

aktuel elektronik



m e d i a k i t 2 0 2 4

Editorial Calendar 2024 - 1. half

| No. | Publication Date | Closing Date | Editorial Calendar |
|-----|------------------|--------------|---|
| 1 | January 23 | January 4 | Power supplies, converters and batteries SiC-, GaN- and new power technologies Electronics development, -production and production equipment Test & measurement equipment Cables, connectors and cable assemblies PCBs |
| 2 | February 13 | January 25 | Medical and healthcare electronics Displays and display modules Casing, mechatronics and 3D-design Additive production/printed electronics Telecommunication - laser and fiber optics EMC and ESD Opto electronics and diodes Passive components Trade show: LOPEC 2024, Munich, March 6-7 (D) |
| 3 | March 12 | February 22 | Power electronics IIoT and Industry 4.0 Automation and robot technology AI and VR Big Data and industrial data security Sensors and transducers Trade show: R-24, Odense, March 13-15 (DK) |
| 4 | April 3 | March 8 | Embedded electronics and IoT 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 Trade show: Embedded World, Nuremberg, April 9-11 (D) Trade show: Hannover Messe, Hannover, April 22-26 (D) |
| 5 | April 23 | April 4 | Subcontractors/EMS and electronics production Additive production/printed electronics Boxbuilding and mechatronics PCBs Test and measurement Cables, connectors and cable assemblies EMC and ESD Power supplies, converters and batteries |
| 6 | May 22 | April 29 | Micro electronics in power electronics Automation and industrial electronics IIoT and Industry 4.0 AI and VR Cybersecurity Energy harvesting Trade show: PCIM Europe, Nuremberg, June 11-13 (D) Trade show: SMTconnect, Nuremberg, June 11-13 (D) News, trends and general coverage from Embedded World |
| 7 | June 18 | May 29 | Medical and healthcare electronics Displays and display modules Casing and mechatronics Additive production/printed electronics Telecommunication - laser and fiber optics EMC and ESD Opto electronics Passive components |

Subject to alterations without notice.

This list will be updated on a regular basis. Newest version on www.techmedia.dk.

Editorial Calendar 2024 - 2. half

| No. | Publication Date | Closing Date | Editorial Calendar |
|-----|------------------|--------------|---|
| 8 | August 27 | August 6 | <p>Trade show: Elektronikmessen E-24, Odense, September 3-5 (DK) Trade show: Automatik, Broendby, September 10-12 (DK) Electronics manufacturing, electronics workbench and tools Boxbuilding and mechatronics PCBs Test and measurement Cables, connectors and cable assemblies EMC and ESD Power supplies, converters and batteries IoT and cybersecurity Automation and industrial electronics Conference: FPGAworld Conference 2024, September 12, DTU Scion, Copenhagen (DK)</p> |
| 9 | September 17 | August 28 | <p>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</p> |
| 10 | October 15 | September 26 | <p>Subcontracting: The extensive yearly analysis and survey on the Danish electronics subcontracting business Subcontractors/EMS and electronics production Box building and mechatronics Additive production/printed electronics Connectors, cables and cable assemblies PCBs Test & measurement Power supplies, converters and batteries Trade show: Digital Tech Summit 2024, October 30-31, Copenhagen (DK) News, trends and general coverage from Elektronikmessen E-24 and Automatik 2024</p> |
| 11 | November 5 | October 17 | <p>Medical and healthcare electronics IoT and Embedded electronics SiC-, GaN- and new power technologies Supply chain and component logistics Electro mechanicals Micro processors and micro controllers Wireless technologies Trade show: SPS - Smart Production Solutions, Nuremberg, November 12-14 (D) Trade show: Electronica, Munich, November 12-15 (D)</p> |
| 12 | December 10 | November 21 | <p>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 News, trends and general coverage from Electronica</p> |

Advertisement Formats and Prices

| Format | W × H (mm) | 4 colours |
|---------------------|------------|-----------|
| 1/1 page | 258 × 360 | 3428 |
| 1/2 page vertical | 127 × 360 | 2189 |
| 1/2 page horizontal | 258 × 175 | 2189 |
| 1/4 page | 127 × 175 | 1322 |
| 1/3 page | 258 × 120 | 1655 |
| 4 cls. × 250 mm | 170 × 250 | 2248 |
| 4 cls. × 125 mm | 170 × 125 | 1242 |
| 2 cls. × 250 mm | 83 × 250 | 1242 |
| 2 cls. × 125 mm | 83 × 125 | 772 |
| Front cover top | 60 × 30 | 902 |
| Front cover bottom | 83 × 75 | 1399 |
| Bottom page | 170 × 10 | 1252 |
| Spread 1/1 | 534 × 360 | 5755 |
| Spread 1/2 | 534 × 180 | 3815 |

All prices in €. Valid until December 31, 2023.

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% |

Other Prices:

| | |
|-------------------------------|--------|
| Special Placement | + 10% |
| Advertisement space, mm price | € 3,15 |

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

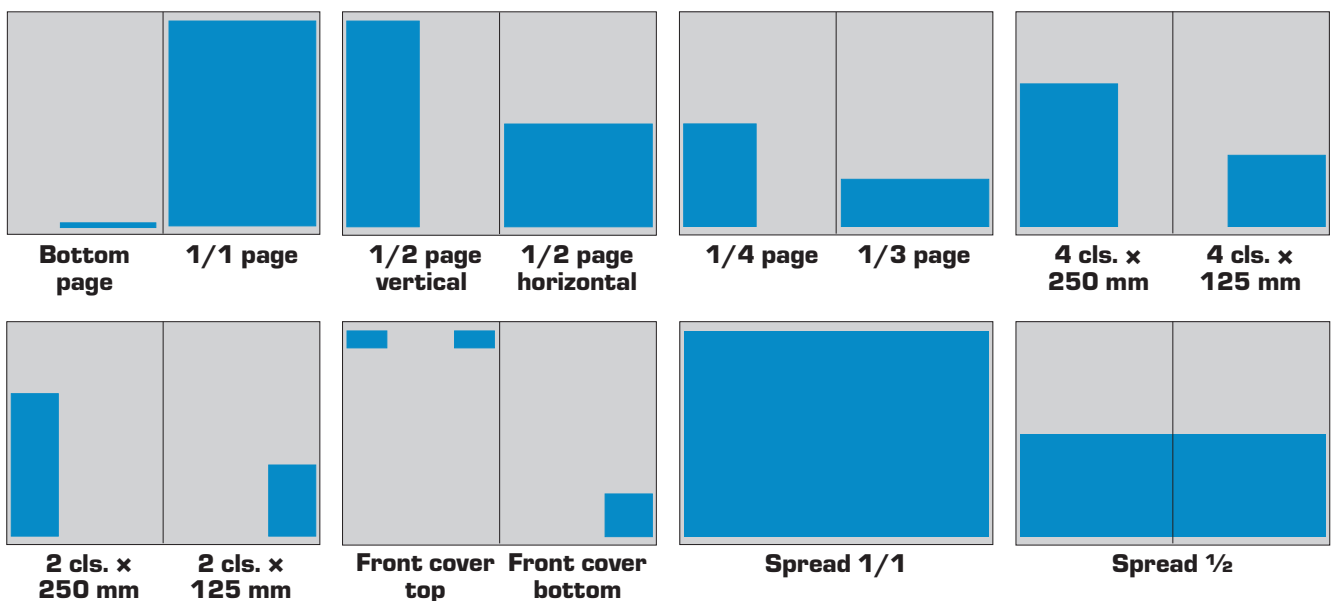
Cancellation Deadline:

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.

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 | 52 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 | Order subscription, changes/cancellation at: abonnement@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.

