

Elettronica&Mercati

Media Kit 2024

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.

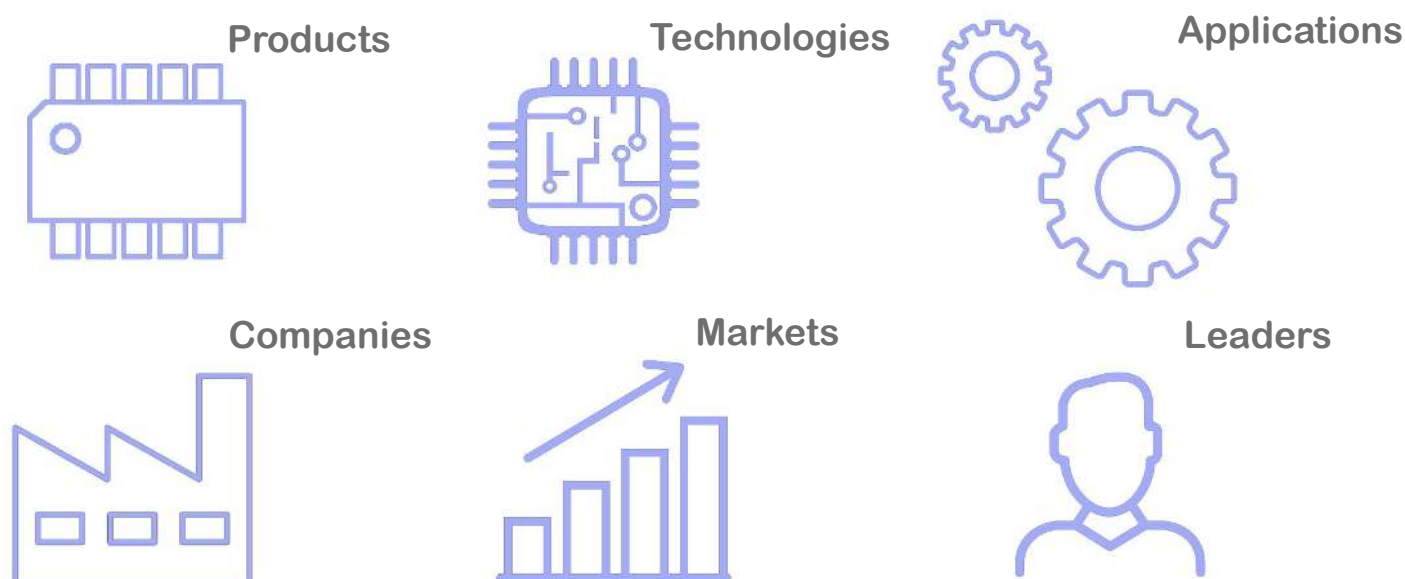


A little over a year after its birth, our initiative has already garnered a strong consensus among users and companies, distinguishing itself for the punctuality and completeness of the information, the quality of the analysis and the breadth of the topics covered.

During 2024, 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

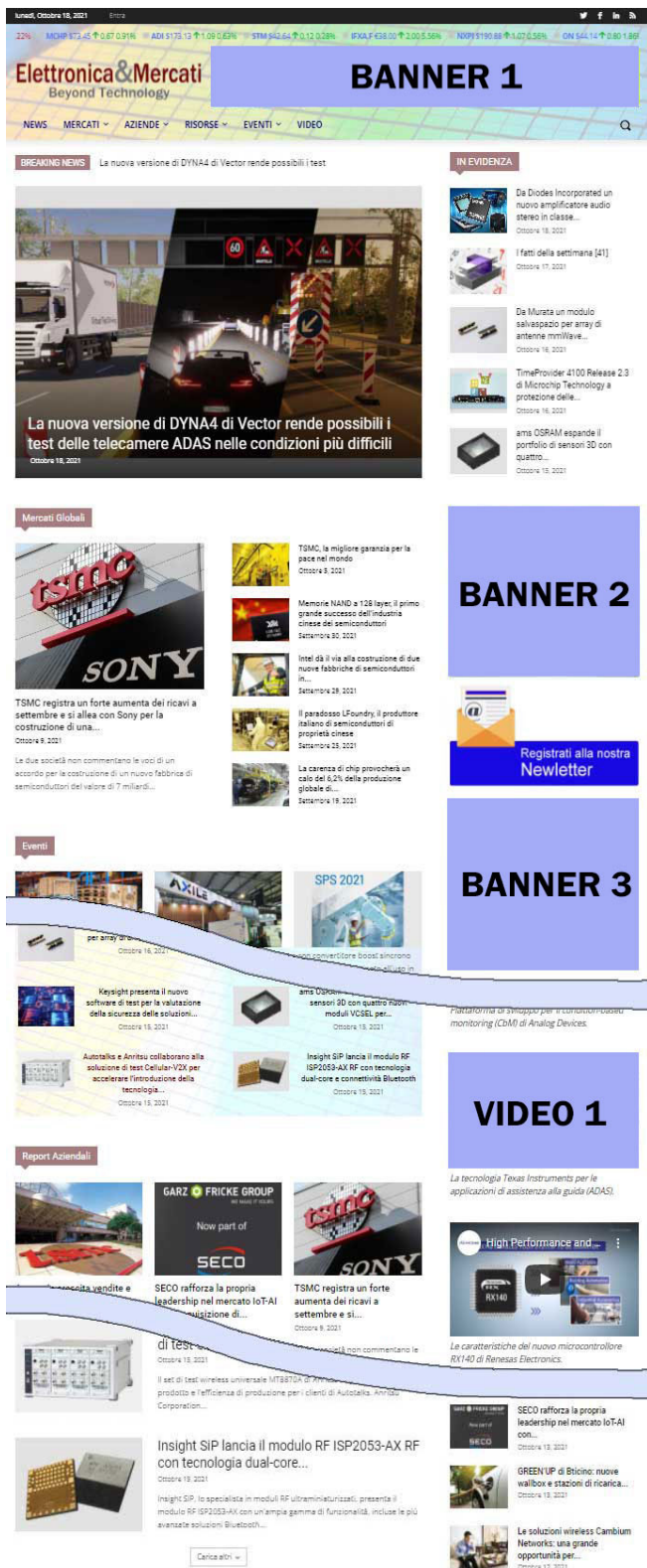
The information provided by those who registered on the site, allow to obtain an accurate profile of Elettronica & Mercati users:

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

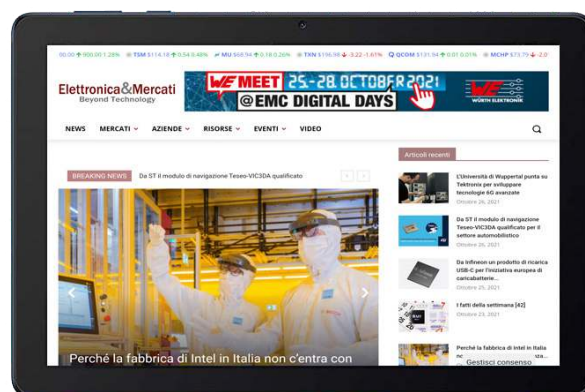
Visibility: home page and all pages.
 Devices: all type (laptop, smartphone and tablet).
 Format and rates:

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

Price per month.



Tablet View



Pop-up & Wall



POP-UP € 2.000

WALL BANNER



WALL BANNER € 3.500

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](#)

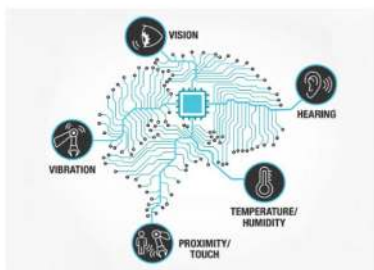
Enabling Next Generation Servo Drives for Robots and AGVs

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

RESORGE Technology

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

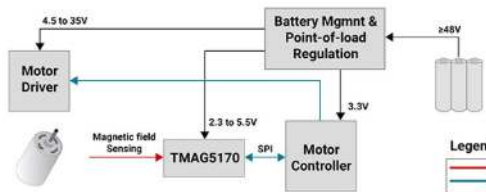
Kevin Robins Texas Instruments Ottobre 12, 2021



Immagini: 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 kcps 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

SPONSORED ARTICLES

Articles supplied directly by the customer and generally concerning the launch of a product or service.

These articles - whose sponsorship is always indicated on the site - are subject to the Elettronica&Mercati approval.

SINGLE ARTICLE € 400

Editorial Plan 2024

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 CES2024, MWC Barcelona, Embedded World, SPS Italia, MECSPE, SPS, Eletronica 2024.

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