



Editor-in-chief
Lars Nilsson

| | |
|------------------------|--------------------------------------|
| Circulation | 155 000 TS Audit Jan 2008 |
| Readers | 300 000 Orvesto Consumer 2008 |
| | 161 000 Orvesto Business 2009 |
| Publishing date | Wednesdays |
| Frequency | Weekly |
| Format | Tabloid |

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.

Publication schedule 2010

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

Contact

International sales

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Material

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Advertising rates Ny Teknik 2010

D.P.S.
4-colour: 153 400:-
Type area: 528x364 mm

1/1 page
4-colour: 84 500:-
Type area: 256x364 mm

"A4"
4-colour: 70 500:-
Type area: 204x272 mm

1/2 page horizontal
4-colour: 54 900:-
Type area: 256x180 mm

2-column
4-colour: 48 600:-
Type area: 100x364 mm

3-column
4-colour: 61 900:-
Type area: 152x364 mm

Stripe
4-colour: 22 400:-
Type area: 256x42 mm

Large stripe
4-colour: 32 400:-
Type area: 256x88 mm

D.P.S. Stripe
4-colour: 40 500:-
Type area: 528x42 mm

D.P.S. Large stripe
4-colour: 59 000:-
Type area: 528x88 mm

3-column, 1/2 page
4-colour: 39 200:-
Type area: 152x180 mm

2-column, 1/2 page
4-colour: 31 600:-
Type area: 100x180 mm

2-column, 130 mm
4-colour: 22 900:-
Type area: 100x130 mm

2-column, 88 mm
4-colour: 16 100:-
Type area: 100x88 mm

Stripe in TV-program
4-colour: 15 000:-
Type area: 100x28 mm

Special positioning

| Position | Format | 4-colour | Position | Format | 4-colour |
|-----------------------|------------|-----------|-------------------|-----------|-----------|
| Centre D.P.S. | 528x364 mm | 183 900:- | 10 stripes | 256x42 mm | 234 000:- |
| Page 3 | 256x364 mm | 99 800:- | Front page stripe | 256x42 mm | 34 900:- |
| Page 7,9 | 256x364 mm | 91 500:- | Back page stripe | 256x88 mm | 41 200:- |
| News stripe, page 4,5 | 256x42 mm | 30 300:- | 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 600:- 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.

Advertise in Ny Teknik's specials



The industry has to find ways of becoming more efficient and to save energy, since costs are increasing and the world has to become more environmentally friendly in order to survive. In this Energy Special, NyTeknik will cover this subject and write about how industry and buildings can become more energy efficient.

NyTeknik is publishing two Special issues on Energy in 2010. It will be a separate supplement distributed to the 155 000 subscribers of NyTeknik.

Through NyTeknik you have the opportunity to reach decision-makers with a great influence over energy decisions. In addition you will reach 52 000 positions within operation and production, where energy efficiency is of great value.

NyTeknik, Sweden's largest technology and IT newspaper, is putting focus on its Automation Specials with a total of eight issues 2010. 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.

The Automation Special is distributed together with NyTeknik and reaches 155.000 subscribers.

Ny Teknik Automation content 2010:

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

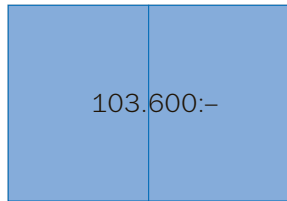
Construction: Mechatronics, design, cad and PLM systems etc.

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

Publishing schedule 2010

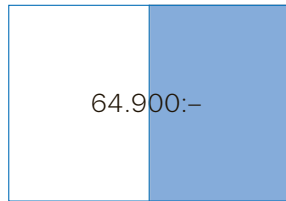
| Month | Week/issues | Publ.date | Copy date | Specials |
|-------|-------------|-----------|-----------|------------|
| Feb | 7 | 17 Feb | 29 Jan | Automation |
| Mars | 10 | 10 Mars | | Energy |
| | 11 | 17 Mars | 26 Feb | Automation |
| | 16 | 21 April | 31 Mars | Automation |
| May | 19 | 12 May | 23 April | Automation |
| Sept | 37 | 15 Sept | 27 Aug | Automation |
| Oct | 41 | 13 Oct | 24 Sep | Automation |
| Nov | 45 | 10 Nov | 22 Oct | Automation |
| | 46 | 17 Nov | | Energy |
| Dec | 49 | 8 Dec | 11 Nov | Automation |

Rate card for Ny Teknik specials 2010



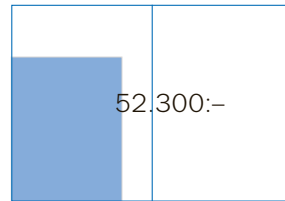
D.P.S

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



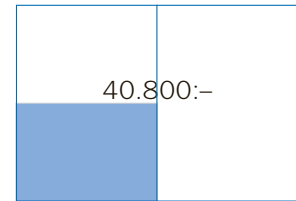
1/1 page

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



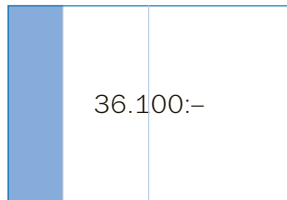
"A4"

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



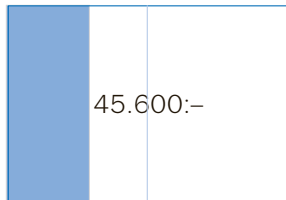
1/2 page horizontal

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



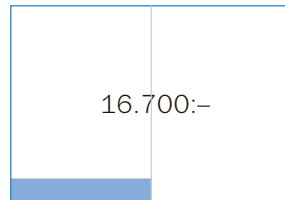
2-column

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



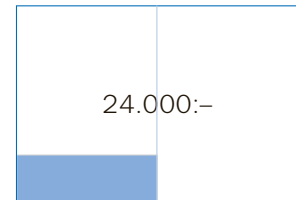
3-column

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



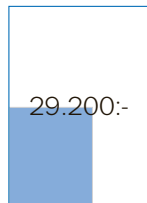
News stripe

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



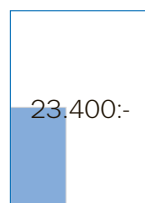
Large stripe

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



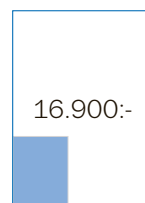
3-column, 1/2 page

Colour: 29.200:-
Type area: 152x180 mm



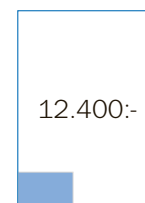
2-column, 1/2 page

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



2-column, 130 mm

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



2-column, 88 mm

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

Special position

| | | |
|------------------------|------------|-----------|
| 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:- |
| Outside back, 1/2 page | 256x180 mm | 44.000:- |
| Module | 82x28 mm | 1.800:- |

Contact

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General information

Mechanical data

| | |
|-------------------|-------------------------------------|
| Print area: | 256x364 mm. |
| Paper grade: | 45 gram Standard newsprint paper. |
| Printing process: | Web offset. |
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| Colour: | Europe-scale |
| Maximum colour: | 220%. |
| Dot increase: | 25% for each colour. |
| Grey balance: | Cyan Magenta Yellow 30% 22% 22% |

General information

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

Material

Delivery of digital Material

You can deliver your material at www.annonstalentum.se, no password required

Postal adress for CD: Ny Teknik, Dept. of Advertising,
SE-10612 Stockholm Sweden.

E-mail: annonstalentum.se,
phone: +46-8-796 64 90, fax: +46-8-21 65 13.