

Media Kit 2023

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 14 000 at Ericsson.
- A yearly aggregated revenue of more than 20 billion dollars and a healthy profitability.

*Source: Dun & Bradstreet 2022

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

We also have a news site in Finland.

Publication schedule 2023 – The Magazine

No	Publication	Material	Special Feature
1	23 January	2 January	Communication
2	20 February	30 January	Opto & Displays
3	20 March	27 February	Edge & IoT
4	24 April	3 April	Automotive
5	29 May	8 May	User Interface & Digitalization
6	26 June	5 June	Distribution, Consulting & Education
7–8	28 August	7 August	Test & Measurement, Sensors
9	25 September	4 September	Power, Energy, Battery Technology & Sustainability
10	23 October	2 October	AI & Embedded Systems
11	20 November	30 October	EMS, Production & PCB:s
12	18 December	7 December	Medtech & Health

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](http://www.etn.se/images/pdf/Contributed%20articles.pdf)

Please contact editor Jan Tångring, jan@etn.se for more information.

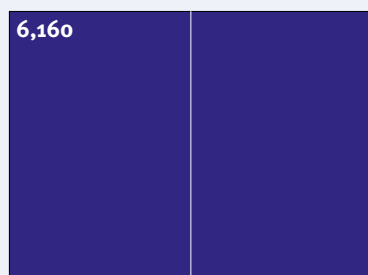


Welcome to Elektroniktidningen!

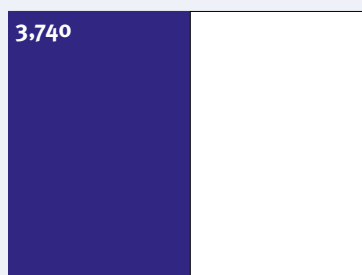
Anne-Charlotte Lantz,
Sales & marketing

The Magazine

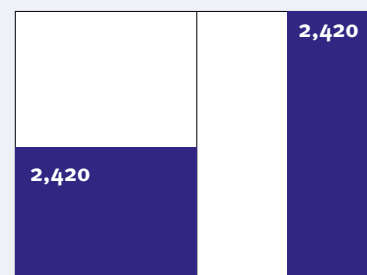
Circulation: 13,000 copies



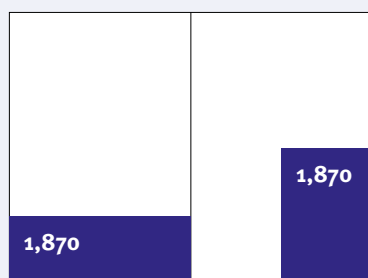
Double Page Spread EUR 6,160
 Fixed Position EUR 8,030
 Size 384 × 265 mm
 Bleed 420 × 297 mm + 3 mm
 (426 × 303 mm)



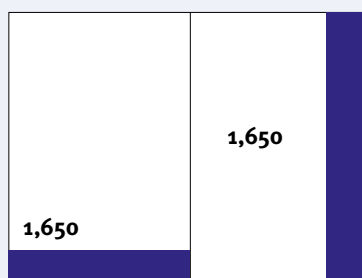
1/1-page EUR 3,740
 Fixed Position EUR 4,400
 Size 182 × 265 mm
 Bleed 210 × 297 mm + 3 mm
 (216 × 303 mm)



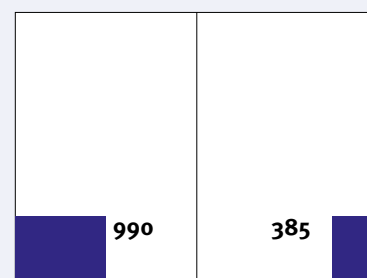
1/2-page EUR 2,420
 Size Horizontal 182 × 130 mm
 Bleed 210 × 148 mm + 3 mm
 (216 × 151 mm)
 Size Vertical 89 × 265 mm
 Bleed 105 × 297 + 3 mm
 (108 × 303 mm)



1/4-page EUR 1,870
 Size Horizontal 182 × 66 mm
 Size Vertical 89 × 130 mm



Stripe EUR 1,650
 Size Horizontal 182 × 30 mm
 Size Vertical 42,5 × 265 mm



Classified Ad 2-columns EUR 990
 Size 89 × 66 mm
Classified Ad 1-column EUR 385
 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 Lantz, +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

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.

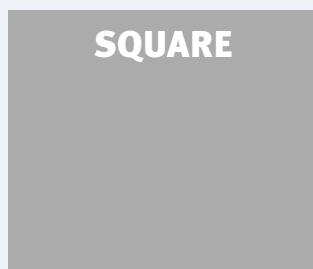
To have you advertisement shown also in our **mobile optimized version** we do need an extra copy with the size of 468 x 120 pixels.



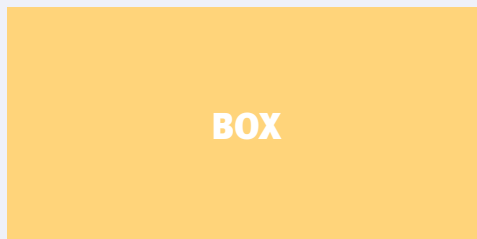
Size: 788 x 120 pixels.
Rate: EUR 900/week.



Size: 468 x 120 pixels.
Rate: EUR 700/week.



Size: 300 x 300 pixels.
Rate: EUR 650/week.
or 300 x 600 pixels.
Rate: EUR 850/week.



Size: 468 x 240 pixels.
Rate: 650 Euro/week.
or 468 x 120 pixels.
Rate: EUR 500/week.



Size: 140 x 490 pixels.
Rate: EUR 550/week

If you want a fixed position, 15 percent is added.

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

- Native advertising – maximize visibility for your product or technology. Rate: 1 250 EUR/week
- 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.

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 650/week.

MIDDLE BANNER

Size: 468 × 120 pixels.

Rate: EUR 500/week.

or 468 × 240 pixels.

Rate: EUR 550/week

LOWER BOX

Size: 468 × 240 pixels. Below last news item.

Rate: EUR 550/week.

TEXT AD

You deliver the text and image, we produce the ad.

Rate: EUR 700/week.

DIGITAL MATERIAL – Newsletter

Digital ad material address: annonser@etn.se

Formats: gif, png or jpeg. 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 Lantz,
+46 (0)734-17 10 99, ac@etn.se



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