

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 Trade show: LOPEC 2025, Munich, February 25-27 (D)
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 Trade show: Embedded World, Nuremberg, March 11-13 (D) Trade show: Hannover Messe, Hannover, March 31 - April 4 (D)
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 Trade show: EOT - Electronics of Tomorrow, Herning, April 29 - May 1 (DK) Trade show: PCIM Europe, Nuremberg, May 6-8 (D)
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 News, trends and general coverage from Embedded World News, trends and general coverage from Hannover Messe
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 News, trends and general coverage from EOT - Electronics of Tomorrow

Subject to alterations without notice.

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

Editorial Calendar 2025 - 2. half

No.	Publication Date	Closing Date	Editorial Calendar
8	August 19	July 31	Electronics manufacturing, electronics workbench and tools Electronics design and development Boxbuilding, mechatronics, EMC and ESD PCBs Test and measurement Cables, connectors and cable assemblies Power supplies, converters and batteries IoT and cybersecurity Conference: FPGAworld Conference 2025, DTU, København
9	September 9	August 21	Power electronics, industrial electronics, IIoT and Industry 4.0 Automation, Big Data and industrial cybersecurity Industrial wireless communication Robots and drone technology AI, VR, sensors and transducers Power supplies, converters and batteries Microprocessors and micro controllers Trade show: hi Tech & Industry Scandinavia, Herning, September 30 - October 2 (DK)
10	October 14	September 25	Subcontracting: The extensive yearly analysis and survey on the Danish electronics subcontracting business Subcontractors/EMS, electronics manufacturing, electronics design and development Box building and mechatronics Additive production/printed electronics Connectors, cables and cable assemblies PCBs Test & measurement Power supplies, converters and batteries
11	November 11	October 23	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 News, trends and general coverage from HI Tech & Industry Trade show: Productronica, Munich, November 18-21 (D) Trade show: SPS - Smart Production Solutions, Nuremberg, November 25-27 (DE) News, trends and general coverage from hi Tech & Industry Scandinavia
12	December 16	November 27	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 News, trends and general coverage from Productronica

Subject to alterations without notice.

This list will be updated on a regular basis. Newest version on 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 top	60 × 30	798
Front cover bottom	83 × 75	1187
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 of 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

Advertisement

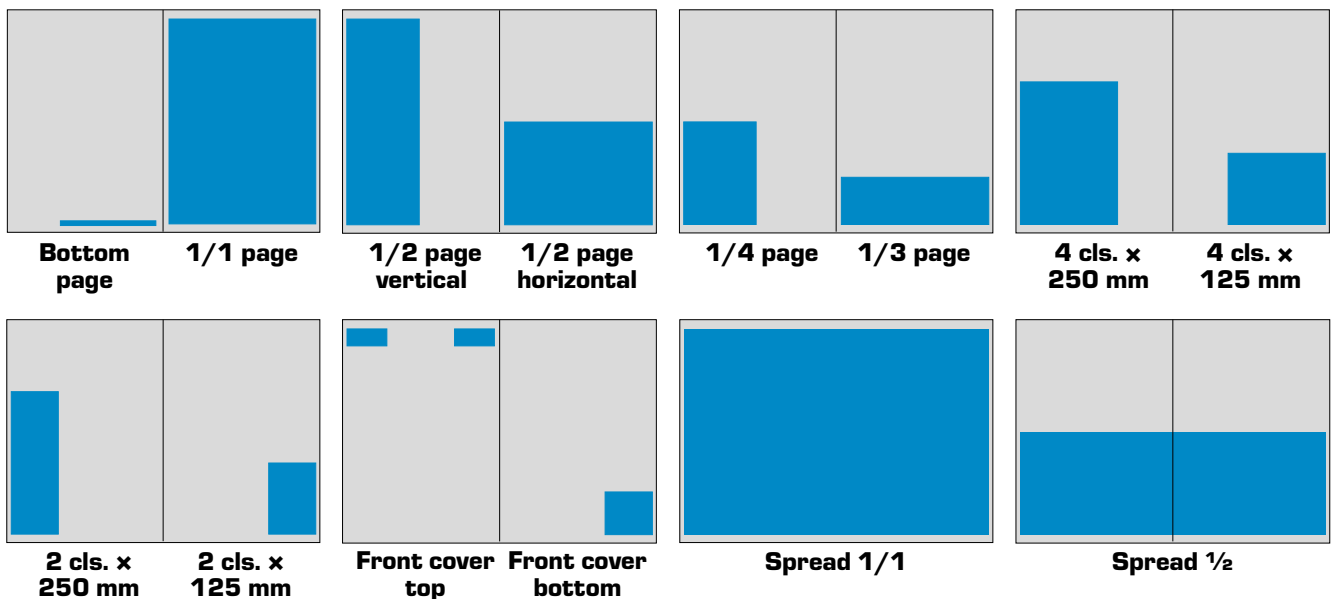
Cancellation Deadline:

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.

