



Media Kit 2012

MAGAZINE • NEWS SITE • NEWSLETTER • CAREER FORUM • ETN DIRECT



We love electronics 24/7/365!

More than a magazine

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

Publisher Elektroniktidningen Sverige AB produces a monthly magazine, a perpetually updated news site, a daily newsletter and a specific career forum. 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 on-line as an e-magazine.

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

In our career section, elektronikjobben.se, corporations can find their next employees while design engineers – and engineers in general – have a good opportunity to find their next job.

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

Elektroniktidningen has been quite successful on the market since the re-launch in 2005 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.

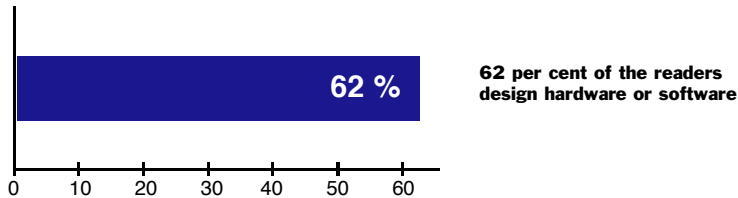
Welcome to Elektroniktidningen!



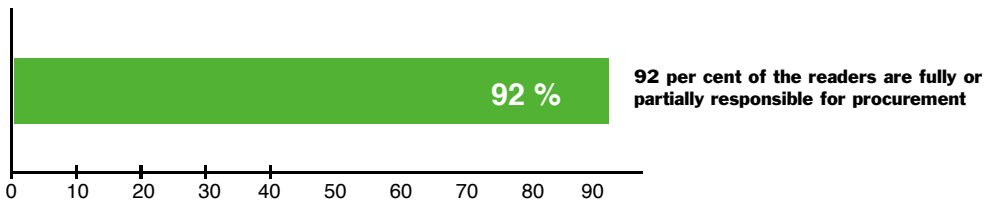
Fredrik Söderberg, vp of sales and marketing

Magazine Readership Profile

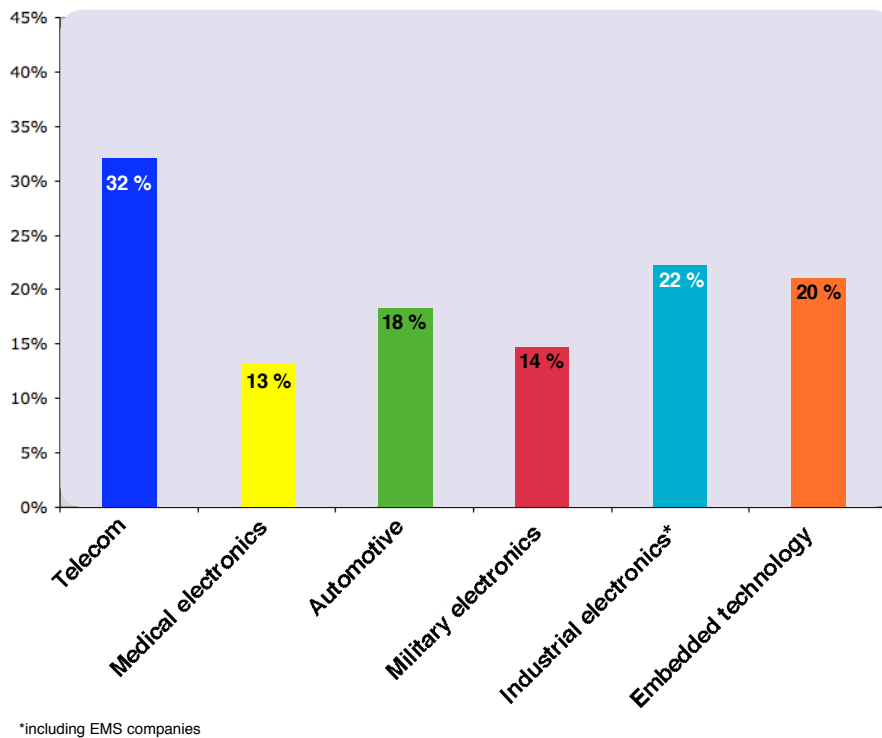
Probably the best reach among Swedish design engineers



Elektroniktidningen is read by decision makers. For real!!



Great coverage where your customers do business



Publication schedule and advertising rates (Euro)

PUBLICATION SCHEDULE 2012

No	Publ	Mtrl	Special Feature
1	30 Jan	09 Jan	FPGA & EDA
2	27 Feb	06 Feb	Consultants
3	26 Mar	05 Mar	Telecom
4	17 Apr	26 Mar	Embedded Systems
5	21 May	02 May	Opto Technology
6	18 Jun	28 May	Distribution
S U M M E R			
7-8	27 Aug	06 Aug	Sensors, Test & Measurement
9	24 Sep	03 Sep	Medical Electronics
10	22 Oct	01 Oct	Power
11	19 Nov	29 Oct	Automotive Electronics
12	17 Dec	26 Nov	Manufacturing

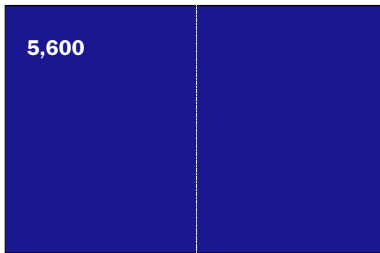
DIGITAL MATERIAL

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

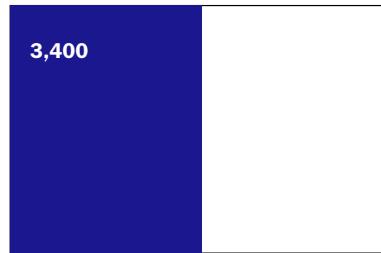
The material should be high resolution PDF or EPS, 300 dpi, CMYK colours, with all fonts embedded in the PDF file. If you have any questions, please contact art director Joakim Flink, jocke.flink@typa.se.

Circulation 13 700 copies (TS 2010)

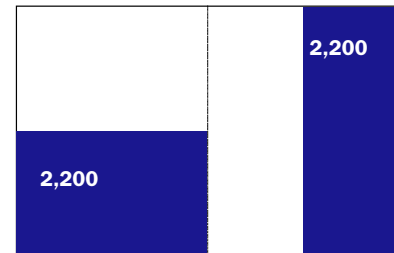
Frequency Monthly, 11 issues/year



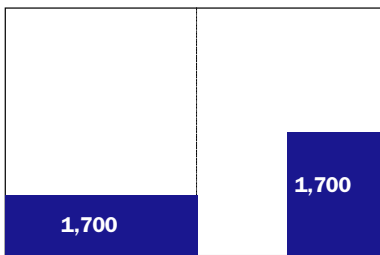
Double Page Spread EUR 5,600
 Fixed Position EUR 7,300
 Size 384 x 265 mm
 Bleed 420 x 297 mm + 3 mm
 (426 x 303 mm)



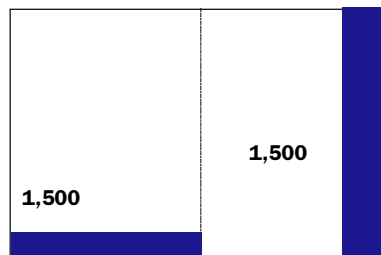
1/1-page EUR 3,400
 Fixed Position EUR 4,000
 Size 182 x 265 mm
 Bleed 210 x 297 mm + 3 mm
 (216 x 303 mm)



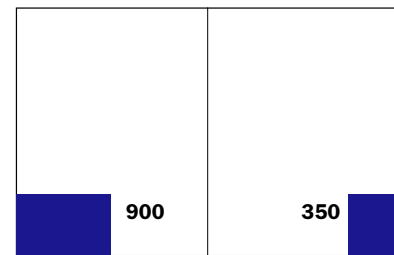
1/2-page EUR 2,200
 Size Horizontal 182 x 130 mm
 Bleed 210 x 148 mm + 3 mm
 (216 x 151 mm)
 Size Vertical 89 x 265 mm
 Bleed 105 x 297 + 3 mm
 (108 x 303 mm)



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



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



Classified Ad 2-columns EUR 900
 Size 89 x 66 mm

Classified Ad 1-column EUR 350
 Size 42,5 x 66 mm

INSERTS

An insert in Elektroniktidningen is a simple and cost-effective way to reach your target group without significant interference from other advertisers. There are many possibilities with insert advertising, both in terms of creative solutions as well as segmentation in the distribution phase. Please contact our sales staff for further information on how you could use inserts for your marketing.

Insert Rates 2012:

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

There are several other advertising possibilities on our news site. Contact our sales staff for further information and proposal.
+46-8-644 51 20.

On-line Sectioning and Rates (Euro)

Elektroniktidningen's news site has on average 5 500 unique visitors per week, generating some 13 300 page views. (Source: TS).

Leaderboard banner

Size: 468 x 60 pixels. Top position on each section.

Rate: EUR 670 / week (home page),

EUR 590 / week (section), EUR 150 / week (additional section)

Box

Size: 468 x 240 pixels. On home page only.

Rate: EUR 590 / week

Section banner

Size: 468 x 60 pixels. One per section, not available on the home page.

Rate: EUR 350 / week (section), EUR 85 / week (additional section)

Skyscraper

Size: 140 x 490 pixels. Placed in right-hand column

Rate: EUR 470 / week (home page), EUR 350 / week (section), EUR 100 / week (additional section)

Billboard

Size: 140 x 350 pixels. Placed in right-hand column

Rate: EUR 410 / week (home page),

EUR 290 / week (section), EUR 60 / week (additional section)

Button

Size: 140 x 70 pixels. Placed in right-hand column

Rate: EUR 265 / week (home page),

EUR 200 / week (section), EUR 50 / week (additional section)

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

Analog	FPGA, Asic & EDA
Automotive	Manufacturing
Communication	Medical Electronics
Digital	Opto Technology
Distribution	Passives, connectors
Embedded Systems	Power
Energy	Test & Measurement

DIGITAL MATERIAL

Digital ad material address: annonser@etn.se.

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

Newsletter – formats and rates (Euro)

Elektroniktidningen's daily newsletter has some 5 500 subscribers.

Top banner

Size: 468 x 60 pixels. Above top news item.
Rate: EUR 95 / day

Middle banner

Size: 468 x 60 pixels. Below third news item.
Rate: EUR 85 / day

Lower box

Size: 468 x 240 pixels. Below last news item.
Rate: EUR 80 / day

Skyscraper

Size: 140 x 490 pixels. In right-hand column.
Rate: EUR 85 / day

Billboard

Size: 140 x 350 pixels.
In right-hand column.
Rate: EUR 80 / day

Button

Size: 140 x 70 pixels.
In right-hand column.
Rate: EUR 55/ day

ELEKTRONIK TIDNINGEN
NYHETSBRREV 2011-10-04

Speed. Ease

Sony Ericssons framtid: Android och "Sony"
Sony Ericsson har ingen teckenplan för Android. Och varumärket har satts på för försök i "Sony". Det i beaktning företaget vid Bert Håkberg som uppträffas i samband med artikkel föregående år. [Läs mer](#)

Svensk Linux på FPGA-plattform
Linux på FPGA – det är ett nytt erbjudande från Xelma, en franska elektronikkonstruktör som erbjuder detta medel för att bygga på FPGA. [Läs mer](#)

Multiplexerade mikro vågsnät sparar spektrum
Mikro vågsnät som står för mobilens nätverks – baserat – kan bli dimensionen 40 procent mer effektiv, med mindre kost på spektrum som 100, om punkt-til-punkt för att dela med sig av samma multiplexerade nätverksstruktur. Det tillverkar brittiska Cambridge Broadband Networks, med hjälp från finska konsulterna. [Läs mer](#)

InstrumentCenter

Lagrar ljus med mikro fjädring
Amerikanska forskare har visat hur optisk information kan lagras som mekanisk spänning i mikroskopiska fjäder i kuller. Med tekniken kan ljuset även ändra [Läs mer](#)

Mouser börjar sprida Panasonic halvledare
Kärl agerade butiken Mouser har skrivit ett distributörssamtal med halvledarkuppen i som Panasonic Industrial. Därmed hoppas japanska Panasonic bli en större global spedition på sina halvledare och andra halvledare. [Läs mer](#)

Cypress® TrueTouch®
Geni styrt för pekkänsligt
• 10 V i för bästa upplösning och känslighet
• Display Area™ som ökar displayens
• 400 Hz uppdatering

Den senaste och bästa teknologin
HOS DIG IMORGEN
elementa.se

Framtidens uppkopplade fordon
Konferens 25-28 oktober
i Örebro

Elektronikjobben

– connecting people ... and jobs

Is your company searching for new recruits? Elektroniktidningen, exclusively, offers a career forum focused on the Swedish electronic industry. It's really easy too. The only thing you need to do is to fill in our online template and your ad will be published in our searchable data base. We would of course be happy to assist you if necessary – just contact our sales staff at +46-8-644 51 20.

The rate for an advertisement is EUR 400. Your ad will then be visible as long as your assignment is open (maximum 30 days). Would you like even more impact? For a small additional fee you could classify your position as number 1 or 2 for a week when searches are being made. The top position rate is EUR 100 / week and the 2nd position rate is EUR 80 / week.

Simple formats, low rates

We need specialists

Hardware Designer / PCB

A short text describing the job and the preferred profile of the applicant... (cont.)

Date of publishing

LOGOTYPE

FPGA-designer

Hardware Designer / FAE

A short text describing the job and the preferred profile of the applicant... (cont.)

Date of publishing

LOGOTYPE

Embedded control

Software Designer / Industrial

A short text describing the job and the preferred profile of the applicant... (cont.)

Date of publishing

LOGOTYPE

An advertisement on Elektronikjobben.se equals 400 Euro. Your ad will be shown until the last assignment date although maximum 30 days.

For 100 Euro extra will display your ad on the top position when searches are being made. 80 Euro will place it as number two.

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	\$0,75 /address + postage fee
E-mail, full data base	\$1,50 /address
Selection fee	\$500

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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