ASPENCORE

Media Guide 2025
elektroda.pl

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Elektroda is the biggest community for **electronics engineers, hobbyists, makers and technical enthusiasts.**

12M
VIEWS
MONTHLY

3M
USERS
MONTHLY

3M+
REGISTERED
ACCOUNTS

18M+
POSTS

1999
SINCE

facebook 30 000
FOLLOWERS

You Tube 13 000+
SUBSCRIPTIONS

Who are the users?

- Electronics Engineers and Designers

- Electronics Service Technicians

- Electricians

- Installation Technicians

- Automation Engineers/Specialists

- Electronics Hobbyists and DIY Makers

- Electronics Students
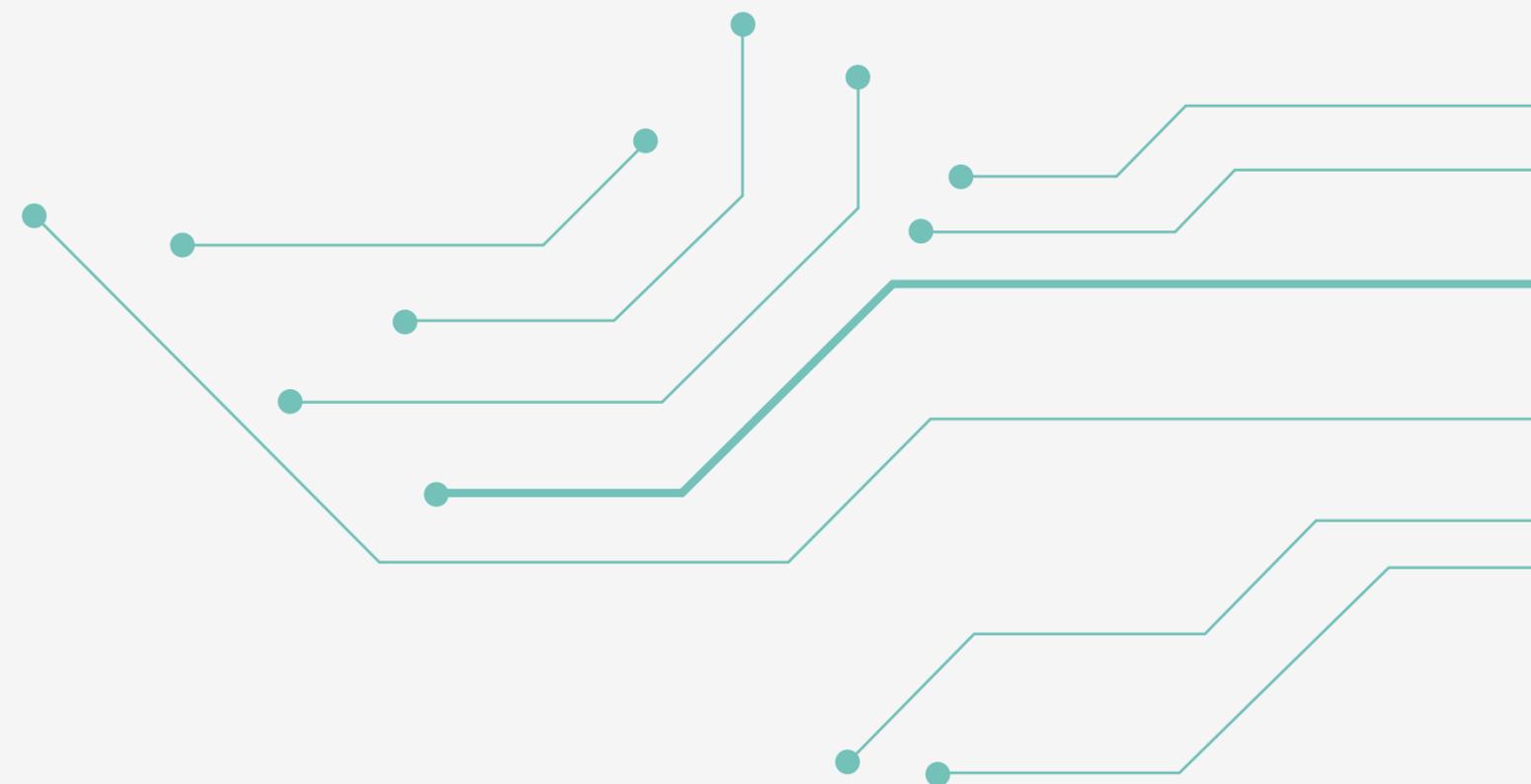
Users

Country	Monthly number of users
Poland	3 641 000
Germany	85 000
Great Britain	44 000
Netherlands	27 000
Norway	12 807
France	14 771
USA	10 403
Sweden	9 336
Ireland	9 037
Belgium	8 280

GENDER

Women 33%
Men 67%

AGE

18-24 16%
25-34 34%
35-44 21%
45+ 29%

Desktop 41%
Mobile 59%
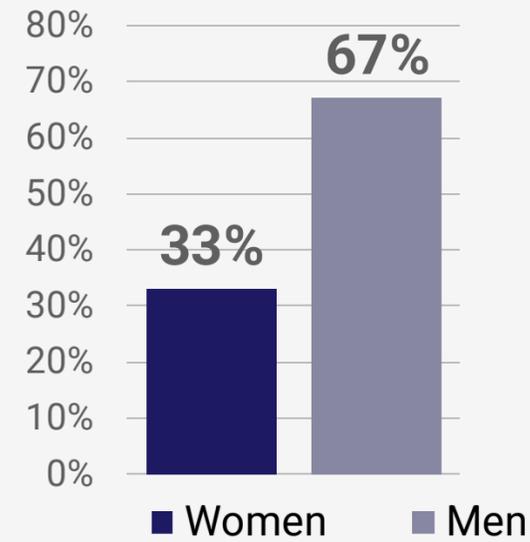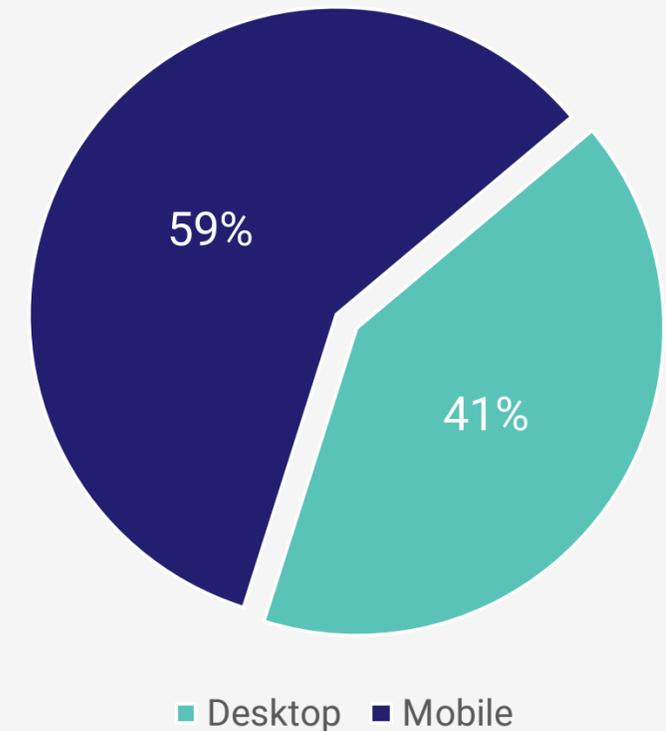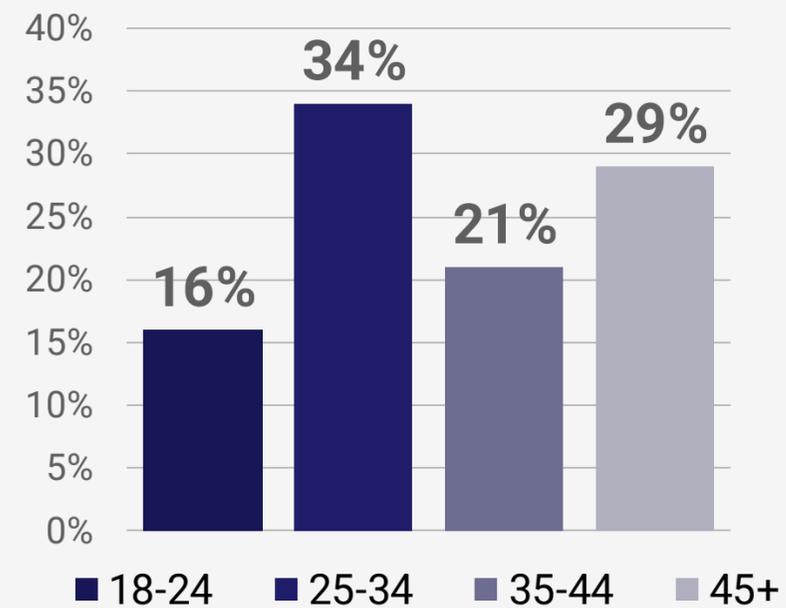
Specialization Categories:

1 FOR PROFESSIONALS AND DESIGNERS

- Designing Electronic Circuits
- Electronic Components
- Single-board Embedded Computers
- Microcontrollers
- Programming
- PCB Design

2 FOR SERVICE TECHNICIANS

- RTV Service and Repair
- Cell Phones and Laptops Repair
- Printers Service
- Computer Networks
- Computer Repair
- Household Appliances Service and Repair
- Cars Service and Repair

3 FOR INSTALLATION ENGINEERS

- Electricity
- Automation
- Property Security
- Heating Systems
- Air Conditioning

4 FOR HOBBYISTS AND MAKERS

- DIY Electronics Do it yourself
- Audio and Acoustics
- News and Electronics Articles
- Robotics

5 FOR BEGINNERS

- Electronics for Beginners
- Science and Education
- Electronics Articles

Table of Contents

| DISPLAY

| CONTENT MARKETING

| NEWSLETTER & EMAIL

| TECHNICAL EDUCATION & TRAINING

Keyword's Banner

- Keyword banner is displayed when the keywords provided by the advertiser are in the article (keyword's does not have to be typed in by the user - the phrase only has to be in the text)
- **Banner for keywords gives you the opportunity to precisely target ads for prefered audience**
- All keywords campaigns include two banners – first at the top of the page and second right above the comments section in the middle of the site
- Exclusivity guarantee across the entire page
- High CTR effectiveness (up to 1%)
- Banner is Adblock-resistant

Banner type	Size	Impressions	File format
A Billboard	970x250, 300x250px (mobile)	**180 000 / month**	▪ GIF ▪ JPG ▪ PNG ▪ HTML5
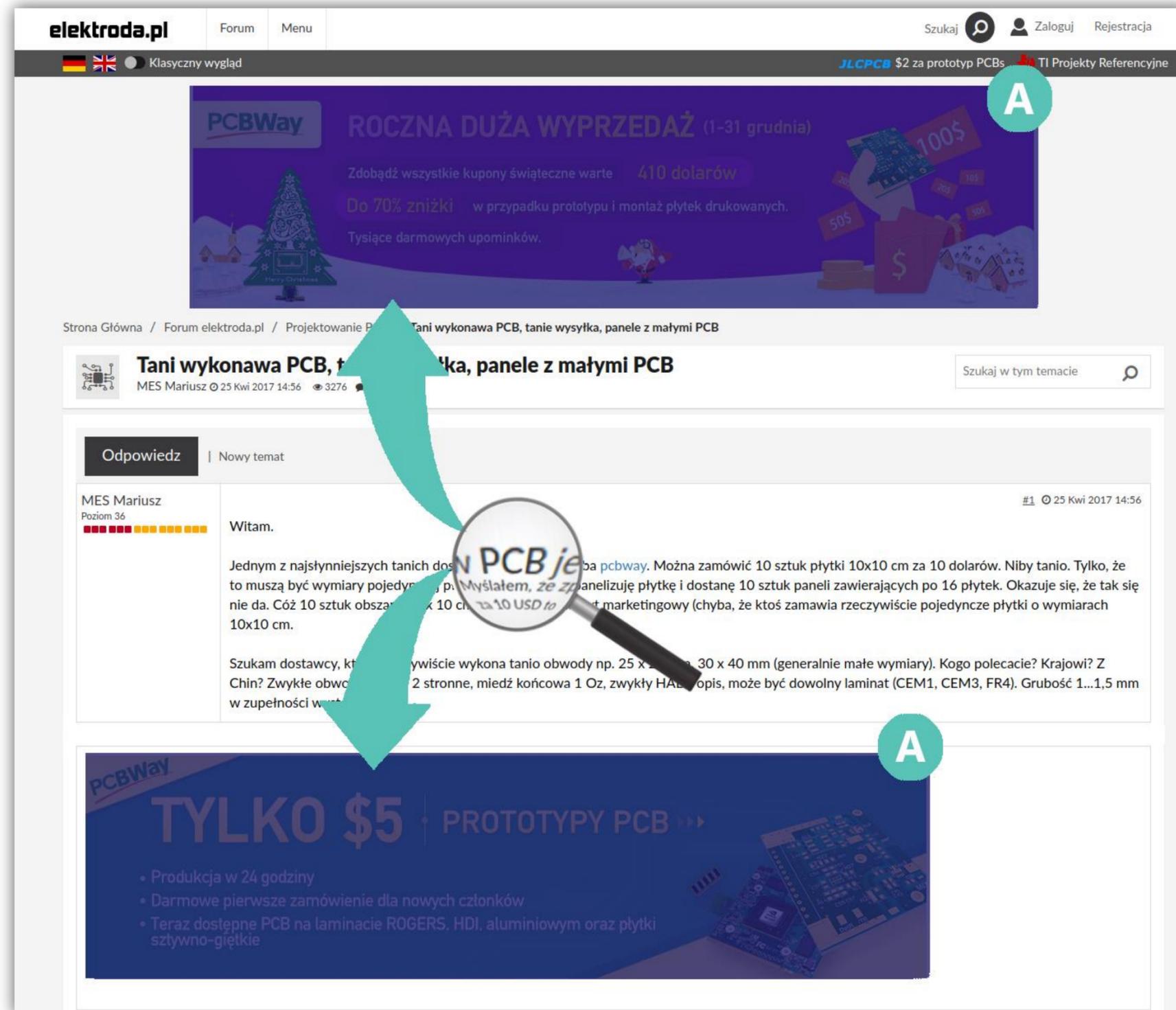
Top Billboard on all pages

- **The First visible Billboard banner at the top of the page**

  Billboard promotion at all elektroda sites, included:

  - Homepage

    - FORUM Homepage

  - All subpages and topics

- **Campaign can be targeted by following criteria**:

  Country, Province, Device type (mobile, desktop),

  category, browser, language

	Banner type	Size	Impressions	File format
A	Billboard	970x250, 320x50px lub 320x60px (mobile)	**150 000 / month**	▪ GIF ▪ JPG ▪ PNG ▪ HTML5
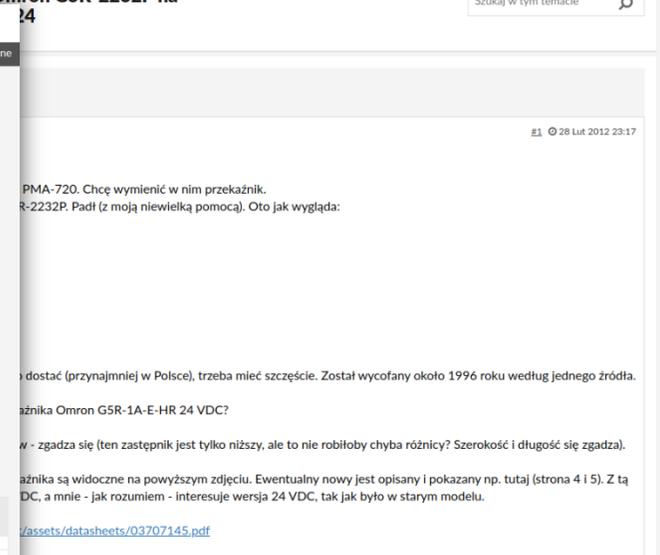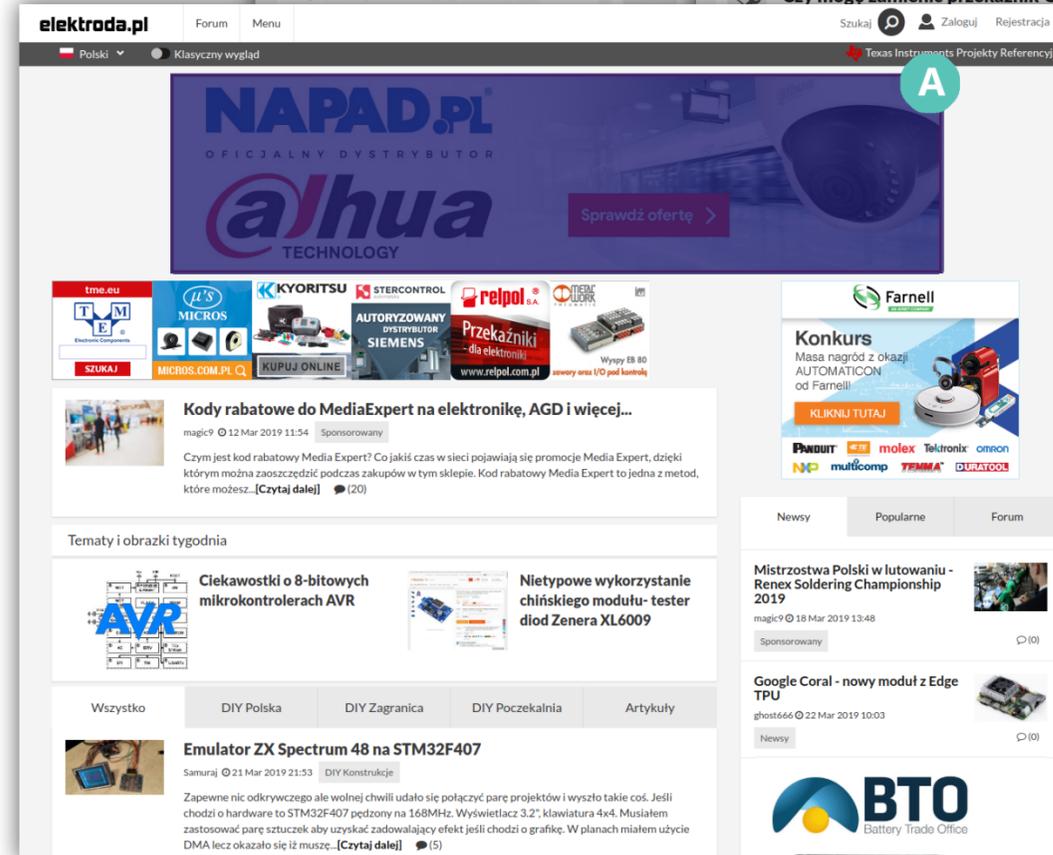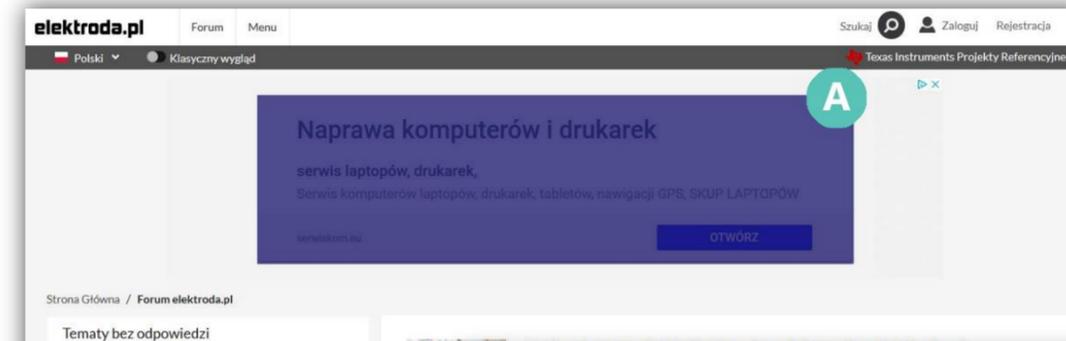
Banners on the Homepage and Forum Home

- Banner formats displayed simultaneously on the Home Page and Forum Home Page
- Exclusive banners (do not rotate with other advertisers)
- Each format includes a link for advertiser site.
- **Usage: Brand awerness campaign's**

	Banner type	Size	Max weight	File format	Impressions
A	Billboard	970x250, 320x50px lub 320x60px (mobile)	100kB	▪ GIF ▪ JPG ▪ PNG ▪ HTML5	**70 000**
B	Medium rectangle	300x250px	50kB	▪ GIF ▪ JPG ▪ PNG ▪ HTML5	**140 000**
C	Leadeboard	750x200px, 728x90px, 300x250px (mobile)	100kB	▪ GIF ▪ JPG ▪ PNG ▪ HTML5	**140 000**
D	Button	125x125px	50kB	▪ GIF ▪ JPG ▪ PNG ▪ HTML5	**140 000**

Banners in specialized sections

- Banner formats displayed in all topics in the selected specialty section,
- Exclusive banners (do not rotate with other advertisers)
- **Usage: Specialized campaigns, job offers, training promotion**

	Banner type	Size	Impressions	File format
A	Billboard	970x250, 320x50px lub 320x60px (mobile)	120 000 / month	▪ GIF ▪ JPG ▪ PNG ▪ HTML5
B	Leaderboard	750x200px, 728x90px, 300x250px (mobile)	120 000 / month	▪ GIF ▪ JPG ▪ PNG ▪ HTML5

Section traffic:

- Cars – 2,8M
- Computers – 1,1M
- Security of Prop. – 100k
- Print., Photocop.– 166k
- Microcontrollers – 104k
- Automation – 92k
- Robotics – 27k
- Electricity – 260k

- Medical equip. – 5,6k
- Household – 750k
- RTV Utility – 140k
- GSM – 390k
- Ventil. Air condition. – 23k
- Heating Systems– 260k
- Car Audio – 150k
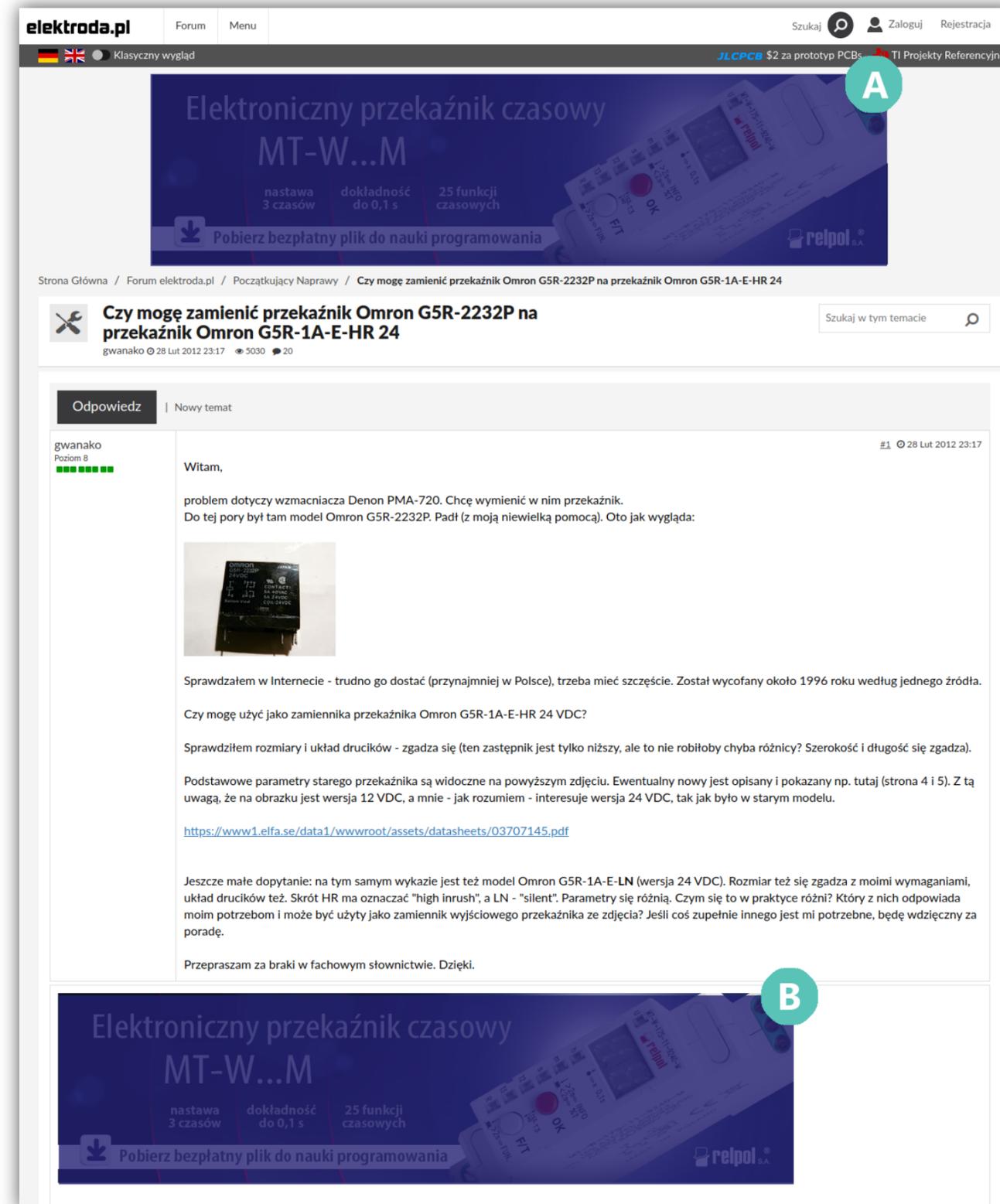
SIDEBAR on all pages

- Sidebar is displayed on the left or right side of the page
- Sidebar is always visible – banner moves as the reader scrolls through the page
- **Banner available for exclusive use (does not rotate with other advertisers)**
- Format available only for desktop users
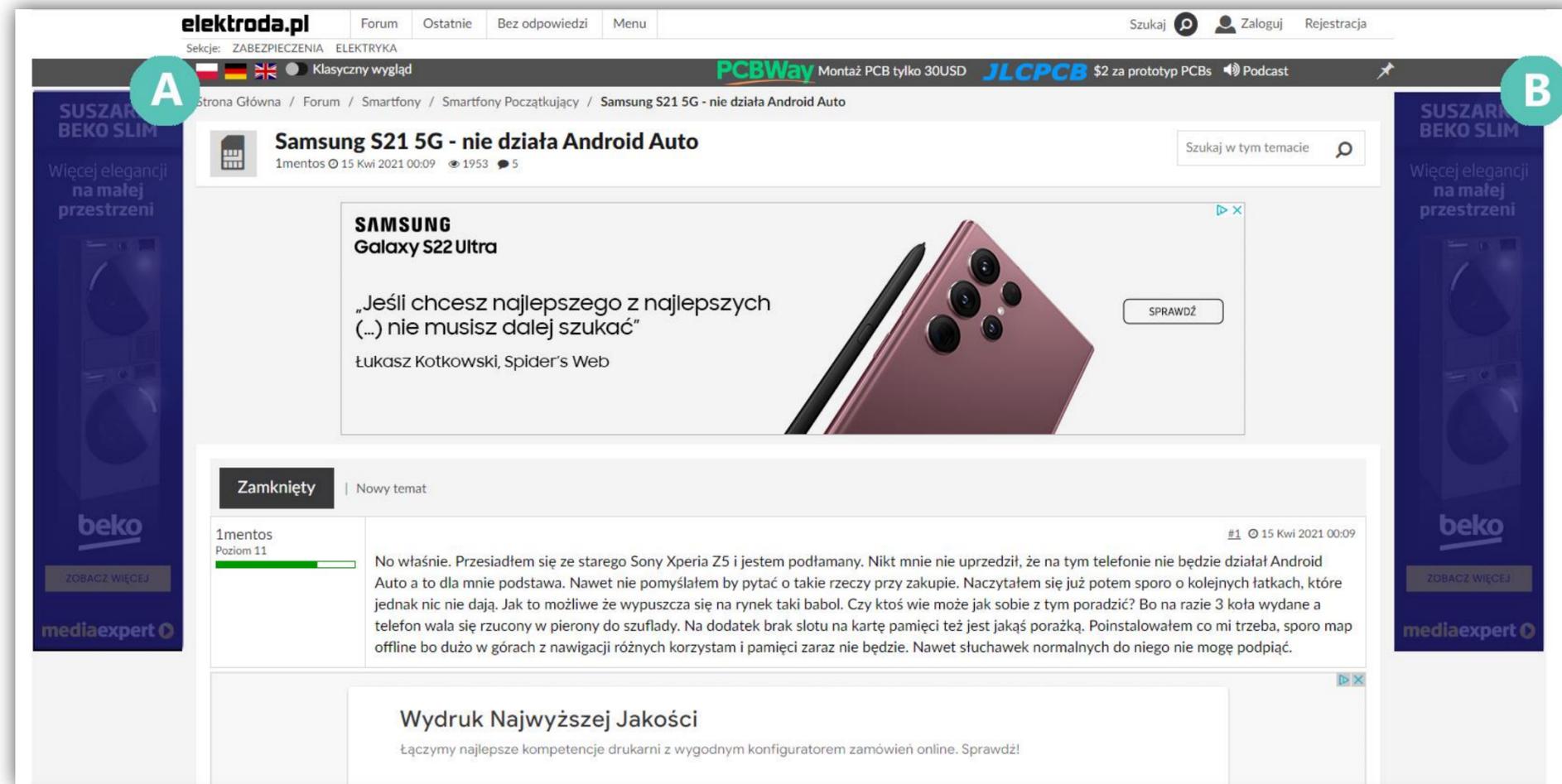
	Banner type	Size	Max weight	File format	Impressions
A	Sidebar	160x600px	100kB	▪ GIF ▪ JPG ▪ PNG ▪ HTML5	**100 000 / per month**
B	Sidebar	160x600px	100kB	▪ GIF ▪ JPG ▪ PNG ▪ HTML5	

Sticky Footer on all pages

- Sticky Footer Banner displayed on the bottom bar of main pages (Home Page or FORUM Home Page) and on all subpages and topics available on elektroda.pl
- **Sticky Footer is a format attached to the bottom bar and is always visible when reader scrolls the page.**
- Exclusive banner placement (no rotation with other advertisers)
- Format available for desktop and mobile devices
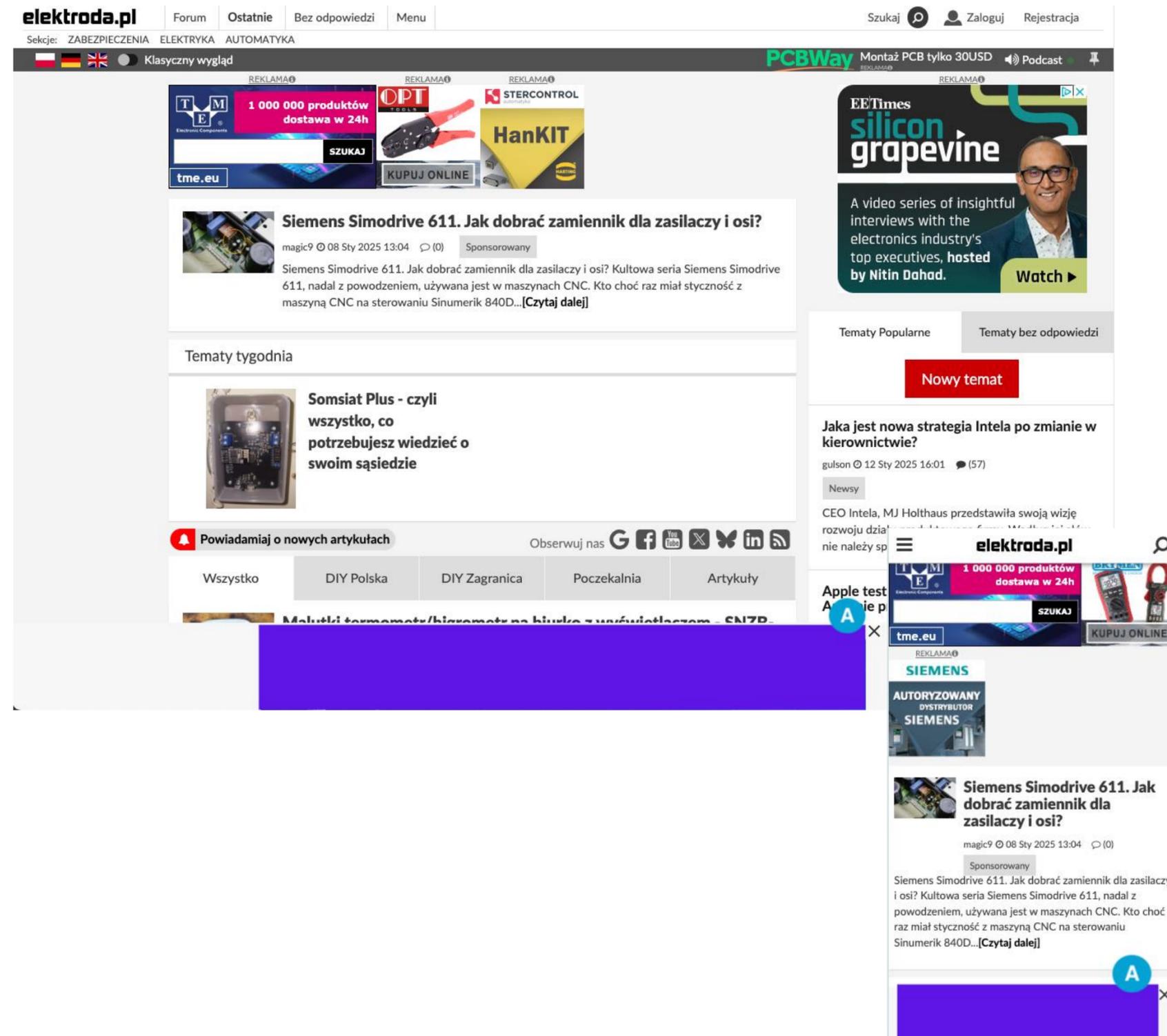
Banner type	Size	Impressions	File format
A Sticky Footer	720x90, 320x60px (mobile)	**150 000 / month**	▪ GIF ▪ JPG ▪ PNG ▪ HTML5

Company Logo on all pages

- **Company logo with text, located on the top bar of elektroda.pl**

- Logo with implemented link redirecting to the advertiser's website,

- <mark>Guaranteed impressions per month = 10 000 000</mark>

- Advertisement visible for all elektroda.pl users in all articles, discussion topic and posts,

Type of advertising	Size	Impressions
A Company Logo	width 200px, height 45px	**10 000 000 / month**

Customer's products in elektroda.pl search engine

- Integration of Client's e-commerce products with elektroda search engine

- **Typing a phrase with the name or description of the advertiser products into the search engine activate a list of articles related to typed fraze and a section with customer product's matching the user's search results.**

- Products are fetched from the online store once per day

- When users enter a search phrase containing the Client's product name or description, four matching products are displayed within the search results

- <u>Very high efficiency - we offer the user's what they actually looking for</u>
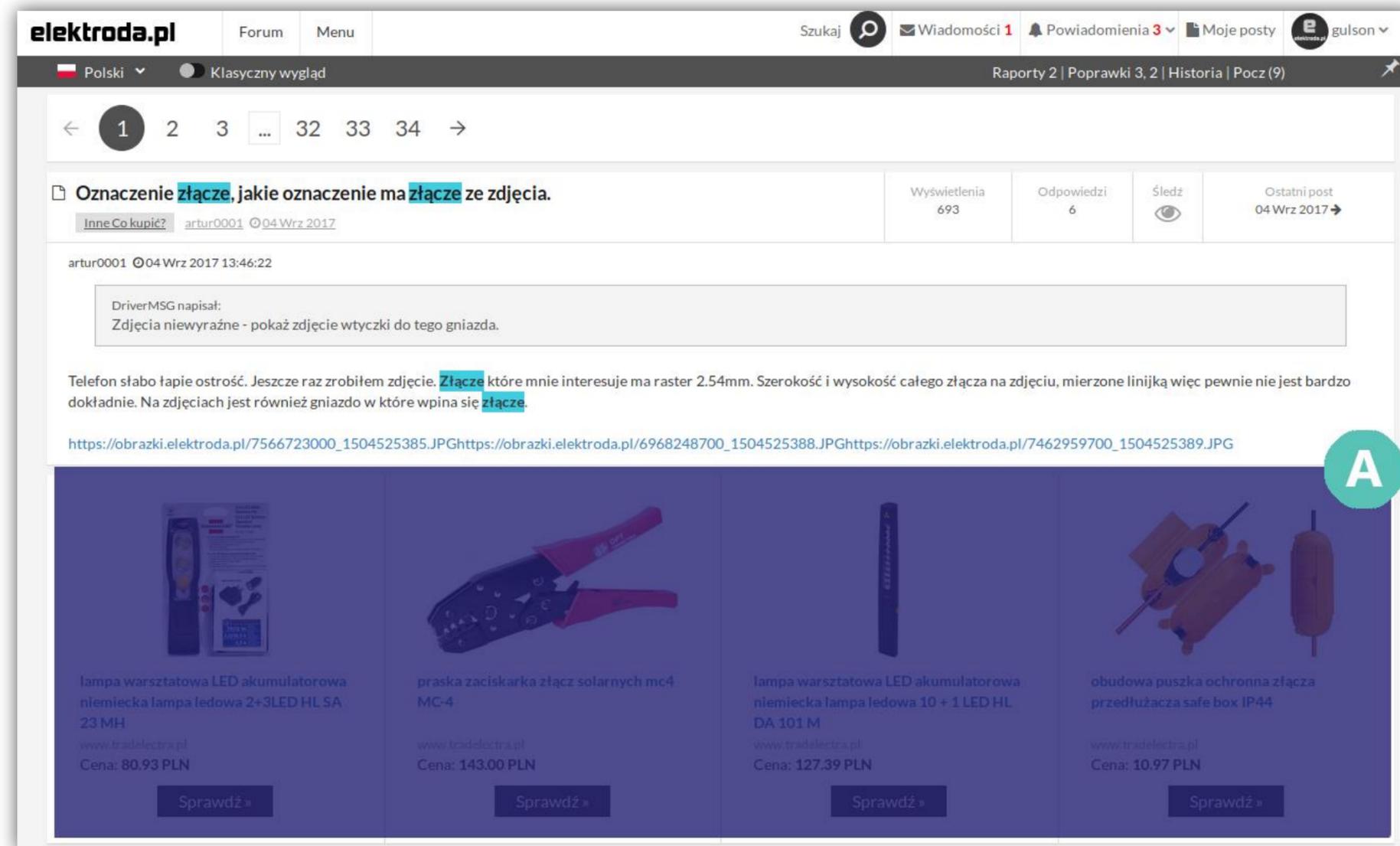
	Type of advertising	Format	Size
A	4 boxes with rotating advertiser products	Photo + Product Name + Price	100kB

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Technical Article on the elektroda.pl homepage

- Technical article up to 10 000 characters with photos, attachments and links redirecting to the website address
- During the campaign an article is simultaneously promoted on two elektroda.pl homepages and in most relevant specialised section.
- **After two weeks of promotion, an article become an open discussion topic available for elektroda.pl readers for 12 months,**
- **Links in article are „dofollow"**

	Type of publication	Characters limit	Time of promotion
A	Technical article + Facebook promotion	10 000	**14 days**
B	Press Release + Facebook promotion	3 000	**7 days**
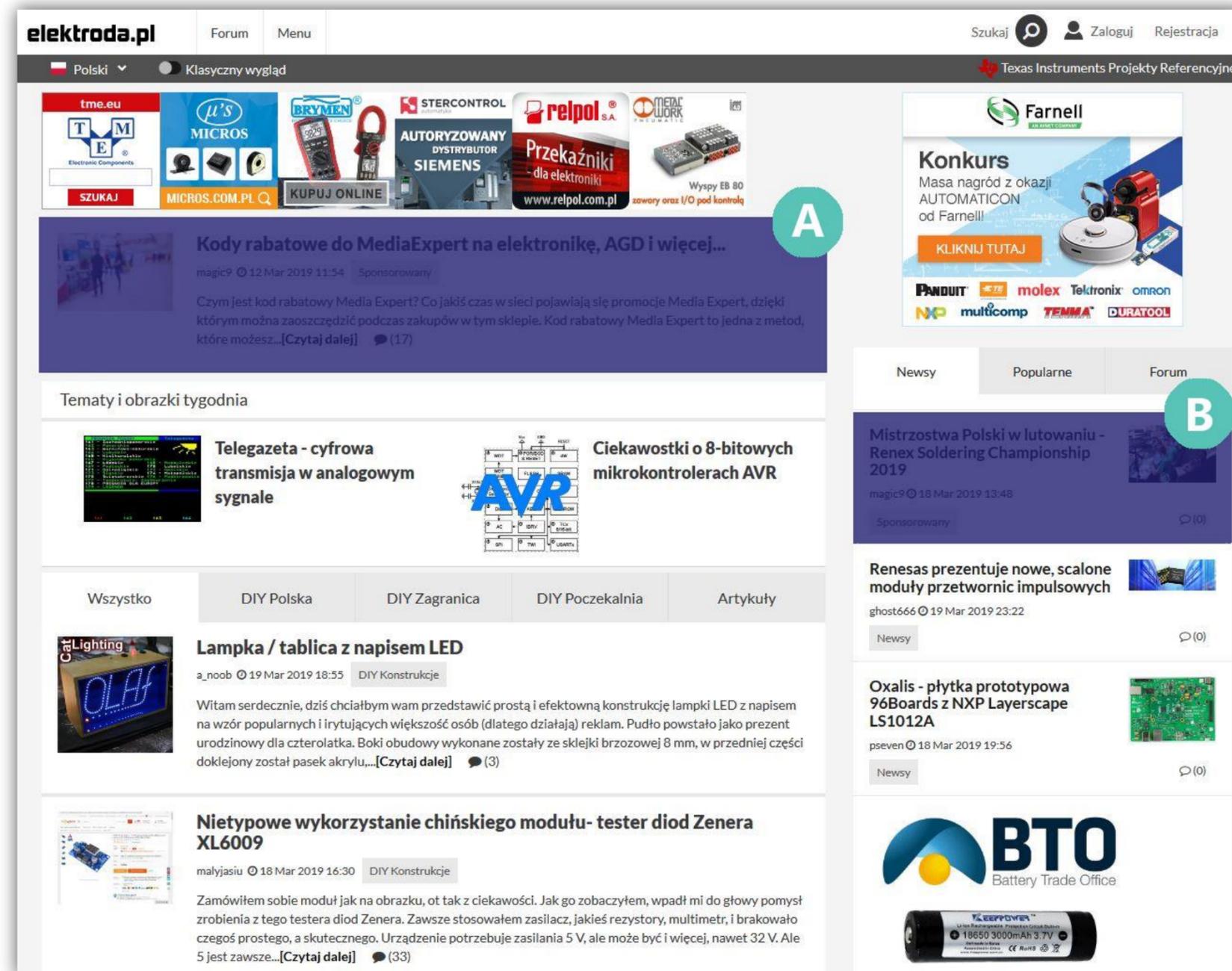
Product Reviews

- Our journalists prepare product reviews in the fields of electronics, automation, IoT, and electrical engineering.
- The offer includes writing reviews, taking photos, or creating video content.
- Each review includes promotion of the material on the elektroda homepage.
- Examples of completed reviews:

  Testujemy Raspberry Pi Pico 2 RP2350 we współpracy z TME

  Złączki Push-X Phoenix Contact - szybkie łączenie przewodów

  Złącza PCB-PCB FINEPITCH oraz COMBICON - Phoenix Contact

  Kontrola i monitorowanie napięcia sieciowego z F&F

Type of advertising	Format
A Sponsored article + Facebook	Text + Photos + Promotion on the homepage
	Text + Photos + Video + Promotion on the homepage

Custom e-mailing's for selected target groups

- Sending personalized HTML messages to customers

- Target audience selection based on specific criteria: interests / specialization / user industry / location

- Applications: new products, news, events, trade show booth invitations, training sessions, webinars, contests, article promotion

- **15,000 recipients per mailing**

- Available target groups: electricians, automation specialists, smart home professionals, renewable energy specialists, electronics engineers

| Type of advertising	Format
A Customer individual template	HTML

Trainings & webinars

- You can train people interested in the company's products or services live. For those who are not able to participate in the live training, we provide a downloadable version of the training for a minimum of 6 months
- The package includes:
  - promotion of training on the main page
  - promotion of training in the newsletter
  - dedicated mailing to 25 thousand defined recipients
  - providing contact details of people taking part in the training (leads)
  - statistic data
- Training in the form of presentations (slides) should last a maximum of 45 minutes (30 minutes of presentation and 15 minutes of answers to the participants' questions)

Type of advertising
Conducting a training course / webinar

They trusted us
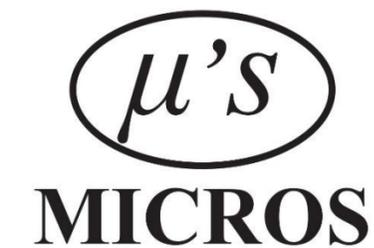
Worldwide Network

AspenCore is the largest electronics industry-focused media group in the world. For over 50 years, our media and tool platforms have delivered critical time-sensitive news and analysis to support every stage of the electronics design cycle. AspenCore offers best-in-class marketing solutions built to reach technologists, design engineers and engineering management as well as electronics students/young engineers, makers and hobbyists.

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