

# Elektronikk

# FOR ADVERTISERS 2025



## ELEKTRONIKK - NORWAY'S LEADING ELECTRONICS MAGAZINE

Elektronikk is a specialised journal covering the whole field of electronics, from components to telecommunications for decision-makers within education, industry and public services. It brings up-to-date, future-oriented news on all topics from research to marketing.

# Elektronikk in all channels elektronikknett

You will also find Elektronikk on the Web. Our website is based on Responsive Web Design and can be read on all platforms; PC, smart phones and tablets. Here we present news daily plus a digital version of the magazine, fully searchable. Ask about clickable ads in this version.

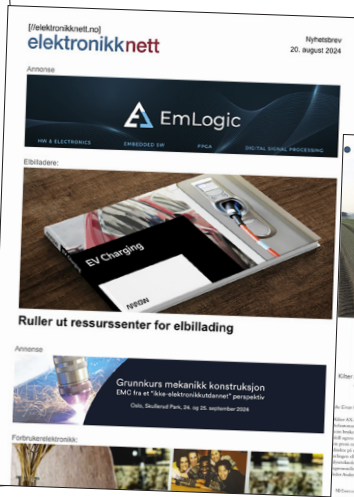
### Why not try «Advertorial»?

You'll get two full pages for your message in Elektronikk. In addition, the article will be published on our website as a «White Paper». Especially useful if your message is longer than the two pages.

Contact us for details.



The Web – Daily news



Newsletter – Twice a week



Elektronikk can also be enjoyed in a digital version



On smartphones and tablets

# INFORMATION FOR ADVERTISERS

## PUBL. DATES AND DEADLINES 2025

NO	PUBL. DATE	CLOSING DATE	ARTWORK
1	January 20	January 02	
2	February 17	January 20	
3	March 17	February 17	
4	April 22	March 24	
5	May 19	April 22	
6	June 10	May 12	
7/8	August 25	July 28	
9	September 22	August 25	
10	October 20	September 22	
11	November 17	October 20	
12	December 08	November 10	

## READERSHIP PROFILE

Engineers, technicians, distributors and management, all within the area of Norwegian professional electronics, telecommunications and IT.

## CIRCULATION BREAKDOWN

Our readers work within the areas of:

	%
Design .....	8,4
Development .....	13,0
Service .....	13,9
Manufacturing .....	6,2
Test & Measurement.....	8,1
Quality Assurance .....	6,0
Procurement.....	10,0
Education .....	5,9
Marketing .....	6,6
Sales .....	8,3
Administration .....	10,2
Others .....	3,4
Total .....	100

**Total circulation** verified by the Norwegian Media Verification..... **5 424**

Member of the Norwegian Trade Press Association.

## PRINTING MATERIALS

### Digital advertising material:

Printable PDF-format in CMYK colours incl. fonts (Acrobat PDF).

Complaints, amendments or stop orders must be made in writing. The right to complain is forfeited if advertising materials have not been received by the publisher by the relevant closing date.

## CONTACT INFORMATION

### Elektronikkforlaget AS

**Visiting address:** Olav Brunborgs vei 6, 1396 Billingstad  
**Postal address:** P.O. Box 570, N-1302 Sandvika, Norway  
**Tel.:** +47 67 80 42 80  
**Web:** www.elektronikknett.no

## TECHNICAL DATA

(All in mm)	Width	Height
Page measurement: (A4).....	210	x 297
1/1 page.....	185	x 270
1/2 page.....	90	x 270
or.....	185	x 135
1/3 page.....	58	x 270
or.....	185	x 90
1/4 page.....	90	x 135
or.....	185	x 65
Classified .....	90	x 80
Front cover corner .....	85	x 85

## ADVERTISING RATES

### ELEKTRONIKK, THE MAGAZINE

Full page, facing editorial.....	NOK 33 500
1/2 page, facing editorial.....	NOK 20 000
1/3 page, facing editorial.....	NOK 14 700
1/4 page, facing editorial.....	NOK 12 000
Double page spread.....	NOK 50 000
Front cover corner.....	NOK 24 000
Classified ads (fixed position).....	NOK 7 900
Advertorial double page spread.....	NOK 33 500

Inserts: Rates supplied on request.

### ELEKTRONIKKNETT.NO, THE WEB

Top banner w: 768 pix; h: 150 pix .....	NOK 8 300
Top banner button w: 180 pix; h: 150 pix .....	NOK 6 500
Banner in text w: 468 pix; h: 150 pix .....	NOK 5 400
Small banners (front) w: 178 pix; h: 150 pix .....	NOK 4 700
Sky scraper («Sticky») w: 180 pix; h: 300 pix .....	NOK 8 300
Sponsored Article, includes 1 newsletter distribution .....	NOK 4 200

Impressions 50% (Max 2 banners per content unit)

### NEWSLETTER (2 per week - prices per distribution)

Top banner w: 684 pix; h: 150 pix .....	NOK 2 400
Banner in text w: 684 pix; h: 150 pix .....	NOK 1 900
Customized Newsletter .....	NOK 10 500

(Subscribers: 2 000)

Agency commission: 10%.

Terms of payment: All rates are exclusive of reproduction costs.

Payment 10 days from date of invoice.

After due date interest is charged on invoice.

Bank transfer account: Handelsbanken 9046.05.14680

Swiftcode: HANDNOKK • Iban: NO80 9046 0514 680

**Sales Manager** Morten Olsson, morten@elektronikkforlaget.no  
**Tel., Direct:** +47 67 80 42 84 **Mobile:** +47 922 14 620

**Editor:** Einar Karlsen, einar@elektronikkforlaget.no  
**Mobile:** +47 905 43 948

**Editor-in-Chief** Bjørn Ø. Andersen, bjorn@elektronikkforlaget.no  
**Mobile:** +47 922 86 212