

Elteknik



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

Editorial Calendar 2021

| No. | Publication Date | Closing Date | Editorial Calendar |
|-----|------------------|--------------|---|
| 1 | February 16 | January 11 | Installations equipment and techniques Enclosures and cabinets Power supplies Emergency power and UPS Electrical infrastructure - cars, trains and maritime |
| 2 | March 23 | February 26 | Automation Robot technology Industry 4.0 Cables and connectors Test and Measurement Motors and motor controls Trade show: Hannover Messe, Hannover, April 12-16 (D) |
| 3 | April 20 | March 23 | Sustainable Energy and Smart grid Energy storage Transient protection Energy efficiency Energy distribution, components and equipment Trade show: PCIM Europe, Nuremberg, May 4-6 (D) Trade show: WindEurope Electric City, Copenhagen, April 27-29 (DK) |
| 4 | May 31 | May 6 | Installations equipment and technology IBI - intelligent building installations Securing power supply Emergency power and UPS Power electronics Motors and motor controls |
| 5 | August 31 | August 10 | Cable routing Sustainable Energy and Green Tech Automation and control Delivery and transmission Transient protection Trade show: Husum Wind, Husum, September 14-17 (D) |
| 6 | September 21 | August 27 | Automation Industry 4.0 Robots and power electronics in the industry Software for automation and electrical installations Test and measurement Cables and connectors IBI - intelligent building installations Trade show: hi Tech & Industry Scandinavia, Herning, October 5-7 (DK) |
| 7 | October 19 | September 24 | Electric switchboards and rack systems Installations equipment and techniques Enclosures and cabinets Tools |
| 8 | November 23 | November 2 | News, trends and general coverage from hi Tech & Industry Scandinavia Power supply and energy storage Batteries, emergency power and UPS Power electronics in the industry Motor and motor controls |

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 | 4530 |
| 1/2 page vertical | 90 × 265 | 2915 |
| 1/2 page horizontal | 185 × 130 | 2915 |
| 1/4 page vertical | 90 × 130 | 2068 |
| 1/4 page horizontal | 185 × 63 | 2068 |
| Spread | 388 × 265 | 7051 |
| Top line | 70 × 7 | 2355 |
| Bottom line | 100 × 7 | 2861 |
| Back cover* | 210 × 237 | 4818 |
| Front cover | 200 × 40 | 4833 |

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31, 2020.

Other Prices:

| | |
|-------------------------------|--------|
| Print to edge/Bleed | + 10% |
| Special Placement | + 10% |
| Advertisement space, mm price | € 8,21 |

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

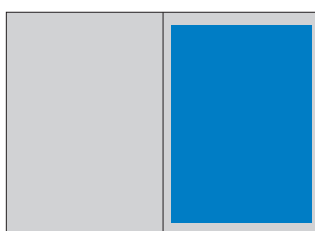
Cancellation Deadline:

30 days prior to advertisement deadline - with the exception of first edition in August, which is 60 days prior to advertisement deadline

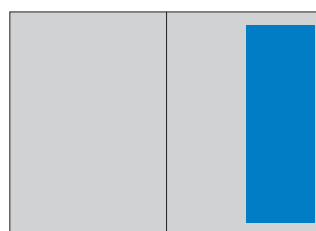
Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

Contact Information:

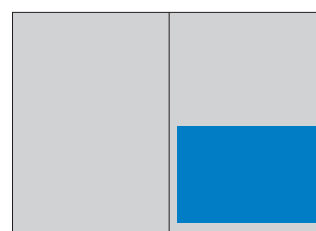
| | |
|--------------------------------|--|
| Advertisement Bookings: | René Bodin Tel: +45 43 24 26 47 · e-mail: rb@techmedia.dk |
| Advertisement Material: | Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk |



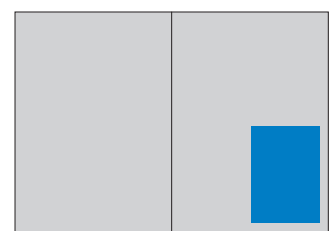
1/1 page



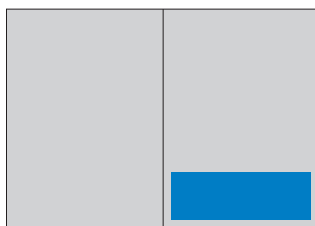
1/2 page - vertical



1/2 page - horizontal



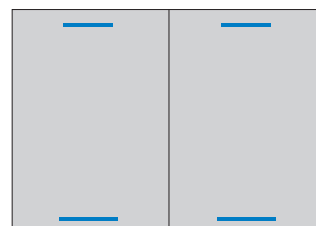
1/4 page - vertical



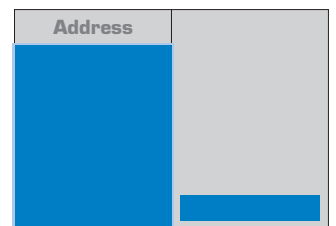
1/4 page - horizontal



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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Print:

PE Offset A/S
Tømnervej 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

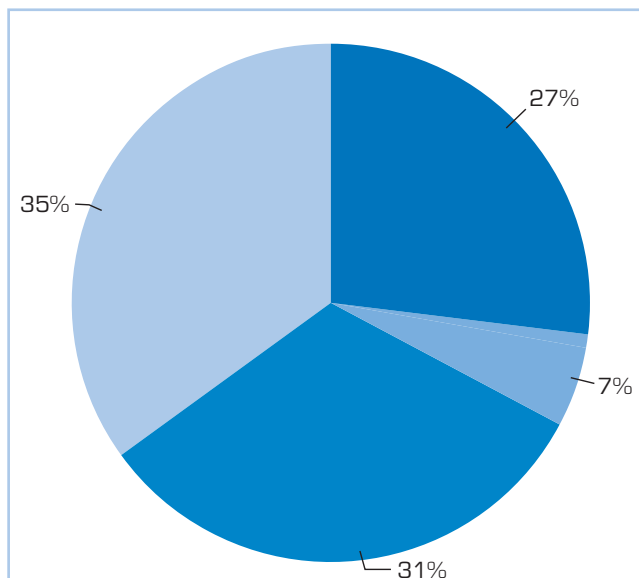
General Information

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% - 820

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% - 213

Power plants, authorities, research, education and health care

■ 31% - 942

Electro technical engineers, technicians and developers

■ 35% - 1063

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

Printed circulation per issue: 3038

Monthly readers of the digital version: 630