



**ELEKTRONIK
TIDNINGEN**

Media Kit 2017

MAGAZINE • NEWS SITE • NEWSLETTER • ETN DIRECT



WE LOVE ELECTRONICS 24/7/365!

Elektroniktidningen provides the Swedish electronics industry with qualified news, analyses and in-depth technical articles.

The Swedish electronics industry*:

- Close to 4 000 companies with electronics as their core business.
- 77 000 people whereof 17 000 at Ericsson.
- A yearly aggregated revenue of more than 60 billion dollars and a healthy profitability.

*Source: Grufman Reje, 2013

Our readers work at world leading companies including Ericsson (telecom), ABB (power and automation), Saab (defence), Volvo (trucks and cars), Scania (trucks), Autoliv (automotive safety), Bombardier (trains), Ctek (charging) and Mycronic (manufacturing).

There are also a number of younger companies with global ambitions. Spotify is probably the best known but there are other rising stars including Axis (surveillance cameras), Infinera (ex Transmode (telecom)), Tobii (eye tracking), Ctek and Silex (MEMS).

If you want to target engineers working as hardware and software designers, production engineers, test engineers, system developers, technical decision makers, purchasers and other professionals in the electronics industry, there's only one choice – Elektroniktidningen.

You get access to the Swedish electronics industry through our printed magazine, our web site, our daily newsletter and through our exclusive list rental.

Publication schedule 2017 – The Magazine

No	Publication	Material	Special Feature
1	30 January	9 January	Optoelectronics & LED
2	20 February	30 January	Communication
3	20 March	27 February	Embedded Systems, SW
4	18 April	27 March	Automotive
5	22 May	2 May	Sensors & IoT
6	19 June	29 May	Consulting, Education & Distribution
7-8	28 August	1 August	Test & Measurement
9	25 September	28 August	Embedded Systems, HW
10	23 October	25 September	Power Management & Energy
11	20 November	30 October	Industry 4.0 & Construction
12	18 December	20 November	Robotics

Contributed Articles

Each issue of Elektroniktidningen contains two or three contributed articles, written by technology experts in the industry or the academia.

Please contact editor Anna Wennberg, anna@etn.se for more information.

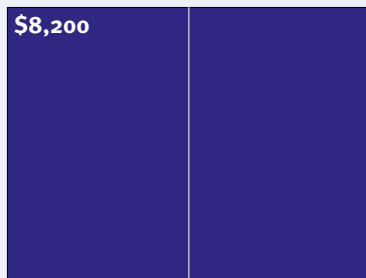


Welcome to Elektroniktidningen!

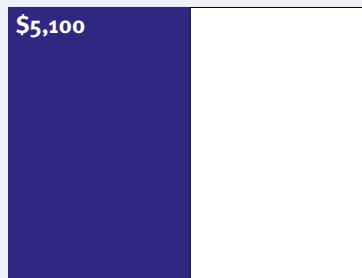
Anne-Charlotte Sparrvik,
Sales & Advertising

The Magazine

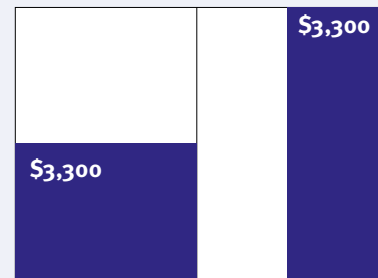
Circulation: 13,500 copies (excluding eMagazine)



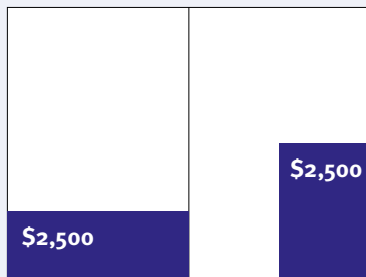
Double Page Spread \$8,200
 Fixed Position \$9,400
 Size 384 × 265 mm
 Bleed 420 × 297 mm + 3 mm
 (426 × 303 mm)



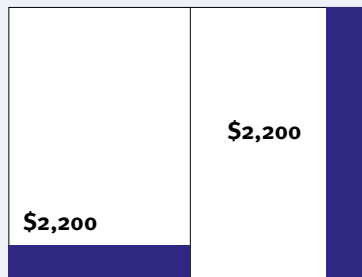
1/1-page \$5,100
 Fixed Position \$5,900
 Size 182 × 265 mm
 Bleed 210 × 297 mm + 3 mm
 (216 × 303 mm)



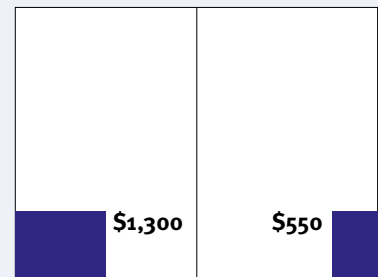
1/2-page \$3,300
 Size Horizontal 182 × 130 mm
 Bleed 210 × 148 mm + 3 mm
 (216 × 151 mm)
 Size Vertical 89 × 265 mm
 Bleed 105 × 297 + 3 mm
 (108 × 303 mm)



1/4-page \$2,500
 Size Horizontal 182 × 66 mm
 Size Vertical 89 × 130 mm



Stripe \$2,200
 Size Horizontal 182 × 30 mm
 Size Vertical 42,5 × 265 mm



Classified Ad 2-columns \$1,300
 Size 89 × 66 mm
Classified Ad 1-column \$550
 Size 42,5 × 66 mm

Inserts: Use The Magazine as a Channel for Distribution!

An insert in Elektroniktidningen is a simple and cost-effective way to reach your target group without significant interference from other advertisers.

Please contact our sales staff for further information on how you could use inserts for your marketing, Anne-Charlotte Sparrvik, +46 (0)734-17 10 99.

Loose insert: Max: 200 × 292 mm

Bound insert: Max: Same format as the magazine, i.e. A4 210 × 297 mm.

Delivery address for inserts:

Sörmlands Printing Solutions
 Att: Anci Björkhage
 Högmossenvägen 7
 SE-641 39 Katrineholm, SWEDEN

Specification:

High resolution PDF 300 dpi, CMYK colours,
 with all fonts embedded in the PDF.
 Digital material can be sent to:
 annonser@etn.se

News site – Sectioning and Rates

Elektroniktidningen's news site etn.se has on average 6 500 unique visitors per week, generating some 15 000 page views. (Source: Google Analytics)

Your Banner is unique! Each ad space is exclusive, no rotation with other advertisers.

FULL BANNER

Size: 468 × 60 pixels.
Rate: \$850/week.



Size: 468 × 240 pixels.
Rate: \$750/week.

SQUARE



Size: 300 × 250 pixels.
Rate: \$750/week.

SECTIONS

The news site is sectioned into several application areas. Our ambition is that the readers should be able to get an overview of news and stories specific to their spheres of interest. Advertisers can benefit by placing their message in an editorial context with the proper focus.

Sections on the News site:

- Internet of Things
- Embedded
- Power
- Energy
- Distribution
- Automotive
- Communication
- Medical Electronics
- Components
- Manufacturing
- Test & Measurement

SKYSCRAPER



Size: 140 × 490 pixels.
Rate: \$650/week.

BUTTON



Size: 140 × 70 pixels.
Rate: \$365/week.

Digital solutions for your needs

– please contact Anne-Charlotte Sparrvik,
ac@etn.se alt 0734-17 10 99 for more info

- Native advertising – You can get maximum visibility for your product or technology through native advertising. The article(s) will be produced and translated into Swedish in cooperation with ETN.
- Partner sites.
- Special formats.

DIGITAL MATERIAL – The News site

Digital ad material address: annonser@etn.se
Formats: gif, png, jpeg or html5. Max 100 kB.
Flash not accepted.

Newsletter – Formats and Rates

Elektroniktidningen's daily newsletter has some 8 000 subscribers.

Your Banner is unique! Each ad space is exclusive, no rotation with other advertisers.

FULL BANNER

Size: 468 × 60 pixels. Above top news item.

Rate: \$120/day.

MIDDLE BANNER

Size: 468 × 60 pixels. Below third news item.

Rate: \$110/day.

LOWER BOX

Size: 468 × 240 pixels. Below last news item.

Rate: \$100/day.

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Size: 140 × 490 pixels.

Rate: \$110/day.

BUTTON

Size: 140 × 70 pixels.

Rate: \$70/day.

DIGITAL MATERIAL – Newsletter

Digital ad material address: annonser@etn.se

Formats: gif, png, jpeg or html5. Max 100 kB.

Flash not accepted.



ETN Direct – The only Swedish address source focussed on electronic designers

Listmailing – eDM or pDM.

Elektroniktidningen is the first Swedish publisher able to offer a specialized data base with electronic designers and other interesting target groups within the Swedish electronics industry.

Elektroniktidningen will be the sender.

Selection: Elektroniktidningens subscribers.

Open rate: Approx 25%.

For you to have a good impact on your mailing, we have limited the number to two per month.

Material: html-file. Use simple html – no references to CSS files, JavaScript or Flash files. Styling can be done with inline CSS. The simpler the better.

Important to deliver the desired subject line and e-mail addresses for people who want proof before mailing.

Material sent to: annonser@etn.se

Material deadline: 5 working days prior to mailing.

For more information and prices: Anne-Charlotte Sparrvik, +46 (0)734-17 10 99 alt ac@etn.se

Contact Information

Publisher

Elektroniktidningen Sverige AB
VAT No: SE556669-0193

Elektroniktidningen
Folkungagatan 122, 4th floor
SE-116 30 Stockholm, SWEDEN

Advertising



Anne-Charlotte Sparrvik
säljer annonser.
ac@etn.se
0734-17 10 99



Joakim Flink
Annonsproduktion/
Layout
jocke.flink@typa.se
070-557 52 28

Printing

Sörmlands Printing Solutions
SE-641 82 Katrineholm, SWEDEN
Phone: +46 (0)150-750 00

SALES REPRESENTATIVES:

USA/Canada:

Huson International Media
Att: Ralph Lockwood, President
1999 S. Bascom Avenue, Suite 1000
CA 95008, Campbell
USA KT16 9AP
Phone: +1-408-4796666
Email: ralph.lockwood@husonmedia.com

Japan:

Pacific Business Inc
Matsuda Bldg., 2-4-6 Nihonbashi Kayaba-cho
Chuo-ku Tokyo 103-0025, JAPAN
Phone: +81-3-3661-6138

Editors



Anna Wennberg
anna@etn.se
0734-17 13 11



Jan Tångring
jan@etn.se
0734-17 13 09



Per Henricsson
per@etn.se
0734-17 13 03