

Elektronikk

INFORMATION FOR ADVERTISERS

2010

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Elektronikk is a specialised journal covering the whole field of electronics, from components to telecommunications for decision-makers within education, industry and public services. It brings up-to-date, future-oriented news on all topics from research to marketing.

READERSHIP PROFILE

Engineers, technicians, distributors and management, all within the area of Norwegian professional electronics, telecommunications and IT.

CIRCULATION BREAKDOWN

Our readers work within the areas of:

	%
Design	8,4
Development	13,0
Service	13,9
Manufacturing	6,2
Test & Measurement.....	8,1
Quality Assurance	6,0
Procurement.....	10,0
Education	5,9
Marketing	6,6
Sales	8,3
Administration	10,2
Others	3,4
Total.....	100

Total circulation (verified by the Norwegian Media Verification)..... 7 971
Member of the Norwegian Trade Press Association.

PRINTING MATERIALS

Digital advertising material:

Printable PDF-format in CMYK colours incl. fonts (Acrobat PDF).

NB! Remember to send a printout of the advertisement.

(Preferably a colour print or digital testprint).

NB: Without a printout compensatory rights are waived.

ADVERTISING RATES

	4 Colours	Black	Black + 1 colour	Black + 2 colours
Full page, facing editorial NOK	27 300	20 100	22 900	25 700
2/3 page, facing editorial "	21 900	14 700	17 500	20 300
1/2 page, facing editorial "	15 700	10 900	12 700	14 500
1/3 page, facing editorial "	11 300	7 700	9 100	10 500
1/4 page, facing editorial "	9 400	5 800	7 200	8 600
Double-page spread "	41 600	34 400	37 200	40 000
Inside cover "	29 100	21 900	24 700	27 500
Inside back cover "	28 200	21 000	23 800	26 600
Back cover "	31 000	23 800	26 600	29 400
Classified ads (fixed position) "	6 150	3 150	4 150	5 150

The same rates apply to situations vacant.

Bleed + 10%.

Inserts: Rates supplied on request.

Agency commission: 10%.

Terms of payment: All rates are exclusive of reproduction costs.

Payment 10 days from date of invoice.

After due date interest is charged on invoice.

Bank transfer account: Handelsbanken 9046.05.14680

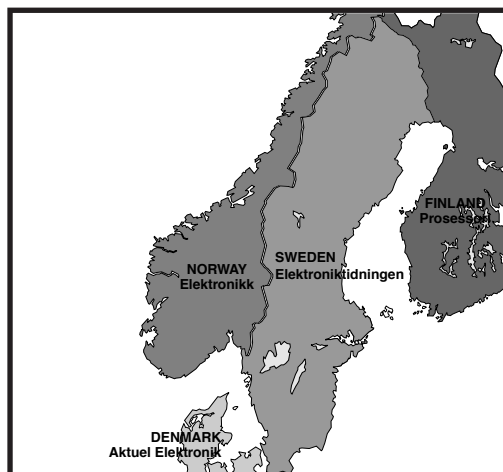
TECHNICAL DATA

(All in mm)	Width	Height
Page measurement: (A4)	210	x 297
1/1 page	185	x 270
2/3 page	122	x 270
or.....	185	x 180
1/2 page	90	x 270
or.....	185	x 135
1/3 page	58	x 270
or.....	185	x 90
1/4 page	90	x 135
or.....	185	x 65
Classified	90	x 80

PUBLISHING DATES AND DEADLINES 2010

NO	PUBL. DATE	CLOSING DATE ARTWORK
1	Jan 25	Jan 4
2	Feb 22	Jan 25
3	Mar 22	Feb 22
4	Apr 19	Mar 22
5	May 18	Apr 19
6	Jun 07	May 10
7/8	Aug 23	Jul 26
9	Sep 20	Aug 23
10	Oct 18	Sep 20
11	Nov 15	Oct 18
12	Dec 06	Nov 08

Complaints, amendments or stop orders must be made in writing. The right to complain is forfeited if advertising materials have not been received by the publisher by the relevant closing date.

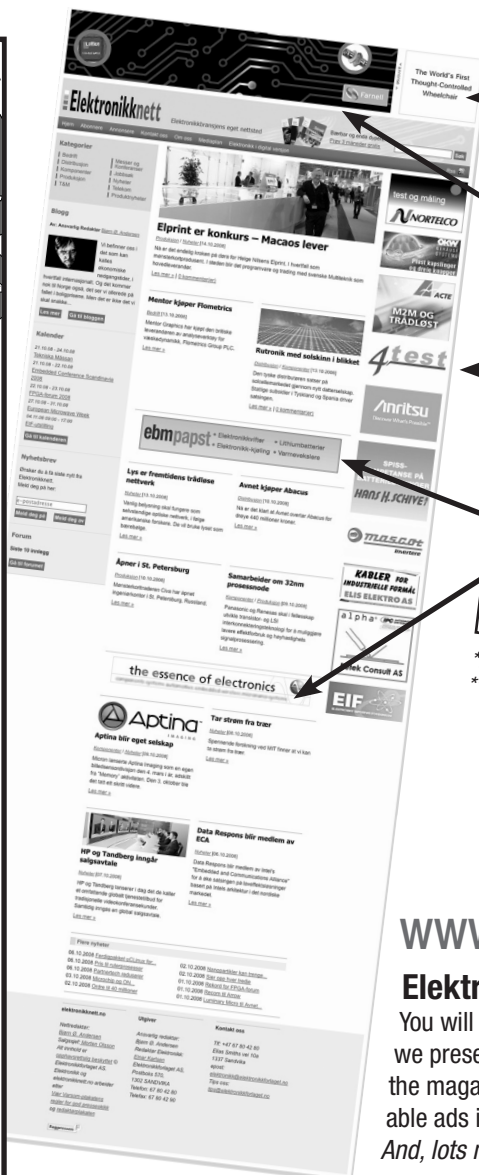


Cover all the Nordic countries with the Nordic Connection

The Nordic market area encompasses several countries and several languages. That is why it is impossible to reach the electronics professionals of all Nordic countries with any one magazine. You need the Nordic Connection, an advertising package involving the region's most prominent magazines in the business.

The magazines are: **Elektroniktidningen** (Sweden); **Prossessori** (Finland); **Aktuel Elektronik** (Denmark) and **Elektronikk** (Norway).

With just one phone call to us and one insertion order your sales message will reach the decision makers of the electronic industries in Finland, Sweden, Denmark and Norway.



Top banner button
w: 180 pix; h:150 pix (fixed)
Price: NOK 3.200,-*

Top banner
w: 768 pix; h:150 pix (fixed)
Price: kr. 4.200,-*

Side banner
w: 180 pix; h: 150 pix**
Price: From NOK 1.600,-*

Banner in text, total 2
w:468 pix; h: 60 pix**
Price: From NOK 2.100,-*

*Price per month
**Flexible height, please contact us for more information.

www.elektronikknett.no

Elektronikk on the Web

You will also find Elektronikk on the Web. Here we present news daily plus a digital version of the magazine, fully searchable. Ask about clickable ads in this version. And, lots more besides...