Media Kit 2020

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. We also run a news site in Finland.

The Swedish electronics industry*:
• Close to 4,000 companies with electronics as their core business.
• 70,000 people whereof 12,500 at Ericsson.
• A yearly aggregated revenue of more than 45 billion dollars and a healthy profitability.

*Source: Bisnode, 2019

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. Northvolt’s gigafactory is probably the most spectacular but there are other rising stars including Yubico (security), Yantzi (IoT), Axis (surveillance cameras), Infinera (ex Transmode (telecom)), Tobii (eye tracking), Ctek (chargers) 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. We also run a news site in Finland.

Publication schedule 2020 – The Magazine

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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 & marketing
The Magazine

**Circulation:** 13,000 copies (excluding eMagazine)

**Double Page Spread**
- **Fixed Position:** $8,200
- **Size:** 384 × 265 mm
- **Bleed:** 420 × 297 mm + 3 mm (426 × 303 mm)

**1/2-page**
- **Fixed Position:** $5,100
- **Size Horizontal:** 182 × 130 mm
- **Size Vertical:** 89 × 265 mm
- **Bleed:** 210 × 148 mm + 3 mm (216 × 151 mm)

**1/4-page**
- **Size Horizontal:** 182 × 66 mm
- **Size Vertical:** 89 × 130 mm

**Stripe**
- **Size Horizontal:** 182 × 30 mm
- **Size Vertical:** 42.5 × 265 mm

**Classified Ad 2-columns**
- **Size:** 89 × 66 mm
- **Size Vertical:** 42.5 × 66 mm

**Classified Ad 1-column**
- **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  
Högmossevägen 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 18 000 unique visitors per month, generating some 50 000 page views. (Source: Google Analytics)

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

- **FULL BANNER**
  - Size: 468 x 90 pixels.
  - Placed to the right of the logo
  - Rate: USD 850/week.

- **SQUARE**
  - Size: 300 x 300 pixels.
  - Rate: USD 750/week.

- **MIDDLE BANNER**
  - Size: 468 x 120 pixels.
  - Rate: USD 750/week.

- **BOX**
  - Size: 468 x 240 pixels.
  - Rate: USD 750/week.

- **SKYSCRAPER**
  - Size: 140 x 490 pixels.
  - Rate: USD 650/week.

- **BUTTON**
  - Size: 140 x 70 pixels.
  - Pris: USD 365/week.

Digital solutions for your needs
– please contact Anne-Charlotte Sparrevik, ac@etn.se alt +46(0)734-17 10 99

- 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 broadcast.

DIGITAL MATERIAL – The News site
Ad material address: annonser@etn.se
Formats: gif, png, jpeg or html5. Max 100 kB. Flash not accepted.
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 x 60 pixels.
Rate: USD 600/week.

MIDDLE BANNER

Size: 468 x 120 pixels.
Rate: USD 550/week.

LOWER BOX

Size: 468 x 240 pixels. Below last news item.
Rate: USD 500/week.

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 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

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