

Media Information

2012



Reach over **25 000** Scandinavian electronic professionals in one swoop

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- »» Publishing dates
- »» Copy Dates
- »» Facts about our Nordic readers and Market

Elektronik **i Norden**



Magazine • E-magazine • Web • Newsletter

www.elektronikinorden.com

Reach the Nordic Electronic professionals with a single newspaper, we also offer 3 other ways to reach many more!

Since the start in 1992 the target for Elektronik i Norden is the Nordic electronic design and manufacturing industry. Many of our readers use EiN as their single source for broad and in-depth technical information. The market is seen as common and important especially noticeable at the many component and system distributors, representatives and their Nordic organizations. Nordic countries are therefore considered by many to be a common economic area; all this covered with a single newspaper! It is both unique and effective.



With over 25.000 documented print subscribers – each receives their own personal copy of EiN - we can open the door to the Nordic electronics professionals for you and your products. However, there are other opportunities; the magazine can also be read as an E-magazine in electronic form, with clickable ads, on our website www.elektronikinorden.com where we also present daily news.

Our weekly newsletter also offers the readers a focused communication.

Today, Industrial Electronics and Telecom are the two key areas where we have the most readers; Embedded Technology incorporated in electronics has applications in almost all areas.

There is a difference between the Nordic Countries, Sweden and Finland is still dominated by Ericsson and Nokia, whilst most other companies are SMEs. In Denmark and Norway we see small or medium-sized businesses.

Homogeneous area

The Nordic countries are relatively homogeneous: Language barriers are unusually small and the Nordic co-operation has a long tradition that is why the Nordic area functions increasingly as a single region with a common labour market. Co-operation with the Baltic countries is also increasing.

Scandinavia's most important source of information

According to our readers, Elektronik i Norden is the Nordic electronics industries most important source of information, with a

consistently high in-depth technical editorial that is the best in Scandinavia, our readers are the Nordic professionals with their own personal addressed copy, they are also frequent visitors to the website and readers of our Newsletter.

TS report shows 24.800 documented subscribers

"Tidningsstatistik" TS-report (ABC) shows 24.800 subscribers, which is by far the highest among Nordic electronics magazines. EiN is the only electronics magazine with readers in the entire Nordic region. Approximately 18.700 copies go to the Swedish subscribers, Denmark, Norway and Finland has around 2.000 subscribers each. We also reach around 500 Swedish engineers working outside the Nordic region.

As an advertiser, you know who reads Elektronik i Norden!

Every third year, readers have to renew their subscriptions by filling in the detailed form. This Controlled Circulation allows EiN to give detailed statistics about its readership.

The magazine is still most important as a helicopter view but do not miss the other 3 area's that combine the newspaper, E-magazine, web site and newsletter for total coverage.

Welcome to Scandinavia's biggest electronics newspaper 2012!

Advertising | Facts

We welcome your inquiry or reservation!

We primarily take care of your questions and orders. We can also help with other things; take advantage of our long experience in technology and graphics. We can arrange contacts with creative and printing companies' e.g. for production of inserts or web advertising. Create opportunities for good business by advertising!

Who will be seen first, you or your competitor?

Learn more on www.elektronikinorden.com



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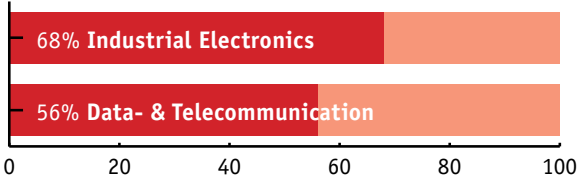
Profile of our 25.000 subscribers, where they work and what they do

The figures are taken from our own subscription database, in September 2011 the readers themselves provided their companies area of operations and what type of work they do. Subscribers may have provided several areas of operation so the total figure amounts to more than 100 percent.

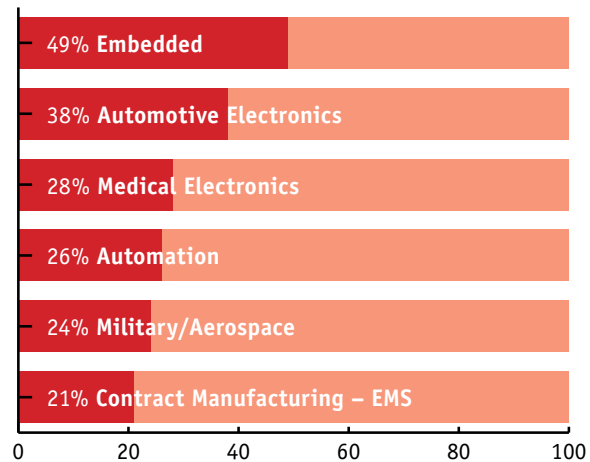
TS-Controlled
24.800 copies, (Year 2010)



The company's two most important areas of activity are:



Also:



Scandinavian | Facts

Country	Denmark
Population	5 511 000
Population density	127/km ²
Area	43 098 km ²

Country	Finland
Population	5 385 633
Population density	16/km ²
Area	304 112 km ²

Country	Norway
Population	4 921 300
Population density	13/km ²
Area	385 252 km ²

Country	Sweden
Population	9 446 812
Population density	21/km ²
Area	449 964 km ²

Publication schedule – Copy dates – editorial programme

Issue	Publ.date	Copy date	Components	Test & measurement Production Design	Surveys Issue	Every Issue	PCB/CM	
1	27/1	9/1	Analogue technologies	Board systems, COTS		Embedded • Hardware and Software • RF & Microwave • The Linux Column	PCB/CM*	
2	24/2	6/2	Displays/ Opto communication	EDA	Consultants		PCB*	
▲ Fairs: Embedded World 2012, 28/2-1/3, Nurnberg, Germany. Mobile world, 27/2-1/3, Barcelona, Spain.								
3	23/3	5/3	Microprocessors	Measurement technology	Measurement instruments		PCB/CM*	
▲ Fairs: S.E.E. 2012, 17-19/4, Stockholm/Kista, Sweden. DATE 2012, 12-16/3, Dresden, Germany.								
4	20/4	2/4	Automotive	Embedded			PCB*	
5	18/5	30/4	Connectors/Electro mecha- nics/Passive components	RF-measurement technology			CM*	
6	15/6	28/5	Power semiconductors	Military/rugged electronics			CM*	
▲ Fair: DAC 2012, 3-7/6, San Francisco, USA.								
7	31/8	13/8	FPGA/ASIC/SoC	Production technology	Production equipment		PCB*	
8	28/9	10/9	Microwave/RF/ Mobile telephony	EMS-manufacturing	EMS manufacturers		CM*	
▲ Fair: Manufacturing & Automation Expo – MAX, 23-26/10, Stockholm/Älvsjö, Sweden with Embedded Conference Scandinavia 2012, 23-24/10, Stockholm/Älvsjö, Sweden.								
9	26/10	8/10	Distribution	EMC/EMI	Comprehensive component survey	PCB*		
▲ Fairs: Electronica 2012, 13-16/11, Munich, Germany. Elmia Subcontractor, 6-9/11, Jönköping, Sweden.								
10	16/11	29/10	Microcontrollers	PCB and substrates/ Micro modules	Suppliers of PCBs	PCB/ CM*		
11	14/12	26/11	Semiconductor	Power supplies		CM*		

The feature plan

The feature plan is an important tool when you plan your 2012 advertising and marketing activity. Here you can see which areas the editors intend to emphasize. You can choose which areas are appropriate for your products or services in which your ads have a greater impact if they appear in the right editorial environment.

This years three major events are, in the spring, S.E.E. 2012 and in the autumn; Manufacturing & Automation Expo – MAX with Embedded Conference Scandinavia 2012 and Electronica the trade fair in Munich. You can see more exhibitions on the feature plan.

In 2012, we also plan a number of special issues, such as the annual EmbeddedSpecial.

Plan in time – and take advantage of our discounts!

You can get a discount of up to 15% for frequency and an additional volume of money discount! Examine carefully our price list on the last page. For prices and discounts for Online advertising and Newsletter see page 7.

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Web, Newsletters and E-Magazine

Are 3 other good channels
to reach the Nordic region
electronics industry.

Read more on page 7 about the
web pages and advertising in
the newsletters. The E-Magazine
advertisements include a clickable
link to your website.



PCB and Contract Manufacturers*

Reach our readers who need these services through our regular advertising pages.

Special Issues

Number 8 is this year's special issue for **Contract manufacturing – EMS** and provides a survey of Nordic suppliers.

Advertising pages for Contract Manufacturers can be found in issues: 1, 3, 5, 6, 8, 10 and 11.

Number 10 is this year's special issue for **PCB's** and includes a Nordic survey.

Advertisement pages for PCB suppliers and services can be found in issues 1, 2, 3, 4, 7, 9 and 10.

* **CM** = Contract Manufacture

* **PCB** = Printed Circuit Boards

Seminar and Course advertisements

Seminar and Course advertisements are found in the Jobs and Recruitment section.

An advertisement costs US\$ 102. If you run a regular seminar or course advertisement in the same issue your inclusion in this column is free. If you have any questions, please contact the advertising department.

Recruitment Ads

When you place an ad for a job vacancy you will be reaching the Nordic electronics professionals directly without unnecessary waste. The first time the ad runs you will pay the list price, while a repeat placement enjoys a 50% discount. Any annual discounts will be deducted as well.

For questions and reservations, contact the advertising department for booking and information.

2 parts >>>

Current
news &
high-tech!



Part 1:

- >>> Editorial comment
- >>> Market
- >>> International
- >>> Jobs & Education
- >>> People and companies
- >>> Electronics Market

Any editorial staff can pass on the news. But it is hard to find news articles in the Nordic region combined with quality technical articles, other than in EiN. There are also market-analysis articles. Few industries are as international as the electronics industry, and we report regularly from around the world. Here you can also read about the work of labour market, employment and training opportunities for the electronics engineers. Our Editors in Chief, Gunnar Lilliesköld and Göte Fagerfjäll, write their own personal editorials about the market the industry and economic policy.

Part 2:

- >>> Components
- >>> Design and development
(with an emphasis on Embedded)
- >>> Test & Measurements
- >>> Production
- >>> Hardware and Software
- >>> RF/Microwave
- >>> System Components
- >>> Overviews

Unlike no other Nordic electronics magazines we have a comprehensive in-depth technology section covering everything in the span from research to industrial products. Our broad coverage means that many Nordic electronics professionals use our magazine as the only source of information.

We also look closely at the area of design of Embedded Systems and we have a continuing strong focus in the Software field. In each issue we have regular sections for Embedded; both Hardware and Software, RF/Microwave and the Linux column.

Readers subscribe for free

We use "Controlled Circulation" – a guarantee that we really reach the key players in the Nordic electronics industry. Controlled Circulation: Instead of subscribing by payment in money, the reader "pays" by submitting information about himself and his work. Since all who receive Elektronik i Norden are proven professional electronics engineers, we have a readership that is personally committed to the journal. And we know exactly who they are.

Advertising on the web or in the newsletter

www.elektronikinorden.com

gives the Nordic electronics professionals the latest news, as well as in-depth technical articles, along with easy to read information. Here the reader can also read our E-magazine online, scroll through and click on the clickable ads. The Newsletter comes out once a week, summarising the week's biggest and daily news. You can also blog with our editors and comment on what you read directly.

Book your banners with us

There are a number of different formats and placement options. You can choose weekly or monthly bookings, other time periods and formats may also be quoted.

Advertising material for the Web

Digital ad material address: ads@elinor.se

Material specification: GIF or JPEG format.

Left Button, Right Button small and Inset Button max 30 kb.

Other max 50 kb. Other formats contact the advertising department for a quote.

Newsletter

Circulation 12.300 subscribers (September 2011).

Banner 468 x 60 pixels. Top/bottom: weekly. Cost is US\$ 681.

Sponsor box with 600 characters, logo and a link, costs US\$ 1212.

Inset Button 110 x 130 and 110 x 275 (prices on request).

NB! We can not run Flash format in the Newsletter.

Online Advertising Rates

Format	Size, pixels	Rate/month/week (US\$)	Rotation	Shown at
Head-banner	468 x 60	US\$ 2273/568	1-4	All pages
Textbanner	700 x 50	US\$ 2121/530	1-4	All pages
Textbanner	700 x 90	US\$ 2879/719	1-4	All pages
Boom box	300 x 250	US\$ 3766/939	1-4	All editorial active pages
Right button, big	140 x 125	US\$ 1818/454	1-4	All editorial active pages
Right button, small	140 x 60	US\$1060/265	1-4	All editorial active pages
Inset button, big	110 x 275	US\$ 1969/492	1-4	All editorial active pages
Inset button, small	110 x 130	US\$ 1060/265	1-4	All editorial active pages
Left button	180 x 40	US\$ 1060/265	1-4	All editorial active pages

Other format, ask for price

Discounts:

3 months – 6%

6 months – 12%

12 months – 18%

Or your contract discounts on print advertising.

Advertise in our Product Database

(in Swedish only)

You may also be included in our comprehensive market surveys (product database) on the web. It is free of charge, but for a small fee, you can stand out a bit more with a link to your own website with additional information etc.

Your companies name in bold, your logo and link to your company website and E-mail address in the "Company map" costs US\$ 242/year. Add US\$ 166 a year and you get 200 words of

free text (searchable by visitors) describing your business and your products. It is also possible to book banners in the Product Database.

Customer or event publications

We offer your company or organization the possibility to publicise upcoming conference or other events, with a separate insert in the publication. Contact the advertising department for more information.

Advertising Format and Sizes | 2012

Media Kit and prices available online at:

www.globalmediasales.com

www.stevenpriessman.com

www.lesleyharmoning.com

Technical information, print:

All colors must be separated in CMYK. Send ads as a high resolution PDF.

Dot enlargement 32%. Read more about it at www.elektronikinorden.com

Circulation: 24.800 (TS 2010)

Editions: 11

Magazine size: Tabloid 280x397 mm

Resolution: 200 dpi

Maximum screen density: 100 lpi

Printing Method: Web offset (newspaper litho)

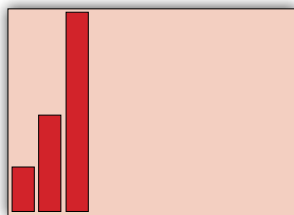
Non-specified placement. Standard formats in 4-color.

Single column

1/4 1-column 47x85 mm

1/2 1-column 47x180 mm

1/1 1-column 47x370 mm

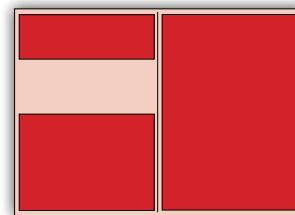


Five-column

1/4 5-column 255x85 mm

1/2 5-column 255x180 mm

1/1 5-column 255x370 mm



Two-column

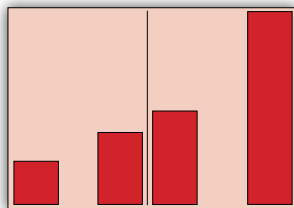
1/4 2-column 99x85 mm

3/8 2-column (A6) 99x135 mm

1/2 2-column 99x180 mm

3/4 2-column 99x270 mm

1/1 2-column 99x370 mm



Double page spread (bleed into gutter only)

1/4 10-column 530x85 mm

Double page spread 426x270 mm

Full page spread 530x370 mm

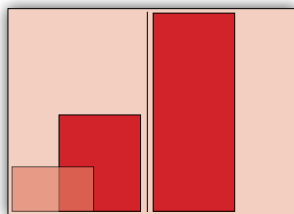


Three-column

1/4 3-column 151x85 mm

1/2 3-column 151x180 mm

1/1 3-column 151x370 mm



Marketplace. Height 85 mm.

Not against text.

1-column 47x85 mm

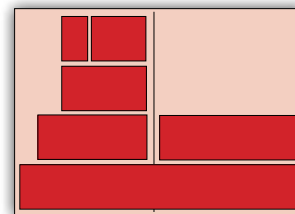
2-column 99x85 mm

3-column 151x85 mm

4-column 203x85 mm

5-column 255x85 mm

10-column 530x85 mm



Four-column

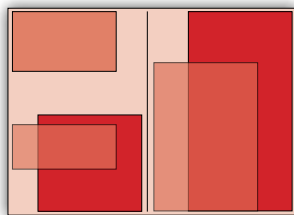
1/4 4-column 203x85 mm

3/8 4-column (A5) 203x135 mm

1/2 4-column 203x180 mm

3/4 4-column (A4) 203x270 mm

1/1 4-column 203x370 mm



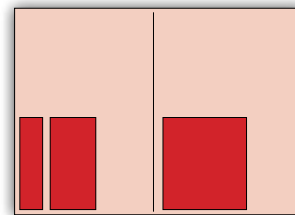
Marketplace. Height 180 mm

Not against text.

1-column 47x180 mm

2-column 99x180 mm

3-column 151x180 mm



All advertising prices include:

4-color and weblinks on the click-on ads, to your homepage, in the E-Magazine.

Specified placement +10%

Seminar and Course ads

US\$ 102 (see centre spread).

Loose Inserts (on request)

General Information

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TS-Controlled 24.800 copies, (Year 2010)

