

# 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

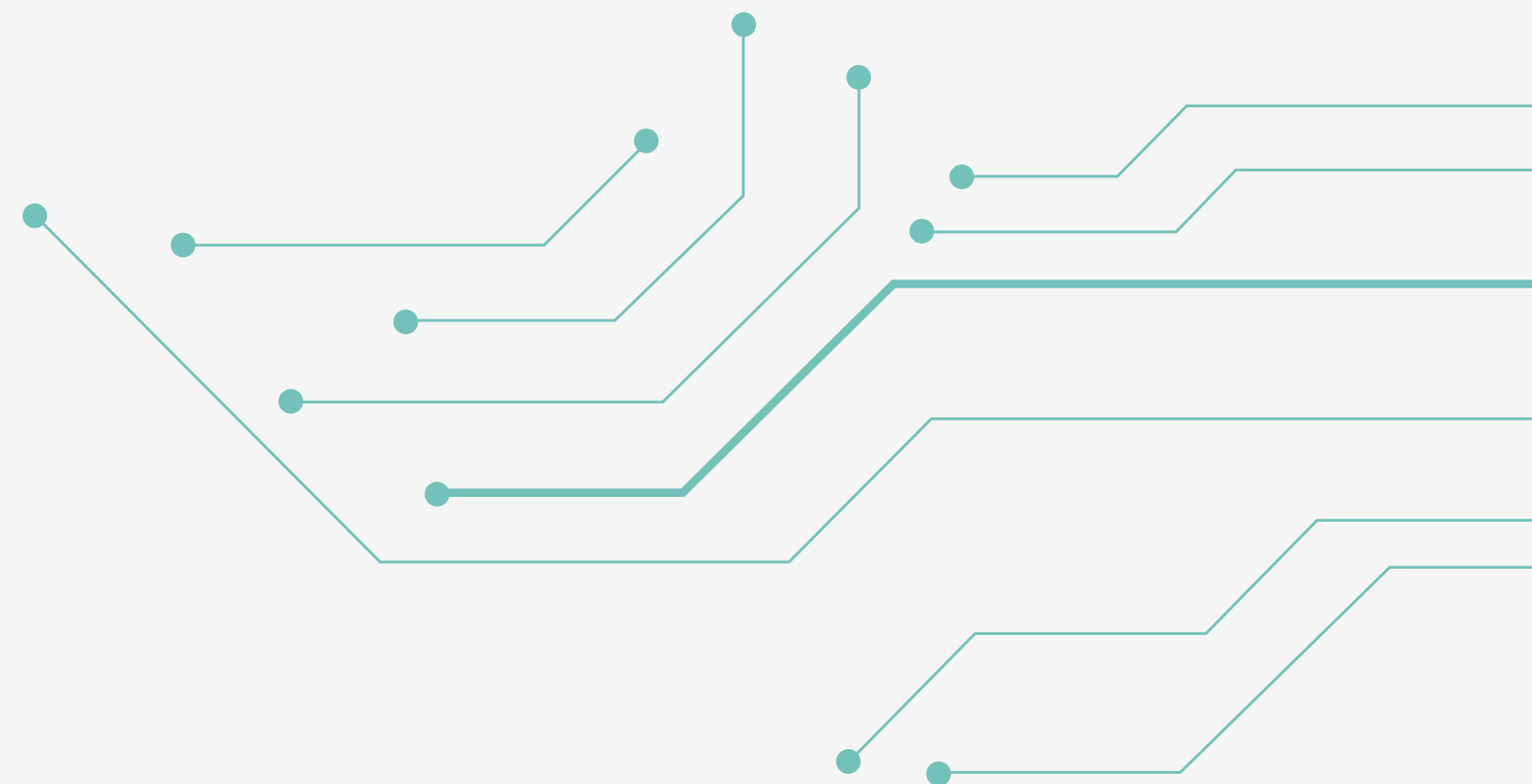
30 000  
FOLLOWERS

You Tube

13 000+  
SUBSCRIPTIONS

## Who are the users?

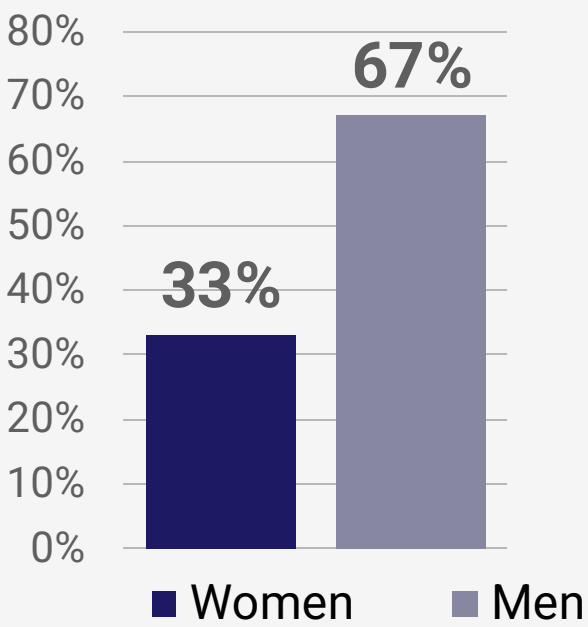
- Electronics Engineers and Designers
- Electronics Service Technicians
- Electricians
- Installation Technicians
- Automation Engineers/Specialists
- Electronics Hobbyists and DIY Makers
- Electronics Students



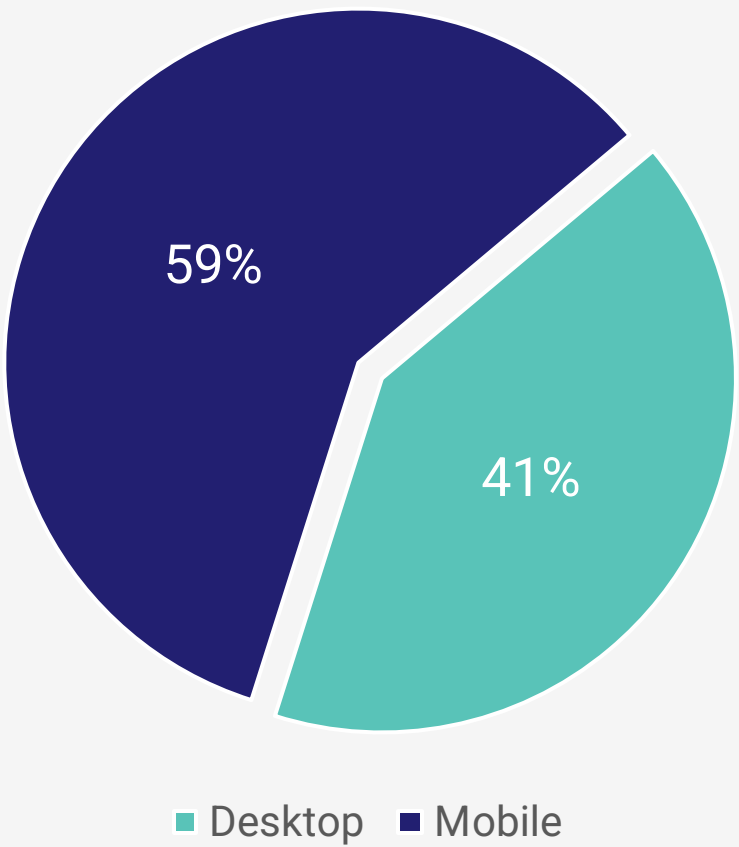
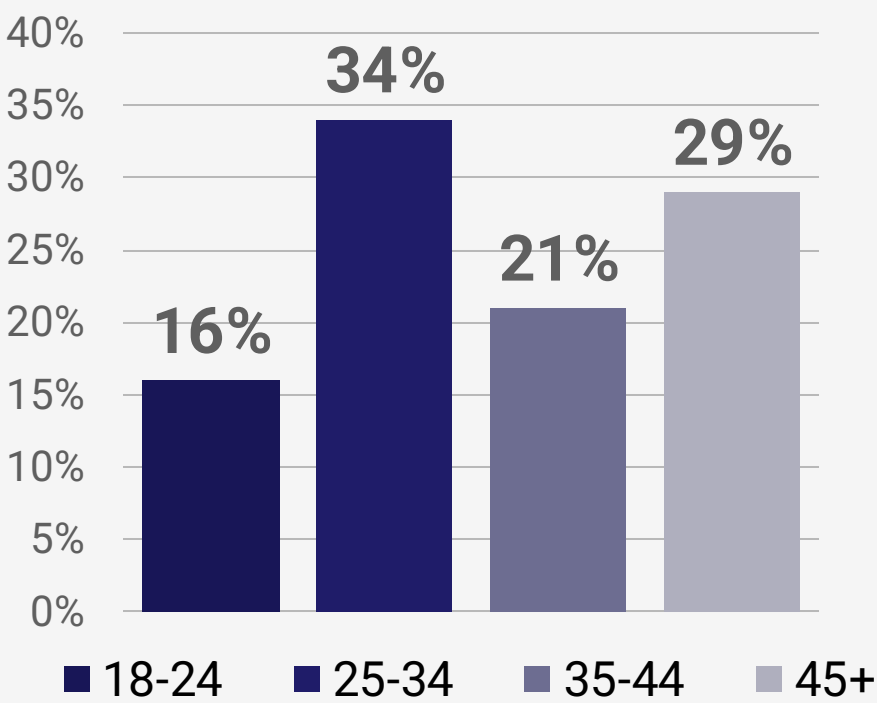
# Users

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



## AGE



# 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

- [Keyword's Banner.....](#) 7
- [Top Billboard on all pages.....](#) 8
- [Banner's on the Homepage and Forum.....](#) 9
- [Banner's in specialised sections.....](#) 10
- [Sidebar banner.....](#) 11
- [Sticky FOOTER.....](#) 12
- [Company LOGO Booster.....](#) 13
- [Customer Products in Search Engine.....](#) 14

## | CONTENT MARKETING

- [Technical Article.....](#) 15
- [Product Reviews.....](#) 16

## | NEWSLETTER & EMAIL

- [Custom e-mailing \(eDM\).....](#) 17

## | TECHNICAL EDUCATION & TRAINING

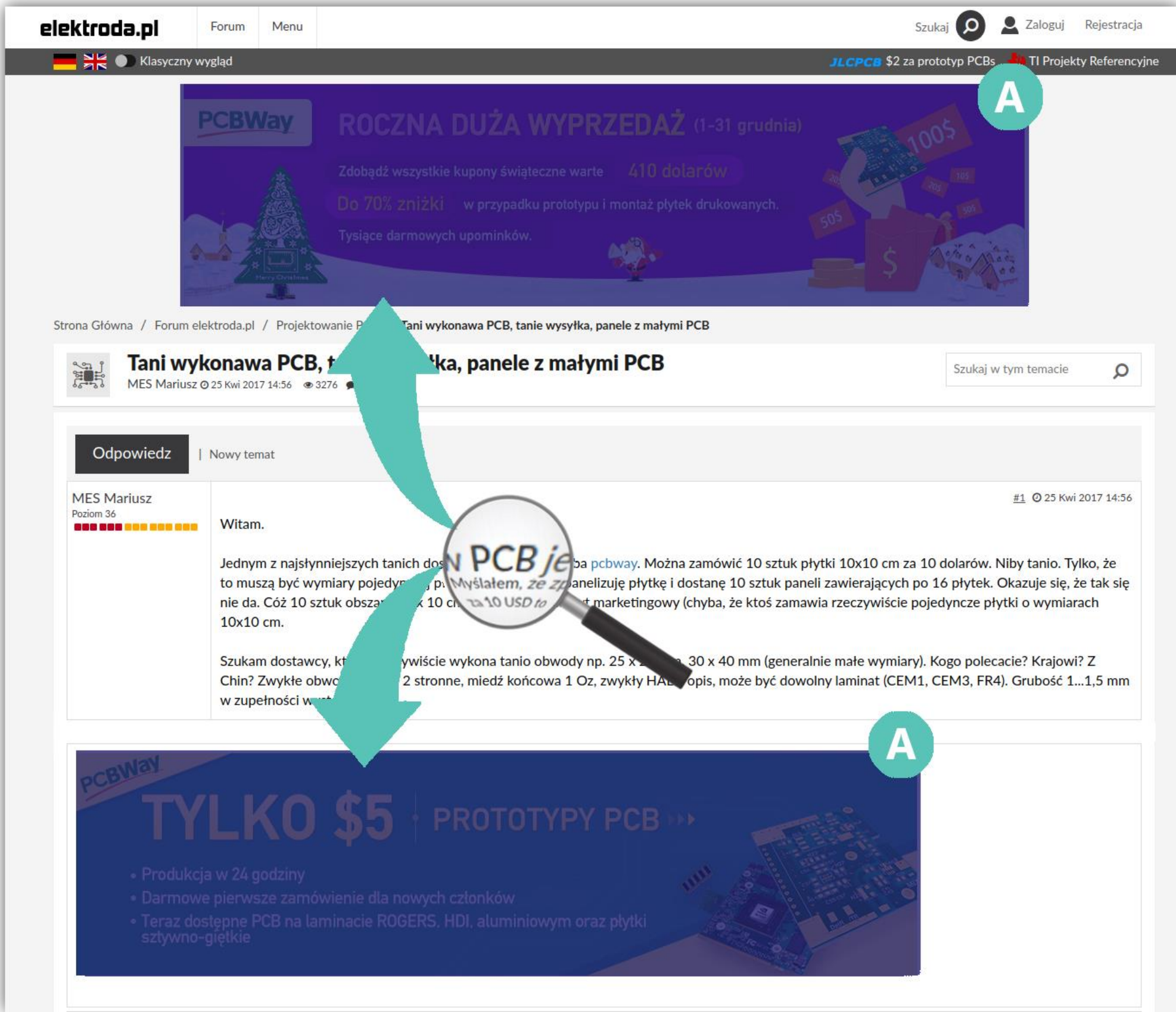
- [Trainings & webinars.....](#) 18

# Keyword's Banner

[Back to: TABLE OF CONTENTS](#)

- 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 preferred 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	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>



# Top Billboard on all pages

[Back to: TABLE OF CONTENTS](#)

- 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,	150 000 / month	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>
		320x50px lub 320x60px (mobile)		



| DISPLAY

Banners on the Homepage and Forum Home

[Back to: TABLE OF CONTENTS](#)

- 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	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>	70 000
B	Medium rectangle	300x250px	50kB	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>	140 000
C	Leadeboard	750x200px, 728x90px, 300x250px (mobile)	100kB	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>	140 000
D	Button	125x125px	50kB	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>	140 000



# Banners in specialized sections

[Back to: TABLE OF CONTENTS](#)

- 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	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>
		750x200px, 728x90px, 300x250px (mobile)		
B	Leaderboard		120 000 / month	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>

## Section traffic:

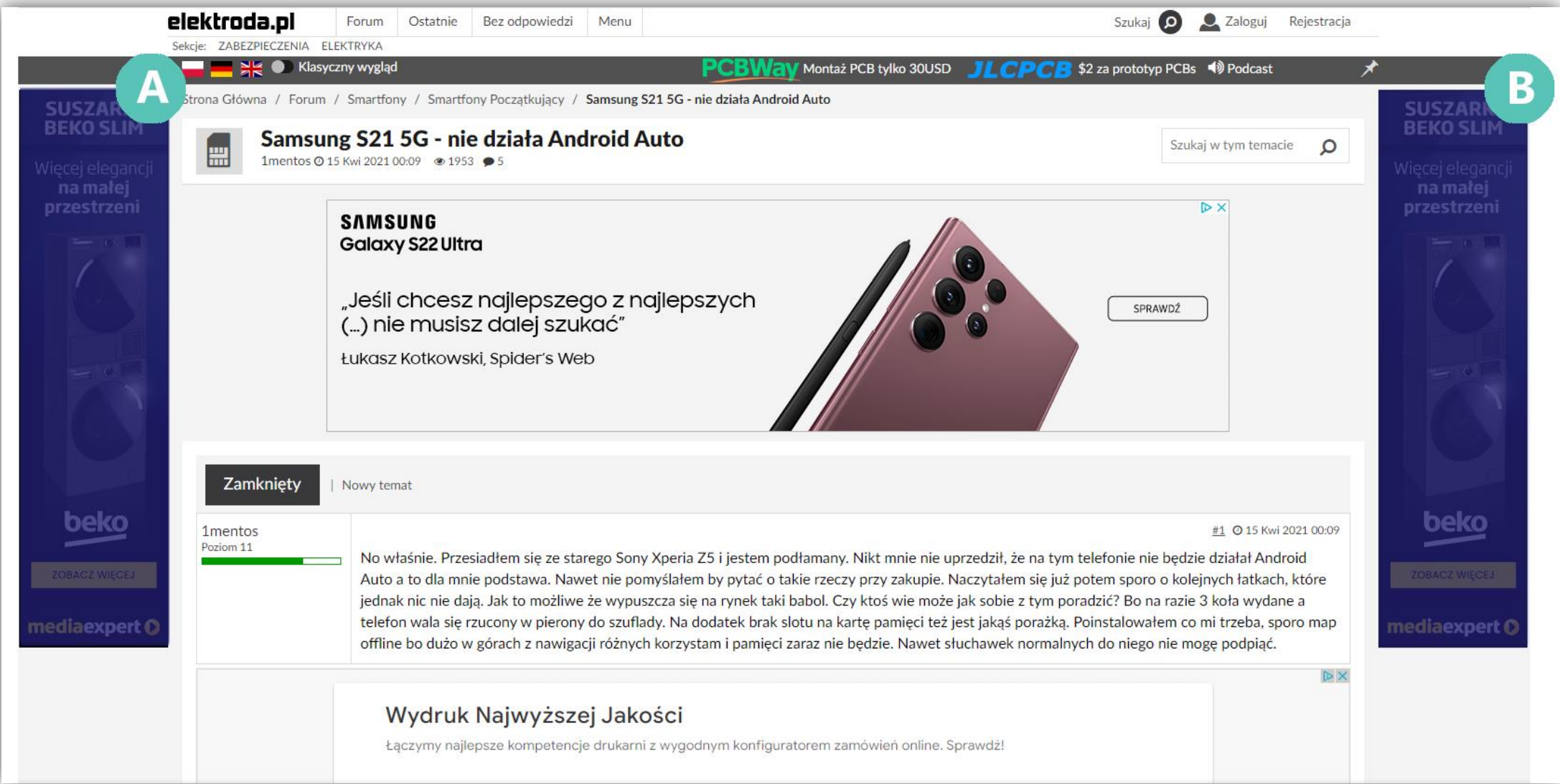
- Cars – 2,8M
- Computers – 1,1M
- Security of Prop. – 100k
- Print., Photocop.– 166k
- Microcontrollers – 104k
- Automation – 92k
- Robotics – 27k
- Electricity – 260k
- Medical equip. – 5,6k
- Household – 750k
- RTV Utility – 140k
- GSM – 390k
- Ventil. Air condition. – 23k
- Heating Systems– 260k
- Car Audio – 150k



# SIDEBAR on all pages

[Back to: TABLE OF CONTENTS](#)

- 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

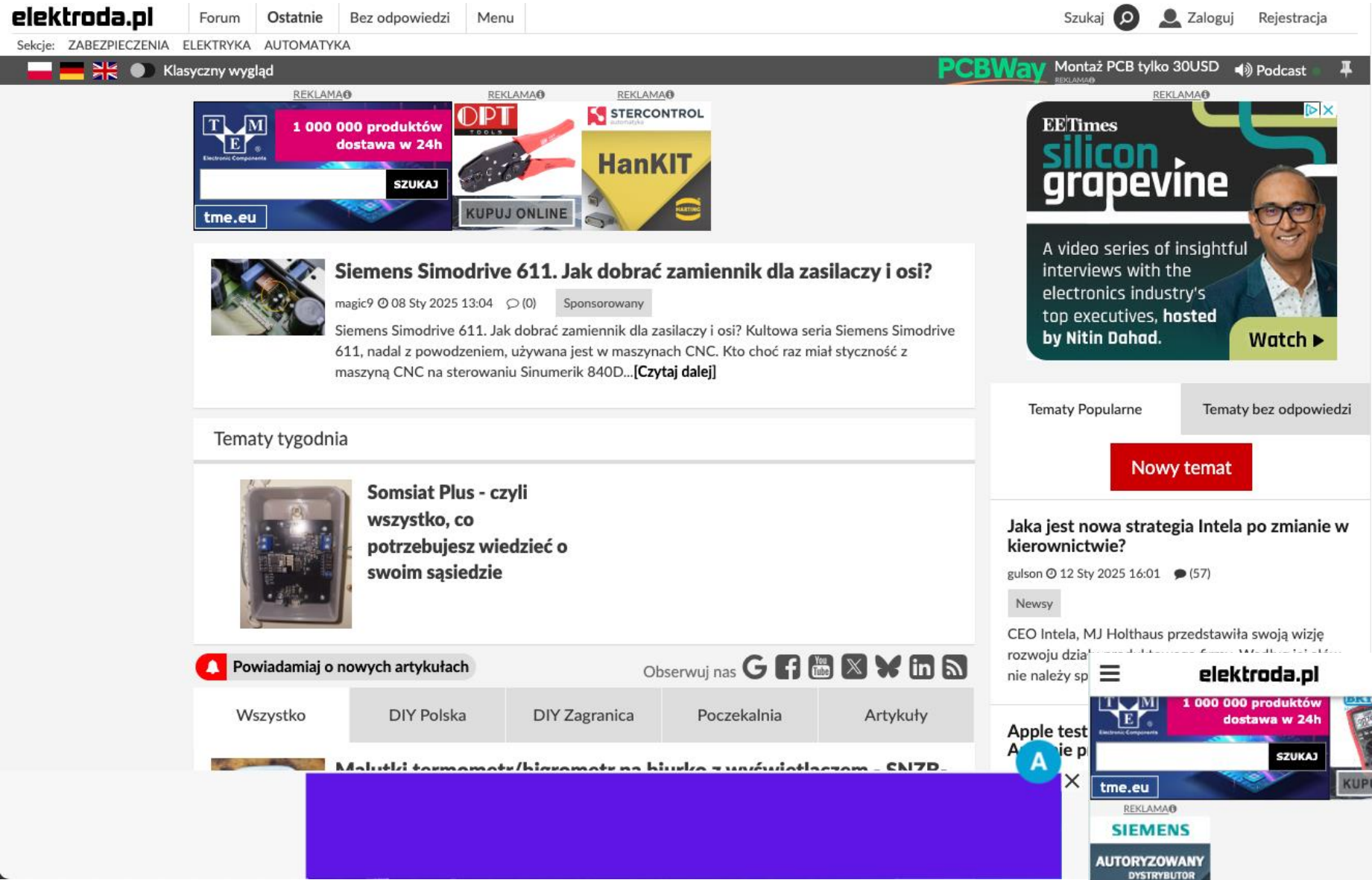


	Banner type	Size	Max weight	File format	Impressions
A	Sidebar	160x600px	100kB	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>	100 000 / per month
B	Sidebar	160x600px	100kB	<ul style="list-style-type: none"><li>▪ GIF</li><li>▪ JPG</li><li>▪ PNG</li><li>▪ HTML5</li></ul>	

# Sticky Footer on all pages

[Powrót do: SPIS TREŚCI](#)

- 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	<ul style="list-style-type: none"><li>GIF</li><li>JPG</li><li>PNG</li><li>HTML5</li></ul>

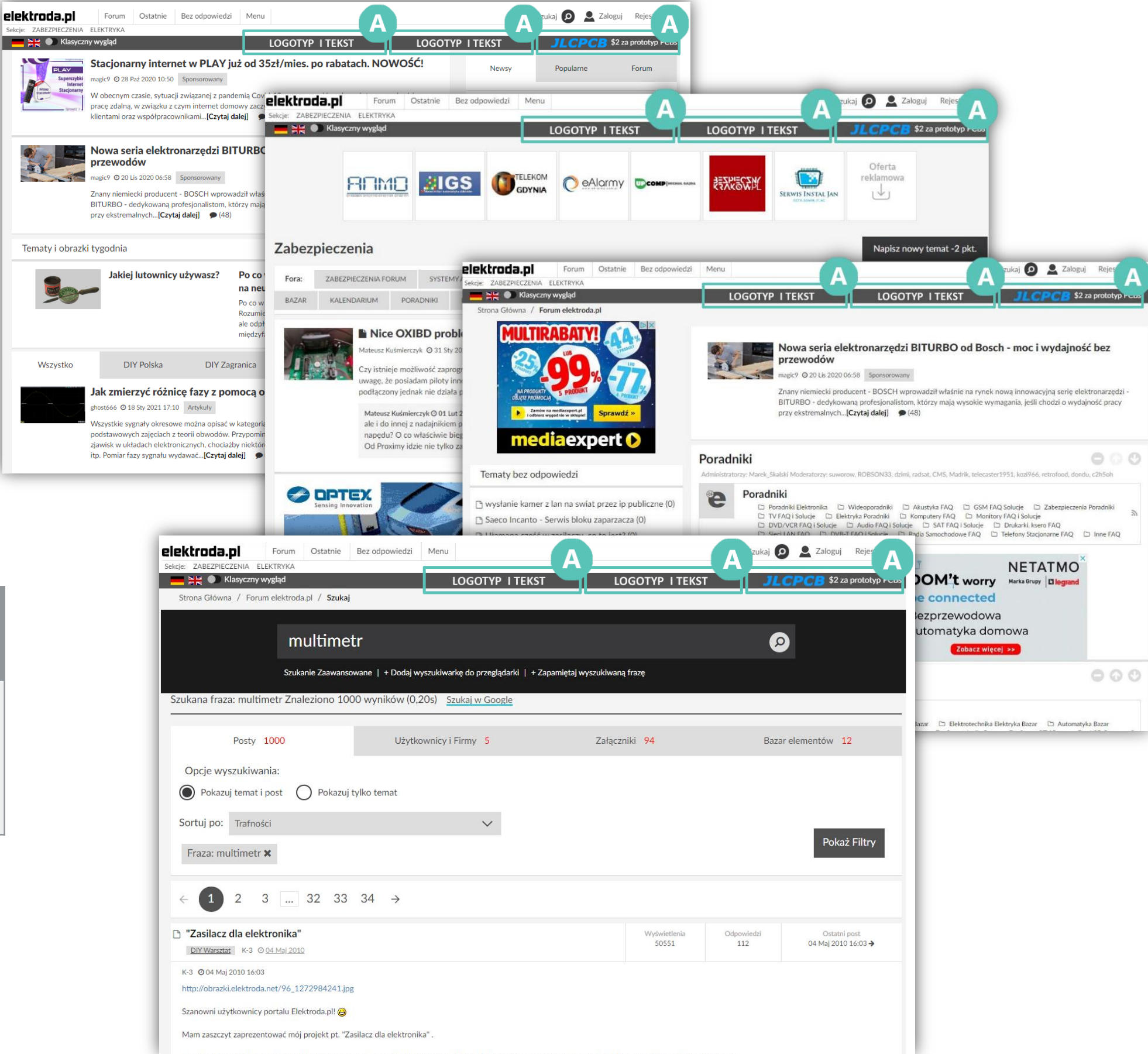
| DISPLAY

Company Logo on all pages

[Back to: TABLE OF CONTENTS](#)

- Company logo with text, located on the top bar of elektroda.pl
- Logo with implemented link redirecting to the advertiser's website,
- **Guaranteed impressions per month = 10 000 000**
- Advertisement visible for all elektroda.pl users in all articles, discussion topic and posts,

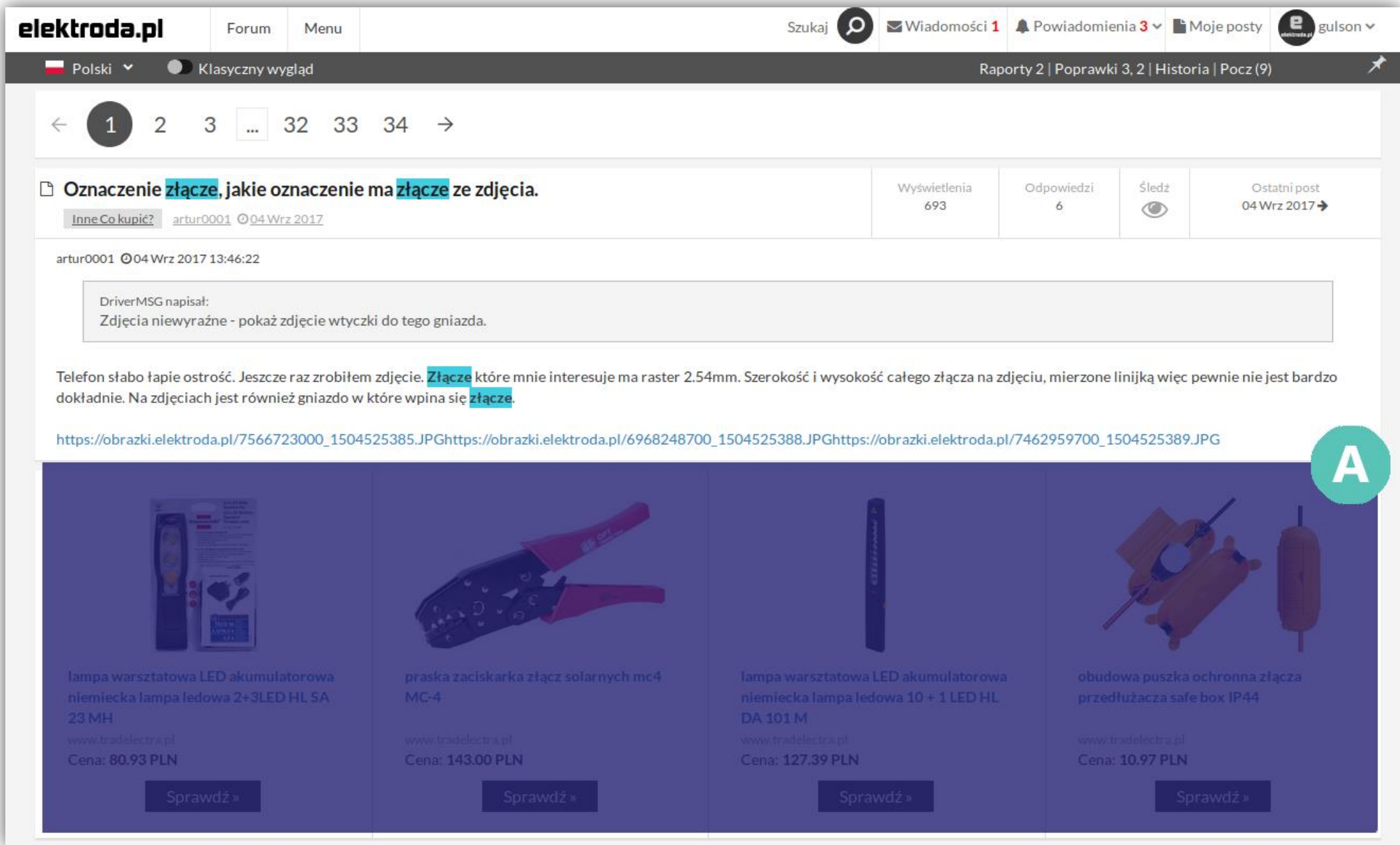
Type of advertising	Size	Impressions
<div>A</div> Company Logo	width 200px, height 45px	10 000 000 / month



# Customer's products in elektroda.pl search engine

[Back to: TABLE OF CONTENTS](#)

- 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
- Very high efficiency - we offer the user's what they actually looking for



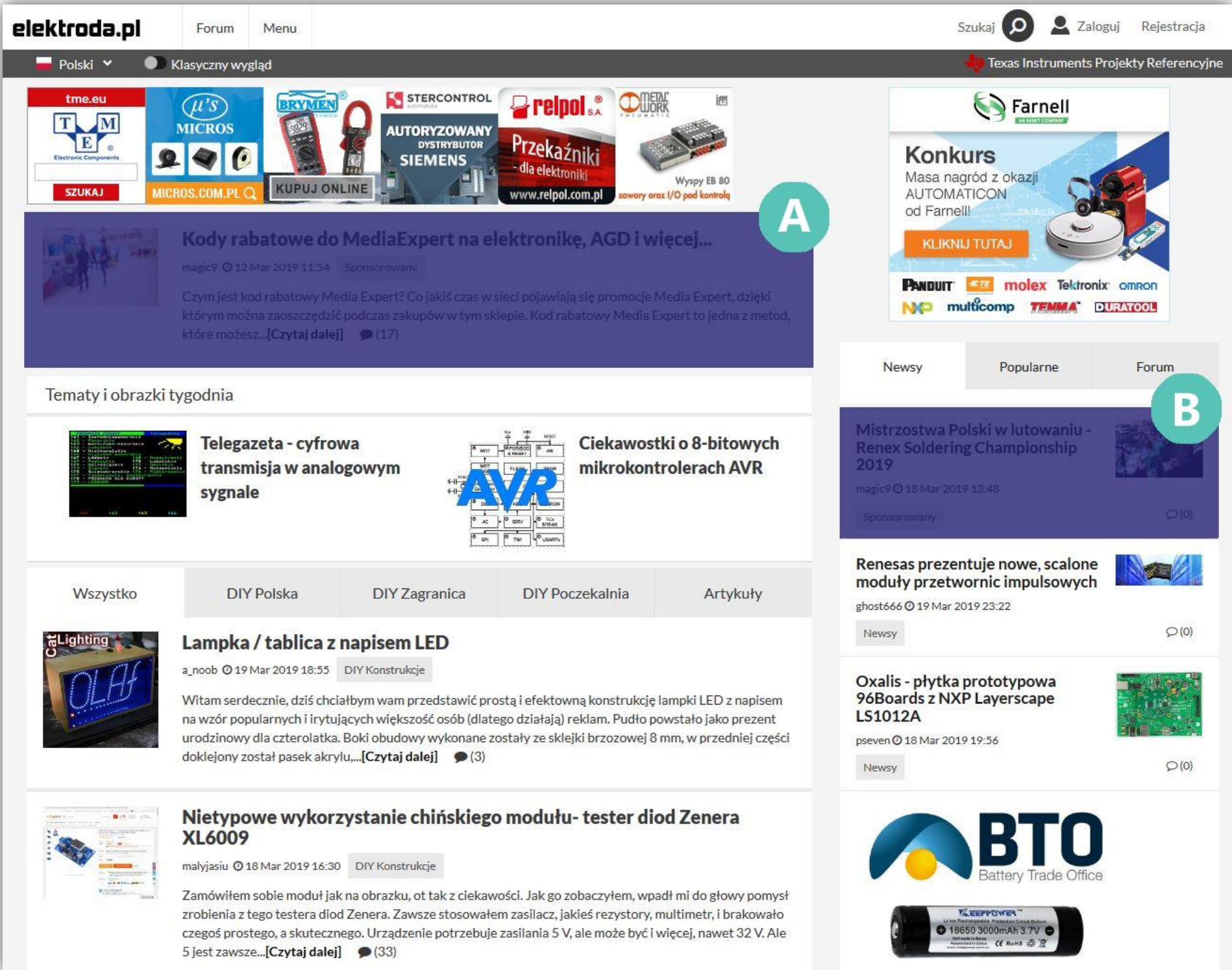
	Type of advertising	Format	Size
A	4 boxes with rotating advertiser products	Photo + Product Name + Price	100kB

# Technical Article on the elektroda.pl homepage

[Back to: TABLE OF CONTENTS](#)

- 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

[Back to: TABLE OF CONTENTS](#)

- 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

Testujemy Raspberry Pi Pico 2 RP2350 we współpracy z TME

(Sponsorowany) TechEkspert · 30 Sty 2025 18:01 · 1452 · 11

Szukaj w tym temacie

Odpowiedz

Fajne?

Ranking DIY | Nowy temat

Obserwuj nas

G

f

YouTube

X

Twitter

in

R

Powiadamiaj o nowych artykułach

Pomocny post? (+11)

TME

RP2350

Pico 2

We współpracy z TME testujemy i uruchamiamy nowe [Raspberry Pi Pico 2](#) wykorzystujące układ [RP2350](#) w środowisku Arduino i Micropython. Następca RP2040 czyli wspomniany RP2350 posiada dwa rdzenie Cortex M33 z możliwością przełączenia każdego z nich na architekturę RISC-V Hazard 3, taktowanie rdzeni 150MHz. Ilość RAM została zwiększona do 520kB z możliwością obsługi PSRAM. Liczba bloków PIO wzrosła do 3, pojawił się blok HSTX szybki interfejs wyjściowy. Generator liczb losowych i akcelerator kryptograficznej funkcji skrótu SHA-256 przydadzą się w implementacji zabezpieczeń kryptograficznych. Pico 2 podczas testów połączymy z [kolorowym wyświetlaczem SPI 320x240](#).

Poniżej materiał filmowy z przeprowadzonych prób z Raspberry Pi Pico 2.

Raspberry Pi Pico 2 RP2350

Kopiuj link

RP2350

Pico 2

Obejrzyj w YouTube

Integracja Pico2 z **Arduino** jest bardzo prosta, otwieramy File > Preferences -> Additional Boards Manager URLs i dodajemy url [https://github.com/earlephilhower/arduino-pico...ses/download/global/package\\_rp2040\\_index.json](https://github.com/earlephilhower/arduino-pico...ses/download/global/package_rp2040_index.json)

ASPENCORE

Media Guide elektroda.pl | 16

# Custom e-mailing's for selected target groups

[Back to: TABLE OF CONTENTS](#)

- 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



Najnowsze produkty do najnowszych projektów



### Najszerzy zakres napięcia w branży i najmniejsze wymiary

Najnowsze moduły mocy Himalaya uSLIC™ firmy od Maxim Integrated poszerzają zakres napięcia do 60 V, a przy tym mają ponad dwukrotnie mniejsze wymiary niż najbliższe rozmiarem konkurencyjne rozwiązania. Moduły posiadają synchroniczną przetwornicę buck Himalaya o szerokim zakresie napięcia wejściowego z wbudowanymi tranzystorami FET, układy kompensacji i inne bloki funkcjonalne ze zintegrowaną cewką ekranowaną. Umieszczenie cewki w module ułatwia projektowanie, dając jego twórcom możliwość stworzenia wydajnego, niezawodnego układu zasilania w niespełna jeden dzień.

Dowiedz się więcej

Informacje o nowych produktach i aplikacjach



Zarejestruj się

mouser.com

## Trainings & webinars

[Back to: TABLE OF CONTENTS](#)

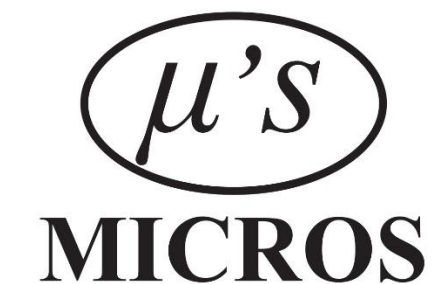
- You can train people interested in the company's products or services live. For those who are not able to participate in the live training, we provide a downloadable version of the training for a minimum of 6 months
- The package includes:
  - promotion of training on the main page
  - promotion of 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.

**EDN**

**EDN**  
Japan

**EDN**  
A S I A

**EDN**  
电子技术设计

**EDN**  
TAIWAN

**EE|Times**

**EE|Times**  
EUROPE

**EE|Times**  
JAPAN

**EET**  
A S I A

**EET**  
电子工程专辑

**EET**  
I N D I A

**EET**  
TAIWAN

 **DATASHEETS**

**EEWeb**

**EEM.com**

**Electronic**  
PRODUCTS

 **ElectronicsTutorials**

**ELECTRO SCHEMATICS**

**elektroda**

 **Electronics**  
Know-How

**embedded**

**EPSNews**

**ESM**  
CHINA

**IoT|Times**

**OPartSim**

**pcbWEB**

**PLANET ANALOG**

**POWER**  
ELECTRONICS NEWS

 **SCHEMATICS.COM**

**TEL** **TECHONLINE**

# AspenCore World Wide Network

## AWARD WINNING MEDIA BRANDS

AspenCore is the world's largest media group focused on the electronics industry. For over 50 years, our portfolio has been delivering news, updates, and analyses supporting every stage of the electronics design cycle.

At AspenCore, we offer the best marketing solutions designed to reach technologists, designers, engineers, and management executives, as well as electronics students/young engineers, makers, and hobbyists.

**EE|Times**

**EE|Times**  
EUROPE

**EE|Times**  
JAPAN

电子工程 EE Times China 专辑

**EE|Times**  
ASIA

**EE|Times**  
TAIWAN

**EE|Times**  
INDIA

**EDN**

**EDN**  
Japan

**EDN**  
ASIA

EDN China 电子技术设计

**EDN**  
TAIWAN

ESM China 国际电子商情

**embedded.com**

**POWER**  
ELECTRONICS NEWS

**TOL** TECHONLINE

 **Electronics**  
Know-How

**PLANET ANALOG**

**IoT|Times**

**Electronic**  
PRODUCTS

**elektroda**

 **DATASHEETS**

 **ElectronicsTutorials**

**ELECTRO SCHEMATICS**