

# Media Kit 2025

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 3 400 companies with electronics as their core business.**
- **128 000 people.**
- **A yearly revenue of more than 60 billion dollars and a healthy profitability.**

\*Source: HandelsConsulting 2024

Our readers work at world leading companies including Ericsson (telecom), ABB (robotics and automation), Saab (defence), Volvo (trucks and cars), Scania (trucks), Autoliv (automotive safety), Hitachi (HVDC), Bombardier (trains), Ctek (charging), IAR (tools), Flir (IR-cameras), Axis (security cameras), Silex (MEMS) and Mycronic (manufacturing & maskwriters).

There are also EMS-companies, consultants and universities plus a number of young companies with global ambitions.

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 2025 – The Magazine

No	Publication	Material	Special Feature
1-2	4 February	13 January	IoT & Communication
3	11 March	18 February	Automotive & Space
4	15 April	24 March	Distribution & Cyber Security
5-6	27 May	5 May	Power, Energy & Battery Technology
7-8	26 August	4 August	Test & Measurement, Sensors
9	30 September	8 September	AI & Embedded Systems
10	4 November	13 October	Production, PCB:s & Sustainability
11-12	9 December	17 November	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/contribute](http://www.etn.se/contribute)

Please contact editor Jan Tångring, [jan@etn.se](mailto:jan@etn.se) for more information.

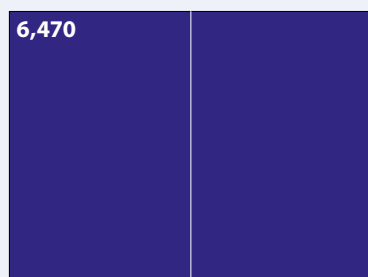


## Welcome to Elektroniktidningen!

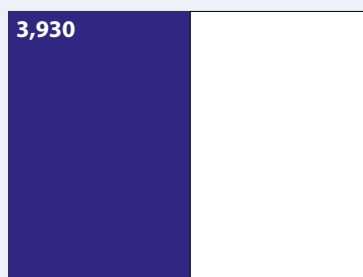
Rainer Raitasuo  
Sales & marketing

# The Magazine

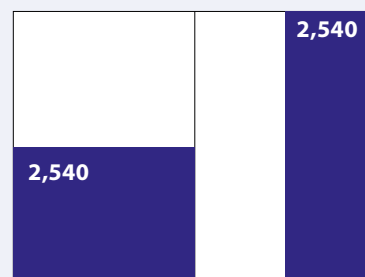
Circulation: 12,500 copies



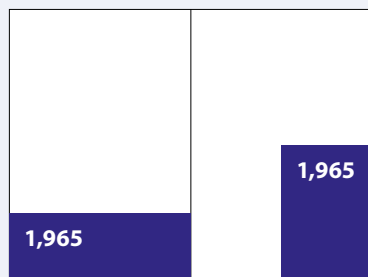
**Double Page Spread** EUR 6,470  
 Fixed Position EUR 8,430  
 Size 384 × 265 mm  
 Bleed 420 × 297 mm + 3 mm  
 (426 × 303 mm)



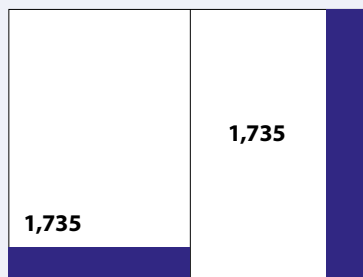
**1/1-page** EUR 3,930  
 Fixed Position EUR 4,620  
 Size 182 × 265 mm  
 Bleed 210 × 297 mm + 3 mm  
 (216 × 303 mm)



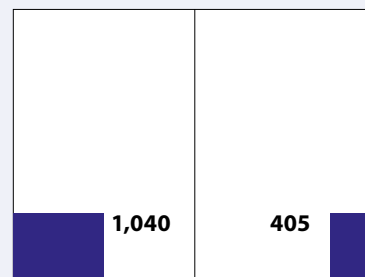
**1/2-page** EUR 2,540  
 Size Horizontal 182 × 130 mm  
 Bleed 210 × 148 mm + 3 mm  
 (216 × 151 mm)  
 Size Vertical 89 × 265 mm  
 Bleed 105 × 297 + 3 mm  
 (108 × 303 mm)



**1/4-page** EUR 1,965  
 Size Horizontal 182 × 66 mm  
 Size Vertical 89 × 130 mm



**Stripe** EUR 1,735  
 Size Horizontal 182 × 30 mm  
 Size Vertical 42,5 × 265 mm



**Classified Ad 2-columns** EUR 1,040  
 Size 89 × 66 mm  
**Classified Ad 1-column** EUR 405  
 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, Rainer Raitasuo, +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 17.000 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.

### SUPER BANNER

**Size:** 788 x 120 pixels.  
**Rate:** EUR 945/week.

### FULL BANNER

**Size:** 468 x 120 pixels.  
**Rate:** EUR 735/week.

### SQUARE

**Size:** 300 x 300 pixels.  
**Rate:** EUR 680/week.  
or 300 x 600 pixels.  
**Rate:** EUR 890/week.

### BOX

**Size:** 468 x 240 pixels.  
**Rate:** 680 Euro/week.  
or 468 x 120 pixels.  
**Rate:** EUR 525/week.

### S K Y S C R A P E R

**Size:** 140 x 490 pixels.  
**Rate:** EUR 580/week

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

**Digital solutions for your needs – please contact Rainer Raitasuo, [rainer@etn.se](mailto:rainer@etn.se) +46(0)734-17 10 99**

- Native advertising – maximize visibility for your product or technology. Rate: 1 300 EUR/week
- Partner sites.
- Special formats.
- Videos & live broadcast.

**DIGITAL MATERIAL – The News site**  
Ad material address: [annonser@etn.se](mailto:annonser@etn.se)  
**Formats:** gif, png, jpeg or html.



# Newsletter

Elektroniktidningen's daily newsletter has some 7 600 subscribers.

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

## TOP CORNER

**Size:** 230 × 80 pixels.

**Rate:** EUR 735/week.

## FULL BANNER

**Size:** 468 × 60 pixels.

**Rate:** EUR 680/week.

## MIDDLE BANNER

**Size:** 468 × 120 pixels.

**Rate:** EUR 550/week.

or 468 x 240 pixels.

**Rate:** EUR 580/week

## LOWER BOX

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

**Rate:** EUR 580/week.

## TEXT AD

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

**Rate:** EUR 735/week.



## DIGITAL MATERIAL – Newsletter

Digital ad material address: annonser@etn.se

**Formats:** gif, png or jpeg.

## 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:** Rainer Raitasuo,  
+46 (0)734-17 10 99, rainer@etn.se



## Contact Information

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