



Media Kit 2011

MAGAZINE • E-MAGAZINE • ON-LINE • NEWSLETTER • ETN DIRECT



We love electronics!

Magazine, e-magazine, on-line news, e-mail newsletter. And thousands of addresses to electronic designers in Sweden.

Elektroniktidningen's business concept is to provide Swedish design engineers and other professionals within the Swedish electronics industry with qualified news, sharp analysis and in-depth technical articles. The editorial focus is primarily on six topics: **components, design, production, test & measurement, power and embedded systems**, mainly within Sweden's industrial strengths: **telecom, automotive, industry, medical technology, energy and defence.**

Publisher Elektroniktidningen Sverige AB produces a monthly magazine, a perpetually updated web site and a daily newsletter. This mix fulfils several information requirements. The magazine contains feature journalism, interviews, analyses and contributed technology articles. Every issue is dedicated to a special feature or theme, where a certain technology or application area is covered in detail. The magazine is also available online as an e-magazine.

Through the online news and our daily newsletter we reach the readers fast, with the latest news about business, people, products and technology.

As a further service, we can offer the highest quality address register on the market, for list rentals and direct mail campaigns. This data base is called ETN Direct, and is available since most of our subscribers have chosen not to pay for the magazine in hard currency, opting instead for supplying information about themselves and allowing direct marketing.

Elektroniktidningen has been quite successful on the market since the 2005 relaunch in the new formats, and is today the leading electronics publisher in Sweden. We can thus proudly offer the most efficient marketing channels for those advertisers who share our target groups. Don't hesitate to get in touch to learn more about how these channels can benefit your business too. Welcome to Elektroniktidningen!

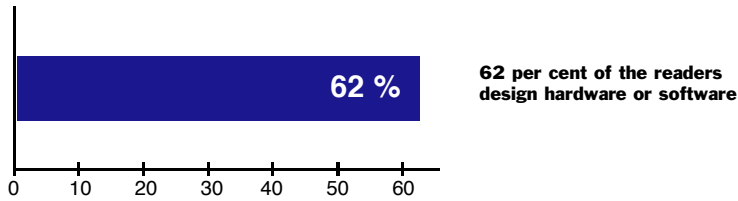


A handwritten signature in blue ink, appearing to read 'Fredrik Söderberg'. The signature is fluid and cursive, with a long, sweeping underline.

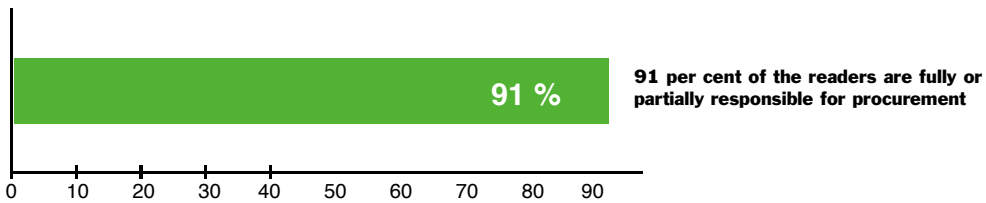
Fredrik Söderberg, vp of sales and marketing

Magazine Readership Profile

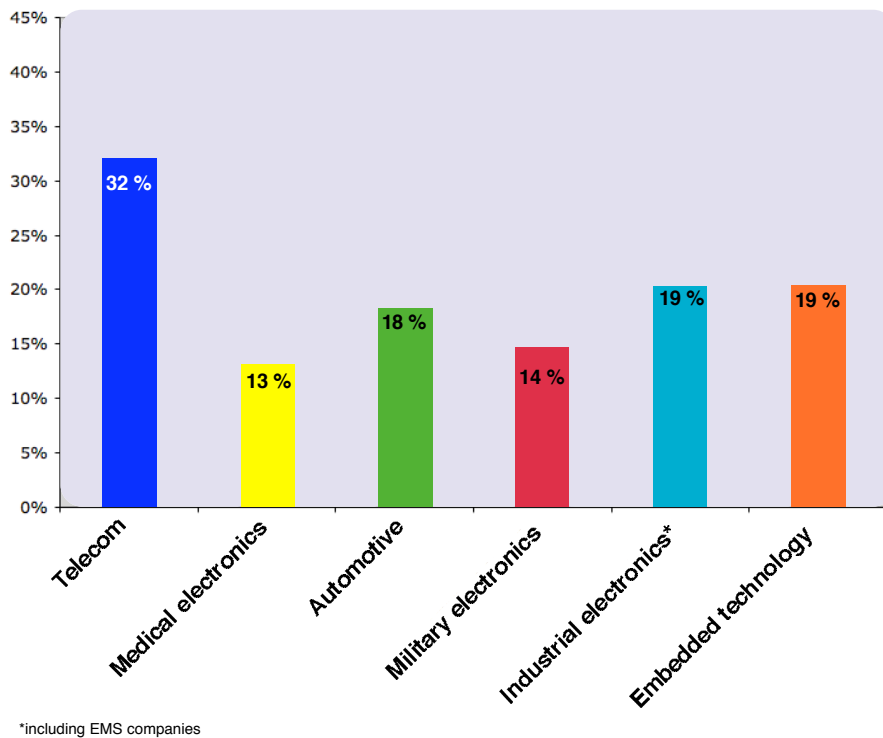
Probably the best reach among Swedish design engineers



Elektroniktidningen is read by decision makers. For real!!



Great coverage where your customers do business



Publication schedule and advertising rates (Euro)

DIGITAL MATERIAL

Digital material can be sent by email to: annonser@etn.se.

The material should be high resolution PDF or EPS, 300 dpi, CMYK colours, with all fonts embedded in the PDF file. If you have any questions, please contact art director Joakim Flink, jocke.flink@tpa.se.

Circulation 13 600 copies (TS 2009)

Frequency Monthly, 11 issues/year

INSERTS

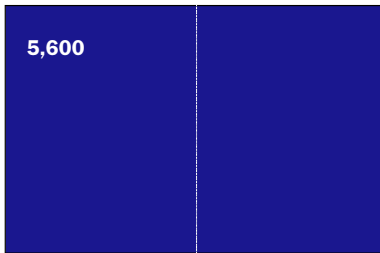
Inserts are simple and cost efficient for reaching your target audience without competition from other advertisers.

Insert Rates 2011:

Up to 8 pages	3,700
12 pages	4,600
16 pages	5,500
Over 16 pages	6,200

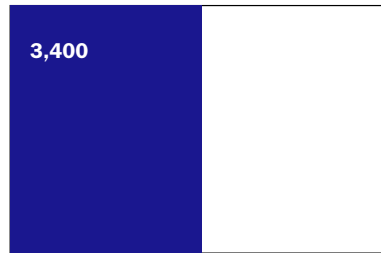
PUBLICATION SCHEDULE 2011

No	Publ	Mtrl	Special Feature
1	31 Jan	10 Jan	Cables & Connectors
2	28 Feb	07 Feb	Telecom
3	28 Mar	07 Mar	Embedded Systems
4	26 Apr	04 Apr	Power Supply & Power Management
5	23 May	02 May	FPGA & EDA
6	20 Jun	30 May	Distribution
S U M M E R			
7-8	29 Aug	08 Aug	Test & Measurement
9	26 Sep	05 Sep	Opto Technology
10	24 Oct	03 Oct	Automotive Electronics
11	28 Nov	07 Nov	Manufacturing
12	19 Dec	28 Nov	Medical Electronics



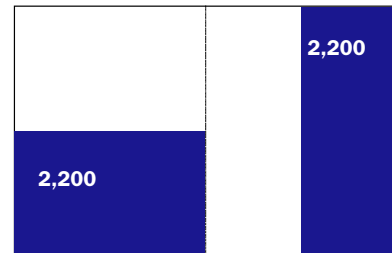
Double Page Spread

4-color	5,600
B/W	4,400
Fixed position	7,300
Size	384 x 265 mm
Bleed	420 x 297 mm + 3 mm (426 x 303 mm)



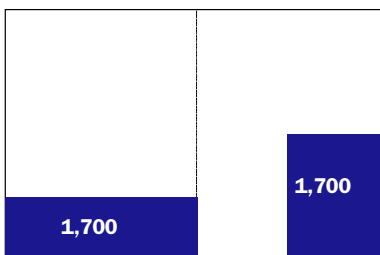
1/1-page

4-color	3,400
B/W	2,700
Fixed Position	4,000
Size	182 x 265 mm
Bleed	210 x 297 mm + 3 mm (216 x 303 mm)



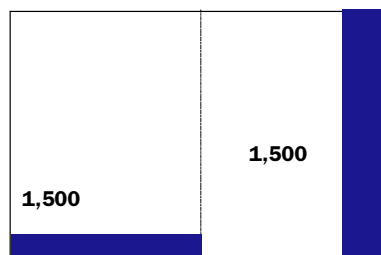
1/2-page

4-color	2,200
B/W	1,750
Size Horizontal	182 x 130 mm
Bleed	210 x 148 mm + 3 mm (216 x 151 mm)
Size Vertical	89 x 265 mm
Bleed	105 x 297 + 3 mm (108 x 303 mm)



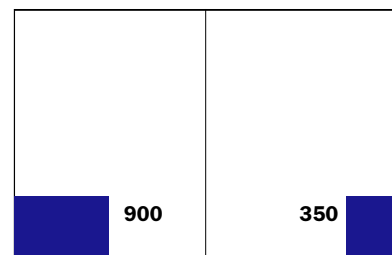
1/4-page

4-color	1,700
B/W	1,300
Size Horizontal	182 x 66 mm
Size Vertical	89 x 130 mm



Stripe

4-color	1,500
B/W	1,200
Size Horizontal	182 x 30 mm
Size Vertical	42,5 x 265 mm



Classified Ad 2-columns

4-color	900
B/W	700
Size	89 x 66 mm

Classified Ad 1-column

4-color	350
B/W	300
Size	42,5 x 66 mm

Always Updated Online

At etn.se, readers can always find the latest news about electronics business, people, products or technology. The web site is usually updated 7-10 times per day.

Many readers use the online service as a natural part of their industrial coverage. Some use it as starting page for their browser, other utilize the RSS service. About 5 000* readers have also chosen to subscribe to our daily newsletter, where the hottest news of the day is pushed out by email.

The on-line service has been extremely successful. Since the launch in the new format in August 2005, the number of unique visitors has grown dramatically, from 5 500 per month to at least the same number per week. Since October 2009 the number of visitors is audited by the independent auditor TS (Tidningsstatistik AB), as a further sign of quality.

On-line advertising differs in many ways from traditional printed advertising. It is easy to interact with the target group since the readers can simply click to reach the advertisers' home page. It is also possible to use moving ads to increase the attraction.

The Internet is a fast medium, useful for fast business. It is an excellent arena for advertising specific events, recruitment ads, new products or other events with limited timing scopes. Branding and imaging take somewhat more time, which makes those kind of advertisements more suitable for printed publications.

Elektroniktidningen's on-line news is sectionalized in application areas. Specifics about the sectioning and on-line advertising can be found on the next page.

The sections give the readers faster access to news and articles specific to his/her particular sphere of interest. As an additional advantage for advertisers, the messages are exposed in a suitable and focussed editorial environment.

**Approximate number of subscribers 2H 2010.*

etn.se

On-line Sectioning and Advertising Rates

DIGITAL MATERIAL

Digital ad material address: annonser@etn.se.

Formats: gif, tiff or jpeg. Max 100 kb. Flash ads are accepted but not recommended.

Statistics: On-line: Average 5 500 unique visitors per week (Source: TS).

Daily Newsletter: 5 000 subscribers

SECTIONS

- Home page
- Analog
- Automotive
- Car repair and Jobs
- Communication
- Design
- Digital
- Distribution
- Embedded Systems
- Energy
- FPGA & Asic
- Innovation
- Manufacturing
- Medical electronics
- Opinion, Editorials
- Opto Technology
- Passives, connectors
- Power
- Test & Measurement

On-line Advertising Rates 2011 (Euro)

Format	Size (pixels)	Home Page Rate/week	Section, Rate/week	Additional section, Rate/week	Position
Leaderboard banner	468 x 60	670	590	150	One per section, top
Section banner	468 x 60	-	350	85	One per section, not on home page
Box	468 x 240	590	-	-	Home page only, central position
Billboard	140 x 350	470	350	85	One per section, inner right column
Button	140 x 70	265	200	50	Five per section, inner right column
Skyscraper	140 x 490	470	350	85	One per section, outer right column

Rates Newsletter 2011 (Euro)

Format	Size (pixels)	Rate/day	Position
Top banner	468 x 60	95	Above top news item
Middle banner	468 x 60	85	Below third news item
Lower box	468 x 240	80	Below last news item
Billboard	140 x 350	80	Right hand column
Button	140 x 70	55	Right hand column
Skyscraper	140 x 490	85	Right hand column

OTHER FORMATS AVAILABLE

For special sizes and solutions please contact the nearest sales representative, see page 8.

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

In a value-adding effort, all subscribers are offered two alternative payment schemes. The traditional way, by paying the cost of 916 SEK (95 Euro) per year. Or by letting someone else pay for the publication.

It's not as strange as it sounds. The subscriber fills out a form with information about him-/herself (job title, procurement responsibility, job function, job sector, company size). By doing this the subscriber also allows his/her contact details to be included in list rentals, giving Elektroniktidningen the right to rent the address to companies attracted to a particular target group. These addresses are compiled to the data base ETN Direct.

Through this select, influential target group, where the individuals have accepted to receive information from your company, there is a golden opportunity for your message to reach out through the buzz, without interference from other advertisers. Mailings can be done by email or post. This type of addressed direct mail gives, by experience, a stronger response than more general versions.

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.

Postal mailings, full data base	0,60 Euro/address + postage fee
E-mail, full data base	1 Euro/address
Selection fee	380 Euro

In order to keep the mailings on an acceptable level for the subscribers, the offer is limited to one per month, no more than 10 times per year for email and postal mailings respectively. In total thus 20 mailings per year.



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