Media Kit 2022

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 printed magazine, our web site, our daily newsletter and through our exclusive list rental.

We also have a news site in Finland.

Publication schedule 2022 – The Magazine

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Contributed Articles
Each issue of Elektroniktidningen contains two or three contributed articles, written by experts in the industry or the academia.

For more information: www.etn.se/images/pdf/Contributed articles.pdf

Please contact editor Anna Wennberg, anna@etn.se for more information.

Welcome to Elektroniktidningen!

Anne-Charlotte Sparrvik,
Sales & marketing

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The Magazine

Circulation: 13,000 copies

Double Page Spread
- Fixed Position: EUR 5,600
- Size: 384 × 265 mm
- Bleed: 420 × 297 mm + 3 mm (426 × 303 mm)

1/2-page
- Fixed Position: EUR 3,400
- Size Horizontal: 182 × 265 mm
- Size Vertical: 89 × 265 mm
- Bleed: 210 × 297 mm + 3 mm (216 × 303 mm)

1/2-page
- 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
- 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
- EUR 900

Classified Ad 1-column
- Size: 42.5 × 66 mm
- EUR 350

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.

To have your advertisement shown also in our mobile optimized version we do need an extra copy with the size of 468 x 60 pixels.

**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 html. Max 100 kB.
**Newsletter**

Elektroniktidningen’s daily newsletter has some 9 000 subscribers.

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

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**FULL BANNER**

*Size:* 468 x 60 pixels.
*Rate:* EUR 600/week.

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**MIDDLE BANNER**

*Size:* 468 x 120 pixels.
*Rate:* EUR 435/week.

*or* 468 x 240 pixels.
*Rate:* EUR 500/week.

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**LOWER BOX**

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

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**TEXT AD**

You deliver the text and image, we produce the ad.
*Rate:* EUR 650/week.

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**DIGITAL MATERIAL – Newsletter**

Digital ad material address: annonser@etn.se
*Formats:* gif, png, jpeg or html5. Max 100 kB.
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.

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

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