



# Media Kit 2019

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 2019 – The Magazine

No	Publication	Material	Special Feature
1	21 January	7 January	Communication
2	18 February	28 January	Industry & Digitalization
3	18 March	25 February	Automotive
4	23 April	2 April	IoT & Sensors
5	27 May	6 May	Opto, LED & Displays
6	24 June	3 June	Distribution
7-8	26 August	5 August	Test & Measurement
9	23 September	2 September	Power & Energy
10	21 October	30 September	Embedded Systems, Consulting & Education
11	18 November	28 October	EMS, Production, Assembly & Packaging
12	16 December	18 November	Medtech & Health

### 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](mailto:anna@etn.se) for more information.

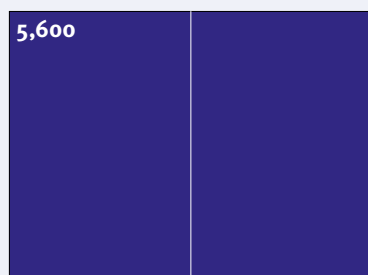


## Welcome to Elektroniktidningen!

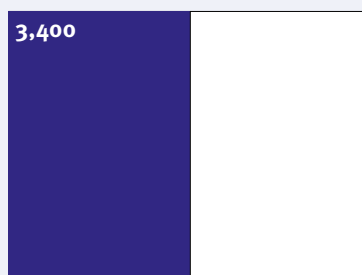
Anne-Charlotte Sparrvik,  
Sales & marketing

# The Magazine

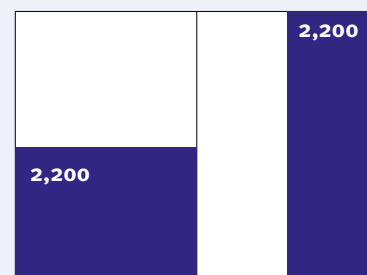
**Circulation:** 13,500 copies (excluding eMagazine)



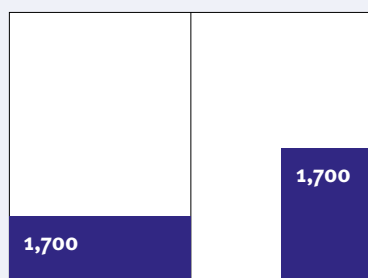
**Double Page Spread** EUR 5,600  
 Fixed Position EUR 7,300  
 Size 384 × 265 mm  
 Bleed 420 × 297 mm + 3 mm  
 (426 × 303 mm)



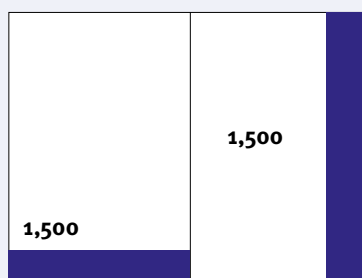
**1/1-page** EUR 3,400  
 Fixed Position EUR 4,000  
 Size 182 × 265 mm  
 Bleed 210 × 297 mm + 3 mm  
 (216 × 303 mm)



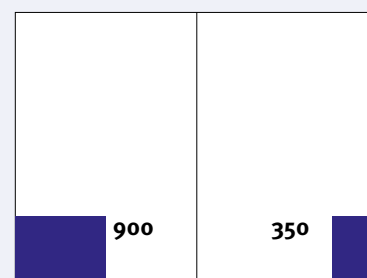
**1/2-page** EUR 2,200  
 Size Horizontal 182 × 130 mm  
 Bleed 210 × 148 mm + 3 mm  
 (216 × 151 mm)  
 Size Vertical 89 × 265 mm  
 Bleed 105 × 297 + 3 mm  
 (108 × 303 mm)



**1/4-page** EUR 1,700  
 Size Horizontal 182 × 66 mm  
 Size Vertical 89 × 130 mm



**Stripe** EUR 1,500  
 Size Horizontal 182 × 30 mm  
 Size Vertical 42,5 × 265 mm



**Classified Ad 2-columns** EUR 900  
 Size 89 × 66 mm  
**Classified Ad 1-column** EUR 350  
 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 × 287 mm

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

### Delivery address for inserts:

Sörmlands Printing Solutions  
 Att: Diddi Angelo Mikai  
 Högmossenvägen 7  
 SE-641 82 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

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:** EUR 670/week.

### MIDDLE BANNER

**Size:** 468 × 120 pixels.  
**Rate:** EUR 590/week.

### BOX

**Size:** 468 × 240 pixels.  
**Rate:** EUR 590/week.

### SQUARE

**Size:** 300 × 300 pixels.  
**Rate:** EUR 590/week.

### SKYSCRAPER

**Size:** 140 × 490 pixels.  
**Rate:** EUR 470/week.

### BUTTON

**Size:** 140 × 70 pixels.  
**Pris:** EUR 265/week.

**Digital solutions for your needs**  
– please contact Anne-Charlotte Sparrvik,  
[ac@etn.se](mailto: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.
- Videos & live broadcasts.

#### DIGITAL MATERIAL – The News site

Digital ad material address: [annonser@etn.se](mailto:annonser@etn.se)

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

Flash not accepted.

#### 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.

## Newsletter

Elektroniktidningen's daily newsletter has some 9 000 subscribers.

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

### FULL BANNER

**Size:** 468 × 60 pixels.

**Rate:** EUR 465/week.

### MIDDLE BANNER

**Size:** 468 × 120 pixels.

**Rate:** EUR 425/week.

### LOWER BOX

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

**Rate:** EUR 400/week.

### DIGITAL MATERIAL – Newsletter

Digital ad material address: [annonser@etn.se](mailto:annonser@etn.se)

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

Flash not accepted.



## ETN Direct

The only Swedish address source for electronic designers

### Listmailing – eDM or pDM.

Elektroniktidningen is the only 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.

No opt-out, ETN will add a text about unsubscribe.

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, 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**  
Sales & marketing  
ac@etn.se  
0734-17 10 99



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

### 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

### 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