

Ny Teknik Automation 2009

NyTeknik, Sweden's largest technology and IT newspaper, is putting focus on its Automation Specials with a total of eight issues 2009. 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 157.500 subscribers.



Ny Teknik Automation content 2009

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 2009

Month	Number	Published	Copy
Februari	6	4 Feb	16 Jan
Mars	10	4 Mar	13 Feb
April	14	1 Apr	13 Mars
May	20	13 May	24 Apr
Sept	37	9 Sep	21 Aug
Oct	41	7 Oct	18 Sep
Nov	45	4 Nov	16 Okt
Dec	49	2 Dec	13 Nov

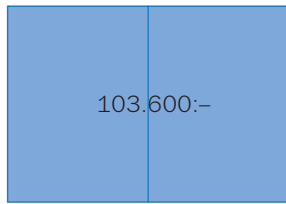
Facts & figures

Circulation	157 500 TS Audit 2007
Actual Distribution	327 000 Orvesto Consumer 2008:1
	152 000 Orvesto Business 2008
Frequency	8 times/year
Format	Tabloid

International advertising sales

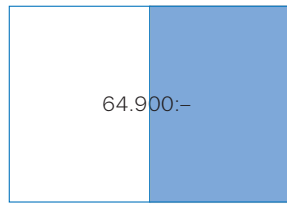
Charlotta Winther
 phone: +46-8-796 64 33,
 e-mail: charlotta.winther@talentum.se

Advertising rates Ny Teknik Automation 2009



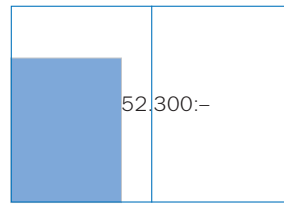
D.P.S

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



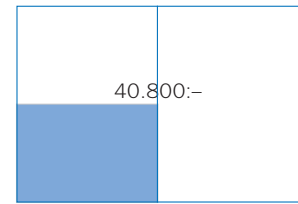
1/1 page

4 Colour: 64.900:-
Type aria: 256x364 mm



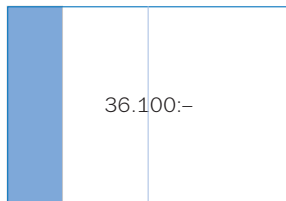
"A4"

4 Colour: 52.300:-
Type aria: 204x272 mm



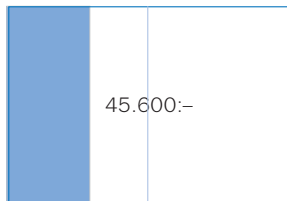
1/2 page horizontal

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



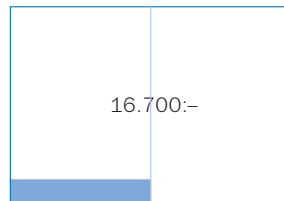
1/2 page vertical

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



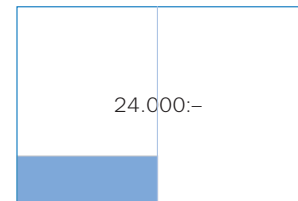
3-column

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



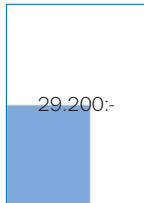
News stripe

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



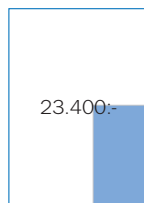
Large stripe

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



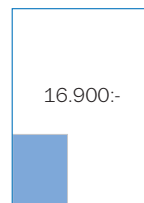
3-column, 1/2 page

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.