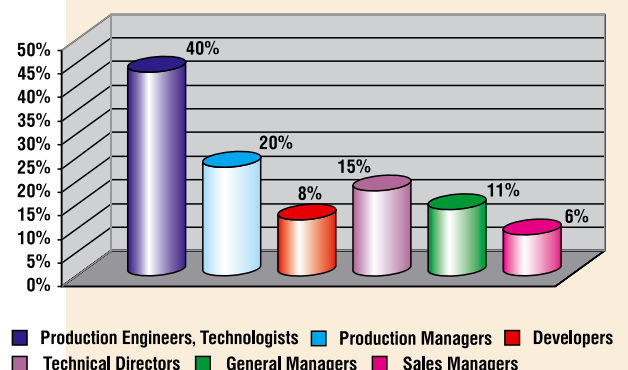
## CIRCULATION BREAKDOWN BY INDUSTRY SECTOR



## CIRCULATION BREAKDOWN: 2000 COPIES DISTRIBUTION



## READERSHIP ANALYSIS: BREAKDOWN BY JOB FUNCTION



## Electronic Production 2009 Editorial schedule

No	Mailing Date	Material Deadline	Editorial Features
1	Feb 12	Jan 23	First Steps of Production Organizing
2	March 10	Feb 20	Materials and Equipment for PCB production
3	April 6	March 16	Production Control and Information Supply
<b>ExpoElectronica Trade Fair, 13–16 April, Moscow</b>			
4	May 11	April 22	Staff Training/Retraining
5	June 22	June 2	Electronics Production Supply
6	July 28	July 6	Materials and Equipment for Components Placement
7	Sept 10	August 18	Quality Management
<b>ChipExpo Trade Fair, 21–23 October, Moscow</b>			
8	Oct 16	Sept 25	Production Monitoring and Testing
9	Nov 20	Nov 2	Mechanical and Molding Production
10	Dec 28	Dec 8	GEM/EMS

## ELECTRONICS PRODUCTION 2008 ADVERTISING RATES

Format	Type Area Height × Width	Trim size Height × Width	Rates Euros 4 colour	Rates US Dollars 4 colour
<b>Covers</b>				
Flap cover			1735	2430
IFC (second cover)	185 × 254	210 × 297	1175	1645
IBC(third cover)	185 × 254	210 × 297	1065	1490
Back Cover	185 × 254	210 × 297	1510	2115
Full Page A4 before and on contents pages	185 × 254	210 × 297	1065	1490
Full Page A4 at the end of hte magazine	185 × 254	210 × 297	930	1300
Hard insert, both sides	185 × 254	210 × 297	1310	1830
<b>Adverts inside editorials</b>				
Full Page A4	185 × 254	210 × 297	740	1100
1/2 page (horizontal)	185 × 125	220 × 140	440	660
1/2 page (vertical)	90 × 254	105 × 220	440	660
<b>Advertising articles and press-releases</b>				
Advertising article (1 page)			520	730

### Frequency discounts

- 3 and more 5%
- 6 and more 8%
- 12 and more 10%

For the annual campaign worth \$10000 we offer special discount. The covers are not a subject for discount. For more information contact customer service.

**Bleed allowance:** +5mm per trimmed edge. Live matter on bleed: 10mm from any edge.

**Format:** 210mm × 297mm.

**Commission:** 15% to recognised agencies.

**Terms:** 30 days net from invoice date. The publisher reserves the right to refuse any advertisement.

**Material is required in electronic format as follows:**

**Platform accepted:** MS Windows.

**Colour modules:**

- .TIF without LZW-compression, resolution 300 dpi, CMYK colours, all paths, crop marks and alfa-channels should be deleted.

### For our own design:

- .DOC- or .RTF-file with text for an ad, your design requirements.
  - Logos:
  - .EPS made in Adobe Illustrator. All fonts in curves.
  - .CDR made in CorelDraw 12.0 or earlier versions. All fonts in curves.
  - Images: .TIF or .JPG, resolution 300 dpi
- All files should be made on PC.  
E-mail – up to 15 Mb (archives should not be .exe files).  
Magneto-optical discs 640 Mb, 230 Mb, Iomega ZIP 100 Mb, CD/DVD ROM, 3,5" 1,44 Mb.

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