

NyTeknik Automation 2011

NyTeknik, Sweden's largest technology and IT newspaper, is putting focus on its Automation Specials with a total of eight issues 2011. These Specials cover specific cases, exciting new technology and practical solutions within automation. You can read about how you save time, money and energy by using clever robot solutions, computerised machines, wireless networks, simulation products and intelligent control systems etc.

By advertising in NyTeknik Automation you will reach NyTeknik's attractive target audience, most of whom are technical decision makers. The Automation Special is distributed together with NyTeknik and reaches the impressive number of 156.400 subscribers.



Ny Teknik Automation content 2011

Production:

Effective methods of production, lean production, robots and automation.

Construction:

Mechatronics, design, cad and PLM systems etc.

Communication:

Industrial IT, wireless networks, rfid, data security and communication technique.

Publishing Scedule 2011

Month	Number	Published	Copy
Februari	7	16 Feb	28 Jan
Mars	11	16 Mar	25 Feb
April	16	20 Apr	30 Mars
May	20	18 May	29 April
Sept	37	14 Sep	26 Aug
Oct	41	12 Oct	23 Sep
Nov	45	9 Nov	21 Okt
Dec	49	7 Dec	18 Nov

International advertising sales

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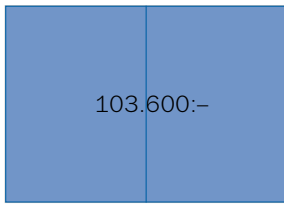
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Facts & figures

Circulation	156 400 TS Audit 2009
Actual Distribution	292 000 Orvesto Consumer 2009
	162 000 Orvesto Business 2010
Frequency	8 times/year
Format	Tabloid

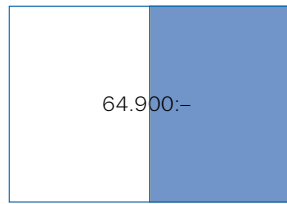


Advertising rates Ny Teknik Automation 2011



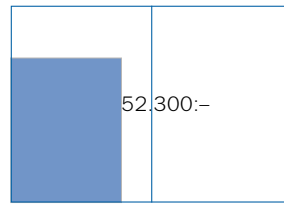
D.P.S

4 Colour: 103.600:-
Type aria: 528x364 mm



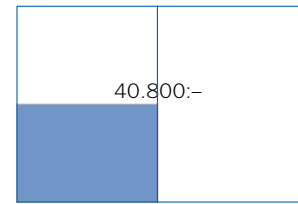
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4 Colour: 64.900:-
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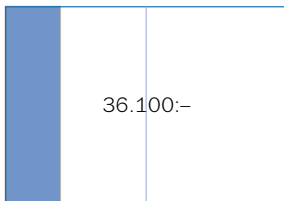
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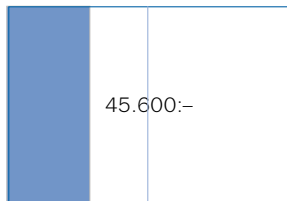
1/2 page horizontal

4 Colour: 40.800:-
Type aria: 256x180 mm



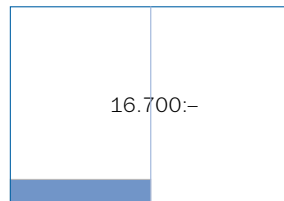
1/2 page vertical

4 Colour: 36.100:-
Type aria: 100x364 mm



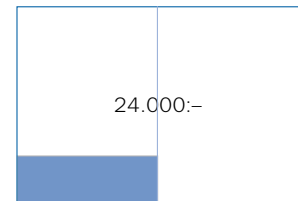
3-column

4 Colour: 45.600:-
Type aria: 152x364 mm



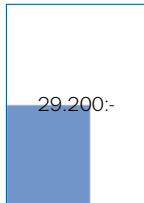
News stripe

4 Colour: 16.700:-
Type aria: 256x42 mm



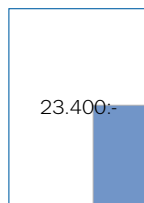
Large stripe

4 Colour: 24.000:-
Type aria: 256x88 mm



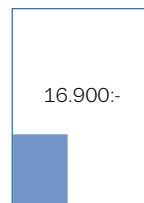
3-column, 1/2 page

Colour: 29.200:-
Type aria: 152x180 mm



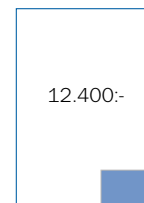
3-column, 1/2 page

4 Colour: 23.400:-
Type aria: 100x180 mm



2-column, 130 mm

4 Colour: 16.900:-
Type aria: 100x130 mm



2-column, 88 mm

4 Colour: 12.400:-
Type aria: 100x88 mm

Special Position

	Format	4-colour
Centre D.P.S	528x364 mm	124.400:-
Page 3,7	256x364 mm	77.300:-
Page 9	256x364 mm	71.500:-
Front Page stripe	256x42 mm	27.500:-
Back Page 1/2 page	256x180 mm	44.000:-
Module	82x28 mm	1.800:-

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.annons.talentum.se, no password required
Postal address for CD: Ny Teknik, Dept. of Advertising, SE-10612 Stockholm Sweden.
E-mail: annons@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 600:- per hour.

General information

Publisher: Ny Teknik 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 website (www.nyteknik.se), please contact our sales department.