

aktuel elektronik



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Editorial Calendar 2022 - 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 15	January 27	Medical and healthcare electronics Displays and display modules Casing, mechatronics and 3D-design Telecommunication - laser and fiber optics EMC and ESD Passive components
3	March 8	February 18	IoT, embedded electronics and systems Sensors and transducers Big Data and data security Robot and drone technology AI and VR Test & measurement Microprocessors, microcontrollers and memories Wireless communication, telecom and broadcast Trade show: R-22, Odense, March 23-25 (DK)
4	April 5	March 15	Industrial electronics, IIoT and industry 4.0 Big Data and industrial data security Power electronics, automation and robots AI and VR Sensors and transducers Wireless communication and networks
5	May 3	April 12	Subcontracting/EMS and electronics production Box building and mechatronics Connectors, cables and cable assemblies PCB's EMC and ESD Trade show: Sensor+Test, Nuremberg, May 4-6 (D) Trade show: PCIM Europe, Nuremberg, May 10-12 Trade show: SMTconnect, Nuremberg, May 10-12
6	May 24	May 5	Electronics development and production IoT, embedded electronics and systems Sensors and transducers Big Data and data security Test & measurement Power supplies, converters and batteries Trade show: Hannover Messe, Hannover, May 30 - June 2 (D) Trade show: Elektronik, Stockholm, June 15-16 (S)
7	June 14	May 23	Micro electronics in power electronics Automation and industrial electronics IIoT and industry 4.0 AI and VR Cyber security Robot and drone technology Energy harvesting News, trends and general coverage from Sensor+Test, PCIM Europe og SMTconnect Trade show: Embedded World, Nuremberg, June 21-23 (D)

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 2022 - 2. half

No.	Publication Date	Closing Date	Editorial Calendar
8	August 23	August 4	<p>Trade show edition: E-22, Odense, August 30 - September 1 (DK) Trade show edition: Automatik 2022, Brøndby, September 13-15 (DK) News, trends and general coverage from Embedded World Electronics development and production equipment Power supplies, converters and batteries PCB's Embedded electronics, computer boars, software, IP and systems IoT and data security Robots, automation and motor controls Components/applications in consumer electronics and broadcast/telecommunication Trade show: IFA Berlin, Berlin, September 2-6 (D) Conference: FPGAworld Conference 2022, DTU, Copenhagen, September 15 (DK)</p>
9	October 4	September 15	<p>News, trends and general coverage from E-22 Power electronics Industrial electronics, IIoT and industry 4.0 Automation and industrial electronics Robots and drone technology AI and VR Power supplies, converters and batteries Big Data and Industrial data security Sensors and transducers Micro processors and micro controllers Trade show: Digital Tech Summit, Copenhagen, October 25-26 (DK)</p>
10	October 25	October 10	<p>Subcontracting: The extensive yearly analysis and survey on the Danish electronics subcontracting business Electronics production Box building Connectors, cables and cable assemblies PCB's Test & measurement News, trends and general coverage from Automatik 2022 News, trends and general coverage from IFA Berlin Trade show: Electronica, Munich, November 15-18 (D)</p>
11	November 15	October 28	<p>Electro mechanicals Electro mechanical components Electronics workbench and tools Supply chain and component logistics</p>
12	December 13	November 24	<p>News, trends and general coverage from Electronica Aerospace, defense and rad-hard Medical electronics Drones and robots AI and VR Power electronics Passive components, EMC and ESD Accelerated test and climate techniques</p>

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Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	258 × 360	3265
1/2 page vertical	127 × 360	2085
1/2 page horizontal	258 × 175	2085
1/4 page	127 × 175	1259
1/3 page	258 × 120	1576
4 cls. × 250 mm	170 × 250	2141
4 cls. × 125 mm	170 × 125	1183
2 cls. × 250 mm	83 × 250	1183
2 cls. × 125 mm	83 × 125	736
Front cover top	60 × 30	859
Front cover bottom	83 × 75	1333
Bottom page	170 × 10	1192
Spread 1/1	534 × 360	5481
Spread 1/2	534 × 180	3633

All prices in €. Valid until December 31, 2022.

Repeat Discount**:

5 insertions	-5%
9 insertions	-10%
12 insertions	-15%

** Turnover/quantity or repeat discounts are achieved regardless of which of TechMedia's 14 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%

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

Other Prices:

Special Placement + 10%
Advertisement space, mm price € 2,93

Inserts:

Please obtain quotation

Co-productions:

Please obtain quotation

Online possibilities:

We offer a wide range of online solutions e.g.:

Add link € 67

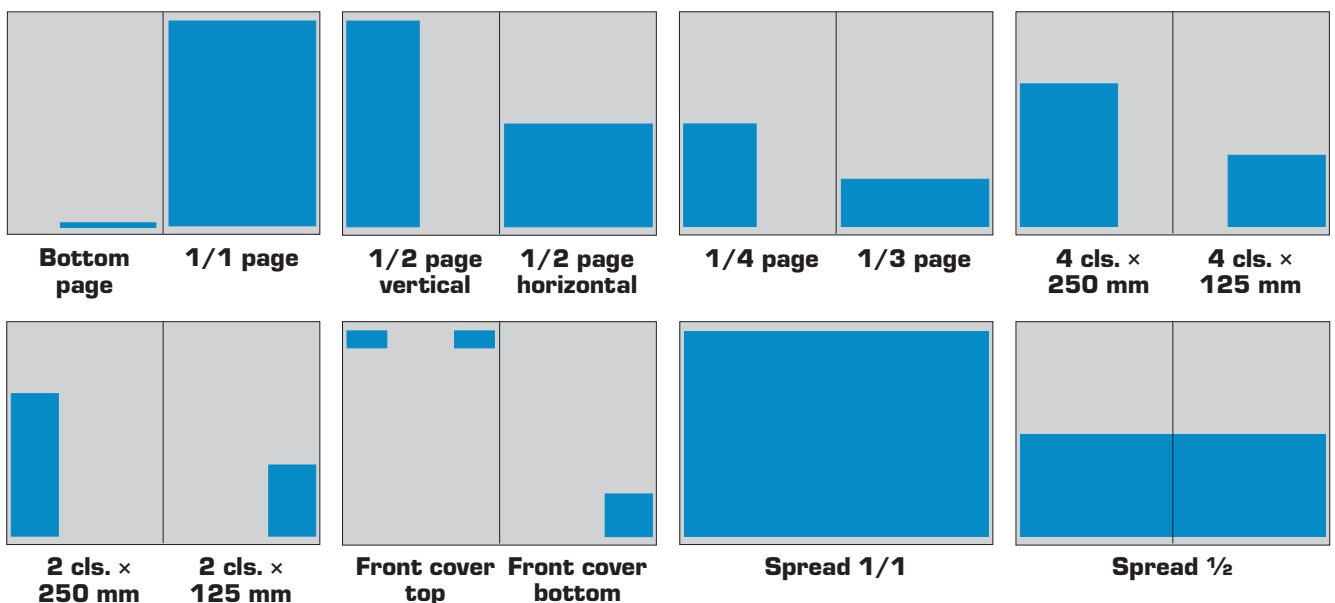
For other online options please go to the media kit on: elektronikfokus.dk

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.



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 www.techmedia.dk
Editorial	Rolf Sylvester-Hvid (editor-in-chief) Tel: +45 43 24 26 10 e-mail: rsh@techmedia.dk
Advertisements	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
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
Adobe Creative Cloud.

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.

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.

Using web and email addresses in advertisements:

It is possible to have clickable web and email addresses
in the ads in the digital issues of Aktuel Elektronik.

How to do it:

- Web and email addresses must be text only
- Space must be added between web and email addresses and other text
- Email addresses are to be written in full and include @
- Web addresses are to be written in full and include www.

TechMedia A/S cannot be held responsible for web-links
not working correctly.

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:

- 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.
- Aktuel Elektronik is by far the largest electronics publication in the Danish market.
- With 12 editions per year, Aktuel Elektronik has the highest frequency of any Nordic electronics publication.
- Aktuel Elektronik is proudly independent of any union or party.
- On a regular basis Aktuel Elektronik brings complete surveys of the services and equipment in the Danish market.
- Aktuel Elektronik is part of the privately owned company, TechMedia A/S, one of the largest publisher of B2B-publications in the Nordic market.

