

# Elteknik



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# Editorial Calendar 2011

No.	Publication Date	Closing Date	Editorial Calendar
1	January 27	January 6	Service equipments, cabinets, racks Electric materials and techniques Power Supply, Emergency Power and UPS
2	February 28	February 3	Renewable energy Smart Grid Technical solutions and supply Components and equipment
3	March 25	March 3	Cables and transmission Supply and supply engineering Test and Measurement <b>Fair: Hannover Industrial Fair, Hannover, April 4-8</b>
4	May 18	April 28	Service equipments, cabinets, racks Electric materials and techniques Access control, surveillance and security IBI - Intelligent Building Installations <b>EEDAL 2011 - 6th International Conference on Energy Efficiency, Copenhagen, May 24 - 26</b>
5/6	June 22	May 30	High Voltage Techniques and EMC Automation, SRO-systems and PLCs Machine Automation Test and Measurement
7/8	August 25	August 5	Installation plants, materials and tools Automation <b>Fair: HI 2011, Herning, September 6-9</b> <b>Fair: Bredbåndsdagene, Copenhagen, September 2011</b>
9	September 28	September 8	Communication, Bus Systems, LAN Automation Cables, connectors, delivery and transmission
10	October 21	September 29	Power Supply, Emergency Power and UPS Service equipments, cabinets, racks
11	November 18	October 31	Motors, Motorcontrols and other High Voltage Installations in the Industry
12	December 9	November 22	Year 2011 – Summarizing Comments from the trade – the year passed and the year to come Optimizing energy Renewable energy Smart Grid

*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	H x W (mm)	Black	+1 colour	4 colours
1/1 page	265 × 185	3210	3410	3820
1/2 page vertical	265 × 90	1900	2100	2500
1/2 page horizontal	130 × 185	1900	2100	2500
1/2 page L-shape	Special	1900	2100	2500
1/4 page vertical	130 × 90	1160	1360	1760
1/4 page horizontal	63 × 185	1160	1360	1760
Spread	265 × 388	5310	5510	5910
Top line	7 × 70			2645
Bottom line	7 × 100			3340
Back cover*	297 × 150	3430	3650	4030

All prices in €. \*Borderless. 3 mm extra for cutting on all 4 sides  
Valid to December 31, 2011.

## Repeat Discount\*\*:

3 insertions	-5%
5 insertions	-10%
10 insertions	-15%

## Turnover Discount\*\*:

At € 6702	-5%
At € 13405	-10%
At € 20107	-15%
At € 26810	-20%
At € 33512	-25%

\*\* Turnover/quantity or repeat discounts are achieved regardless which of TechMedia's 17 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

## Contact Information:

<b>Advertisement Bookings:</b>	Johnny Elmeskov Tel: +45 43 24 26 65 · e-mail: je@techmedia.dk
<b>Advertisement Material:</b>	Tonni Schrøder Tel: +45 43 24 26 88 · e-mail: ts@techmedia.dk

## Other Prices:

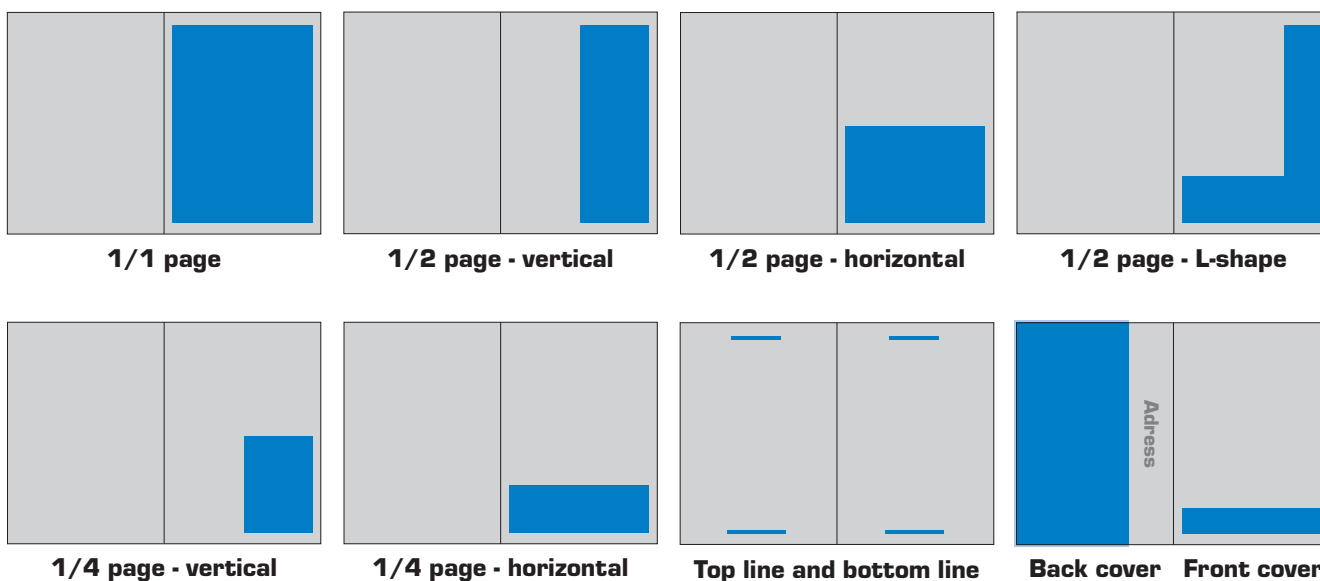
Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 4,50
Colour:	
per colour per page	€ 201
4-colours	€ 603
Inserts:	
Please obtain quotation	
Internet Banner advertisements min. four months	from € 140
Web-based job-ads, monthly	€ 390
Web-based job-ads, monthly when also printed in magazines	€ 190

More information in the Internet Solutions section of the media kit.

## Advertisement Cancellation Deadline:

30 days prior to the 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	A4
Colour	CMYK
No. of columns	4
Column height	265 mm
Column width	43 mm
Column spacing	4,5 mm
Print to edge (borderless)	B 210 × H 297 mm + 3 mm trimming

## Print Specifications:

Print Technique	Offset, European scale
Paper	90 g Alpasol, MYSOL matte

## Publisher Information:

### **Publisher:**

TechMedia A/S, Naverland 35, DK-2600 Glostrup  
Tel: +45 43 24 26 28, Fax: +45 43 24 26 26  
www.techmedia.dk

### **Editorial:**

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### **Editorial staff:**

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### **Advertisement Material:**

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### **Print:**

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Jernholmen 42 A, DK-2650 Hvidovre

### **Subscription:**

Kasper Nielsen, e-mail: kn@techmedia.dk  
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## Electronic Advertisement Material

### **General:**

Data quantities <10 mb can be emailed to the recipient.

Data quantities >10 mb must be submitted via our FTP server.

Please contact Tonni Schrøder on email: ts@techmedia.dk for a username and password.

We work in the PC environment using the following tools: InDesign, Illustrator, Photoshop and Flash.

We use the following fonts: Adobe PS.

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 document 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). 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.

### **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 in Elteknik, please contact Tonni Schrøder, tel: +45 43 24 26 88 or via email: ts@techmedia.dk

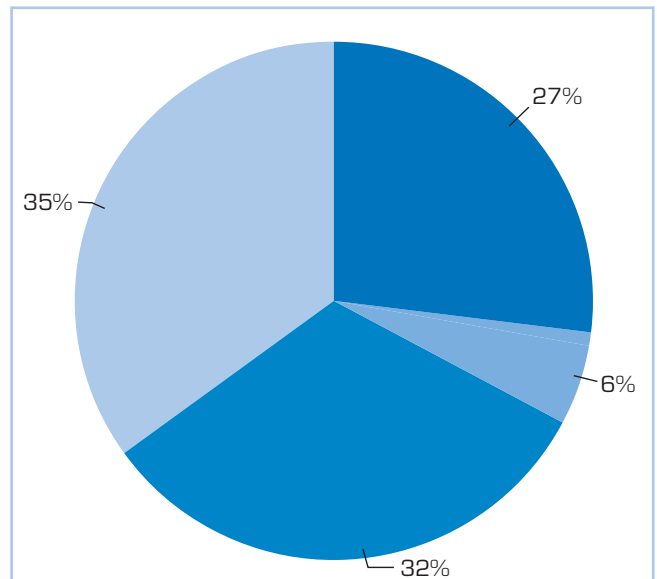
# General Information

## 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% - 923

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.

### ■ 6% - 271

Power plants, authorities, research, education, and health care.

### ■ 32% - 1046

Electro technical engineers, technicians and developers

### ■ 35% - 1181

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

**Printed circulation per issue: 3421**

**Online readers per issue: 1772**