

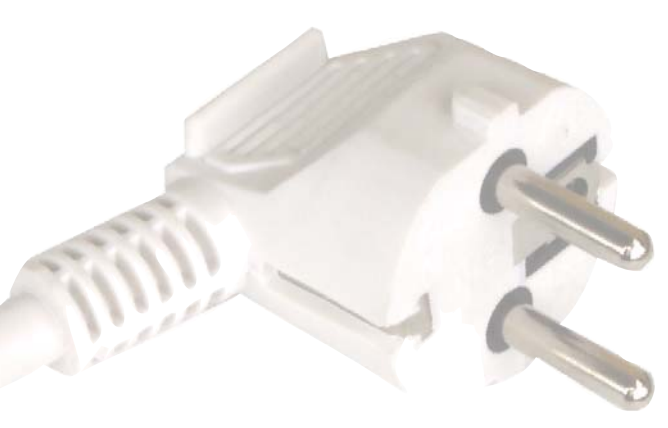
Advertising prices 2011

Advertise

You will Reach:

Electrical installation engineers, Wholesalers, Electrical consultants, Power distributors, Linemen, Powerstation staff, Lift/Escalator installation engineers, Alarm installation engineers, Whitegoods engineers and Radio/TV engineers.

The Electrical Programmes upper-secondary students and teachers also read our publications. Taken together, they have a decisive influence on the choice of materials, tools, instruments, apparatus and safety equipment they buy, use and work with.



The Electrician

The Swedish Electrician Union journal. Founded 1907.

REACH the end users and decisionmakers for the Electrotechnical Sector.
Audited circulation of 31.100, 2009 and a readership of 100.000 in Sweden.

www.elektrikern.nu

Publication schedule 2011

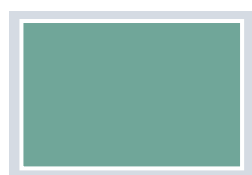
Issue	1	2	3	4	5	6
Publishing week	w.5	w.14	w.24	w.36	w.43	w.50
Month	Feb	April	June	Sept	Oct	Dec
Deadline	5/1	9/3	18/5	10/8	28/9	16/11

Prices (including advertising tax, excluding VAT)

Two page spread	41.200 SEK
1/1-page	29.800 SEK
Back page	35.000 SEK
1/2-page	16.400 SEK
1/4-page	9.200 SEK
1/8-page, 2-column	6.100 SEK

Advertising tax 3% VAT 25%

We reserve the right to make price adjustments.



Two page spread
400 x 270



1/1 page
190 x 270

Back page
190 x 250



1/2 vertical
90 x 270



1/2 horizontal
190 x 132



1/4 vertical
90 x 130

1/4 horizontal
190 x 60



**1/8, 2-column
horizontal**
90 x 60

Discounts

Qualify for a discount by pre-booking multiple advertisements!

2 - 3 advertisements	5%
4 - 5 advertisements	10%
6 - 8 advertisements	15%
9 - advertisements	20%

Price supplement: requested position 10%

The prices are for fully ready digital advertisement originals.

Inserts, loose (including postage and handling)

(excluding VAT)

2-page max weight 30 g	54.700 SEK
4-page max weight 30 g	56.700 SEK
6-page max weight 40 g	61.300 SEK
8-page max weight 50 g	68.000 SEK

Max. size 205 x 290 mm. Bound or loose inserts.

Prices on request. The prices are for fully-ready digital advertisement originals.

Printed by GTC Print AB in Luleå. www.gtc.se.

Web ads

Prices on request.

Visit: www.elektrikern.nu/annons

Materials

Technical specifications: Web offset, Magasin A4

Bleeding ads: 210x297mm. Trim margin: 5 mm.

Format: 190x270mm. Density: 150 LPI.

Resolution: 600 Dpi. Scale: 100%.

Materials to be print-optimized PDF in CMYK.

ICC-profiles are available at www.elektrikern.nu/Material

Materials delivery

FTP: [ftp.gtc.se](ftp://ftp.gtc.se)

Email: annons@modernteknik.nu

Username: modernteknikannons

Password: * see bookingconfirmation

Important!

Give details of advertiser, publication and issue number the advertisement is booked in!

Bleeding advertisement

Bleeding advertisements + 5 mm trim margin for important parts of the advertisement. Do not position any important text closer than 5 mm from the trim margin of the advertisement.

Two page spread:	420 x 297 mm	+ 5 mm trim margin
1/1 page:	210 x 297 mm	+ 5 mm trim margin
Back page:	210 x 250 mm	+ 5 mm trim margin
1/2 page, vertical:	100 x 297 mm	+ 5 mm trim margin
1/2 page, horizontal:	210 x 142 mm	+ 5 mm trim margin

Contact

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