

BARCODE - RFID - VOICE

two thousand **9**

# **DATA** collection

[www.datacollection.eu](http://www.datacollection.eu) [www.datacollection.tv](http://www.datacollection.tv)



The Reference  
AutoID Magazine

*in France  
Italy  
Spain*

## media kit

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AUTOID - TRACEABILITY - MOBILITY

# The Magazine



DATACollection magazine is published in France, Italy and Spain. Each of the three local language editions is a reference for the **Automatic Identification (AIDC), Traceability and Mobility** markets. With editorial and marketing staffs based in each country of publication, DATACollection guarantees a mix of global, local and industry experience. The magazines offer consistency in the general editorial content but regional flavour in the articles aimed at the local reader base of end users and resellers.

The topics of **Bar code, RFID, Voice, Mobile and Wireless** computing are all covered in the monthly issues. Other subjects covered include special technology reviews in accordance with the editorial calendar. Examples of such reviews are reports on biometry, contact and contact-less smart cards as well as vision systems.

Equal attention is paid to applications regarding Supply Chain (production, logistics, retail/P.O.S.), and all aspects of Track and Trace. The editorial calendar calls as well for other application reviews, such as counterfeiting control, health and personal ID.

In addition the **DATACollection Yearbook** is published once a year. This the only publication in the world which catalogues all products and suppliers active in each territory. The circulation of the yearbook is more than 10.000 in each country/language.

**RFID Management** is published only in Spain, and is the ideal evolution of the previously existing RTM (Real Time Management) . It is published three times a year and mailed as supplement of DATACollection, to a selected list of 2000+. In addition, it is distributed in various events, bringing total initial circulation to around 3500.

## datacollection.eu

The portal **datacollection.eu** is available in French, Italian, Spanish and English. The English edition is targeted especially at a group of emerging countries, both in the Mediterranean Basin and Eastern Europe, both areas where the market size does not yet justify a local language edition. The e-magazines and their periodic newsletters have received during 2008 an average of 30.000 pages per month.



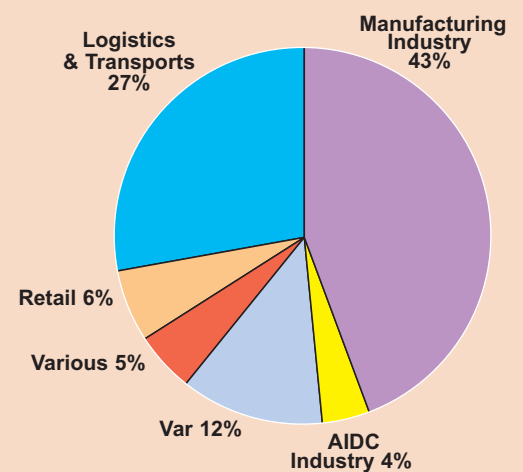
**www.datacollection.tv**

The new web site, started in fall 2007, underlines the dedication of DATACollection to the use of the web as a total complementary medium to the word, both on paper and electronic. Video case histories, like as well demos of new products, can receive from videos a quite superior effectiveness. Featured videos, can be supplied by customers, or realized by DATAcollection staff.



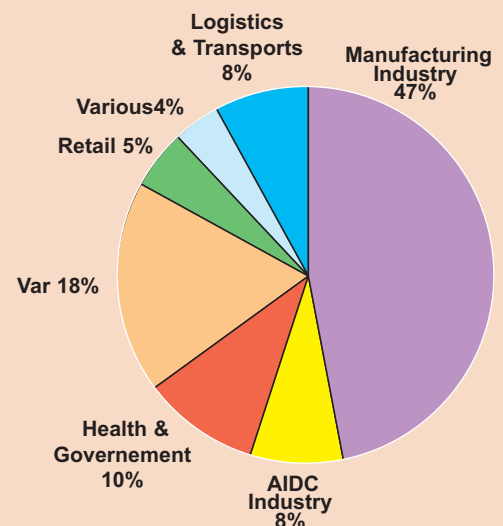
### FRENCH EDITION

Year of foundation: 2002  
Average circulation: 7.000 copies



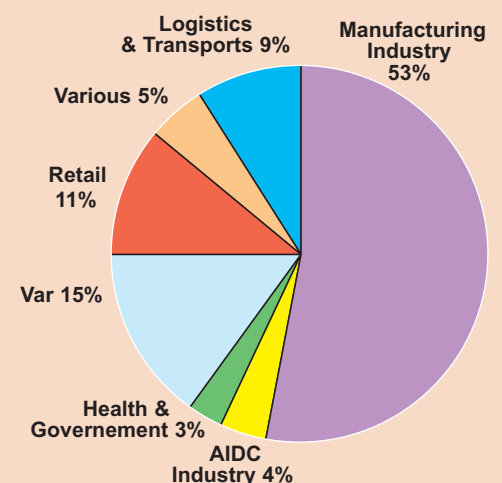
### ITALIAN EDITION

Year of foundation: 1995  
Average circulation: 6.000 copies



### SPANISH EDITION

Year of foundation: 1997  
Average circulation: 5.000 copies



# Editorial Calendar 2009

## DATACollection French edition

SUBJECT	PUBLICATION DATE	LAST DATE FOR RECEIPT		SPECIAL DISTRIBUTION
		EDITORIALS	ADVERTISEMENT	
Accomplishments 2008 And Outlook 2009 SITL Preview	feb, 25	jan, 30	feb, 16	Sitl - CeBIT
CeBIT Report - Voice.ID Preview	apr, 22	apr, 08	apr, 15	Voice.ID
Voice.ID Report	jun, 18	may, 27	jun, 08	
<b>DATACollection Yearbook 2009/2010</b>	<b>jul, 23</b>	/	<b>jul, 06</b>	<b>At all events from august 2009 to july 2010</b>
RFID And Geolocalization For Logistics	sep, 24	sep, 04	sep, 15	IP Convergence
Cartes, Traçabilité et RFID 2009 Previews	oct, 29	oct, 12	oct, 16	Cartes-Traçabilité-RFID 2009
DATACollection Applications Review 2009 Cartes 2009 Report	dec, 10	nov, 20	nov, 25	At all events of 2010

## DATACollection Italian edition

SUBJECT	PUBLICATION DATE	LAST DATE FOR RECEIPT		SPECIAL DISTRIBUTION
		EDITORIALS	ADVERTISEMENT	
Accomplishments 2008 And Outlook 2009	feb, 12	jan, 23	jan, 28	CeBIT - Planet Card
Print Apply - Trace.ID Preview	mar, 12	mar, 02	mar, 05	Trace.ID - Ipack-Ima
CeBIT And Trace.ID Reviews Euro ID		apr, 09	mar, 20	mar, 25
RFID And Geolocalization For Logistics	may, 14	apr, 24	apr, 30	Forum Logistica
RFID And Textile Industry	jun, 11	jun, 01	jun, 05	
<b>DATACollection Yearbook 2009/2010</b>	<b>jul, 09</b>	/	<b>jun, 28</b>	<b>At all events from aug 2009 to july 2010</b>
Voice.ID Preview	sep, 10	sep, 01	sep, 04	Voice.ID
Voce.ID Report	oct, 08	sept, 18	sept, 25	SMAU - Cibus Tec
Traceability In Health Industry	nov, 05	oct, 26	oct, 30	Cartes
DATACollection Applications Review 2009 - Cartes 2009 Report	dec, 04	nov, 16	nov, 25	At all events of 2010

## DATACollection Spanish edition

SUBJECT	PUBLICATION DATE	LAST DATE FOR RECEIPT		SPECIAL DISTRIBUTION
		EDITORIALS	ADVERTISEMENT	
Accomplishments 2008 And Outlook 2009	feb, 19	jan, 30	feb, 05	CeBIT - Exporetail
RFID Management	mar, 26	mar, 05	mar, 12	
Print Apply - CeBIT Review	apr, 16	mar, 25	apr, 06	Hispack
Auto ID In Logistics And Transportation	may, 22	may, 05	may, 15	SIL
RFID Management	jun, 25	jun, 11	jun, 18	
<b>DATACollection Yearbook 2009/2010</b>	<b>jul, 16</b>	/	<b>jul, 09</b>	<b>At all events from august 2009 to july 2010</b>
Voice.ID	sep, 17	jul, 28	sep, 10	Labelexpo
RFID And Geolocalization For Logistics	oct, 22	oct, 08	oct, 15	Logitrans
RFID Management	nov, 19	nov, 05	nov, 12	
DATACollection Applications Review 2009 Cartes 2009 Report	dec, 18	dec, 01	dec, 11	At all events of 2010