Media Kit 2021

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, of whom 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 (robots and automation), Saab (defence), Volvo (trucks and cars), Scania (trucks), Autoliv (automotive safety), Veoneer (AD & ADAS), Bombardier (trains), Ctek (charging), IAR (tools), Flir (IR-cameras), Axis (security cameras) and Mycronic (manufacturing).

There are also EMS-companies, consultants and universities plus a number of young companies with global ambitions. Most buzz has Northvolts gigafactory created.

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 have a news site in Finland.

Publication schedule 2021 – The Magazine

<table>
<thead>
<tr>
<th>No</th>
<th>Publication</th>
<th>Material</th>
<th>Special Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 January</td>
<td>11 January</td>
<td>Cellular &amp; Data Communication</td>
</tr>
<tr>
<td>2</td>
<td>22 February</td>
<td>8 February</td>
<td>Digitalization &amp; Smart Cities</td>
</tr>
<tr>
<td>3</td>
<td>22 March</td>
<td>8 March</td>
<td>AI, IoT &amp; Sensors</td>
</tr>
<tr>
<td>4</td>
<td>26 April</td>
<td>12 April</td>
<td>Automotive</td>
</tr>
<tr>
<td>5</td>
<td>31 May</td>
<td>17 May</td>
<td>Opto &amp; Displays</td>
</tr>
<tr>
<td>6</td>
<td>28 June</td>
<td>14 June</td>
<td>Distribution, Consulting &amp; Education</td>
</tr>
<tr>
<td>7–8</td>
<td>23 August</td>
<td>9 August</td>
<td>Test &amp; Measurement</td>
</tr>
<tr>
<td>9</td>
<td>20 September</td>
<td>6 September</td>
<td>Power, Energy &amp; Battery Technology</td>
</tr>
<tr>
<td>10</td>
<td>18 October</td>
<td>4 October</td>
<td>Embedded Systems</td>
</tr>
<tr>
<td>11</td>
<td>15 November</td>
<td>1 November</td>
<td>EMS, Production, Assembly &amp; Packaging</td>
</tr>
<tr>
<td>12</td>
<td>13 December</td>
<td>29 November</td>
<td>Medtech &amp; Health</td>
</tr>
</tbody>
</table>

Contributed Articles
Each issue of Elektroniktidningen contains two or three contributed articles, written by 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

Folkungagatan 122, 4th floor • SE-116 30 Stockholm • SWEDEN
Phone +46 (0)734-17 10 99 • E-mail: ac@etn.se
The Magazine

Circulation: 12,500 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)

1/2-page
EUR 2,200
Fixed Position EUR 4,000
Size Horizontal 182 × 265 mm
Bleed 210 × 297 mm + 3 mm (216 × 303 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 Horizontal 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:
SDK DR-service
Ranhammarsvägen 18
168 67 Bromma
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 × 120 pixels.
  - Placed to the right of the logo
  - Rate: EUR 670/week.

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

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

- **BOX**
  - Size: 468 × 240 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 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 × 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
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.

Selection: Elektroniktidningens subscribers.

Open rate: Approx 25%.

For you to have a good impact on your mailing, we have limited the number to a few 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