



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 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 (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 magazine, our news site, our daily newsletter and through our exclusive list rental.

We also have a news site in Finland.

Publication schedule 2021 – The Magazine

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

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.

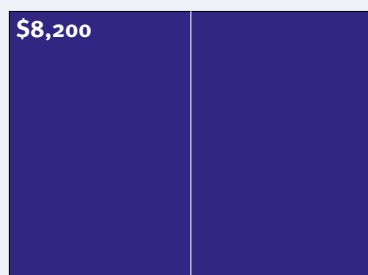


Welcome to Elektroniktidningen!

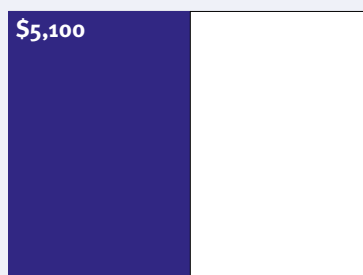
Anne-Charlotte Sparrvik,
Sales & marketing

The Magazine

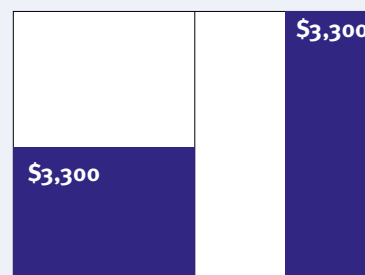
Circulation: 13,000 copies



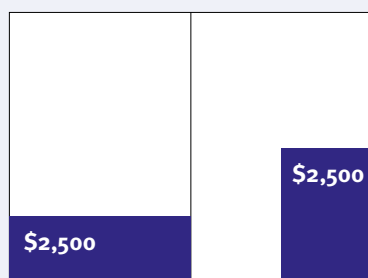
Double Page Spread \$8,200
 Fixed Position \$9,400
 Size 384 × 265 mm
 Bleed 420 × 297 mm + 3 mm
 (426 × 303 mm)



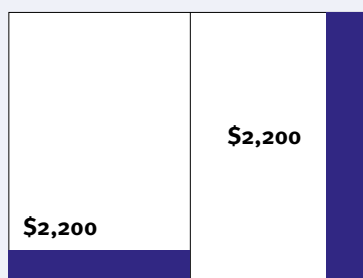
1/1-page \$5,100
 Fixed Position \$5,900
 Size 182 × 265 mm
 Bleed 210 × 297 mm + 3 mm
 (216 × 303 mm)



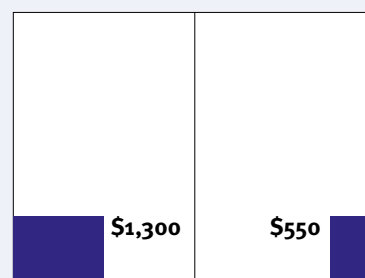
1/2-page \$3,300
 Size Horizontal 182 × 130 mm
 Bleed 210 × 148 mm + 3 mm
 (216 × 151 mm)
 Size Vertical 89 × 265 mm
 Bleed 105 × 297 + 3 mm
 (108 × 303 mm)



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



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



Classified Ad 2-columns \$1,300
 Size 89 × 66 mm
Classified Ad 1-column \$550
 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.

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: USD 850/week.

SQUARE

Size: 300 × 300 pixels.
Rate: USD 750/week.

MIDDLE BANNER

Size: 468 × 120 pixels.
Rate: USD 750/week.

BOX

Size: 468 × 240 pixels.
Rate: USD 750/week.

SKYSCRAPER

Size: 140 × 490 pixels.
Rate: USD 650/week.

BUTTON

Size: 140 × 70 pixels.
Pris: USD 365/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: USD 600/week.

MIDDLE BANNER

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

LOWER BOX

Size: 468 × 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 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



Contact Information

Publisher

Elektroniktidningen Sverige AB

VAT No: SE556669-0193

Advertising



Anne-Charlotte Sparrvik
Sales & marketing
ac@etn.se
0734-17 10 99



Joakim Flink
Layout
jocke.flink@typa.se
070-557 52 28

Editors



Anna Wennberg
anna@etn.se
0734-17 13 11



Jan Tångring
jan@etn.se
0734-17 13 09



Per Henricsson
per@etn.se
0734-17 13 03