

Elektronik i Norden

On the web!

Online | E-Newsletter

Daily electronics news and monthly editorial features

Advertising Rates | Publishing dates | Editorial Programme

2014

Elektronik
i Norden

www.elektronikinorden.com

Do you want to reach Scandinavian electronic engineers? Advertise online in Elektronik i Norden!

A year ago Elektronik i Norden went online only. After 21 years of print and 13 years of web and newsletter we felt the time was ripe for the next step. This was a bold step, but a year later we find it is all working. News and comments on the web is of course obvious and something we had been doing for years. But it was also possible to fit the deep technical articles into the web site in a natural way. Everything from print and web is now available online and in the newsletter. We continue to give the Nordic electronic design engineers information to make their working life easier.



Comments online and in the E-newsletter

Technical news are important, but we also put a lot of effort into personal comments. In every E-newsletter our editor in chief gives an ample and personal comment on the events of the last few days. This comment is of course also available online. Since 2008 he has written more than 300 of these comments.

We also have comments from leading decision makers in the industry and comments on Radio Technology (Gunnar Lilliesköld) and Energy Efficiency (Mr Green).

Deep technical articles

We have a constant focus on two areas: Embedded Technology and RF/Microwave. These two areas are updated continuously and

have fixed positions on the web page. Other areas are updated on a rolling scheme, just like we have always done. But unlike the print all the areas are always readily available.

Surveys

We continue to publish surveys in areas like Consultants, Measurement Instruments, Components and EMS Manufacturers and Production equipment. The surveys are available in searchable format and yearly in a PDF-version.

The editorial material continues to be freely available on the Web.

It is also free to subscribe to the newsletter.

Publication schedule for the features on the web

MONTH	DATE	TECHNICAL SPECIALS	SURVEYS ISSUE
January	30/1	Analogue Technology	
February	27/2	Microprocessors (CPU+MCU)	Consultants
March	27/3	Measurement technology (incl RF)	Measurement instruments
April	24/4	Automotive	
May	22/5	Connectors, Electro mechanical and Passive components	
June/July	19/6	Displays/opto	
August	28/8	FPGA/ASIC/SoC, EDA	
September	25/9	Contract Manufacturing	EMS manufacturer
October	23/10	EMC/EMI	
November	20/11	Distribution	Comprehensive Component survey
December	18/12	Semiconductors and Power Semiconductors	

Advertise on the Web or in the E-newsletter

www.elektronikinorden.com

On the Web, you can be seen weekly or monthly, at different positions. Banner names and placements can be seen in the screenshots. The newsletters allow you to quickly reach out with your information.

Technical information:

Web

Digital ad material address: ads@elinor.se

Material specification: gif or jpg, animated gif, flash and html.

Left Button, Right Button and Inset Button max 50 kb.

Other max 150 kb.

Rotation and shown at

On each position 1-4 banners can be rotating, Head-, Textbanner and Boom box will be seen at all pages, all other formats only on editorial pages.

Newsletter

Digital material address: ads@elinor.se

Material specification: gif or jpg, animated gifs and html.

Circulation: Over 10 000 subscribers.

NOTE! In the weekly newsletters we can not publish flash format



Online advertising rates: (prices in SEK)

Format	Size, pixels	Price/month/week
Head-banner	468 × 60	15.000:-/3.750:-
Text Banner	700 × 50	14.000:-/3.500:-
Text Banner	700 × 90	19.000:-/4.750:-
Boom box	300 × 250	24.860:-/6.200:-
Right button, big	140 × 125	12.000:-/3.000:-
Right button, small	140 × 60	7.000:-/1.750:-
Inset button, big XL	110 × 400	15.000:-/3 750:-
Inset button, big	110 × 275	13.000:-/3.250:-
Inset button, small	110 × 130	7.000:-/1.750:-
Left button	180 × 40	7.000:-/1.750:-

Discounts:

3 months – 6% 6 months – 12% 12 months – 18%

Pre-booking discount: 8% on orders placed before years end for next years placements.

Prices for the newsletter: (prices in SEK)

Format	Size, pixels	Price/edition
Head-banner (Top/bottom)	468 × 60	3.750:-
Inset button, big XL	110 × 400	3 750:-
Inset button, big	110 × 275	3.250:-
Inset button, small	110 × 130	1.750:-
Sponsorbox (link and logo)	600 characters	8.000:-
Boom box	300 × 250	6.200:-

Other formats on request. Contact Dave Harvett, +44 121 705 2120, daveharvett@btconnect.com



Advertise in the Product Database

You may also be included in our comprehensive market surveys (Produktdatabasen) online. It is free of charge, but for a small fee, you can stand out a bit more with your companies name in bold, your logo and link to your website and email address in the "Company map" costs SEK 1.600:-/years. Add SEK 1.100:-/year extra and you get 200 free text words (searchable by visitor) describing your business and your products. Areas: See the feature plan

Advertising Department | Facts

We welcome your inquiry or reservation!

We primarily take care of your inquiries and bookings. Take advantage of our marketing, technical and graphic experience. We can also arrange contacts with external ad producers for your web ads.



Dave Harvett
Ad sales
+44 121 705 2120
daveharvett@btconnect.com



Tommy Jägermo
Senior Adviser
Marketing & Sales
+46 8 540 865 12
tommy@elinor.se



Camilla Atterby
Layout/Production
+46 708 570 287
camilla@elinor.se

Create opportunities for good business by advertising!

Learn more at www.elektronikinorden.com

Editorial | Editors and News Reporters

Our readers have two main interests, 66% say Industrial Electronics and 54% say Telecom. Several have dual interests. Also followed by Embedded Technology, Automotive Electronics, Medical Electronics, Automation, Military Electronic and Contract Manufacturing/EMS.



Göte Fagerfjäll
Editor in chief/Publisher
+46 8 715 72 19
gote@elinor.se



Gunnar Lilliesköld
Senior editor
+46 8 622 55 11
gunnar@elinor.se



Jonas Karlsson
News Editor
+46 8 445 20 76
jonas@elinor.se



Jan Zettergren
News reporter
+46 709 52 88 58
jan@elinor.se



Anders Ljungström
News reporter
+46 8 720 08 20
anders@elinor.se

Learn more at www.elektronikinorden.com

Administration

Anette Hammarström • anette@elinor.se • Postal adress: Elektronik i Norden, Nantesvägen 48, SE-184 94 Åkersberga, Sweden • +46 8 540 276 87 • info@elinor.se • www.elektronikinorden.com For direct contact addresses, look online.