

Elettronica&Mercati

Media Kit 2023

Elettronica&Mercati offers a complete and in-depth overview of the most important news regarding the electronics and semiconductor industry.

This information is not just about technologies, products and applications, but also involves companies and markets, in order to offer an overall picture as complete as possible.

The careful work of selecting content - made necessary by the enormous amount of information available on the web - together with our analysis of products, technologies and markets, makes **Elettronica&Mercati** an important landmark for those operating in this sector.

The site is aimed primarily at professionals in the sector, managers, designers, engineers, salesmen and teachers, but also offers to students, makers and innovators a valuable tool to expand their own knowledge and skills.

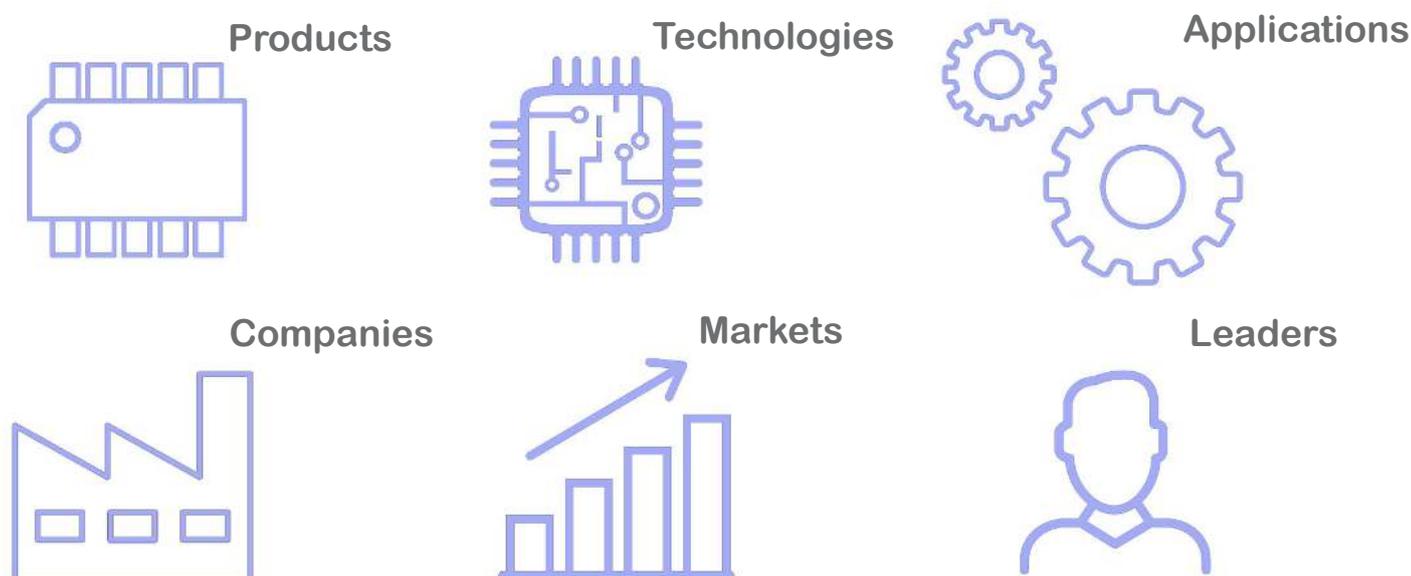


A little over a year after its birth, our initiative has already garnered a strong consensus among users and companies, distinguishing itself for the punctuality and completeness of the information, the quality of the analysis and the breadth of the topics covered.

During 2023, with the help of companies and with new collaborations, we will continue to follow the tumultuous evolution of this sector, trying to further expand the information offer and the topics covered.

Arsenio Spadoni
Publisher

TOPICS



TARGET

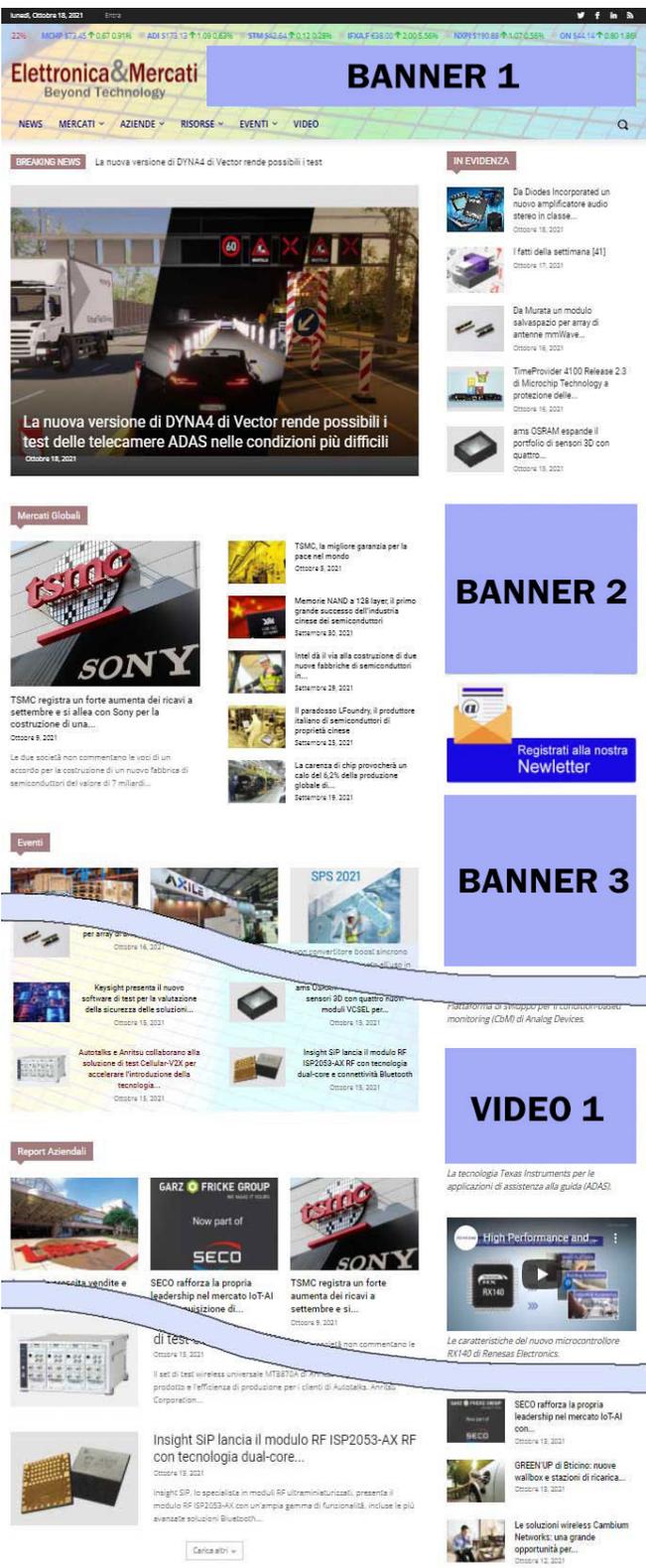
The information provided by those who registered on the site, allow to obtain an accurate profile of Elettronica & Mercati users:

Job/Function

Design/Engineering 32%
Management 15%
Sales/Marketing 21%
Student/Teacher 18%
Other 14%

Sector

Industry 48%
Trade/Services 30%
Education 18%
Other 14%



Our digital platform offers different opportunities to give visibility to your business:

BANNER
DEM (Direct E-mail Marketing)
SPONSORED ARTICLES



Smartphone View (H & V)

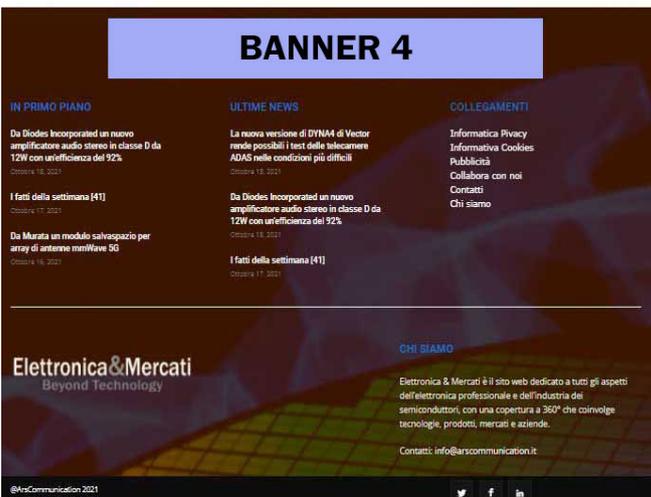


BANNER

Visibility: home page and all pages.
 Devices: all type (laptop, smartphone and tablet).
 Format and rates:

BANNER 1 (728x90 pixel)	€ 2.500
BANNER 2 (300x250 pixel)	€ 800
BANNER 3 (300x250 pixel)	€ 800
VIDEO 1	€ 600
BANNER 4 (728x90 pixel)	€ 1.500

Price per month.



Tablet View

Pop-up & Wall



POP-UP € 2.000



WALL BANNER € 3.500

Elettronica&Mercati
E&M Weekly News
Le notizie, i report e gli approfondimenti più importanti della settimana.

HEADER BANNER

Prodotti

- Renesas annuncia MCU wireless di nuova generazione che supportano la nuova specifica Bluetooth 5.3 Low Energy
- SK hynix annuncia lo sviluppo della DRAM HBM4, mentre inizia la produzione di massa della versione HBM2C
- I nuovi pacchetti Microchip di sicurezza funzionale (ISO 26262) semplificano la progettazione ASIL B e ASIL C

In primo piano

- ProRes encode and decode
- 64GB Unified memory
- 57 billion Transistors
- Neural Engine
- Apple M1 MAX
- 10-core CPU
- 32-core GPU
- Industry-leading performance per watt
- 5 nm process
- 400GB/s Memory bandwidth

Apple annuncia M1 Pro e M1 Max, nuovi processori ancora più performanti basati su ARM
Dopo il processore M1, Apple presenta le versioni M1 Pro e M1 Max, con più core e più GPU, e con prestazioni ed efficienza energetica che superano quelle degli attuali processori Intel.

Report Aziendali

- Intel
- Navitas Semiconductor
- Tesla, trimestrate da

Scopri tutte le altre news della settimana sul nostro sito.

Accedi al sito

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E&M WEEKLY NEWSLETTER BANNER

It allows you to sponsor our weekly newsletter with a banner (728x90 px) which is sent to all users who have joined this initiative.

ONE OUTPUT € 1.000
4 OUTPUTS (1 month) € 800 each
52 OUTPUTS (1 year) € 500 each



Laptop View



Toshiba: 40 Years of Core Competence in Motor Control Solutions

Dear colleague,

From the power of electric drivetrains through to the benefits of Industry 4.0, higher levels of automation are being applied to every aspect of our world. For over 40 years, Toshiba has been driving innovation in motor control – developing highly integrated solutions that enable automated applications, from conveyor belts to collaborative robots in manufacturing, and from motorised seating to automatic door lifters in state-of-the-art vehicle design.

Join us on our *Journey of Motor Control* and discover Toshiba's latest innovative solutions, from power-saving technology to next-generation servo drives for robots/AGVs, precision rotor positioning and bidirectional motor driving.

Achieving Low-Noise, Sensorless and Efficient FOC



Among the details covered in this whitepaper are:

- A brief overview of Field-Oriented Motor Control.
- How sensorless techniques offer a higher reliability, while providing precise rotor position.
- Using symmetrical PWM carriers to minimize vibration, limit EMI and provide an accurate estimate of the rotor angle from a standstill.
- How Toshiba's M3H and M4K MCUs are well placed to implement this approach.

[Download whitepaper](#)

Enabling Next Generation Servo Drives for Robots and AGVs

Home > NEWS > In che modo i sensori ad effetto Hall 3D forniscono un controllo...

RESOURCE **Technology**

In che modo i sensori ad effetto Hall 3D forniscono un controllo della posizione preciso e in tempo reale nei sistemi autonomi

Kevin Robins *Texas Instruments* | Ottobre 12, 2021

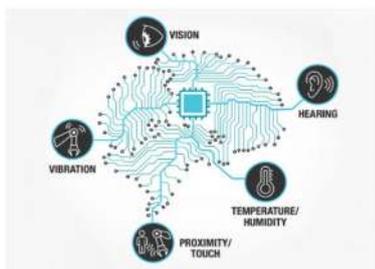
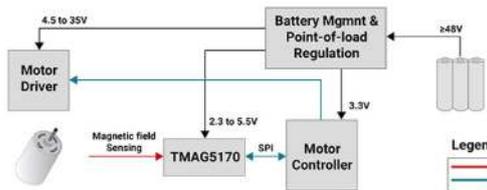


Immagine: Texas Instruments

Con la spinta dell'Industria 4.0 verso processi di produzione sempre più avanzati in tutti i mercati globali, la domanda di sistemi altamente automatizzati che operano con un flusso di produzione integrato e raccolgono costantemente dati di controllo del processo sta aumentando drasticamente.

Allo stesso modo, la precisione di misurazione di un sensore di posizione determina fino a che punto è possibile controllare il movimento del motore. La velocità e la precisione del sensore spesso vanno a scapito l'una dell'altra, limitando le prestazioni del sistema. Il TMAG5170 supera questo compromesso consentendo letture ad alta produttività con velocità di rilevamento fino a 20 ksp/s e misurazioni lineari altamente accurate con un errore totale massimo del 2,6%.



Legend:

- Magnetic field input
- Data or control path
- Power Supply

DEM (Direct E-mail Marketing)

It allows to send - to all users in our database who have given their consent to receive messages from third parties - a DEM created independently by the client. HTML format, max. 650 pixel. **ONE OUTPUT € 1.200**

Reservations: 30 days before publication. All our products are fully GDPR. Prices do not include VAT. Further information and reservations: info@elettronicaemercati.it Phone: 0039-345 7668431

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Editorial Plan 2023

Products

Semiconductors, Discrete and electromechanical components, Instruments, Software, Development tools.

Technologies

Embedded electronics, Power, IoT and wireless, AI, Networking, Photonics, Security, Semiconductor manufacturing.

Applications

Industry, Automotive, Telecommunications, Transportation, Energy, Home & Personal, Medicine, Space and Defense.

Markets

Product analysis, market research, distribution, financial analysis, sector studies, rankings.

Companies

M&A, Corporate Reports, Appointments, Interviews.

Events CES2023, MWC Barcelona, Embedded World, SPS Italia, MECSPE, SPS.

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