



**Editor-in-chief**  
Lars Nilsson

<b>Circulation</b>	<b>156 400</b> TS Audit Jan 2009
<b>Readers</b>	<b>292 000</b> Orvesto Consumer 2009
	<b>161 000</b> Orvesto Business 2009
<b>Publishing date</b>	<b>Wednesdays</b>
<b>Frequency</b>	<b>Weekly</b>
<b>Format</b>	<b>Tabloid</b>

## 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

**Charlotta Winther**

phone: +46-8-796 64 33,

e-mail: charlotta.winther@talentum.se

### Material

**Elisabeth Ericson**

phone: +46-8-796 66 34

e-mail: annonser@nyteknik.se

## 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

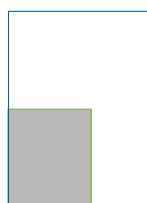
**3-column**  
4-colour: 61 900:-  
Type area: 152x364 mm

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

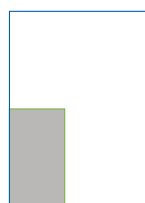
**Large stripe**  
4-colour: 32 400:-  
Type area: 256x88 mm

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

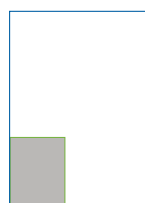
**D.P.S. Large stripe**  
4-colour: 59 000:-  
Type area: 528x88 mm



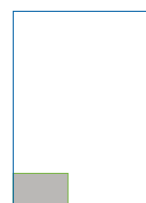
**3-column, 1/2 page**  
4-colour: 39 200:-  
Type area: 152x180 mm



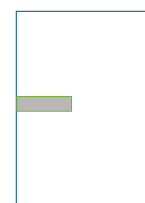
**2-column, 1/2 page**  
4-colour: 31 600:-  
Type area: 100x180 mm



**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](http://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](mailto: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:	<a href="mailto:annonser@nyteknik.se">annonser@nyteknik.se</a>
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](http://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 156.400 subscribers.

## **Ny Teknik Automation content 2010:**

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

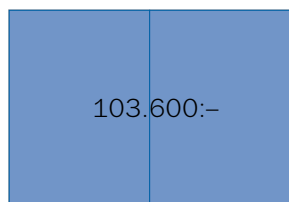
**Construction:** Mechatronics, design, cad and PLM systems etc.

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

## **Publishing schedule 2010**

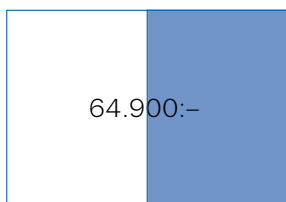
Month	Week/issues	Publ.date	Copy date	Specials
Feb	7	17 Feb	29 Jan	Automation
Mars	10	10 Mars		Energy
	11	17 Mars	26 Feb	Automation
	16	21 April	31 Mars	Automation
May	19	12 May	23 April	Automation
Sept	37	15 Sept	27 Aug	Automation
Oct	41	13 Oct	24 Sep	Automation
Nov	45	10 Nov	22 Oct	Automation
	46	17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

# Rate card for Ny Teknik specials 2010



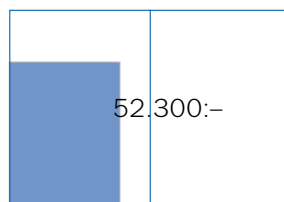
**D.P.S**

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



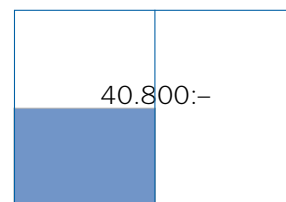
**1/1 page**

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



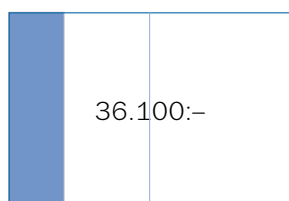
**"A4"**

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



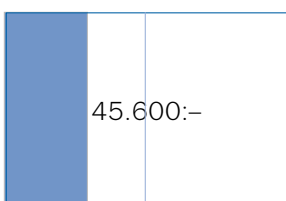
**1/2 page horizontal**

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



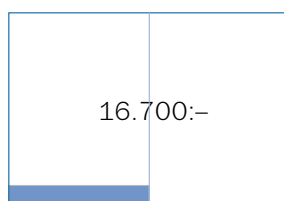
**2-column**

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



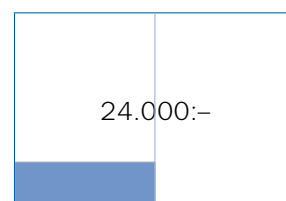
**3-column**

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



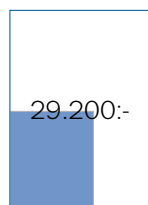
**News stripe**

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



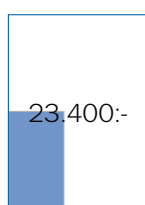
**Large stripe**

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



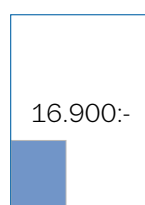
**3-column, 1/2 page**

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

### Charlotta Winther

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

## General information

### Mechanical data

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%

### 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](http://www.annonstalentum.se), no password required

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

E-mail: [annonstalentum.se](mailto:annonstalentum.se),  
phone: +46-8-796 64 90, fax: +46-8-21 65 13.