

# aktuel elektronik



m e d i a k i t 2 0 2 5

TechMedia 

# Editorial Calendar 2025 - 1. half

No.	Publication Date	Closing Date	Editorial Calendar
1	January 21	January 2	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 11	January 23	Medical and healthcare electronics Displays and display modules Casing, mechatronics, 3D-design and robot technology Additive production, 3D print and printed electronics EMC and ESD Opto electronics, diodes and passive components <b>Trade show: LOPEC 2025, Munich, February 25-27 (D)</b>
3	March 4	February 13	Embedded electronics and IoT Wireless communication and networks Power electronics, IIoT and Industry 4.0 Automation and robot technology AI and VR Sensors, transducers, Big Data and industrial data security <b>Trade show: Embedded World, Nuremberg, March 11-13 (D)</b> <b>Trade show: Hannover Messe, Hannover, March 31 - April 4 (D)</b>
4	April 1	March 13	Cloud vs. Edge Cyber resilience Act (CRA) and cybersecurity Wireless communication and encryption Microprocessors and micro controllers
5	April 22	March 28	Electronics design, development and wireless technologies Subcontractors/EMS, electronics production and boxbuilding Additive production, 3D print and printed electronics PCBs Test and measurement Cables, connectors and cable assemblies EMC and ESD Power supplies, converters and batteries <b>Trade show: PCIM Europe, Nuremberg, May 6-8 (D)</b>
6	May 20	May 1	Micro electronics in power electronics Automation, industrial electronics and robots IIoT, Industry 4.0 and cybersecurity AI and VR Energy harvesting <b>News, trends and general coverage from Embedded World and Hannover Messe</b>
7	June 17	May 23	Medical and healthcare electronics Wireless communication Displays and display modules Casing and mechatronics Additive production, 3D print and printed electronics Telecommunication - laser and fiber optics EMC and ESD Opto electronics and passive components

Subject to alterations without notice.

This list will be updated on a regular basis. Newest version on [www.techmedia.dk](http://www.techmedia.dk).

# Editorial Calendar 2025 - 2. half

No.	Publication Date	Closing Date	Editorial Calendar
8	August 19	July 31	<p>Medical and healthcare electronics            Displays and display modules            Aerospace, defense and rad-hard            Drones and robots            Enclosures and mechatronics            EMC, ESD and passive components            AI and VR</p> <p><b>Conference: FPGAworld Conference 2025, DTU, Copenhagen (DK)</b></p>
9	September 9	August 19	<p>Electronics production and development            Additive production, 3D printing and printed electronics            Box build            Print            Testing and measurement            Connectors, cables and assembly            Power supply, converters and batteries            Industrial electronics and IIoT            Automation, wireless communication and cybersecurity            Robot and drone technology            Sensors and transducers</p> <p><b>Trade show: EOT - Electronics of Tomorrow, Herning, September 30 - October 2 (DK)</b>  <b>Trade show: hi Tech &amp; Industry Scandinavia, Herning, September 30 - October 2 (DK)</b></p>
10	October 14	September 25	<p><b>Subcontracting:</b>  <b>The extensive yearly analysis and survey on the Danish electronics subcontracting business</b>            Subcontractors/EMS, electronics manufacturing, electronics design and development            Box building and mechatronics            Additive production/printed electronics            Connectors, cables and cable assemblies            PCBs            Test &amp; measurement            Power supplies, converters and batteries</p>
11	November 11	October 23	<p>Electronics manufacturing, electronics workbench, supply chain and component logistics            IoT, embedded electronics and wireless technologies            SiC-, GaN- and new power technologies            Electro mechanicals            Microprocessors and micro controllers</p> <p><b>News, trends and general coverage from EOT - Electronics of Tomorrow and hi Tech &amp; Industry Scandinavia</b>  <b>Trade show: Productronica, Munich, November 18-21 (D)</b>  <b>Trade show: SPS - Smart Production Solutions, Nuremberg, November 25-27 (DE)</b></p>
12	December 16	November 27	<p>Aerospace, defense and rad-hard            Medical electronics            Drones and robots            AI and VR            Power electronics, EMC, ESD and passive components            Accelerated test and climate techniques</p> <p><b>News, trends and general coverage from Productronica</b></p>

Subject to alterations without notice.

This list will be updated on a regular basis. Newest version on [www.techmedia.dk](http://www.techmedia.dk).

# Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	258 × 360	3428
1/2 page vertical	127 × 360	2259
1/2 page horizontal	258 × 175	2259
1/4 page	127 × 175	1322
1/3 page	258 × 120	1655
4 cls. × 250 mm	170 × 250	2272
4 cls. × 125 mm	170 × 125	1307
2 cls. × 250 mm	83 × 250	1307
2 cls. × 125 mm	83 × 125	772
Front cover bottom	83 × 75	1187
Front cover top	126 × 36	1040
Bottom page	170 × 10	1252
Spread 1/1	534 × 360	5491
Spread 1/2	534 × 180	3614

All prices in €.

The prices are valid for the period 1 January - 31 December 2025.

## Repeat Discount\*\*:

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

\*\* Turnover/quantity or repeat discounts are achieved regardless which of TechMedia's 13 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	€ 3,25

## 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](http://elektronikfokus.dk)

## Advertisement

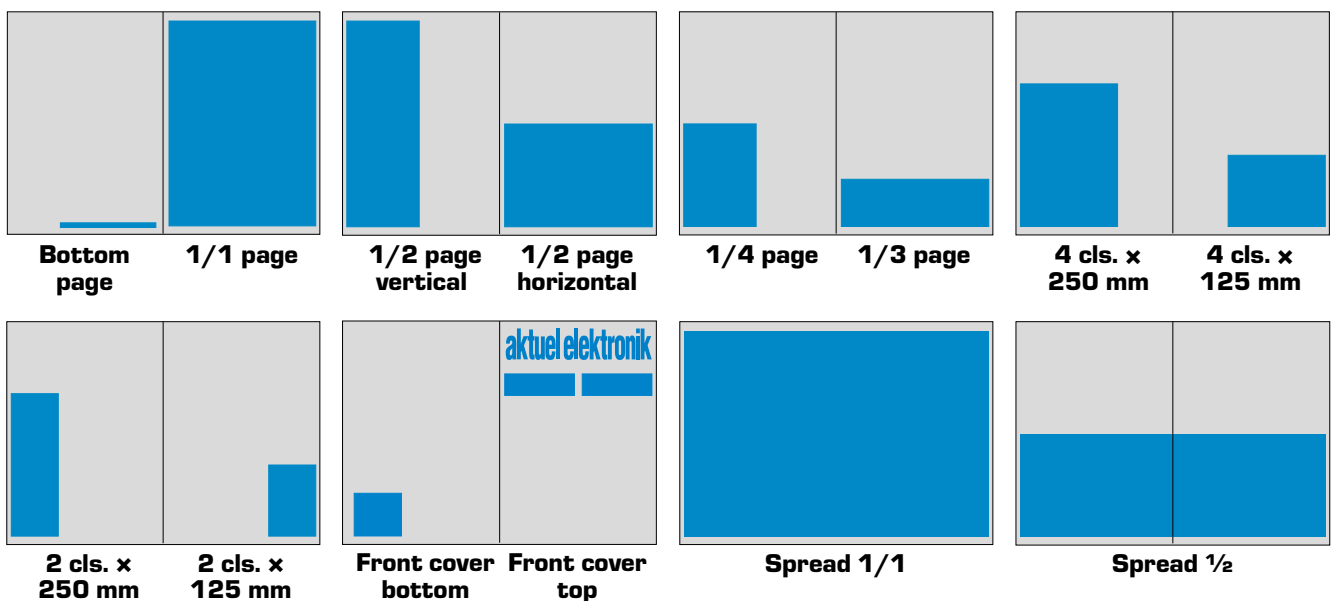
### Cancellation Deadline:

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:

<b>Advertisement Bookings:</b>	Johnny Elmeskov Tel: +45 43 24 26 65 · E-mail: <a href="mailto:je@techmedia.dk">je@techmedia.dk</a>
<b>Advertisement Material:</b>	Marianne Dieckmann Tel: +45 43 24 26 82 · E-mail: <a href="mailto:md@techmedia.dk">md@techmedia.dk</a>



# 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:

<b>Publisher</b>	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
<b>Editorial</b>	Rolf Sylvester-Hvid (editor-in-chief) Tel: +45 43 24 26 10 E-mail: rsh@techmedia.dk
<b>Advertisements</b>	Johnny Elmeskov Tel: +45 43 24 26 65 E-mail: je@techmedia.dk
<b>Advertisement Material</b>	Marianne Dieckmann Tel: +45 43 24 26 82 E-mail: md@techmedia.dk
<b>Print</b>	OTM AVISTRYK
<b>Subscription</b>	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](http://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](mailto:md@techmedia.dk)

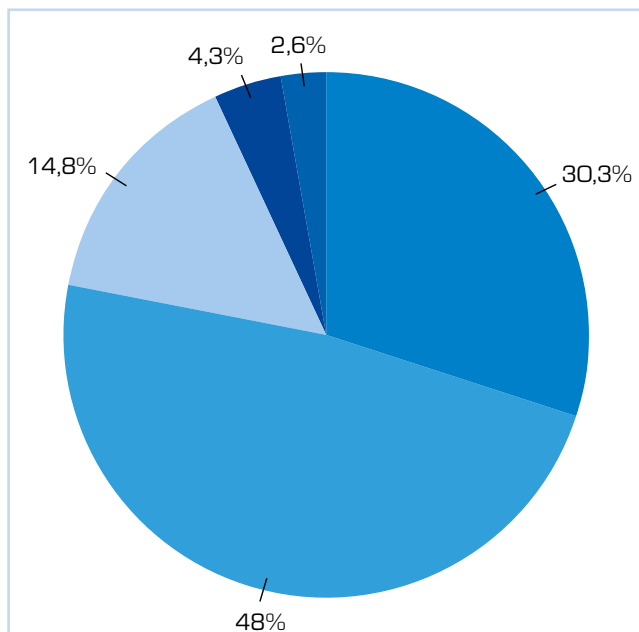
# General Information

## 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.



## Readership profile:

### ■ 30,3% - 1332

Electronic development/design (HW/SW/ Embedded) and manufacturing

### ■ 48% - 2110

Electronic engineers and - technicians within: Industrial/mechanical, automation, medico, plastics etc.

### ■ 14,8% - 650

Distribution: Components, systems and services, EDA/support – test and measurement, PCB, electro mechanicals etc.

### ■ 4,3% - 189

Public sector; research, education, healthcare and defense

### ■ 2,6% - 114

Others

**Printed circulation per issue: 4395**

**Monthly readers of the digital version: 1948**