





CIE – Comunicação e Imprensa Especializada, Lda., company of Publindústria's Group, is part of a corporate platform with more than 30 years of experience in publishing specialized magazines geared towards technological markets.

Publindústria is the leading company in the information and communications market for technicians, engineers and managers who work in the manufacturing industry.

The increasing importance of science and technology within the national economy is reflected in Publindústria's business and has already translated into several initiatives such as book publishing, educational training and seminar organization.

CIE - Comunicação e Imprensa Especializada, Lda. is the company of Publindústria's Group responsible for the promotion and editing of the following magazines: "o electricista", "robótica", "Manutenção", "renováveis magazine" and "ELEVARE".

More than editors, we are experts in Industrial Communication!



“o electricista” is a technical professional magazine, quarterly, with 5000 issues printed, aimed at professionals who work in the design, execution and maintenance of electrical installations, whether they refer to energy, telecommunication or safety. It provides information on new equipment, technological materials and processes; training; professional activities and news of technical events that may be of interest to the target market.

Team

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Sections

- » Editorial
- » Quality Space
- » Voices of Market
- » Telecommunications
- » Air Conditioning
- » High Voltage
- » News
- » Technical Article
- » Energy Efficiency
- » Training
- » Electrical Basic
- » Electricity Practices
- » Ventilation
- » Bibliography
- » Thematic File
- » Press Coverage
- » Advertorial Coverage
- » Interview
- » Case-Study

- » Technical-Commercial Information
- » Technical Market
- » Comparative Table (online edition)
- » Events Calendar
- » Electro-Technical Page
- » Project
- » ITED

Editorial Content

- » Electricity
- » Low and Medium Voltage Electrical Installations
- » Lighting
- » Safety
- » Home Automation
- » Legislation, Standardization, Certification
- » Electrical Machinery
- » Telecommunications
- » Energy Efficiency
- » Instrumentation and Measurement

Coverage

- » Portugal
- » Brazil
- » Spain
- » Angola
- » Mozambique

Distribution

It is done by direct mail to subscribers and leading companies in the sector, and also, is distributed free at all trade fairs of interest to the sector.

- » **33%** Installers
- » **29%** Project Designers
- » **21%** Maintenance Manager
- » **9%** Distributors
- » **5%** Manufacturers
- » **2%** Education



Editions	Thematic File	Special	Comparative Table
N.º 63 - 1 st Quarter 2018	Energy Trading		
N.º 64 - 2 nd Quarter 2018	Energy Audit / Certification		
N.º 65 - 3 rd Quarter 2018	Inspection of Electrical Installations / Electrical Equipments		
N.º 66 - 4 th Quarter 2018	Automation and Technical Management of Buildings		

"o electricista" reserves the right to change those themes.

Important Dates

Editions	Deadline for the Material	Publishing Date	Events where the Magazine will be Distributed
N.º 63 - 1 st Quarter 2018	16 th March	April	
N.º 64 - 2 nd Quarter 2018	04 th May	June	GENERA
N.º 65 - 3 rd Quarter 2018	06 th July	September	MATELEC
N.º 66 - 4 th Quarter 2018	19 th October	December	

"o electricista" reserves the right to change publishing dates according to strategic interest as Fairs and Conferences.



“robótica” is a technical-scientific information magazine, within the field of industrial automation and control technologies, and instrumentation. This **quarterly** magazine, with **5000** issues printed, in addition to technical scientific articles, presents information about new products, equipment or solutions, bibliography, trade fairs, among others.

Team

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Adriano Santos - ISEP

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C. Couto - DEI U. Minho

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Sections

- » Editorial
- » Scientific Article
- » Column of The Portuguese Robotics Society
- » Entrepreneurship and Innovation in Portugal
- » Quality Space
- » Automation and Control
- » Electronic Industrial
- » Electronic Practice Sheet
- » Instrumentation
- » 3D Printing
- » Industry News
- » Technical Note
- » Thematic File
- » Technical-Commercial Information
- » Case-Study
- » Press Coverage
- » Advertorial Coverage
- » Interview
- » Bibliography

- » Products and Technologies
- » Comparative Table (online edition)
- » Events Calendar
- » Trade Fairs, Events and Training
- » Links

Editorial Content

- » Robotics
- » Industrial Automation
- » Instrumentation
- » Pneumatics
- » Oil Hydraulics
- » Industrial Logistics
- » Control
- » Industrial Metrology
- » Industrial Information Technology
- » Cutting Technology
- » Tools, CAD/CAM
- » CNC
- » Machine Tools
- » Electronics

Coverage

- » Portugal
- » Brazil
- » Spain
- » Angola
- » Mozambique

Distribution

It is done by direct mail to subscribers and leading companies in the sector, and also, is distributed free at all trade fairs of interest to the sector.

- » **35%** Machinery and Equipment Manufacturers
- » **24%** Large Industries
- » **16%** Process Managers
- » **15%** Industrial Maintenance Technicians
- » **5%** Industrial Designers
- » **3%** Education
- » **2%** Other



Editions	Thematic File	Special
N.º 110 - 1 st Quarter 2018	Robotics, Sensors and Industry Management	
N.º 111 - 2 nd Quarter 2018	The Keys of Additive Manufacturing (3D Printing)	
N.º 112 - 3 rd Quarter 2018	Mechatronics	
N.º 113 - 4 th Quarter 2018	Drones and Robots, the old age high-tech	Machines and tools

"robótica" reserves the right to change those themes.

Important Dates

Editions	Deadline for the Material	Publishing Date	Events where the Magazine will be Distributed
N.º 110 - 1 st Quarter 2018	23 rd February	March	
N.º 111 - 2 nd Quarter 2018	06 th April	May	
N.º 112 - 3 rd Quarter 2018	15 th June	July	
N.º 113 - 4 th Quarter 2018	05 th October	November	EMAF

"robótica" reserves the right to change publishing dates according to strategic interest as Fairs and Conferences.



“renováveis magazine” is a technical-professional magazine, **quarterly**, with **5000** issues printed, aimed to professionals with responsibilities in the promotion, design, implementation and maintenance of renewable energy’s installations, both for large power plants once the microgeneration installations. It provides information about new equipment, materials and technological processes, training, business, as news as technical events with interest to the public to whom it is intended.

Team

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UTAD

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Sections

- » Editorial
- » Opinion
- » Quality Space
- » Risk of Renewables
- » APESF Space
- » APESE Space
- » CBE Space
- » APISOLAR Space
- » LNEG Space
- » COGEN Space
- » Voices of Market
- » News
- » Thematic File
- » Technical Visit
- » Technical Article
- » Research and Technologies
- » Academic World
- » Case-Study
- » Interview
- » Press Coverage

- » Advertorial Coverage
- » Technical-Commercial Information
- » Products and Technologies
- » Comparative Table (online edition)
- » Renewable Project
- » Barometer of Renewables
- » Bibliography
- » Events and Training Calendar
- » Links

Editorial Content

- » Photovoltaic Solar and Thermal Energy
- » Wind Energy
- » Water Energy
- » Tidal and Wave Energy
- » Biomass and Biofuel
- » Geothermal Energy and other emerging technologies
- » Legislation, normalisation, certification
- » Energy Efficiency

Coverage

- » Portugal
- » Brazil
- » Spain
- » Angola
- » Mozambique

Distribution

It is done by direct mail to subscribers and leading companies in the sector, and also, is distributed free at all trade fairs of interest to the sector.

- » **31%** Installers
- » **30%** Project Designers
- » **17%** Maintenance Professionals
- » **9%** Distributors
- » **7%** Final Consumer
- » **5%** Manufacturers
- » **1%** Others



Editions	Thematic File	Special	Comparative Table
N.º 33 - 1 st Quarter 2018	Biomass		
N.º 34 - 2 nd Quarter 2018	Photovoltaic in the Central Public Administration		
N.º 35 - 3 rd Quarter 2018	Biogas		
N.º 36 - 4 th Quarter 2018	Future of Wind Energy in Portugal		

"renováveis magazine" reserves the right to change those themes.

Important Dates

Editions	Deadline for the Material	Publishing Date	Events where the Magazine will be Distributed
N.º 33 - 1 st Quarter 2018	23 th March	April	TEKTONICA
N.º 34 - 2 nd Quarter 2018	08 th June	July	GENERA
N.º 35 - 3 rd Quarter 2018	07 th September	October	
N.º 36 - 4 th Quarter 2018	09 th November	December/January	

"renováveis magazine" reserves the right to change publishing dates according to strategic interest as Fairs and Conferences.



“Manutenção” is a technical-professional magazine, within the scope of industrial maintenance technologies. This **quarterly** magazine, with **3000** issues printed, is based on the constant update of all industrial maintenance sectors. The magazine features information on new maintenance products, equipment and technologies, news, case studies, a hygiene and safety section, a quality section, bibliography, among other topics.

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Sections

- » Editorial
- » Technical Article
- » Quality Space
- » Waste Management
- » Tribology Section
- » Electricity Course
- » APMI Information
- » AAMGA Information
- » News
- » Thematic File
- » Case-Study
- » Interview
- » Press Coverage
- » Technical-Commercial Information
- » Bibliography

- » Products and Technologies
- » Events and Training Calendar

Editorial Content

The development of Technological, Scientific and Organisational topics within the field of Maintenance in Industrial Spaces and others.

Coverage

- » Portugal
- » Brazil
- » Spain
- » Angola
- » Mozambique

Distribution

It is done by direct mail to subscribers and leading companies in the sector, and also, is distributed free at all trade fairs of interest to the sector.

- » **24%** Industrial Maintenance Technicians
- » **21%** Industry
- » **18%** Process Managers
- » **15%** APMI Members
- » **14%** Industrial Designers
- » **6%** Education
- » **2%** Other



Editions	Thematic File	Special
N.º 136 - 1 st Quarter 2018	Maintenance, the Competitiveness Pillar	
N.º 137 - 1 st Quarter 2018	Organization and Management of Dangerous Facilities Maintenance	Lubricants
N.º 138-139 - 3 rd and 4 th Quarter 2018	Prevention, Maintenance and Repair	

"Manutenção" reserves the right to change those themes.

Important Dates

Editions	Deadline for the Material	Publishing Date	Events where the Magazine will be Distributed
N.º 136 - 1 st Quarter 2018	02 nd March	April	
N.º 137 - 1 st Quarter 2018	01 nd June	July	
N.º 138-139 - 3 rd and 4 th Quarter 2018	28 th September	November	Jornadas de Manutenção EMAF

"Manutenção" reserves the right to change publishing dates according to strategic interest as Fairs and Conferences.



“ELEVARE” is a digital magazine, **quarterly**, with technical information about elevators and material handling equipment. These take, currently, a crucial role of individual and industrial welfare, and it was unthinkable that the features of our built and the organization of industrial processes might be maintained without this equipment. With its importance, in the last years, the sector has undergone major changes – technological, legal and regulatory – streamlined by the continuous need to answer to the growing concerns of society about social level, economic, safety and comfort. Thus, issues like accessibility, energy efficiency, safety against fire, new materials, among other, are fields where there is a development of solutions.

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Sections

- » Editorial
- » Opinion
- » Quality Space
- » ANIEER Column
- » Co-owners Column
- » Normalization
- » Legislation
- » Quality, Safety and Environment
- » News
- » Technical Article
- » Technical Note
- » Research and Development
- » Thematic File
- » Interview
- » Press Coverage
- » Advertorial Coverage

- » Case Study
- » Technical-Commercial Information
- » Figures
- » Lifts History
- » Products and Technologies
- » Bibliography
- » Events Calendar
- » Technical Service
- » Links

Editorial Content

- » Security devices
- » Variable frequency
- » Motors
- » Machines
- » Control systems for lifts
- » Frames command

- » Oil hydraulic
- » Pneumatics
- » Maintenance
- » Limiters of load
- » Electric and hydraulic lifts
- » Lubrificants
- » Load hoist
- » Pumping platforms
- » Handling of loads
- » Automated warehouses
- » Accessibility

**Editions****Thematic File****Special****Comparative Table**

N.º 11 - 1st Quarter 2018

N.º 12 - 2st Quarter 2018

N.º 13 - 3rd Quarter 2018

"ELEVARE" reserves the right to change those themes.



(same for all the magazines)

Specifications

Technical Article to Thematic File: 5000 to 12 000 characters with spaces*

Technical-Commercial Information: 4000 to 9000 characters with space*

Case-Study: 3500 to 5500 characters with space*

News / Products and Technologies: 900 to 1300 characters with spaces**

*The Article can contain up to 4 or 5 images, with at least 300 DPI (dots per inch). If those images do not have this resolution may not be published.

** Must be sent an image with a resolution of 300 DPI, at least. If the image doesn't have good quality, the magazine reserves the right to its non-publication.

Note

In 2012, the magazine adopt the New Agreement Spelling of the Portuguese Language, but can send us texts written with the Ancient Agreement, which will later be converted to the New Agreement Spelling. The author may choose to write and publish in the ancient agreement, informing the newsroom of its decision.



see spaces and prices »

Technical Specifications

All advertising material is entirely of the client's responsibility and should be sent in digital form. The placement of advertising is subject to the convenience of paging and location will be determined by the company, in accordance with its technical possibilities, excepting the advertisements that have been accepted under special positions.

Accepted files

- » Acrobat PDF da Adobe
- » Adobe Illustrator CS4 (EPS, AI)
- » Adobe Indesign CS4 (EPS, INDD)

- » Adobe Photoshop CS4 (TIFF, JPEG, PSD)
- » Macromedia Freehand MX (EPS, FH11)
- » Formatos de Compressão .ZIP e .RAR

File Type

- » Acrobat PDF from Adobe
- » Press Quality as Single-Page
- » Crop Marks
- » Bleed area of 3 mm

Notes

- » It must be considered a knockout area of 5 mm from the bleeding cut to inside - on top, bottom and outside margin of the page, where it shall not be included any text information or

important graphic data (only color or image) – for cutting and bending reasons;

- » The imagens must have 300 dpi, CMYK colour mode, flattened layer;
- » If the advertising is sent in the original file, it must be "embedded" with all the elements used (pictures with 300 dpi resolution, corporate logos, vectors). Type must be converted to outlines. The colour system ought to be in CMYK, with overprint on Black;
- » Bleed area must be 3 mm and crop, bleed and registration marks must be included;
- » Under the 28 Article, n.º 2 of the Press Law (n.º 2/99, January 13), all the advertising inserts must have the acronym PUB.



Space	OE		ROB		RM		MAN		ELE	
Cover	210 x 185 mm	2500 €	130 x 180 mm	2500 €	200 x 160 mm	2500 €	—	—	210 x 150 mm	650 €
Double Cover (fold-out)	413 x 297 mm	2030 €	413 x 297 mm	2030 €	413 x 297 mm	2030 €	413 x 297 mm	2030 €	—	—
Project Cover	210 x 218 mm	2100 €	—	—	—	—	—	—	—	—
Inside Cover	210 x 297 mm	1600 €	210 x 297 mm	1600 €	210 x 297 mm	1600 €	210 x 297 mm	1600 €	210 x 297 mm	500 €
Inside Project Cover	210 x 297 mm	1600 €	—	—	—	—	—	—	—	—
Back Cover	—	—	210 x 297 mm	1800 €	210 x 297 mm	1800 €	210 x 297 mm	1800 €	—	—
Full Page	210 x 297 mm	1150 €	210 x 297 mm	1150 €	210 x 297 mm	1150 €	210 x 297 mm	1150 €	210 x 297 mm	400 €
1/2 Page Horizontal	190 x 130 mm	685 €	190 x 130 mm	685 €	190 x 130 mm	685 €	190 x 130 mm	685 €	190 x 130 mm	250 €
1/2 Page Vertical	95 x 270 mm	685 €	95 x 270 mm	685 €	95 x 277 mm	685 €	95 x 270 mm	685 €	95 x 270 mm	250 €
1/4 Page Horizontal	190 x 90 mm	405 €	190 x 90 mm	405 €	190 x 95 mm	405 €	190 x 90 mm	405 €	190 x 90 mm	150 €
1/4 Page Vertical	95 x 130 mm	405 €	95 x 130 mm	405 €	95 x 135 mm	405 €	95 x 130 mm	405 €	95 x 130 mm	150 €
Insert	1 Page A4 (100 g) 1000 €; 2 Page A4 (200 g) 1850 €; Others on request								210 x 297 mm	000 €

Further advertising details

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