

aktuel elektronik



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Editorial Calendar 2021 - 1. half

No.	Publication Date	Closing Date	Editorial Calendar
1	January 25	January 6	Power supplies, converters and batteries Electronics development, -production and production equipment Test & measurement equipment Cables, connectors and cable assemblies PCB's
2	February 22	February 4	IoT, embedded electronics and systems Sensors and transducers Big data and data security Test & measurement Microprocessors, microcontrollers and memories Wireless communication, telecom and broadcast Trade show: Embedded World, Nuremberg, March 1-5 (D) - being held digitally
3	March 15	February 25	Medical and healthcare electronics Displays and display modules Laser and fiber optics EMC and ESD Passive components Energy harvesting
4	April 6	March 18	News, trends and general coverage from Embedded World Industrial electronics, IIoT and Industry 4.0 Big data and industrial data security Power electronics, automation and robots Sensors and transducers Wireless communication and networks Trade show: Hannover Messe, Hannover, April 12-16 (D)
5	May 3	April 15	Subcontracting/EMS and electronics production Boxbuilding and mechatronics Connectors, cables and cable assemblies PCB's EMC and ESD Power electronics Motor controls Trade show: Sensor+Test 2021, Nuremberg, May 4-6 (D) Trade show: SMTconnect, Nuremberg, May 4-6 (D) Trade show: PCIM Europe, Nuremberg, May 4-6 (D)
6	May 23	May 4	Trade show edition: EOT - Electronics of Tomorrow, Herning, June 1-3 (DK) IoT, embedded electronics and systems Sensors and transducers Big data and data security Test & measurement Power supplies, converters and batteries Electronics development and production Connectors, cables and cable assemblies
7	June 14	May 27	Micro electronics in power electronics Automation and industrial electronics IIoT and Industry 4.0 Cyber security Robots and drone technology Energy harvesting EDA, ASIC's, FPGA'er and CPLD'er

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.

Editorial Calendar 2021 - 2. half

No.	Publication Date	Closing Date	Editorial Calendar
8	August 23	August 4	<p>News, trends and general coverage from EOT - Electronics of Tomorrow</p> <p>Components/applications for consumer electronics and broadcast/communication Embedded electronics, computer boards, software, IP and systems IoT and data security Sensors Drones and robots Power supplies, converters and batteries</p> <p>Trade show: IFA Berlin, Berlin, September 3-7 (D) Trade show: FPGA World Conference, DTU, September 16 (DK)</p>
9	September 27	September 9	<p>Trade show edition: hi Tech & Industry Scandinavia, Herning, October 5-7 (DK)</p> <p>Power electronics Industrial electronics, IIoT and Industry 4.0 Big data and industrial data security Robots and drone technology Power supplies, converters and batteries Sensors and transducers Micro processors and micro controllers</p> <p>Trade show: it-sa, Nuremberg, October 12-14 (D)</p>
10	October 18	September 29	<p>Subcontracting:</p> <p>The extensive yearly analysis and survey on the Danish electronics subcontracting business</p> <p>Electronics production Boxbuilding Connectors, cables and cable assemblies PCB's Test & measurement</p> <p>News, trends and general coverage from IFA Berlin</p>
11	November 8	October 20	<p>News, trends and general coverage from hi Tech & Industry Scandinavia</p> <p>EMS - Electronics production machinery/equipment Electronics workbench and tools Passive components, EMC and ESD Component distribution and storage</p> <p>Trade show: Productronica, München, November 16-19 (D) Trade show: SPS - Smart Production Solutions, Nuremberg, November 23-25 (D)</p>
12	December 13	November 25	<p>News, trends and general coverage from Productronica</p> <p>Aerospace, defense and rad-hard Medical electronics Drones and robots Power electronics EMC and ESD Accelerated test and climate techniques</p>

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Advertisement Formats and Prices

Format	W x H (mm)	4 colours
1/1 page	258 × 360	3137
1/2 page vertical	127 × 360	2004
1/2 page horizontal	258 × 175	2004
1/4 page	127 × 175	1210
1/3 page	258 × 120	1515
4 cls. × 250 mm	170 × 250	2058
4 cls. × 125 mm	170 × 125	1137
2 cls. × 250 mm	83 × 250	1137
2 cls. × 125 mm	83 × 125	707
Front cover top	60 × 30	826
Front cover bottom	83 × 75	1281
Bottom page	170 × 10	1146
Spread 1/1	534 × 360	5268
Spread 1/2	534 × 180	3492

All prices in €. Valid until December 31, 2020.

Repeat Discount**:

5 insertions	-5%
9 insertions	-10%
12 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 € 2,81

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

Advertisement

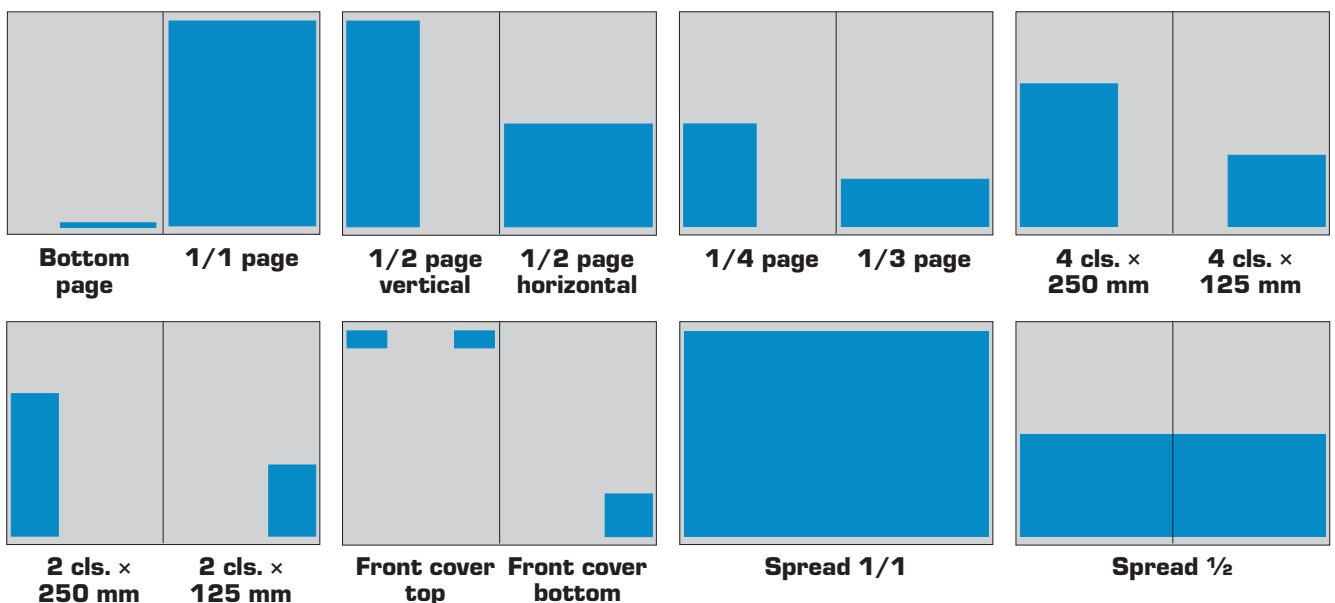
Cancellation Deadline:

30 days prior to advertisement deadline - with the exception of first edition in August, which is 60 days prior to 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:	Johnny Elmeskov Tel: +45 43 24 26 65 · e-mail: je@techmedia.dk
Advertisement Material:	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk



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:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 Fax: +45 43 24 26 26 www.techmedia.dk
Editorial	Rolf Sylvester-Hvid (editor-in-chief) Tel: +45 43 24 26 10 e-mail: rsh@techmedia.dk
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Print	OTM AVISTRYK
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 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 document 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). Photos 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 submitted 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 12 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.

