

Media Kit 2024

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), Hitachi, Bombardier (trains), Ctek (charging), IAR (tools), Flir (IR-cameras), Axis (security cameras) and Mycronic (manufacturing & laserwriters).

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 2024 – The Magazine

No	Publication	Material	Special Feature
1	22 January	2 January	Communication
2	19 February	29 January	Opto & Displays
3	18 March	26 February	Edge & IoT
4	22 April	2 April	Automotive
5	27 May	6 May	Digitalization & Cyber Security
6	24 June	3 June	Distribution, Consulting & Education
7–8	26 August	5 August	Test & Measurement, Sensors
9	23 September	2 September	Power, Energy & Battery Technology
10	21 October	30 September	AI & Embedded Systems
11	18 November	28 October	Production, PCB:s & Sustainability
12	16 December	25 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/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.

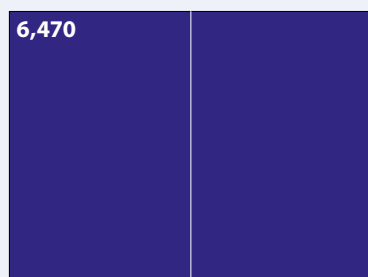


Welcome to Elektroniktidningen!

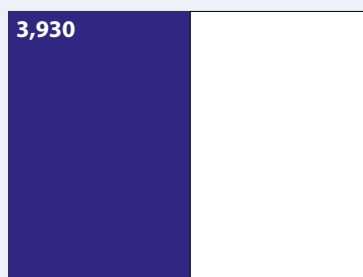
Anne-Charlotte Lantz,
Sales & marketing

The Magazine

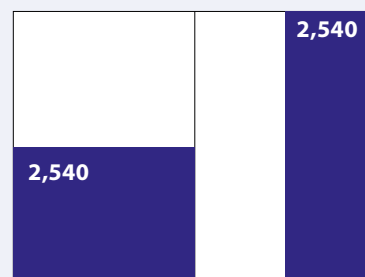
Circulation: 13,000 copies



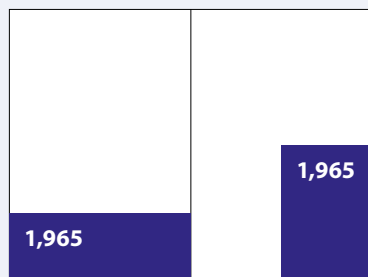
Double Page Spread EUR 6,470
 Fixed Position EUR 8,430
 Size 384 × 265 mm
 Bleed 420 × 297 mm + 3 mm
 (426 × 303 mm)



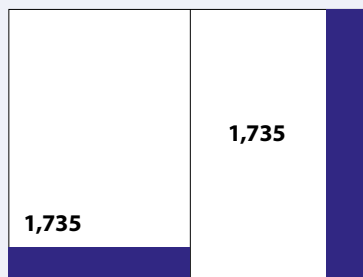
1/1-page EUR 3,930
 Fixed Position EUR 4,620
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 Bleed 210 × 297 mm + 3 mm
 (216 × 303 mm)



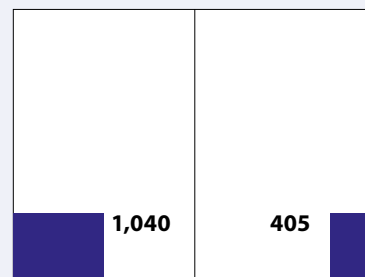
1/2-page EUR 2,540
 Size Horizontal 182 × 130 mm
 Bleed 210 × 148 mm + 3 mm
 (216 × 151 mm)
 Size Vertical 89 × 265 mm
 Bleed 105 × 297 + 3 mm
 (108 × 303 mm)



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, 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

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 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 × 120 pixels.
Rate: EUR 945/week.



FULL BANNER

Size: 468 × 120 pixels.
Rate: EUR 735/week.



SQUARE

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



BOX

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



SKYSCRAPER

Size: 140 × 490 pixels.
Rate: EUR 580/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: 1 300 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 7 500 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. 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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