# aktuel elektronik



mediakit 2027

TechMedia

# Editorial Calendar 2027 - 1. half

| No. | Publication Date | Ad Material Deadline | Editorial Calendar |
|---|---|---|---|
| 1 | January 20 | December 17, 2026 | Power supplies, converters and batteries<br>SiC-, GaN- and new power technologies<br>Electronics development, -production and production equipment<br>Test and measurement equipment<br>Cables, connectors and cable assemblies<br>PCBs |
| 2 | February 10 | January 20 | Medical and healthcare electronics<br>Displays and display modules<br>Casing, mechatronics, 3D-design and robot technology<br>Additive production, 3D-print and printed electronics<br>EMC and ESD<br>Opto electronics, diodes and passive components<br>**Trade show: LOPEC 2027, Munich, March 2-4 (D)** |
| 3 | March 3 | February 10 | Cloud vs. Edge<br>Cyber Resilience Act (CRA) and cybersecurity<br>Wireless communication and encryption<br>Microprocessors and micro controllers<br>**Trade show: Embedded World, Nuremberg, March 16-18 (D)** |
| 4 | March 31 | March 3 | Embedded elektronics and IoT<br>Wireless communication and networks<br>Power electronics, IIoT and Industry 4.0<br>Automation and robot technology<br>AI and VR<br>Sensors, transducers, Big Data and industrial data security<br>**Trade show: Hannover Messe, Hannover, April 5-8 (D)** |
| 5 | April 28 | April 7 | Electronics design, development and wireless technologies<br>Subcontractors/EMS, electronics production and boxbuilding<br>Additive production, 3D-print and printed electronics<br>PCBs<br>Test and measurement<br>Cables, connectors and cable assemblies<br>EMC and ESD<br>Power supplies, converters and batteries<br>Drone technology<br>**News, trends and general coverage from Embedded World**<br>**Trade show: PCIM Europe, Nuremberg, May 11-13 (D)** |
| 6 | May 19 | April 21 | Micro electronics in power electronics<br>Automation, industrial electronics and robots<br>IIoT, Industry 4.0 and cybersecurity<br>AI and VR<br>Energy harvesting<br>Defence technology<br>**News, trends and general coverage Hannover Messe** |
| 7 | June 16 | May 26 | Medical and healthcare electronics<br>Wireless communication<br>Displays and display modules<br>Casing and mechatronics<br>Additive production, 3D-print and printed electronics<br>Telecommunication - laser and fiber optics<br>EMC and ESD<br>Opto electronics and passive komponents |

*Subject to alterations without notice.*
*This list will be updated on a regular basis. Newest version on www.techmedia.dk.*

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# Editorial Calendar 2027 - 2. half

| No. | Publication Date | Ad Material Deadline | Editorial Calendar |
|---|---|---|---|
| 8 | August 18 | July 29 | Medical and healthcare electronics<br>Displays and display modules<br>Aerospace, defense and rad-hard<br>Drones and robots<br>Enclosures and mechatronics<br>EMC, ESD and passive components<br>AI and VR<br>**Trade show: Danish Defence and Ministry of Defense, "DALO Industry Days 2027", Herning, August (DK)** |
| 9 | September 15 | August 19 | Electronics production and development<br>Additive production, 3D printing and printed electronics<br>Box build<br>Print<br>Testing and measurement<br>Connectors, cables and assembly<br>Power supply, converters and batteries<br>Industrial electronics and IIoT<br>Automation, wireless communication and cybersecurity<br>Robot and drone technology<br>Sensors and transducers<br>**Trade show: EOT - Electronics of Tomorrow, Herning, October 5-7 (DK)**<br>**Trade show: hi Tech & Industry Scandinavia, Herning, October 5-7 (DK)** |
| 10 | October 13 | September 22 | **Subcontracting:**<br>**The extensive yearly analysis and survey on the Danish electronics subcontracting business**<br>Subcontractors/EMS, electronics manufacturing, electronics design and development<br>Box building and mechatronics<br>Additive production/printed electronics<br>Connectors, cables and cable assemblies<br>PCBs<br>Test & measurement<br>Power supplies, converters and batteries<br>**Trade show: Digital Tech Summit, Copenhagen, November (DK)** |
| 11 | November 3 | October 13 | Electronics manufacturing, electronics workbench, supply chain and compont logistics<br>IoT, embedded electronics and wireless technologies<br>SiC-, GaN- and new power technologies<br>Electro mechanicals<br>Microprocessors and micro controllers<br>**News, trends and general coverage from EOT – Electronics of Tomorrow and hi Tech & Industry Scandinavia**<br>**Trade show: Productronica, Munich, November 16-19 (D)** |
| 12 | December 8 | November 17 | Aerospace, defense and rad-hard<br>Medical electronics<br>Drones and robots<br>AI and VR<br>Power electronics, EMC, ESD and passive components<br>Accelerated test and climate techniques<br>**News, trends and general coverage from Productronica** |

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# 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 January 1 - December 31 2026.

## Repeat Discount**:

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

*** Turnover/quantity or repeat discounts are achieved regardless which of TechMedia's 9 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 and Co-productions:**
Please obtain quotation

## 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.*

## Online Possibilities:

We offer a wide range of online solutions e.g.:
Add link € 67

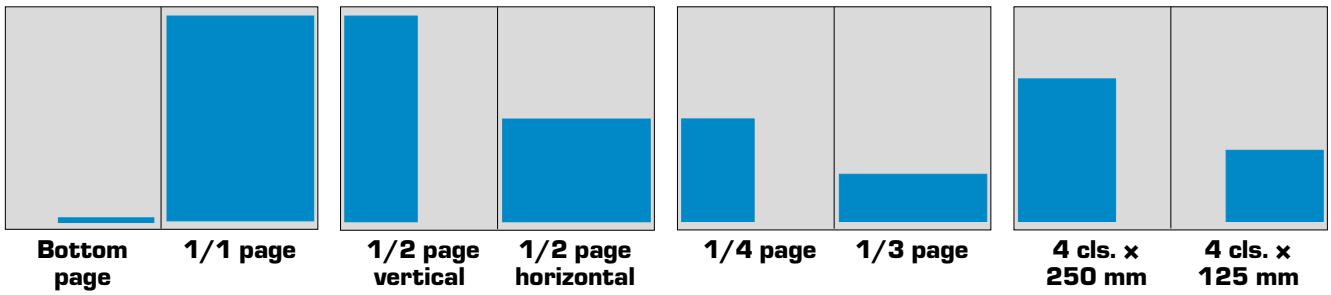
For other online options please call us or go to the digital platform of Aktuel Elektronik on www.elektronikfokus.dk

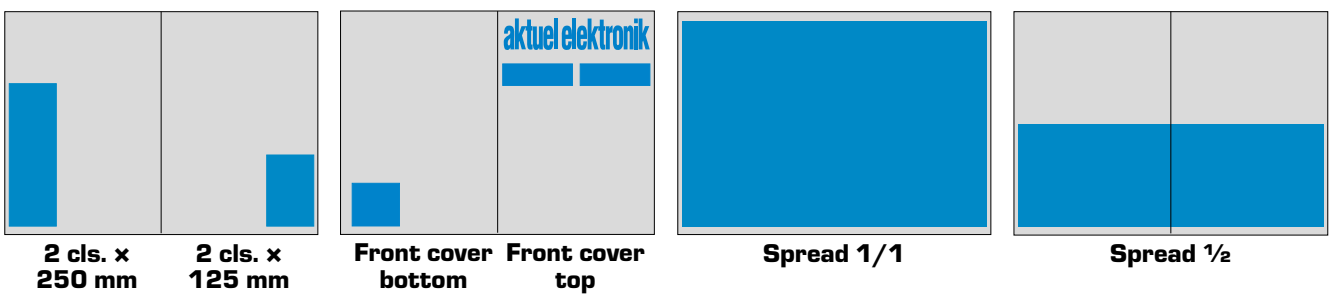
## Contact Information:

| | |
|---|---|
| **Advertisement Bookings:** | Jesper Bækmark<br>Tel: +45 51 34 82 43 · e-mail: jb@techmedia.dk |
| **Advertisement Material:** | Maria Frausing<br>Tel: +45 26 77 90 54 · E-mail: maria@techmedia.dk |

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# 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 |

## Colourprofiles:

| | |
|---|---|
| Magazine | Download colourprofile - **click here** |
| Newspaper | Download colourprofile - **click here** |

## Publisher Information:

| | |
|---|---|
| **Publisher** | TechMedia ApS<br>Gammel Strandvej 20<br>DK-2990 Nivå<br>Tel: +45 43 24 26 28<br>www.techmedia.dk |
| **Editorial** | Rolf Sylvester-Hvid<br>(editor-in-chief)<br>Tel: +45 30 33 36 28<br>E-mail: rsh@techmedia.dk |
| **Advertisements** | Jesper Bækmark<br>Tel: +45 51 34 82 43<br>E-mail: jb@techmedia.dk |
| **Advertisement Material** | Maria Frausing<br>Tel: +45 26 77 90 54<br>E-mail: maria@techmedia.dk |
| **Print** | OTM AVISTRYK |
| **Subscription** | Order subscription, changes/cancellation at:<br>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 ApS 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 ApS 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 ApS 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 Maria Frausing, via Tel: +45 26 77 90 54 or e-mail: maria@techmedia.dk

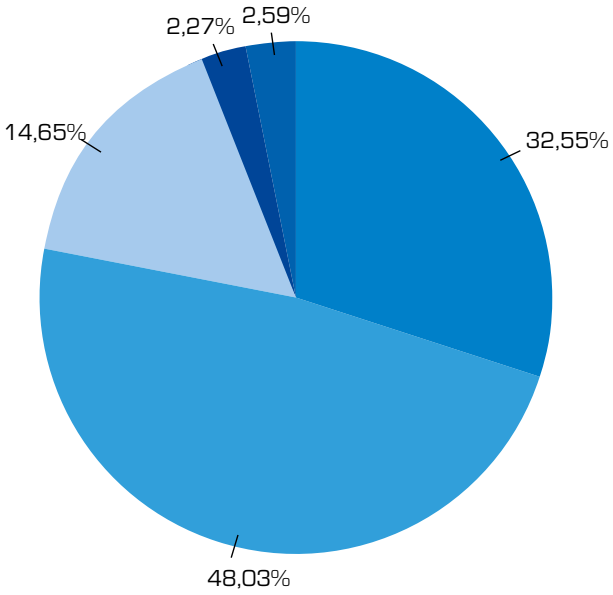
# General Information

## 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 ApS, one of the largest publisher of B2B-publications in the Nordic market.




## Readership profile:

- **30,3% - 2101**
  Electronics development/design (HW/SW/Embedded) and manufacturing
- **48% - 3100**
  Electronic engineers and - technicians within: Industrial/mechanical, automation, medico, plastics etc.
- **14,8% - 945**
  Distribution: Components, systems and services, EDA/support – test and measurement, PCB, electro mechanicals etc.
- **4,3% - 142**
  Public sector, research, education, healthcare and defense
- **2,6% - 167**
  Others

**Number of subscribers: 6455**