

# On the web!

# Elektronik i Norden

**Online | E-Newsletter**

Daily electronics news, weekly comments and monthly editorial features

**Advertising Rates | Publishing dates | Editorial Programme**

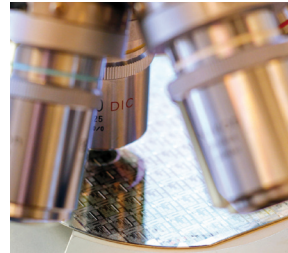
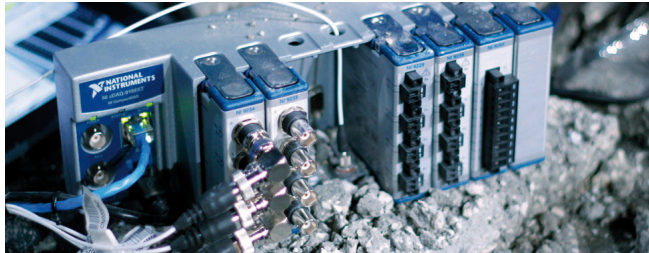
# 2016

**Elektronik**  
**i Norden**

[www.elektronikinorden.com](http://www.elektronikinorden.com)

# Do you want to reach professional Scandinavian electronic engineers? Advertise online at [www.elektronikinorden.com](http://www.elektronikinorden.com)!

Elektronik i Norden was founded in 1992 and is 100 percent online since 2013. News, comments and deep technical articles are constantly available on the web. We continue to give the Nordic electronic design engineers information to make their working life easier.



## Comments online and in the E-newsletter

Besides daily news coverage Göte Fagerfjäll, editor-in-chief, offer his ample personal comments in the E-newsletter on the events of the last few days. This comment is of course also available online. From 2008 to 2015 he has written more than 450 of these comments.

Under the headline "Teknikspecial" Gunnar Lilliesköld covers subjects as technology for RF, semiconductors, measurements.

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

The technical articles are written by us or by technical experts from the industry. All articles are always readily available and easy to find. We also try to make articles from earlier years available in this way.

## Surveys

We continue to publish surveys in areas like Consultants, Measurement Instruments, Components, Production equipments and EMS Manufacturers. 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.

## Deep technical articles

We try to make it as easy as possible to find technical articles. We have a number of focus areas, such as Embedded Technology, Analogue technology, FPGA/ASICs and RF/Microwave. All the areas are updated continuously, but as usual we also have a rolling scheme of added focus,

## [www.elektronikinorden.com](http://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 E-newsletters allow you to quickly reach out with your information.

### Publication schedule for the features on the web

MONTH	DATE	TECHNICAL SPECIALS	SURVEYS ISSUE
January	28/1	Analogue Technology	
February	25/2	Microprocessors (CPU+MCU)	Consultants
March	24/3	Measurement technology (incl RF)	Measurement instruments
April	28/4	Automotive	
May	26/5	Connectors, Electro mechanical and Passive components	
June	16/6	Displays/opto	
August	25/8	FPGA/ASIC/SoC, EDA	
September	22/9	Contract Manufacturing	EMS manufacturer
October	24/10	EMC/EMI	Production equipments
November	24/11	Distribution	Comprehensive Component survey
December	15/12	Semiconductors and Power Semiconductors	

# Advertise on the Web or in the E-newsletter

## 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-, Text-, Boom box at all pages except some administration pages. All other formats on editorial pages only.

### 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.

### Looking for people – Recruitment ads

Under the banner "Recruitment ads" on the page you can place the three formats of Inset button if you are looking for hiring people. Contact us for more details.

## Online advertising rates: (prices in SEK)

Format	Size, pixels	Price/month/week
Head-banner	468 x 60	15.000:-/3.750:-
Text Banner	700 x 50	14.000:-/3.500:-
Text Banner	700 x 90	19.000:-/4.750:-
Boom box	300 x 250	24.860:-/6.200:-
Wallpaper		22.000:-/5.600:-
Right button, big	140 x 125	12.000:-/3.000:-
Right button, small	140 x 60	7.000:-/1.750:-
Inset button, big XL	110 x 400	15.000:-/3 750:-
Inset button, big	110 x 275	13.000:-/3.250:-
Inset button, small	110 x 130	7.000:-/1.750:-
Left button	180 x 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 x 60	3.750:-
Inset button, big XL	110 x 400	3 750:-
Inset button, big	110 x 275	3.250:-
Inset button, small	110 x 130	1.750:-
Sponsorbox (link and logo)	600 characters	8.000:-
Boom box	300 x 250	6.200:-

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

The screenshot shows the Elektronik i Norden website layout. At the top is the logo and navigation menu. Below are several ad placements: a large yellow 'Text Banner' at the top; a 'Boom box' ad for 'TEKNIK' featuring a circuit board; a 'Right button, big' ad for 'EIN skriver online' with a photo of Göte Fagerjäll; a 'Right button, small' ad for 'Svensk fiberoptik till Malta'; and several 'Inset button' ads in various sizes (big, small, XL) for 'Norska omvandlare i världsklass' and 'Svensk fiberoptik till Malta'. A 'Left button' is also visible on the left side.

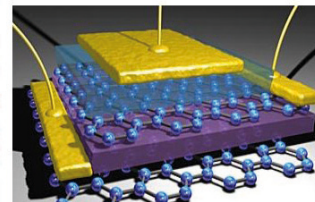
## Elektronik i Norden

NYHETSREVISOR FÖR NORDENS ELEKTRONIKER

The screenshot shows the Elektronik i Norden newsletter layout. It features a yellow 'Head-banner' at the top. Below it are a 'Boom Box' ad, a 'Sponsorbox' ad, and several 'Inset button' ads in various sizes (big, small, XL) for 'Chalmers leder EUs grafenforskning'. The newsletter title and issue information are also visible.

### Chalmers leder EUs grafenforskning

Chalmers kommer att leda ett gigantiskt forskningsinitiativ kring supermaterialer grafen. Det tillkännagavs kommissionens vice ordförande Neelke Kroes i går under en presskonferens i Bryssel. Finansieringen på upp till 9 miljarder svenska kronor motsvarar tio års arbete för tusen forskare.



### 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

The thumbnail shows the cover of the Elektronik i Norden newsletter. It features the title, issue information, and a preview of the content, including a photo of Göte Fagerjäll and a headline about graphene research.

## 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 Advisor  
Marketing & Sales  
+46 705 702 937  
tommy@elinor.se



**Gustav Fagerfjäll**  
Webmaster  
+46 076 74 87  
gustav@elinor.se

Create opportunities for good business by advertising!

Learn more at [www.elektronikinorden.com](http://www.elektronikinorden.com)

## Editorial | Editors and News Reporters

Our readers have two main interests, 66 percent say Industrial Electronics and 54 say Telecom. Several have dual interest. Also followed by Embedded Technology, Automotive-, Medical- and Military Electronics, T&M, Automation and Production/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  
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](http://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](http://www.elektronikinorden.com) For direct contact addresses, look online.