

NYHEDSMAGASINET ELEKTRONIK & DATA

Mediainfo 2025

ENGLISH VERSION



MEDIAINFO 2025



Issue Dates and Editorial Programme 2025

1

26. February (Week 9)

Copy deadline: 28. January

- Displays
- Printed circuit boards and PCB-layout
- Connectors, elmech, passive

2

9. April (Week 15)

Copy deadline: 14. March

- Embedded computer boards and modules
- FPGA, CPLD, SoC/ASIC – EDA-tools
- Test- and measurement equipment

3

14. May (Week 20)

Copy deadline: 15. April

- Processors/controllers/DSP and development tools
- Power supplies, power electronics, EMC/ESD
- Power LED and optoelectronics

4

18. June (Week 25)

Copy deadline: 19. May

- Robotics
- IoT, connected devices, security
- Audio – video

5

27. August (Week 35)

Copy deadline: 1. August

- FPGA, CPLD, SoC/ASIC – EDA-tools
- Processors/controllers/DSP and development tools
- Power supplies

6

24. September (Week 39)

Copy deadline: 26. August

- EOT – Electronics of Tomorrow
- Printed circuit boards and PCB-layout
- Embedded computerboards and modules
- Connectors, elmech, passive

7

5. November (Week 45)

Copy deadline: 10. October

- Displays
- EMC/ESD
- Test- and measurement equipment

8

17. December (Week 51)

Copy deadline: 21. November

- Component distribution
- IoT
- Productronica 2025



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Facts on E&D 2025

Advertising rates / sizes

Fixed size	Width x Height	Price b/w
	2/1 pages 394x260 mm Bleed size: 426x303 mm (incl. + 3 mm/all 4 sides)	31,395 DKK 4,186 Euro
	Back cover Bleed size: 216x303 mm (incl. + 3 mm/all 4 sides)	21,900 DKK 2,920 Euro
	1/1 page 185x260 mm Bleed size: 216x303 mm (incl. + 3 mm/all 4 sides)	20,900 DKK 2,787 Euro
	2/3 page 122x260 mm	17,800 DKK 2,373 Euro
	1/2 page 185x128 mm Bleed size: 216x157 mm (incl. + 3 mm/all 4 sides)	14,200 DKK 1,893 Euro
	1/3 page 122x128 mm or 58x260 mm	9,700 DKK 1,293 Euro
	1/6 page 58x128 mm or 122x65 mm	5,400 DKK 720 Euro

Repetition discounts

3-5 ads or min. 3 x 1/1 page÷ 15%
6-8 ads or min. 6 x 1/1 page÷ 20%
No discounts or agency commission on colour surcharge and inserts.

Colour surcharge

1 colour: 1,600 DKK 215 Euro
2 colours: 3,200 DKK 430 Euro
3 colours: 4,000 DKK 540 Euro
All colours must be CMYK-separated (Euroscale).

Inserts

Please call for prices.

Special size

	1/2 page (185x128 mm)
1 ad	11,130 DKK 1,484 Euro
8 ads	69,800 DKK 9,306 Euro
4 colour surcharge included.	
	Elektronik-kontakten 90x46 mm
1-4 ads	3,800 DKK 506 Euro
5-8 ads	3,400 DKK 453 Euro
4 colour surcharge included.	

There is no additional discount on special size ads.

All adverts must be forwarded electronically by e-mail to ads@odsgard.dk as hi-res PDF (CMYK-separated). Elektronik & Data undertakes no responsibility for errors in the submitted electronic ad material.
Elektronik & Data offers 5% agency commission, not including colour surcharges and inserts.
All prices are excluding VAT.

www.elek-data.dk

The screenshot shows the homepage of ELEK-DATA.DK. At the top, there's a navigation bar with links like 'FORSIDEN', 'LÆS MAGASINET', 'TILMELD NYHEDSBREV', etc. The main content area features several articles and product links. A prominent article on the left is titled 'Den seneste analyse af dit IoT-marked' (The latest analysis of your IoT market) with a 'DOWNLOAD NU' button. Below it, there's a section for 'ELEK-DATA.DK' with a search bar and a list of categories: Analog, mixed-signal, Automation, robotics, Branche, teknologi, komponentdistribution, Display, opto, LEDs, Embedded, boards og moduler, HW/SW-udvikling og EMS, EOT-2021, FPGA, CPLD, ASIC og EDA, Konnektorer, elmech, passiv, MCU, MPU, DSP & embedded software, Memory, PCB og designværktøjer, Power, strømforsyning, EMC/ESD, Produktion, Sensorer og transducere, Test & måleudstyr, Video & Audio, Wireless, tele og data. There are also several product links and articles, including 'Kraftfuld softwarepakke gør det lettere at designe printede sensor-løsninger', 'Raspberry Pi-baseret single-board computer får nu CODESYS support', 'Innovativ 180nm 'BCD-on-SOI' teknologi åbner nye muligheder', 'imec og Apple i tæt samarbejde om 'økologisk' chip-værdikæde', 'møn print søger teknikere', 'Microchip AWS-connected embedder system', 'Power Technic ApS Medico Strømforsyninger / Åbne typer samt til printmontage', 'Siemens EDA WP: Raising the pillars of digital transformation', 'Sensor ECS IT hardware til brug i industriens krævende miljøer', and 'TL071H standard enkeltkanals Op-Amp med lav input biasstrøm'.

Prices

Leader board

706 Euro/month (12 months)
760 Euro/month (6 months)
880 Euro/month (1 month)

Size: 930 x 180 pixels

Side banner

613 Euro/month (12 months)
680 Euro/month (6 months)
733 Euro/month (1 month)

Size: 300 x 250 pixels

Side banner

466 Euro/month (12 months)
533 Euro/month (6 months)
613 Euro/month (1 month)

Size: 300 x 150 pixels

Brochures/White Papers

133 Euro/month

Middle banner

680 Euro/month (12 months)
733 Euro/month (6 months)
853 Euro/month (1 month)

Size: 460 x 200 pixels

Price example

Product links

From 398 Euro per year.

Super efficient direct links to all your products/services



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Prices

Leader board

933 Euro/month (12 months)
1,026 Euro/month (6 months)
1,066 Euro/month (1 month)

Size: 770 x 180 pixels

Middle banner

906 Euro/month (12 months)
960 Euro/month (6 months)
1,013 Euro/month (1 month)

Size: 460 x 200 pixels

Side banner

720 Euro/month (12 months)
800 Euro/month (6 months)
933 Euro/month (1 month)

Size: 300 x 150 pixels

Prices

Banner production

105 Euro

Denmarks best newsletter
– 5,300 subscribers.

Prices are based on two weekly newsletters (about 85 mailings per year)



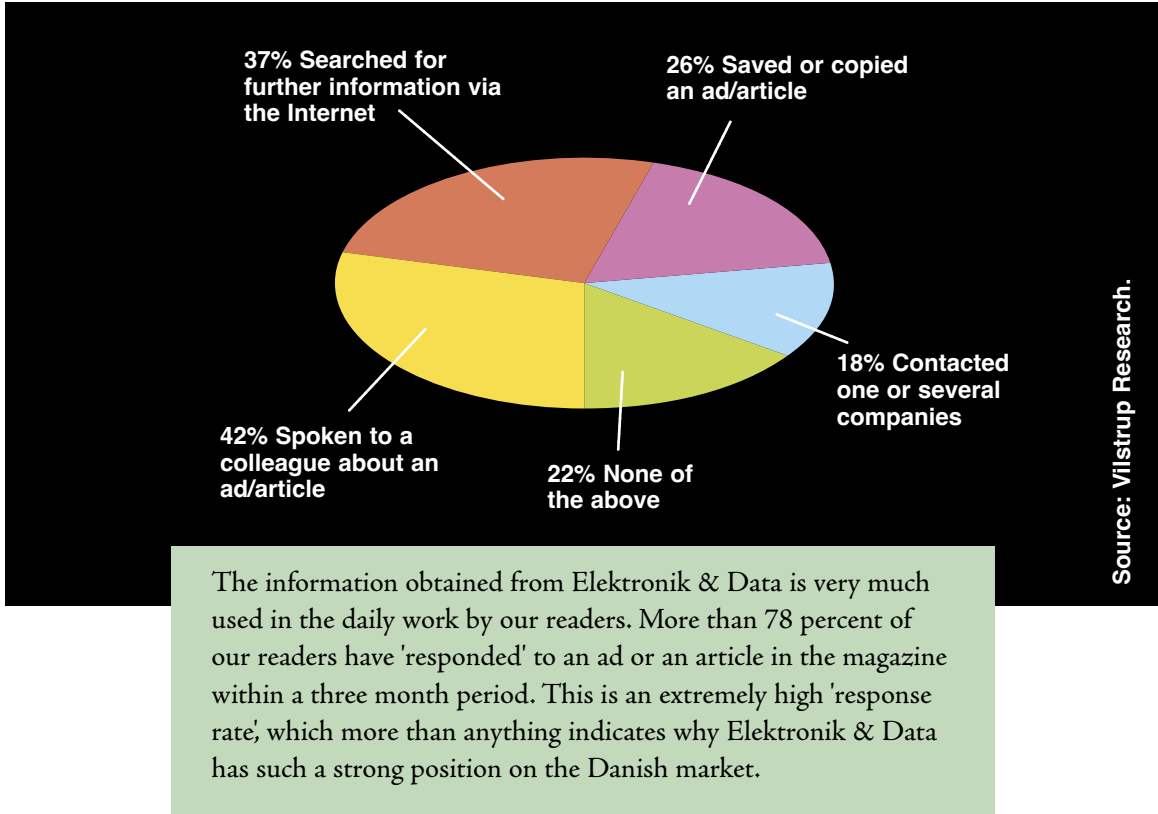
Customized Newsletter: 2,120 Euro

Highlights from a user survey

elek-data.dk

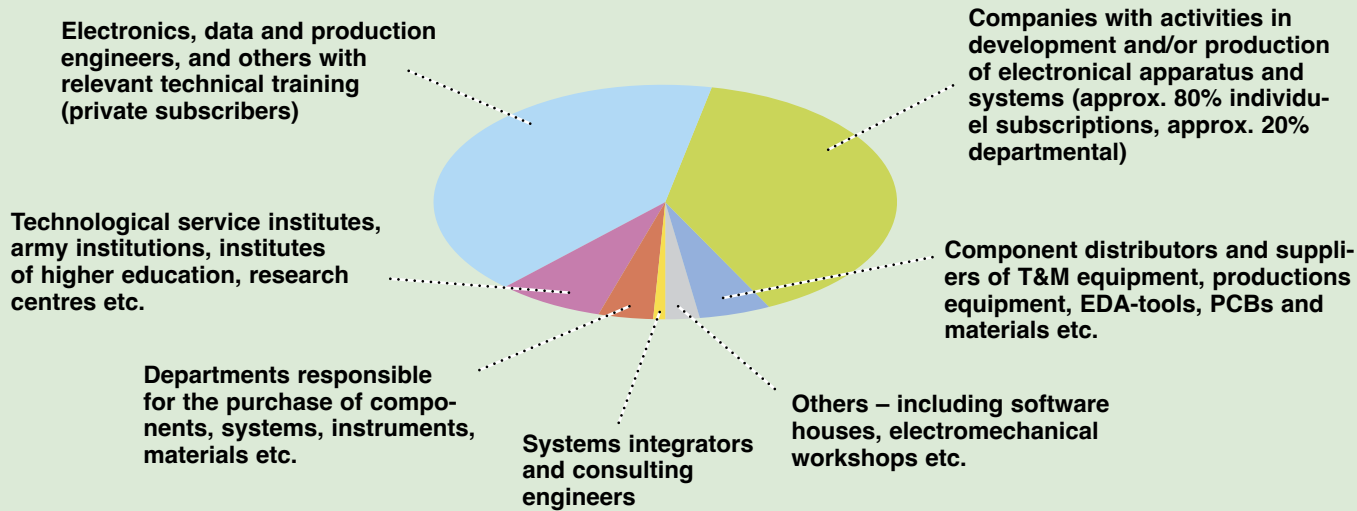


Elektronik & Data generates response



A well-defined target group

It goes without saying that the target group of a technical magazine must be well-defined and its profile well-documented. Elektronik & Data is directed primarily at electronics engineers and other technicians employed in companies whose activities centre on development and/or production of electronical apparatus and systems. The target group includes not only engineers and technicians in the 'traditional' electronics industry, but also, of course, all those employed in 'the new generation of electronics companies' – a concept which we use to describe the rapidly growing number of typical mechanical companies that incorporate microelectronics into their products.



Circulation: 3,800 copies

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Source: Vilstrup Research

NYHEDSMAGASINET

ELEKTRONIK

& DATA

Mediainfo 2025

Magazine



Web platform

Newsletter



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