

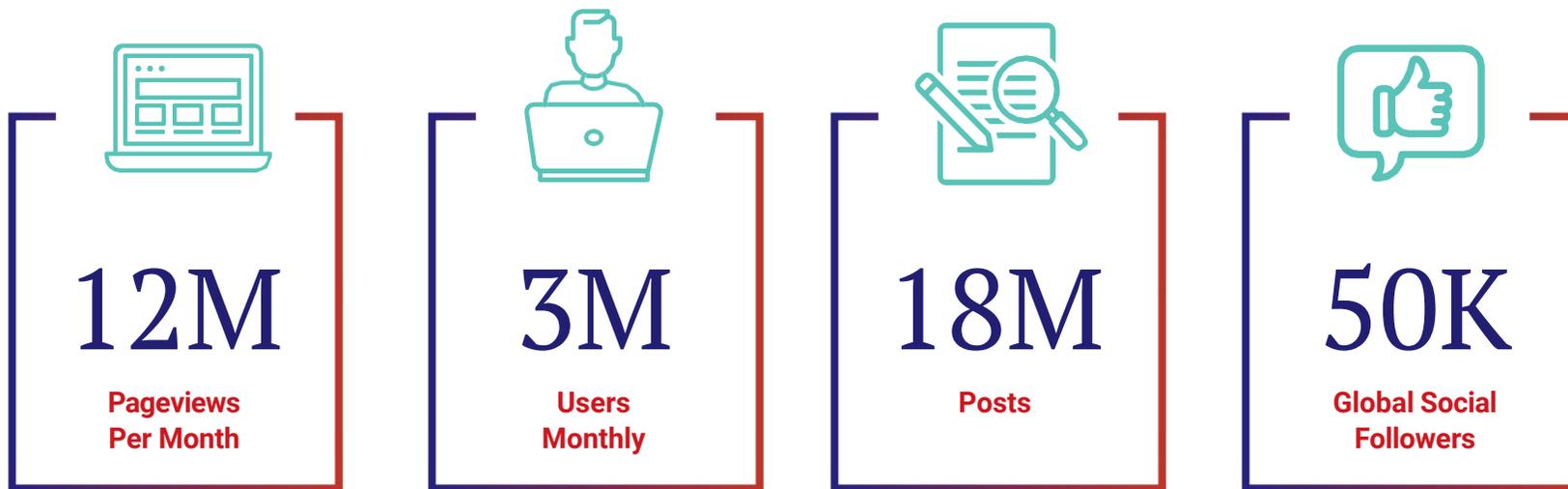
Media Guide 2026 [elektroda.pl](https://www.elektroda.pl)

Connecting The Global Electronics Community

Information. Partnership. Trust.

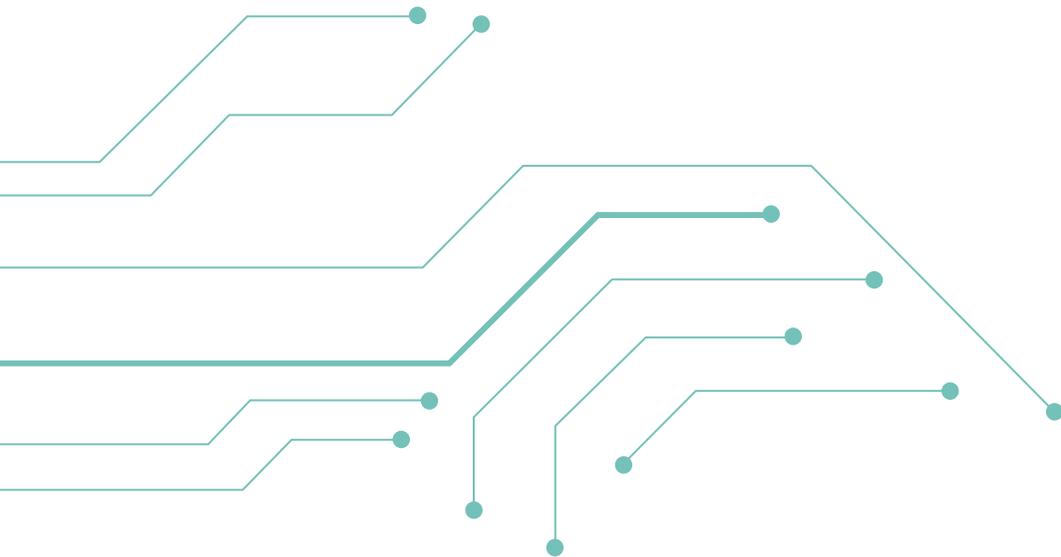
Kamil Kaleta | kkaleta@aspencore.com | tel.: +48-531-920-458

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

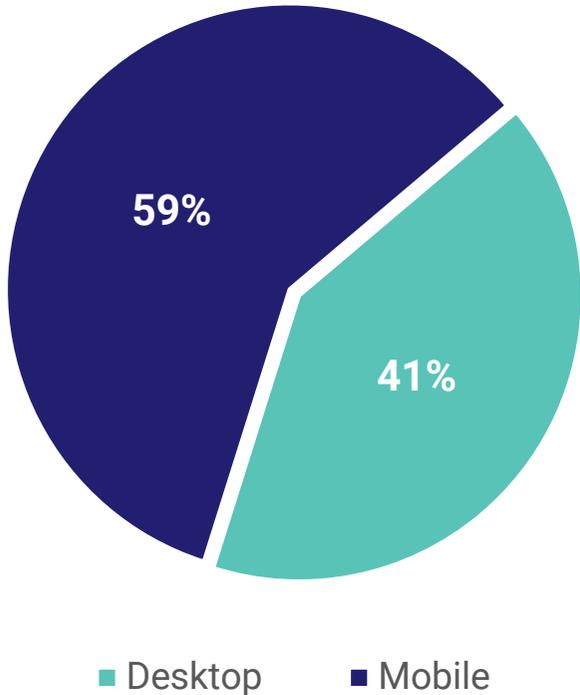


Who are our users?

- Electronics engineers
- Service technicians
- Installation engineers
- Makers
- DIY
- Electronics students

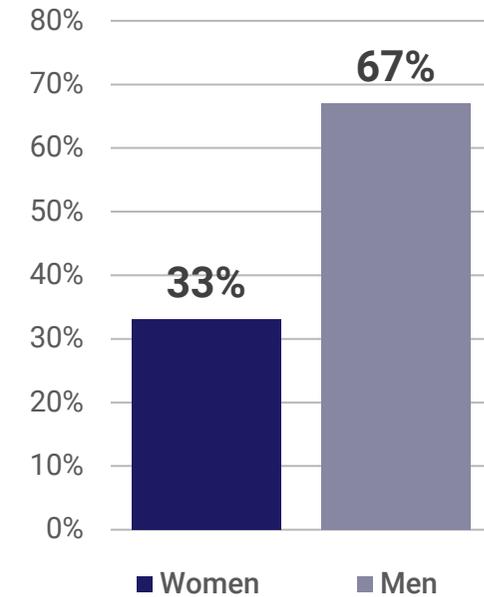


User Demographics

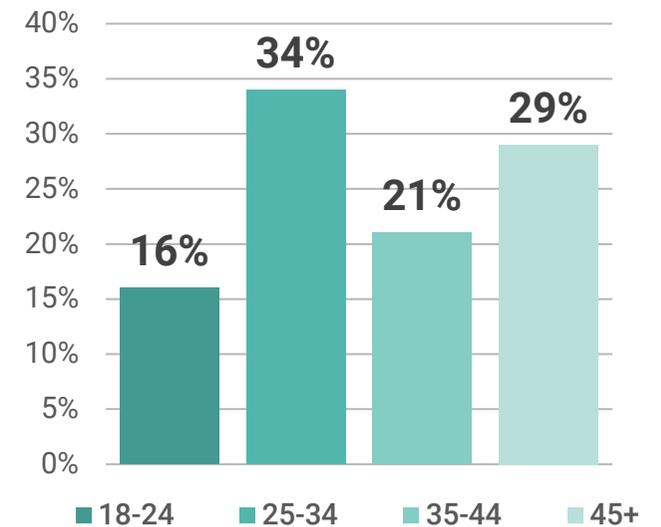


Country	Monthly Users
Poland	3,641,000
Germany	85,000
Great Britain	44,000
Netherlands	27,000
Norway	12,807
France	14,771
USA	10,403
Sweden	9,336
Ireland	9,037
Belgium	8,280

GENDER



AGE



User's Specialization Categories

1

PROFESSIONALS AND DESIGNERS

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

2

SERVICE TECHNICIANS

- RTV Service and Repair
- Cell Phone and Laptop Repair
- Printer Service
- Computer Networks
- Computer Repair
- Household Appliances Service and Repair
- Cars Service and Repair

3

INSTALLATION ENGINEERS

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

4

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

Media Opportunities

DISPLAY

7. Keywords Banner
8. Top Billboard on All Sites
9. Banner on the Homepage and Forum Home
10. Banner in Specialized Section
11. Sticky Footer on All Sites
12. Sidebar banner on All Sites
13. Customer's Products in the elektroda.pl Search Engine
14. Company Logo Booster on All Sites

CONTENT MARKETING

15. Technical Article
16. Product Review

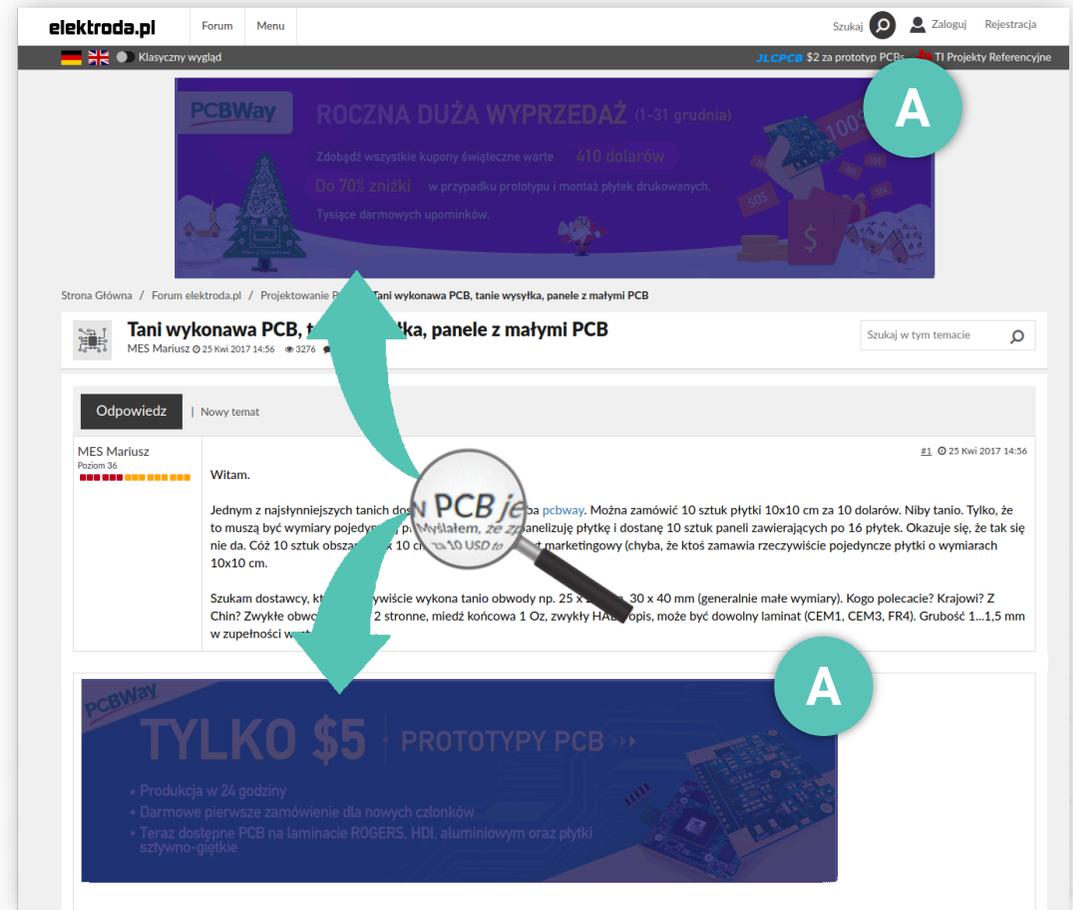
NEWSLETTER AND E-MAIL

17. Custom e-mailing (eDM)

Keywords Banner – Top Format

DISPLAY

- Keywords banner is displayed when the keywords provided by the advertiser are in the article (keywords do not have to be typed in by the user – the phrase only has to be in the text)
- **Keywords banner 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 – no other advertisers in campaign
- High effectiveness (CTR up to 1%)
- Adblock resistance included



Banner Type	Size	Impressions	File Format
Billboard	970x250px, 300x250px (mobile)	180,000 / month	<ul style="list-style-type: none"> • GIF • JPG • PNG • HTML5

Top Billboard on All Sites

DISPLAY

- The first visible billboard banner at the top of the page
- Billboard promotion on all elektroda.pl sites, including:
 - 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
Top Billboard	970x250px, 320x50px lub 320x60px (mobile)	150,000 / month	<ul style="list-style-type: none"> • GIF • JPG • PNG • HTML5



Banner on the Homepage and Forum Home

DISPLAY

- Banner formats displayed simultaneously on the Home Page and Forum Home Page
- Banner does not rotate with other advertisers
- Each format includes a link for Advertiser's site
- **Usage: Brand awareness campaigns**
- File format: GIF, JPG, PNG, HTML5

	Banner Type	Size	Max Weight	Impressions
A	Top Billboard	970x250px, 320x50px lub 320x60px (mobile)	100kB	70,000
B	Medium rectangle	300x250px	50kB	140,000
C	Leaderboard	750x200px, 728x90px, 300x250px (mobile)	100kB	140,000
D	Button	125x125px	140,000	



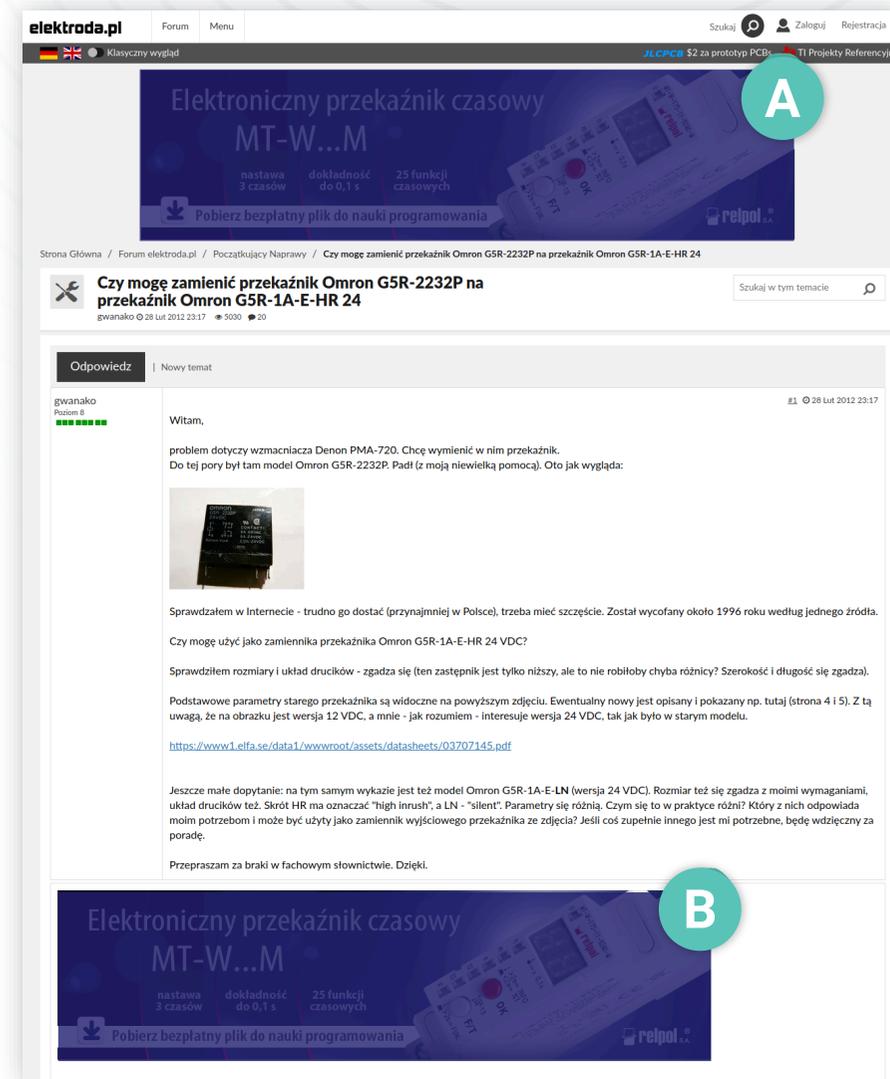
Banner in Specialized Section

- Banner formats displayed for all readers in selected topic section
- Exclusive banners (do not rotate with other advertisers)
- Usage: Specialized campaigns, job offers, training promotion

	Banner Type	Size	Impressions	File Format
A	Billboard	970x250px, 320x50px lub 320x60px (mobile)	120,000	<ul style="list-style-type: none"> • GIF • JPG • PNG • HTML5
B	Leaderboard	750x200px, 728x90px, 300x250px (mobile)	120,000	<ul style="list-style-type: none"> • GIF • JPG • PNG • HTML5

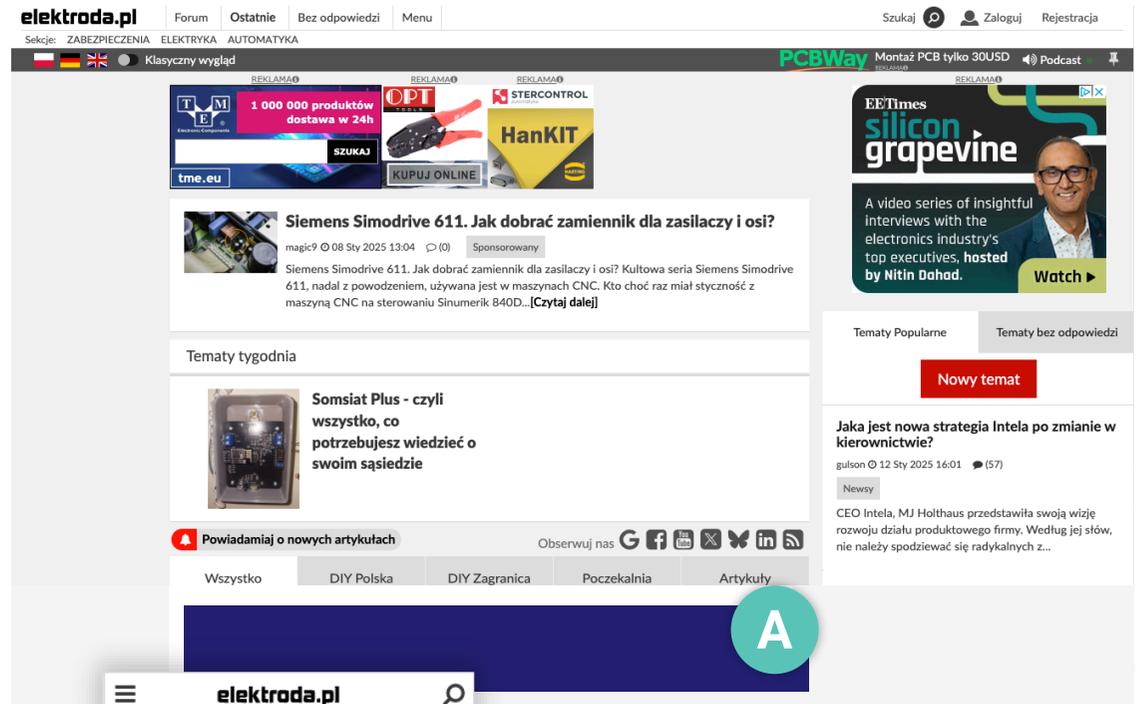
SECTION'S MONTHLY TRAFFIC:

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



Sticky Footer on All Sites

- Sticky Footer on the bottom bar displayed on the two main elektroda.pl pages (homepage or FORUM's homepage), and all topics available on elektroda.pl
- **Sticky Footer is a format attached to the bottom bar, and is always visible when reader scrolls the page**
- This format does not rotate with other advertisers
- Format available for desktop and mobile devices



A

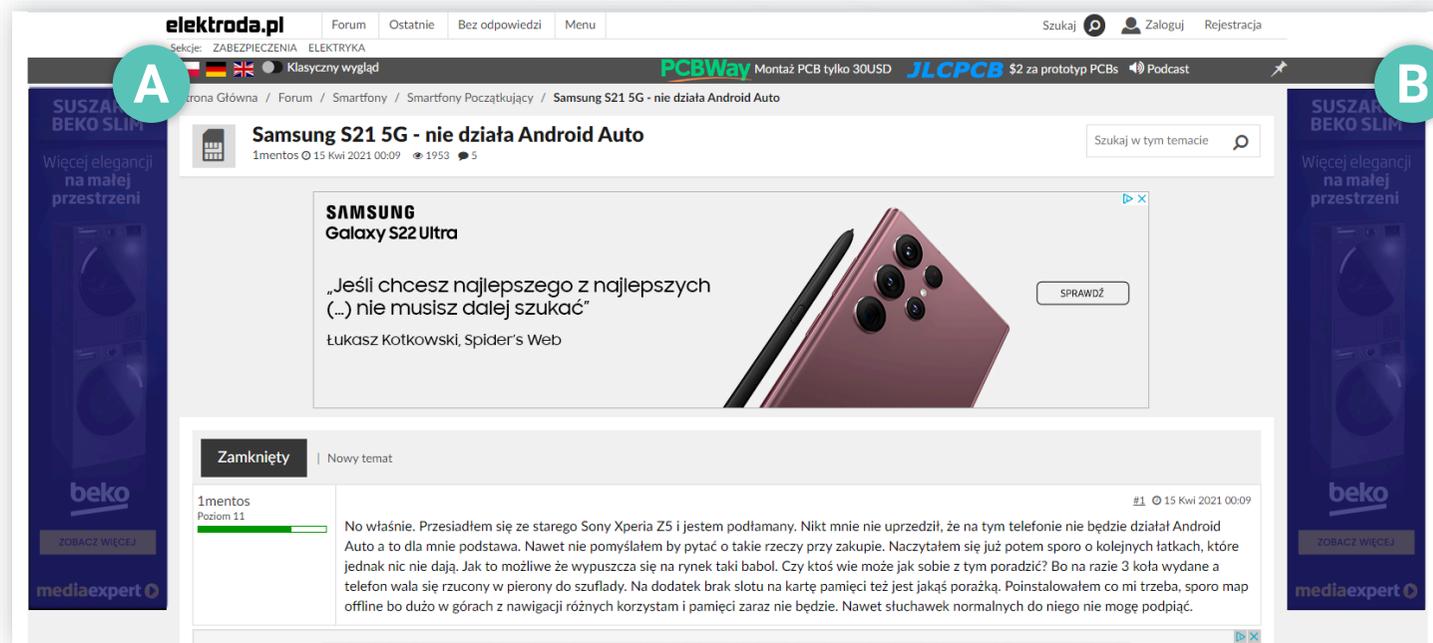
Banner Type	Size	Impressions	File Format
Sticky Footer	720x90px, 320x60px (mobile)	150,000 / month	<ul style="list-style-type: none"> • GIF • JPG • PNG • HTML5

Sidebar Banner on All Sites

DISPLAY

- 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 for desktop users

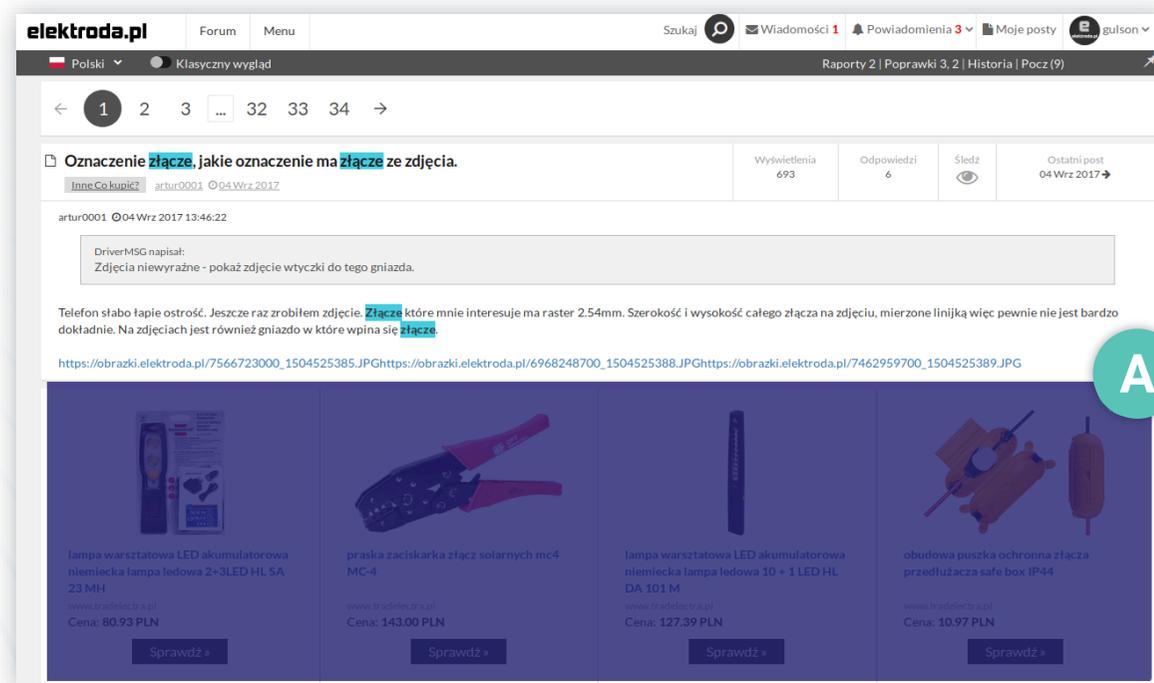
	Banner Type	Size	Max Weight	Impressions
A	Sidebar	160x600px	100kB	100,000
B	Sidebar	160x600px	100kB	100,000



Customer's Products in the elektroda.pl Search Engine

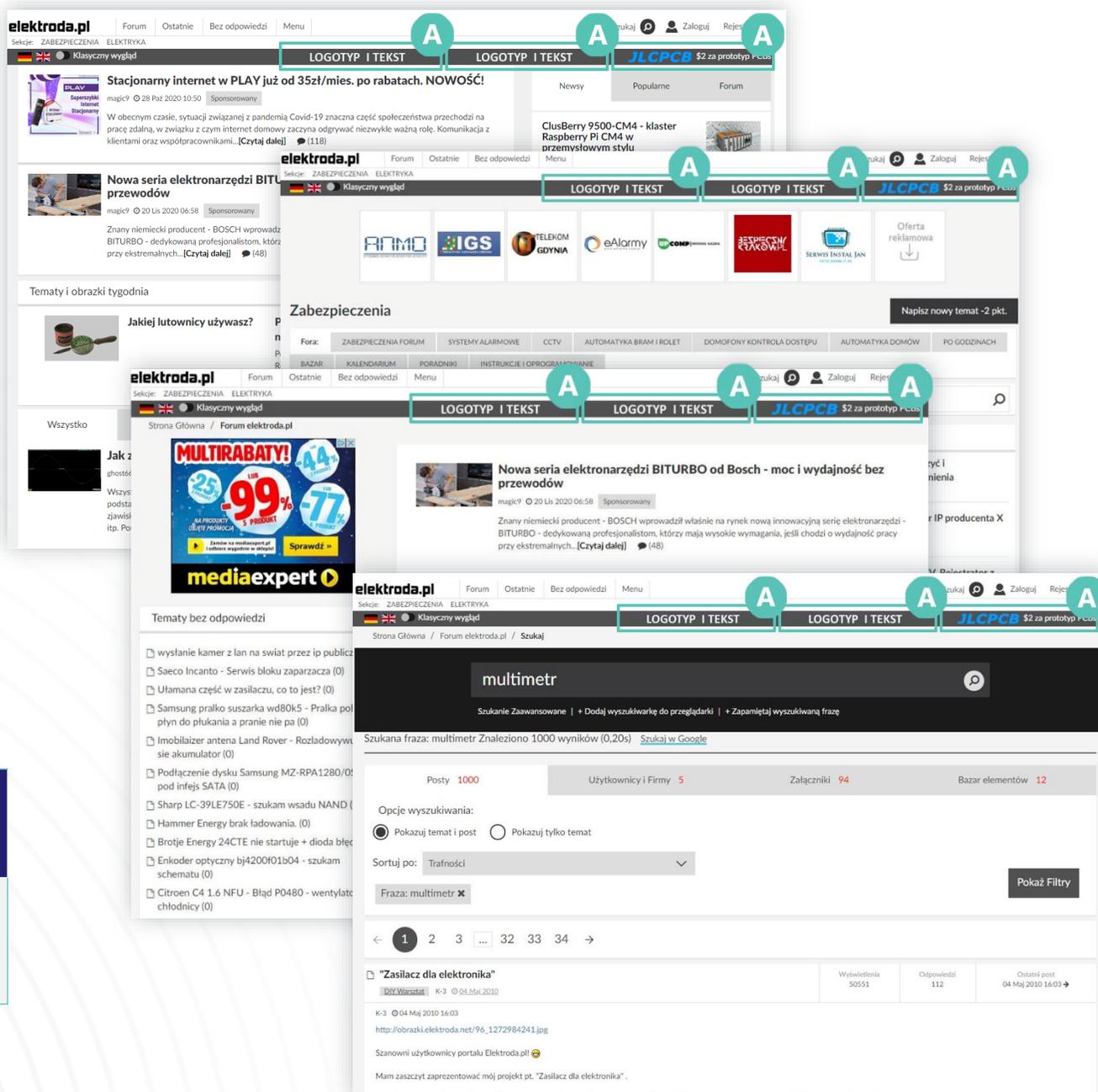
- Advertiser's online store connected to the elektroda.pl search engine (selected products)
- **Typing a phrase with the name or description of the advertiser's products into the search engine opens a list of related articles and a section with customer products matching the user's search results**
- Products are updated everyday
- Very high efficiency – we offer the users what they are actually looking for

	Advertising Type	Format	Size
A	4 boxes with rotating advertiser products	160x600px Photo + Product Name + Price	100kB



Company Logo Booster on All Sites

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

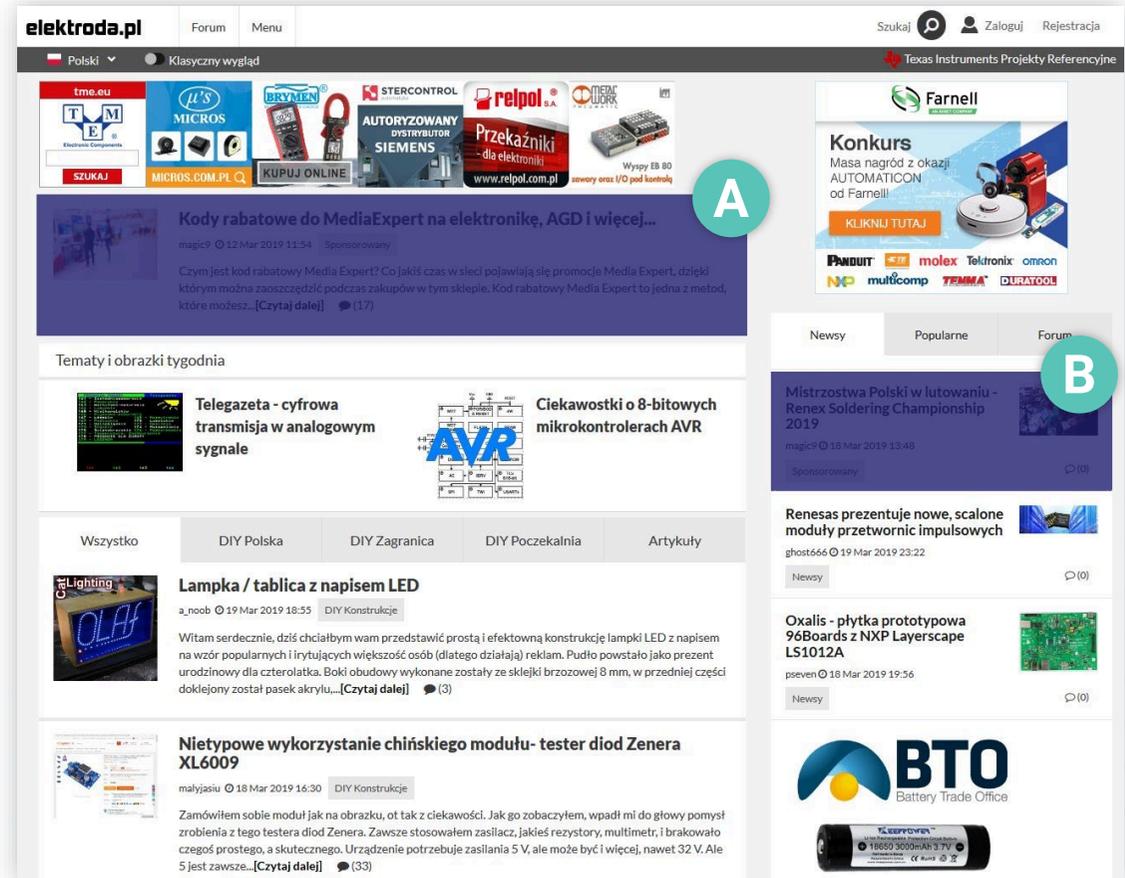


Advertising Type	Size	Impressions
Company Logo	width 200px, height 45px	10,000,000 / month

Technical Article — elektroda.pl Homepage

- Technical article up to 10,000 characters with photos, attachments, and links redirecting to the website address indicated by the Advertiser
- During the campaign an article is simultaneously promoted on two elektroda.pl homepages, and in most relevant specialized section
- After promotion period, article will be available for readers as an open discussion topic
- **SEO dofollow link to the Client's website (passing SEO value)**

	Type of Publication	Character Limit	Time of Publication
A	Technical Article + Facebook	10,000	14 days
B	Press Release + Facebook	3,000	7 days



- 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 bez użycia narzędzi](#)
 - [Złącza PCB-PCB FINEPITCH oraz COMBICON - Phoenix Contact](#)
 - [Kontrola i monitorowanie napięcia sieciowego z F&F](#)
 - [Platforma EasyMx PRO v7a STM32 od MIKROE udostępniona przez TME](#)

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 y x w ln s Powiadamij o nowych artykułach

Pomocny post? (+11) #1 21417341 30 Sty 2025 18:01

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.



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

Advertising Type		Format
A	Technical Article + Facebook	Text + Photos + Promotion on the homepage
		Text + Photos + Video + Promotion on the homepage

- 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

	Advertising Type	Format
A	Customer individual template	HTML

A

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