

Ny Teknik - Sweden's largest technology and IT newspaper

For the past 40 years, Ny Teknik has written about technological developments and new exciting trends, which affect trade and industry. Today, Ny Teknik covers the latest news, trends and innovations as well as newly established companies, which might become tomorrow's Ericsson or Microsoft. The publication is at the forefront of treating developments within expanding sectors such as IT, telecom, energy and biotechnology as well as how new technology can be used within industry.

Advertising in Ny Teknik is a good move if you want to reach decision-makers within the trade and industry in Sweden. Our readers comprise of Managing Directors, IT Managers, Technical Managers, Project Managers, Design Engineers etc.

Circulation	155 500 <small>TS Audit Jan 2010</small>
Readers	290 000 <small>Orvesto Consumer 2010</small>
	162 000 <small>Orvesto Business 2010</small>
Publishing date	Wednesdays
Frequency	Weekly
Format	Tabloid

Publication schedule 2012

Month	No	Publ	Copy	Special	Month	No	Publ	Copy	Special
Jan	1-3	18 Jan	5 Jan		Aug	33	15 Aug	3 Aug	
	4	25 Jan	13 Jan			34	22 Aug	10 Aug	
Feb	5	1 Feb	20 Jan			35	29 Aug	17 Aug	
	6	8 Feb	27 Jan		Sept	36	5 Sep	24 Aug	
	7	15 Feb	2 Feb	Automation		37	12 Sep	31 Aug	Automation
	8	22 Feb	10 Feb			38	19 Sep	7 Sep	
	9	29 Feb	17 Feb			39	26 Sep	14 Sep	
Mar	10	7 March	24 Feb		Oct	40	3 Oct	21 Sep	Automation
	11	14 March	2 March	Automation		41	10 Oct	28 Sept	
	12	21 March	9 March			42	17 Oct	5 Oct	
	13	28 March	16 March			43	24 Oct	12 Oct	
				44		31 Oct	19 Oct		
April	14-15	4 April	23 March		Nov	45	7 Nov	26 Oct	Automation
	16	18 April	4 April	Automation		46	14 Nov	2 Nov	
	17	25 April	13 April			47	21 Nov	9 Nov	
				48		28 Nov	16 Nov		
May	18	2 May	20 April		Dec	49	5 Dec	23 Nov	Automation
	19	9 May	27 April	Automation		50-52	12 Dec	30 Nov	
	20	16 May	4 May						
	21	23 May	11 May						
	22	30 May	18 May						
June	23	7 June	25 May						
	24	13 June	1 June						
	25-32	20 June	8 June						

Contact

International sales

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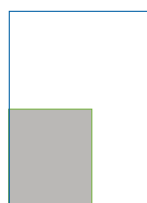
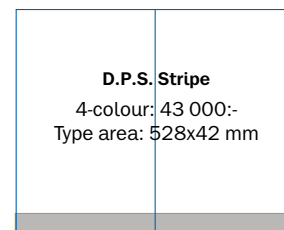
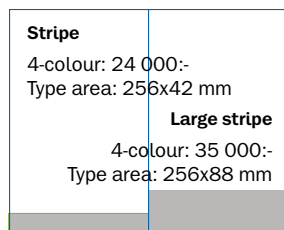
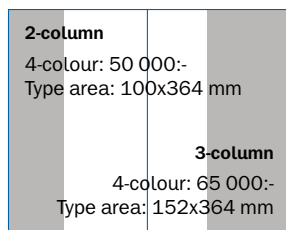
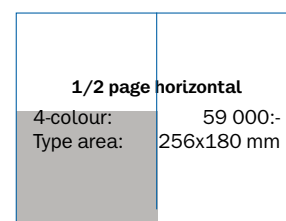
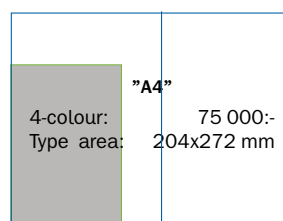
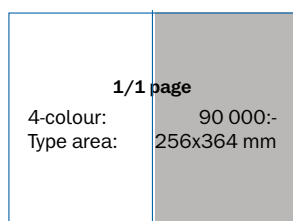
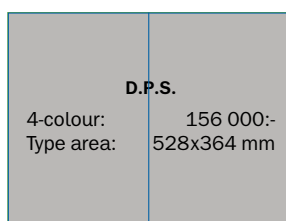
Material

Elisabeth Ericson

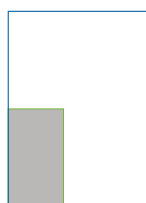
phone: +46-8-796 66 34

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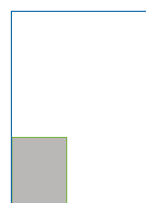
Advertising rates Ny Teknik 2012



3-column, 1/2 page
4-colour: 40 000:-
Type area: 152x180 mm



2-column, 1/2 page
4-colour: 33 000:-
Type area: 100x180 mm



2-column, 130 mm
4-colour: 24 000:-
Type area: 100x130 mm



2-column, 88 mm
4-colour: 17 000:-
Type area: 100x88 mm

Special positioning

Position	Format	4-colour	Position	Format	4-colour
Centre D.P.S.	528x364 mm	188 000:-	10 stripes	256x42 mm	239 000:-
Page 3	256x364 mm	102 000:-	Front page stripe	256x42 mm	36 000:-
Page 7,9	256x364 mm	93 000:-	Back page stripe	256x88 mm	42 000:-
News stripe, page 4,5	256x42 mm	31 000:-	Module	82x28 mm	2 300:-
			IT-section		+10%

Other information

Mechanical data

Column size:	5 columns at 48x364 mm.		
Print area:	256x364 mm.		
Paper grade:	45 gram Standard newsprint paper.		
Printing process:	Web offset.		
Screen:	200 lines/inch sublima. Dot: Round.		
Colour:	Europe-scale		
Maximum colour:	220%.		
Dot increase:	25% for each colour.		
Grey balance:	Cyan	Magenta	Yellow
	30%	22%	22%

Delivery of digital Material

You can deliver your material at www.annonser.talentum.se, no password required
Postal address for CD: Ny Teknik, Dept. of Advertising, SE-10612 Stockholm Sweden.
E-mail: annonser@nyteknik.se,
phone: +46-8-796 64 90, fax: +46-8-21 65 13.

Costs

Our set prices only apply to the delivery of ready digital material which corresponds to our specifications.
Digital material not corresponding to our specifications will be charged at SEK 800:- per hour.

General information

Publisher:	Talentum Sweden AB,
E-mail:	annonser@nyteknik.se
Cancellation:	In writing, 2 weeks prior to publication.

One publisher is enough

Ny Teknik is published by Talentum Sweden AB which also publishes Affärsvärlden, MiljöRapporten and Lag&Avtal.

Other rates

Separate rates for recruitment ads in Ny Teknik Jobb.
To book or obtain rates for banner space on Ny Teknik's website (www.nyteknik.se), please contact our sales department.