



## telit2market – one of the leading global m2m magazines

- > Circulation: 58,000 - annually  
Additionally published as eMagazine on [www.telit.com/ebook](http://www.telit.com/ebook).
- > Readers: 133,400  
One example is read by 2.3 readers on average.
- > Cost per 1,000 Exposures: 15.75 €  
Relating to 1/1-inside page.
- > Maximum 10 advertising pages  
Relating to 84 pages total.

Publishing date: Feb/Mar 2010  
Reservation deadline: Dec 11<sup>th</sup>, 2009  
Material deadline: Jan 15<sup>th</sup>, 2010

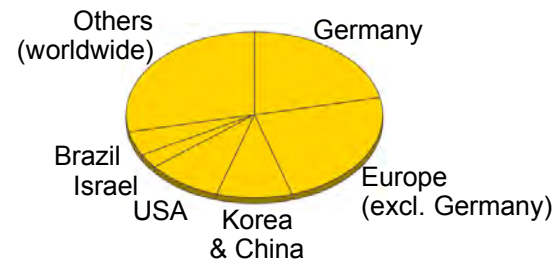
**The perfect  
advertising platform for your  
electronic components.**

## telit2market. All you need to know.

- > telit2market is **one of the leading global m2m magazines** for executives in the world of m2m and its supplying industry.
- > telit2market covers the whole value added chain in the m2m industry – from **modules** to all **electronic devices** to the **finished products** and their **applications**.
- > The readership of telit2market: Managers and Directors of **Electronic Industry, IT, Mobile and Wireless**, m2m market and related segments; Electronic Engineers, Hardware & Software Developers; Byers/Purchasers of **Electronic Components**.



Geographical circulation:



Circulation: 58,000 – annually  
– additionally published as eMagazine on [www.telit.com/ebook](http://www.telit.com/ebook)

Geographical circulation: worldwide

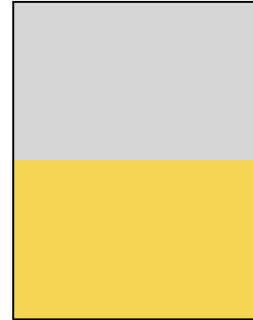
Publishing date: Feb/Mar 2010  
Reservation deadline: Dec 11<sup>th</sup>, 2009  
Material deadline: Jan 15<sup>th</sup>, 2010

## Rates / Formats width x height

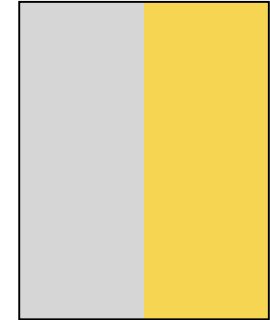
### Advertisements



**1/1 page**  
220 x 280 mm  
+ 3 mm trim at each side



**1/2 page horizontal**  
220 x 140 mm  
+ 3 mm trim at each side



**1/2 page vertical**  
110 x 280 mm  
+ 3 mm trim at each side

4 colours

> inside page	2,100.00 €	1,200.00 €	1,200.00 €
> inside front cover	2,700.00 €	<i>not available</i>	<i>not available</i>
> inside back cover	2,700.00 €	<i>not available</i>	<i>not available</i>
> back cover	3,300.00 €	<i>not available</i>	<i>not available</i>

<b>Inserts</b>	Minimum size:	105 x 148 mm
	Maximum size:	200 x 260 mm
	Maximum weight:	30g

For further information about prices and numbers of inserts required please contact our advertisement department.

**Data formats:**

We recommend the delivery of artwork in PDF/X-3 standard.

The file must be ready for printing, i.e. all the fonts that are used must be embedded. The resolution of continuous tone images must be at least 300 dpi.

**Colour space:**

The magazine is printed using standardized offset and Cyan, Magenta, Yellow and Black (CMYK) process colours.

**Delivery of digital data for advertisements:**

Prior to the digital delivery of an advertisement the advertising department must receive an appropriate official advertisement order.

The general advertising copy deadlines apply. In order to check advertisements received, a full size colour printout is required.

For delivering your data via ftp-server please contact our advertisement department.

***Publisher:***

*Telit Communications S.p.A.  
Via Stazione di Prosecco, 5/B  
34010 Sgonico (Trieste), Italy  
Phone: +39 / 040 / 41 92 200  
Fax: +39 / 040 / 41 92 289  
Email: [telit2market@telit.com](mailto:telit2market@telit.com)*

***Advertisement department:***

*Pantos Werbeagentur GmbH  
Schellingstraße 45  
80799 Muenchen, Germany  
Phone: +49 / 89 / 20 25 30 - 0  
Fax: +49 / 89 / 20 25 30 - 35  
Email: [telit2market@pantos.de](mailto:telit2market@pantos.de)*