

Elektronikk

NORWAY'S LEADING ELECTRONICS MAGAZINE

2023

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Elektronikk in all channels elektronikknett.no

You will also find Elektronikk on the Web. Our website is based on Responsive Web Design and can be read on all platforms; PC, smart phones and tablets. Here we present news daily plus a digital version of the magazine, fully searchable. Ask about clickable ads in this version.



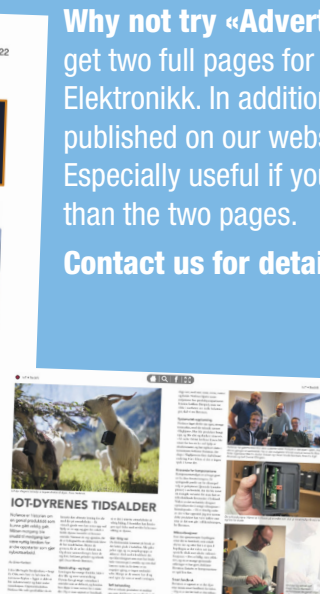
ELEKTRONIKK - NORWAY'S LEADING ELECTRONICS MAGAZINE

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.

Considering
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article/
advertorial?

Why not try «Advertorial»? You'll get two full pages for your message in Elektronikk. In addition, the article will be published on our website as a «White Paper». Especially useful if your message is longer than the two pages.

Contact us for details.



The Web – Daily news

Newsletter – Twice a week

Elektronikk can also be
enjoyed in a digital version

On smartphones
and tablets

Elektronikk

PUBLISHING DATES AND DEADLINES 2023

NO	PUBL. DATE	CLOSING DATE	ARTWORK
1	Jan 23	Jan 03	
2	Feb 20	Jan 23	
3	Mar 20	Feb 20	
4	Apr 24	Mar 20	
5	May 22	Apr 24	
6	Jun 12	May 15	
7/8	Aug 28	Jul 31	
9	Sep 25	Aug 28	
10	Oct 23	Sep 25	
11	Nov 20	Oct 23	
12	Dec 11	Nov 11	

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)..... 5 624

Member of the Norwegian Trade Press Association.

Digital advertising material:

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

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.

INFORMATION FOR ADVERTISERS

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
Front cover corner	85	x 85

ADVERTISING RATES

ELEKTRONIKK, THE MAGAZINE	4 Colours	Black
Full page, facing editorial	NOK 31 400	23 800
1/2 page, facing editorial	" 18 000	13 000
1/3 page, facing editorial	" 13 000	9 200
1/4 page, facing editorial	" 10 800	7 000
Double page spread	" 47 800	40 600
Front cover corner	" 22 900	
Inside cover	" 33 500	25 900
Inside back cover	" 32 300	24 800
Back cover	" 35 600	28 000
Classified ads (fixed position)	" 6 900	3 800

Inserts: Rates supplied on request.

ELEKTRONIKKNETT.NO, THE WEB

Top banner	w: 768 pix; h: 150 pix (fixed)	NOK 7 500.-
Top banner button	w: 180 pix; h: 150 pix (fixed)	NOK 5 900.-
Banner in text	w: 468 pix; h: 150 pix (flex.height)	NOK 4 800.-
Small banners (front)	w: 178 pix; h: 150 pix	NOK 4 300.-
Sky scraper («Sticky»)	w: 180 pix; h: 300 pix (can vary)	NOK 7 500.-

Impressions 50% (Max 2 banners per content unit)

NEWSLETTER (2 per week - prices per distribution)

Top banner	w: 684 pix; h: 150 pix (flex. height)	NOK 2 100.-
Banner in text	w: 684 pix; h: 150 pix	NOK 1 600.-
Customized Newsletters and other formats on request.		
(Subscribers: 2 500 and growing)		

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

Swiftcode: HANDNOKK • Iban: NO80 9046 0514 680