

Elteknik



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Editorial Calendar 2018

No.	Publication Date	Closing Date	Editorial Calendar
1	January 23	December 22 2017	Cabinets and racks Service equipments Electric materials and techniques Power supplies, emergency power and UPS Traction - cars, trains and boats
2	February 20	January 31	Renewable energy, optimizing and supply Energydistribution, -components and -systems Smart Grid and VE
3	March 27	March 7	Cables and connectors Supply and supply engineering Robotics Test and Measurement Trade show: Hannover Industry, Hannover, April 23-27 (D)
4	April 30	April 5	Electric materials and techniques UPS in larger buildings and factories Power electronics Motor control Trade show: EI & Teknik, Odense, May 15-17 (DK)
5/6	June 12	May 23	IBI - Intelligent Building Installations Cabinets and racks, service equipments Sustainable energy News, trends and general coverage from EI & Teknik
7/8	August 28	August 6	Test and Measurement Installations, materials and tools Automation Trade show: Automatik, Brøndby, September 11-13 (DK)
9	September 18	August 30	Cables and connectors Delivery and transmission IBI - Intelligent Building Installations High power and EMC including transient protection Trade show: WindEnergy, Hamburg, September 25-28 (D)
10	October 16	September 25	Cabinets and racks Service equipments Electric materials and techniques Power supply, batteries, emergency power and UPS Masts, cables and transformers
11	November 13	October 24	Motors and motor controls Industrial robotics and power electronics Communication, bus systems LAN
12	December 4	November 15	Energy optimizing Renewable energy Smart Grid Energy politics 2018 revisited - what's new for 2019

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.

Advertisement Formats and Prices

Format	W x H (mm)	4 colours
1/1 page	185 × 265	4350
1/2 page vertical	90 × 265	2802
1/2 page horizontal	185 × 130	2802
1/4 page vertical	90 × 130	1984
1/4 page horizontal	185 × 63	1984
Spread	388 × 265	6769
Top line	70 × 7	2265
Bottom line	100 × 7	2748
Back cover*	210 × 237	4625
Front cover	200 × 40	4638

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31, 2018.

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 5,07

Inserts:

Please obtain quotation

Online possibilities:

We offer a wide range of online solutions.

Please refer to separate media information on: elfokus.dk

Repeat Discount **:

3 insertions	-5%
6 insertions	-10%
10 insertions	-15%

Turnover Discount **::

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

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

Advertisement

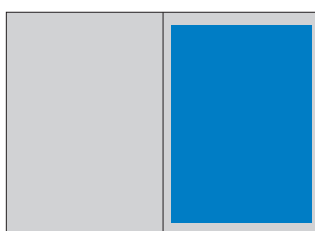
Cancellation Deadline:

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:

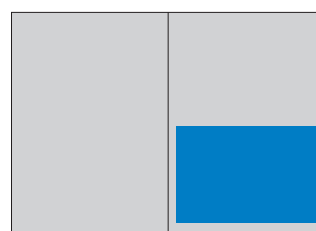
Advertisement Bookings:	René Bodin Tel: +45 43 24 26 47 · e-mail: rb@techmedia.dk
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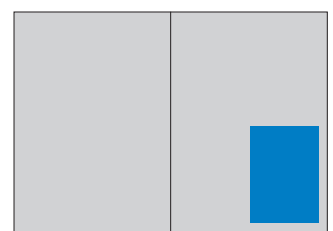
1/1 page



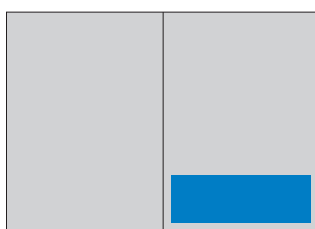
1/2 page - vertical



1/2 page - horizontal



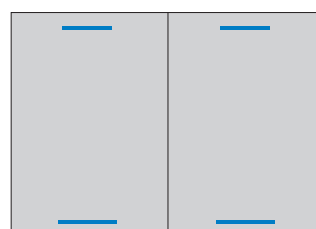
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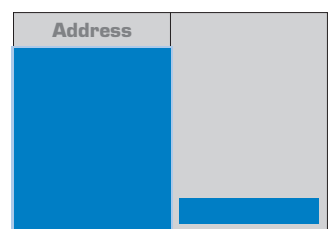
1/4 page - horizontal



Spread



Top and bottom line



Back cover Front cover

Technical Information

Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	4
Column height	265 mm
Column width	43 mm
Column spacing	4,5 mm
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	90 g, Rapido Silk

Publisher Information:

Publisher:

TechMedia A/S, Naverland 35, DK-2600 Glostrup
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www.techmedia.dk

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Advertisement Material:

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Print:

PE Offset A/S
Tømmervej 9, DK-6800 Varde

Subscription:

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 300 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 Elteknik,
please contact Marianne Dieckmann, tel: +45 43 24 26 82
or via email: md@techmedia.dk

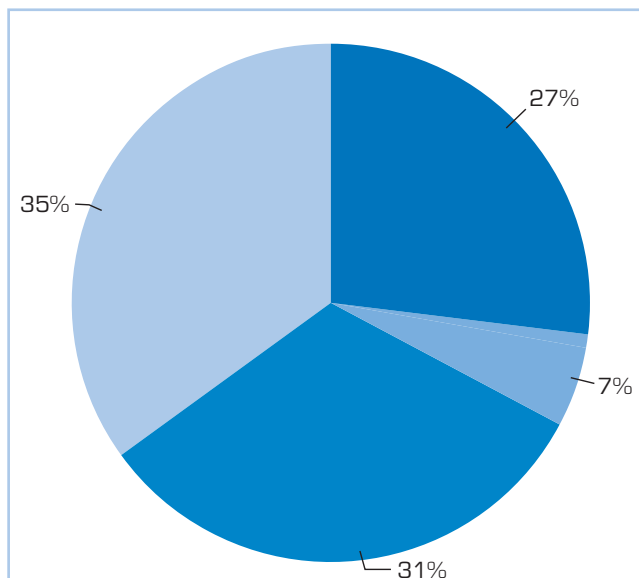
General Information

Editorial objective:

Elteknik's objective is to publish a technical trade magazine on high power, automation and energy at a level which is satisfactory to the broadest possible target group in the field.

Good reasons for choosing "Elteknik":

- 1** Elteknik reaches a well defined target group as well as wider audience with relevant information from the technical and electro technical world.
- 2** Elteknik runs technical articles within the sphere of automation, motors, energy, high power and supply.
- 3** Elteknik describes new technology, research and legislation.
- 4** Elteknik runs case studies from the industry and explains technical matters and solutions.
- 5** Elteknik runs dedicated topics on cables, security techniques and intelligent installations on a regular basis.
- 6** Elteknik carry news from the trade on companies and people as well as products and solutions.
- 7** Elteknik cover Danish and international trade shows with substantial coverage of the latest developments.
- 8** Elteknik is mouthpiece for the Danish electro technical society informing about current activities in the society.
Elteknik is distributed to all the members.
- 9** Elteknik is part of the privately owned company, Tech-Media A/S, the largest publisher of B2B publications in the Nordic market.



Readership profile:

■ 27% - 895

Sales and distribution of components, systems and service, counselling – test and measurement, electro mechanics, power supplying etc. within industries: Automation, electro techniques, machinery, automotive, electro mechanics and more

■ 7% - 232

Power plants, authorities, research, education and health care

■ 31% - 1028

Electro technical engineers, technicians and developers

■ 35% - 1160

Elektroteknisk Forening (Danish electro technical society), and electricians within high power

Printed circulation per issue: 3315

Monthly readers of the digital version: 373