



# 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.

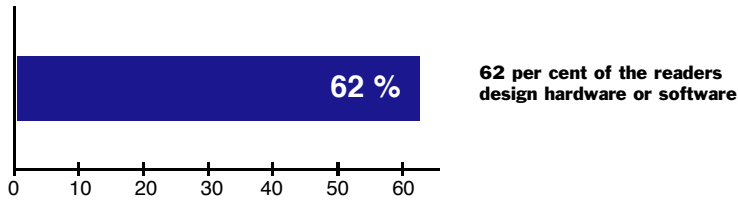
Welcome to Elektroniktidningen!



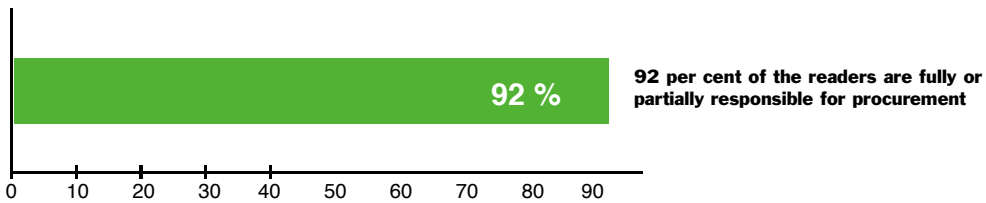
*Fredrik Söderberg, vp of sales and marketing*

# Magazine Readership Profile

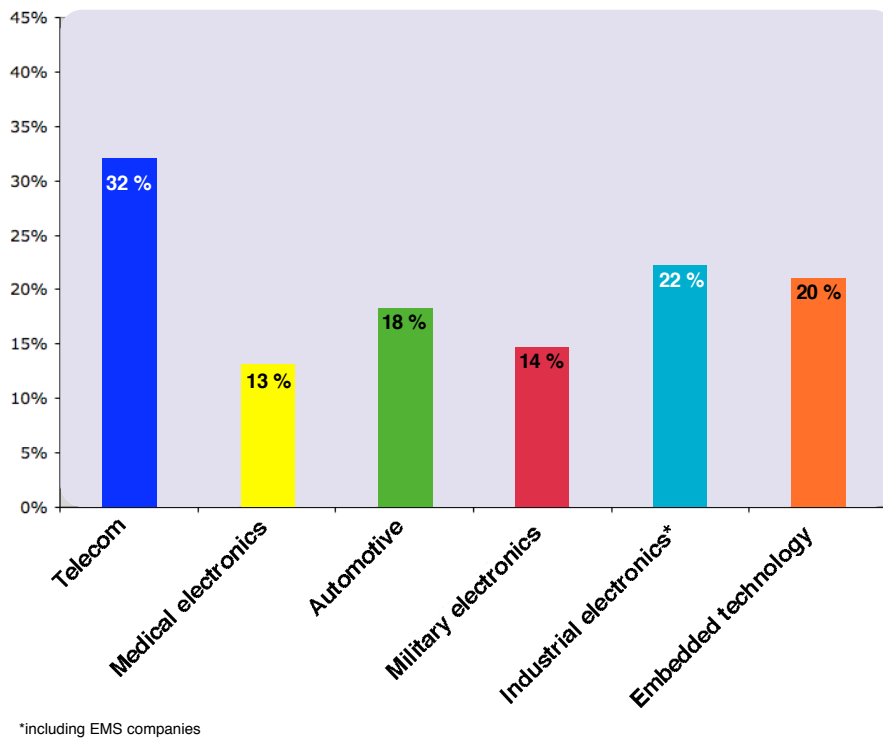
**Probably the best reach among Swedish design engineers**



**Elektroniktidningen is read by decision makers. For real!!**



**Great coverage where your customers do business**



# Publication schedule and advertising rates (USD)

## 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
<b>S U M M E R</b>			
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

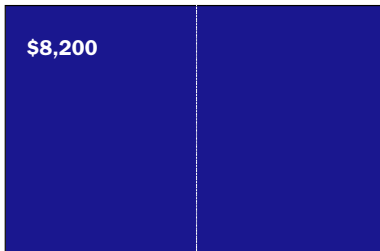
## DIGITAL MATERIAL

Digital material can be sent by email to: [annonser@etn.se](mailto:annonser@etn.se).

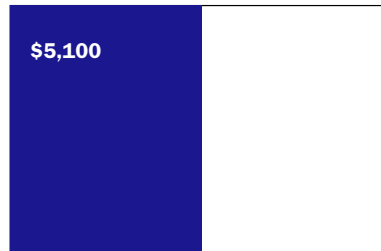
The material should be high resolution PDF or EPS, 300 dpi, CMYK colours, with all fonts embedded in the PDF file. If you have any questions, please contact art director Joakim Flink, [jocke.flink@typa.se](mailto:jocke.flink@typa.se).

**Circulation** 13 700 copies (TS 2010)

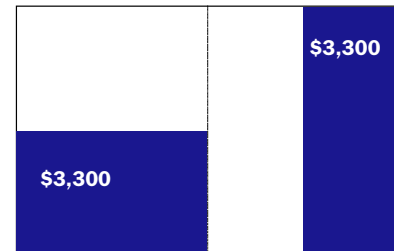
**Frequency** Monthly, 11 issues/year



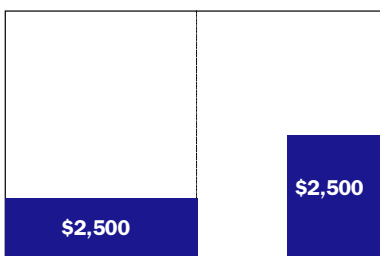
**Double Page Spread** \$8,200  
 Fixed position \$9,400  
 Size 384 x 265 mm  
 Bleed 420 x 297 mm + 3 mm  
 (426 x 303 mm)



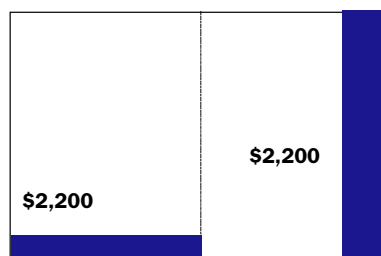
**1/1-page** \$5,100  
 Fixed Position \$5,900  
 Size 182 x 265 mm  
 Bleed 210 x 297 mm + 3 mm  
 (216 x 303 mm)



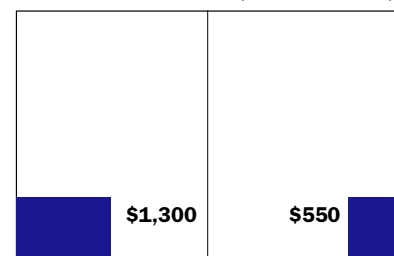
**1/2-page** \$3,300  
 Size Horizontal 182 x 130 mm  
 Bleed 210 x 148 mm + 3 mm  
 (216 x 151 mm)  
 Size Vertical 89 x 265 mm  
 Bleed 105 x 297 + 3 mm  
 (108 x 303 mm)



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



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



**Classified Ad 2-columns** \$1,300  
 Size 89 x 66 mm

**Classified Ad 1-column** \$550  
 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	\$5,400
12 pages	\$6,800
16 pages	\$8,000
Over 16 pages	\$9,100

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

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:** \$850 / week (home page),  
\$750 / week (section) \$190 / week (additional section)

## Box

**Size:** 468 x 240 pixels. On home page only.  
**Rate:** \$750 / week

## Section banner

**Size:** 468 x 60 pixels. One per section, not available on the home page.  
**Rate:** \$440 / week (section) \$110 / week (additional section)

## Skyscraper

**Size:** 140 x 490 pixels. Placed in right-hand column  
**Rate:** \$650 / week (home page), \$480 / week (section) \$140 / week (additional section)

## Billboard

**Size:** 140 x 350 pixels. Placed in right-hand column  
**Rate:** \$560 / week (home page),  
\$400 / week (section) \$85 / week (additional section)

## Button

**Size:** 140 x 70 pixels. Placed in right-hand column  
**Rate:** \$365 / week (home page),  
\$280 / week (section) \$70 / 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](mailto:annonser@etn.se).

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

# Newsletter – formats and rates

Elektroniktidningen's daily newsletter has some 5 500 subscribers.

## Top banner

**Size:** 468 x 60 pixels. Above top news item.

**Rate:** \$120 / day

## Middle banner

**Size:** 468 x 60 pixels. Below third news item.

**Rate:** \$110 / day

## Lower box

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

**Rate:** \$100 / day

Skyscraper

**Size:** 140 x 490 pixels. In right-hand column.

**Rate:** \$110 / day

Billboard

**Size:** 140 x 350 pixels.

In right-hand column.

**Rate:** \$100 / day

Button

**Size:** 140 x 70 pixels.

In right-hand column.

**Rate:** \$70 / day

The screenshot shows the layout of the Elektroniktidningen newsletter. At the top is the logo 'ELEKTRONIK TIDNINGEN' with the subtitle 'NYHETSBRREV 2011-10-04'. Below the logo are several news items:

- Speed. Ease**: A section header.
- Sony Ericssons framtid: Android och "Sony"**: A news item about Sony Ericsson's future plans for Android and their relationship with the 'Sony' brand.
- Svensk Linux på FPGA-plattform**: A news item about a Swedish Linux implementation on an FPGA platform.
- Multiplexerade mikrovågsnät sparar spektrum**: A news item about multiplexed microwave networks saving spectrum.
- Lagrar ljus med mikrofrädring**: A news item about storing light using microfracturing.
- Mouser börjar sprida Panasonic halvledare**: A news item about Mouser starting to distribute Panasonic semiconductors.
- Cypress TrueTouch Gen4 styrkort för pekskärmar**: An advertisement for Cypress TrueTouch Gen4 touch controllers, highlighting features like 10 V touch signal, Display Assist™, and 400 Hz updatning.

On the right side of the newsletter, there are two vertical advertisements:

- DEN SENASTE OCH BÄSTA TEKNOLOGIN**: An advertisement for a technology product, featuring logos for Intel, AMD, and others, and the text 'HOS DIG IMORGON'.
- Framtidens uppkopplade fordon**: An advertisement for a connected vehicle, mentioning '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 \$550. 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 \$140 / week and the 2nd position rate is \$110 / 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 \$550. Your ad will be shown until the last assignment date although maximum 30 days.

\$100 extra will display your ad on the top position when searches are being made. \$80 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.

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

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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.



# Contact Information

## **Publisher**

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SE-116 45 Stockholm  
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E-mail advertising dept: annonser@etn.se  
E-mail subscription dept: prenumeration@etn.se

VAT No: SE556669-0193

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Jan Tångring	+46-734-171 309
Per Henricsson	+46-734-171 303

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### *Advertising sales*

Anne-Charlotte Sparrvik	+46-734-171 009
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jocke.flick@typa.se

### *Art director / advertisement production online*

Jan Tångring	+46-734-171 309
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jan@etn.se

## **Delivery address for inserts:**

Sörmlands Grafiska AB  
Att: Anna-Karin Andersson  
Högmossevägen 7  
Katrineholm, SWEDEN  
Phone: +46-150-75000

## **Sales representatives:**

### **USA/Canada:**

Huson International Media Ltd.  
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