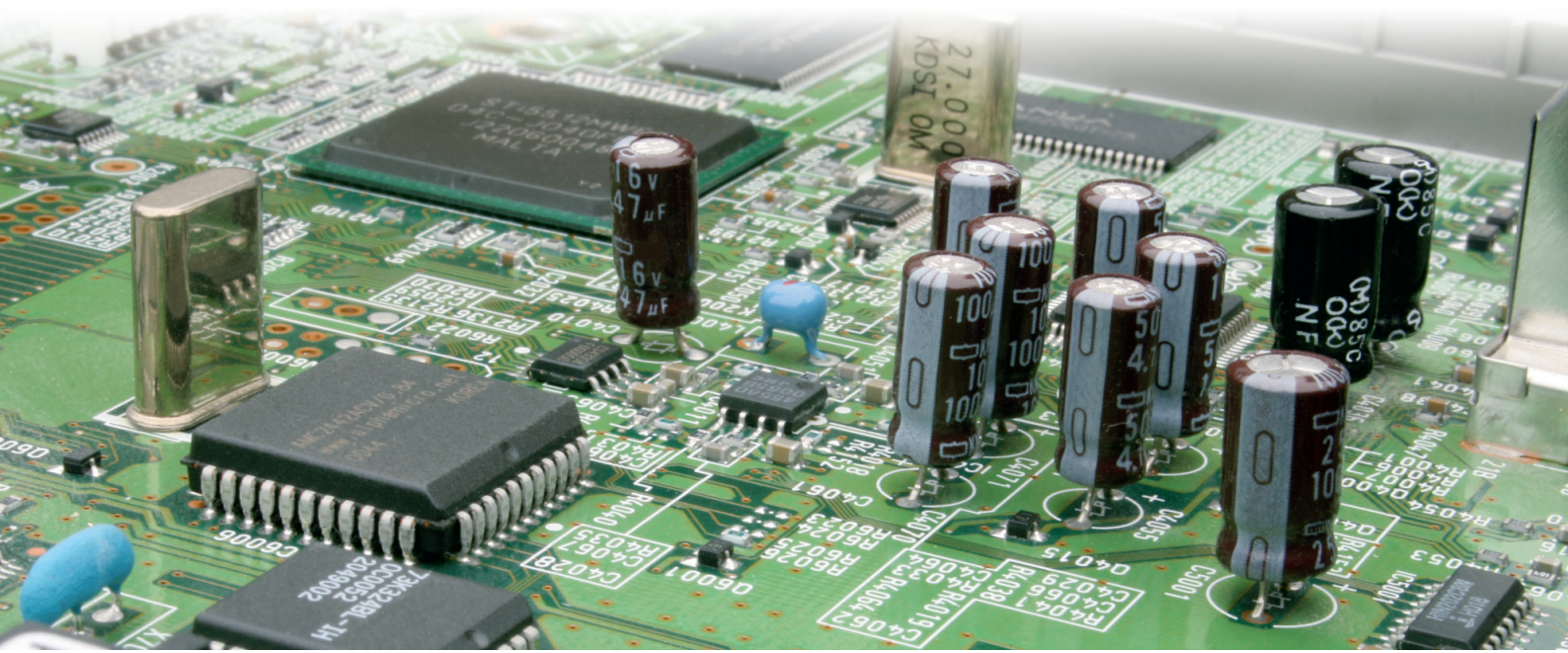


# aktuel elektronik



m e d i a k i t 2 0 1 8

# Editorial Calendar 2018 - 1. half

No.	Publication Date	Closing Date	Editorial Calendar
1	January 22	January 4	PCBs Power supplies, energy harvesting, converters and batteries Back-up and UPS
2	February 12	January 25	IoT Sensors and transducers Big Data and Data security Embedded electronics and systems Microprocessors, microcontrollers and memories Telecom and broadcast <b>Trade show: Embedded World, Nürnberg, February 17-March 1, (D)</b>
3	February 26	February 8	Medical electronics Test- & measurement Energy harvesting Passive components, filters, EMC and ESD Components/applications for consumer electronics
4	March 19	March 1	Subcontracting PCBs Mechatronics, electromechanicals and boxbuilding EMS - Electronics production Connectors, cables and cable assemblies Components distribution and storage
5	April 9	March 14	Industrial electronics IIoT (Industrial Internet of Things) Big Data and industrial data security Industry 4.0 Power electronics Automation and robots Sensors and transducers Wireless communication and networks <b>Trade show: Embedded Everywhere, Copenhagen, April 18 (DK)</b> <b>Trade show: Hannover Messe, Hannover, April 23-27 (D)</b> <b>Trade show: S.E.E. 2018, Stockholm, April 24-26 (S)</b>
6	April 30	April 11	Medical electronics Displays and display modules Laser and fiber optics Analogue electronics, components and modules Accelerated tests and environmental tests Power electronics, motor controls, HV and PFC <b>News, trends and general coverage from Embedded World</b>
7	May 22	May 1	Test- & measurement Embedded electronics and systems EDA, ASICs, FPGAs and CPLDs EMC/ESD DSP, A/D and D/A converters and data logging Embedded test systems Industrial controls <b>Trade show: PCIM Europe, Nürnberg, June 5-7 (D)</b> <b>Trade show: SMT Hybrid Packaging, Nürnberg, June 5-7 (D)</b> <b>Trade show: CeBIT, Hannover, June 11-15 (D)</b>
8	June 18	May 29	PCBs EMS - Electronics production Manufacturing equipment Box building, mechatronics and e-mech components Connectors, cables and cable assemblies

# Editorial Calendar 2018 - 2. half

No.	Publication Date	Closing Date	Editorial Calendar
9	August 27	August 7	<b>Trade show issue:</b> <b>E-18, Odense, September 11-13 (DK)</b> Power supplies, converters and batteries Back-up and UPS Embedded electronics, SW, IP and systems Computer boards Components/applications for consumer electronics <b>Trade show: IFA Berlin, Berlin, August 31-September 5 (D)</b>
10	September 17	August 30	Industrial electronics IIoT (Industrial Internet of Things) Big Data and Industrial data security Automation and robots Industry 4.0 Sensors and transducers Microprocessors, microcontrollers and memories Displays, display modules, lasers and opto components
11	October 8	September 20	<b>Subcontracting:</b> <b>The extensive yearly analysis and survey on the Danish electronics subcontracting business</b> PCBs Medical electronics Box building Connectors, cables and cable assemblies <b>News, trends and general coverage from E-18</b> <b>News, trends and general coverage from IFA Berlin</b>
12	October 29	October 11	Test- and measurement Power supplies, converters and batteries Back-up and UPS Accelerated test and climate techniques Components/applications for consumer electronics Aerospace, defense and drones Rad-hard components EMC/ESD <b>Trade show: Electronica, Munich, November 13-16, (D)</b>
13	November 19	November 1	PCBs Cables, connectors and cable assemblies EMS - Electronics production and machinery Electronics workbench and tools Passive components Component distribution and storage
14	December 10	November 21	Embedded electronics, SW, IP and systems IoT and security Micro electronics in power electronics Automation and industrial electronics Energy harvesting EDA, ASICs FPGAer og CPLDer <b>News, trends and general coverage from Electronica</b>

Please note that editorial deadlines are always a week earlier than closing dates for advertisements.  
 Subject to alterations without notice. This list will be updated on a regular basis.  
 Newest version on [www.techmedia.dk](http://www.techmedia.dk).

# Advertisement Formats and Prices

Format	W x H (mm)	4 colours
1/1 page	258 × 360	6153
1/2 page vertical	127 × 360	3928
1/2 page horizontal	258 × 175	3928
1/4 page	127 × 175	2493
1/3 page	258 × 120	3130
4 cls. × 250 mm	170 × 250	4034
4 cls. × 125 mm	170 × 125	2353
2 cls. × 250 mm	83 × 250	2353
2 cls. × 125 mm	83 × 125	1387
Front cover top	60 × 30	1153
Front cover bottom	83 × 75	1930
Bottom line	170 × 10	2252
Spread 1/1	530 × 360	10335
Spread 1/2	530 × 180	6850

All prices in €. Valid until December 31, 2018.

## Repeat Discount\*\*:

5 insertions	-5%
9 insertions	-10%
14 insertions	-15%

\*\* Turnover/quantity or repeat discounts are achieved regardless of which of TechMedia's 15 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

## Turnover Discount\*\*:

At € 6700	-5%
At € 13400	-10%
At € 20100	-15%
At € 26800	-20%
At € 33500	-25%

## Other Prices:

Special Placement + 10%

Advertisement space, mm price € 5,75

Inserts:

Please obtain quotation

Co-productions:

Please obtain quotation

## Online possibilities:

We offer a wide range of online solutions.

Please refer to separate media information on: [elektronikfokus.dk](http://elektronikfokus.dk)

## Advertisement

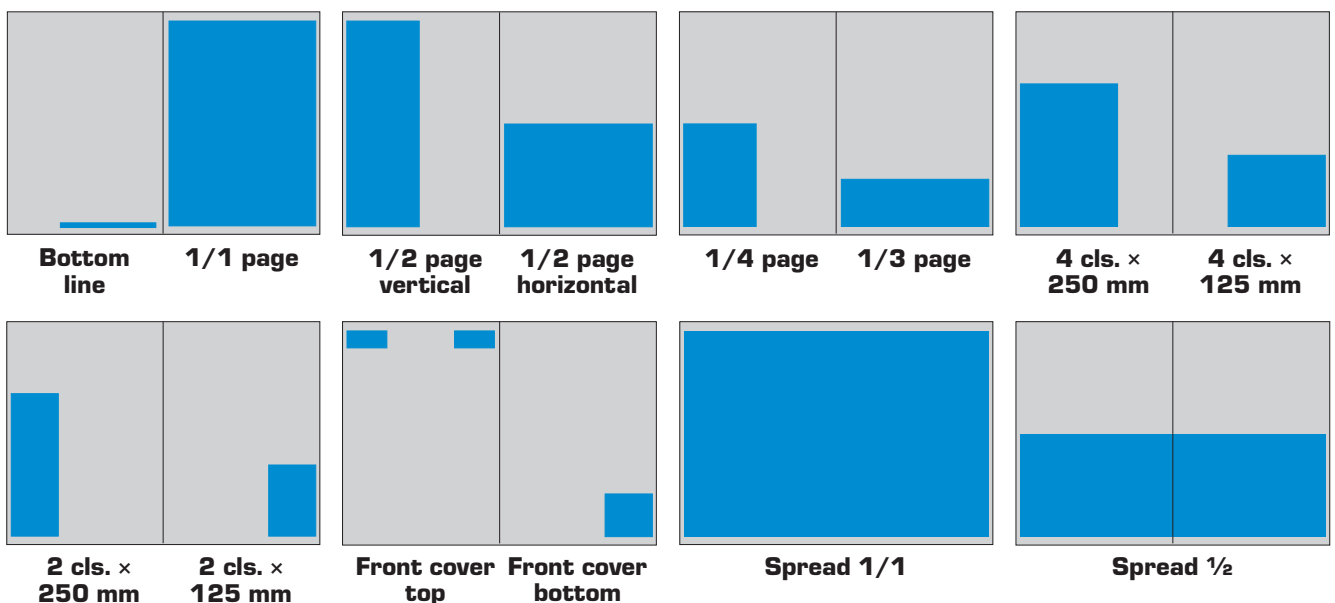
### Cancellation Deadline:

30 days prior to the Advertisement deadline.

Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

## Contact Information:

<b>Advertisement Bookings:</b>	Johnny Elmeskov Tel: +45 43 24 26 65 · e-mail: <a href="mailto:je@techmedia.dk">je@techmedia.dk</a>
<b>Advertisement Material:</b>	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: <a href="mailto:md@techmedia.dk">md@techmedia.dk</a>



# Technical Information

## Magazine Specifications:

Format	Tabloid (28 × 39,4 cm)
Colour	CMYK rotation
No. of columns	6
Column height	360 mm
Column width	39 mm
Column space	5 mm

## Print Specifications:

Print Technique	Offset, European scale
Paper	60 g paper ISO 76

## Publisher Information:

<b>Publisher</b>	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 Fax: +45 43 24 26 26 www.techmedia.dk
<b>Editorial</b>	Rolf Sylvester-Hvid (editor-in-chief) Tel: +45 43 24 26 10 e-mail: rsh@techmedia.dk Jørgen Sarlvit-Larsen
<b>Advertisements</b>	Johnny Elmeskov Tel: +45 43 24 26 65 e-mail: je@techmedia.dk
<b>Advertisement Material</b>	Marianne Dieckmann Tel: +45 43 24 26 82 e-mail: md@techmedia.dk
<b>Print</b>	OTM AVISTRYK
<b>Subscription</b>	Changes/cancellation: abonnement@techmedia.dk Order subscription at: www.techmedia.dk

## Electronic Advertisement Material

### General:

Data quantities <10 MB can be emailed to the recipient.

Data quantities >10 MB must be submitted via  
www.wetransfer.com

We work in the PC environment using the following tools:  
InDesign, Illustrator and Photoshop.

### Fonts:

As a starting point, the used fonts are to be submitted;  
they can be included in a PDF or vectored before  
submission.

### PDF:

PDF's are to be submitted in print quality 200 dpi.

TechMedia A/S is not liable for errors in the submitted  
PDF material.

### Advertisement Text:

Text for advertisements can be submitted in a Word docu-  
ment or written in an email.

### Photos:

Photos are to be submitted in print quality 300 dpi in TIFF  
format (file name.tif) or J-PEG format (file name.jpg). Pho-  
tos submitted in lower than the requested quality can be  
used, however TechMedia A/S cannot be held responsible  
for the quality.

Photos from the internet are usually not of print quality.

### Graphics and Logos:

As a starting point, graphics and logos are to be submit-  
ted in Illustrator-EPS format (file name.eps) or –AI (file  
name.ai). Alternatively, material can be submitted in PDF  
format (file name.pdf), TIFF format (file name.tif) or J-PEG  
format (file name.jpg).

Logos from the internet are usually not of print quality.

### Contact:

We value good customer communications and are willing  
to mentor and offer advice within our areas of expertise.  
Should we on receipt of advertisement material have any  
doubts or questions regarding the material or quality, we  
always contact the customer.

For questions regarding advertising material in  
aktuel elektronik, please contact Marianne Dieckmann,  
tel: +45 43 24 26 82 or via e-mail: md@techmedia.dk

# General Information

## Editorial objective:

The editorial objective is to provide the manufacturing and developmental segments of the electronics industry with news, background and perspectives, as well as product and people news.

## Good reasons to choose aktuel elektronik:

- 1** The primary task of aktuel elektronik is to keep the Danish producing- and developing parts of the electronics industry supplied with relevant news spanning from products news to indepth, technical articles about the latest technologies.
- 2** aktuel elektronik is by far the largest electronics publication in the Danish market.
- 3** With 14 editions per year, aktuel elektronik has the highest frequency of any Nordic electronics publication. aktuel elektronik has the shortest time-to-market possible.
- 4** aktuel elektronik is proudly independent of any union or party.
- 5** Through a highly skilled editorial support-group, aktuel elektronik has direct access to the most interesting news in the business, and the editorial support ensures the highest possible level of the printed matter.
- 6** On a regular basis aktuel elektronik brings complete surveys of the services and equipment in the Danish market.
- 7** aktuel elektronik is part of the privately owned company, TechMedia A/S, the largest publisher of B2B-publications in the Nordic market.
- 8** aktuel elektronik is a member of the Nordic Connection including our colleagues Elektronikk (N) og Elektroniktidningen (S). aktuel elektronik can be the sole point-of-entry for advertising in all of the Nordic market.

