

Media Kit 2026

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), Qt (ex IAR, tools), Coherent (lasers), STMicroelectronics (SiC) 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 2026 – The Magazine

No	Publication	Material	Special Feature
1-2	2 February	12 January	IoT & Communication
3	9 March	16 February	Automotive & Space
4	20 April	30 March	Distribution & Cyber Security
5-6	8 June	18 May	Power, Energy & Battery Technology
7-8	24 August	3 August	Test & Measurement, Sensors
9	28 September	7 September	AI & Embedded Systems
10	2 November	12 October	Production, PCB:s & Sustainability
11-12	7 December	16 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

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

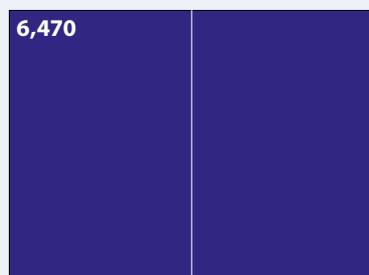


Welcome to Elektroniktidningen!

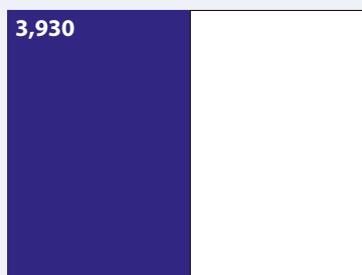
Rainer Raitasuo
Sales & marketing

The Magazine

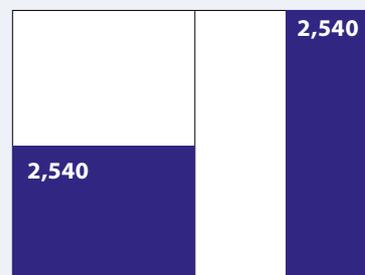
Circulation: 12,500 copies



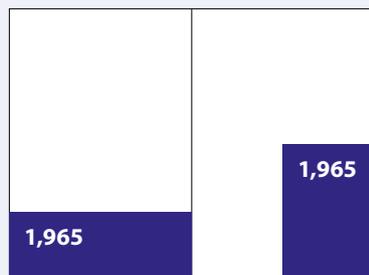
Double Page Spread	EUR 6,470
Fixed Position	EUR 8,430
Size	384 × 265 mm
Bleed	420 × 297 mm + 3 mm (426 × 303 mm)



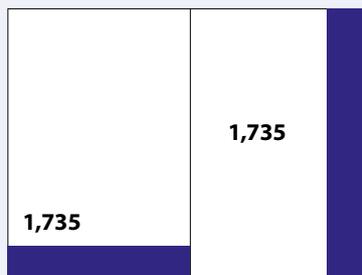
1/1-page	EUR 3,930
Fixed Position	EUR 4,620
Size	182 × 265 mm
Bleed	210 × 297 mm + 3 mm (216 × 303 mm)



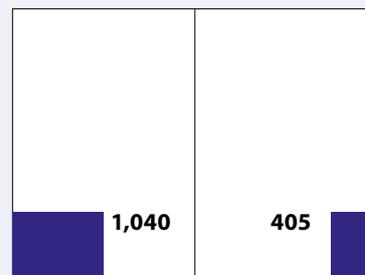
1/2-page	EUR 2,540
Size Horizontal	182 × 130 mm
Bleed	210 × 148 mm + 3 mm (216 × 151 mm)
Size Vertical	89 × 265 mm
Bleed	105 × 297 + 3 mm (108 × 303 mm)



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 your 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 990/week.

FULL BANNER

Size: 468 x 120 pixels.
Rate: EUR 770/week.

SQUARE

Size: 300 x 300 pixels.
Rate: EUR 715/week.
or 300 x 600 pixels.
Rate: EUR 935/week.

BOX

Size: 468 x 240 pixels.
Rate: 715 Euro/week.
or 468 x 120 pixels.
Rate: EUR 550/week.

S K Y S C R A P E R

Size: 140 x 490 pixels.
Rate: EUR 610/week

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

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

- Native Ad/Advertorial – maximize visibility for your product or technology. Rate: 1 500 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 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.

**ELEKTRONIK
TIDNINGEN**

TOP CORNER

Size: 230 × 80 pixels.

Rate: EUR 770/week.

FULL BANNER

Size: 468 × 60 pixels.

Rate: EUR 715/week.

MIDDLE BANNER

Size: 468 × 120 pixels.

Rate: EUR 580/week.

or 468 x 240 pixels.

Rate: EUR 610/week

LOWER BOX

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

Rate: EUR 610/week.

TEXT AD

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

Rate: EUR 770/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

List mailing – eDM or printed DM.

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: For eDM you deliver the material as an HTML file.

The material can also consist of text files and images, but in that case, we reserve the right to do the layout ourselves.

No opt-out, ETN will add a text about unsubscribe.

It is important that You deliver the desired subject line and e-mail addresses for persons 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



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