

eilektor

INTERNATIONAL MEDIA KIT 2012

www.elektor.com

www.elektor.nl

www.elektor.es



www.elektor.de

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[MICROCONTROLLERS & EMBEDDED • ANALOGUE • AUDIO • DIGITAL • TEST & MEASUREMENT]

November 2011

AUS\$ 14.50 • NZ\$ 17.50 • SAR 102.95 • NOK 99 • £4.80

eilektor

Exposure levels in check?
Cut-rate Radiation Meter
for alpha, beta and gamma radiation

Super Arduino

Getting started with the chipKIT™ Max32



OnCE/JTAG Interface
Program and debug Freescale DSPs

Simple Bat Detector
Inexpensive, sensitive and easy to build



Elektor

Elektor is a monthly magazine that provides expert information on various aspects of electronics, including embedded, digital, analogue, and test & measurement. Many projects are prototyped and tested in the Elektor labs before they are published. This gives readers the assurance that the published designs work properly.

The readers of the magazine are active in research & development, education and entertainment, and many technically advanced activities and projects are also carried out in the enthusiast (DIY) realm. A recent survey showed that 86 per cent of the subscribers are employed in the electronics sector, mostly as designers or owner/managers.



Editorial Calendar 2012

Edition	Booking Date	Copy Date	Publication Date
01 / 2012	15-11-2011	22-11-2011	13-12-2011
02 / 2012	19-12-2011	22-12-2011	17-01-2012
03 / 2012	24-01-2012	31-01-2012	21-02-2012
04 / 2012	21-02-2012	28-02-2012	20-03-2012
05 / 2012	20-03-2012	26-03-2012	17-04-2012
06 / 2012	17-04-2012	24-04-2012	15-05-2012
7/8 / 2012	22-05-2012	29-05-2012	19-06-2012
09 / 2012	17-07-2012	24-07-2012	14-08-2012
10 / 2012	14-08-2012	21-08-2012	18-09-2012
11 / 2012	18-09-2012	25-09-2012	16-10-2012
12 / 2012	23-10-2012	30-10-2012	20-11-2012
01 / 2013	20-11-2012	27-11-2012	18-12-2012

Rates Elektor UK + International (€, excl. VAT)

Circulation 17.500

	1x	3x	6x	11x
1/1 page full colour	2170	2096	2023	1955
1/2 page full colour	1456	1411	1363	1320
1/3 page full colour	1230	1190	1146	1109
1/4 page full colour	919	890	862	836

Sizes Page size 210 x 297 mm

185 x 265	210 x 297 +3 mm	90 x 265	185 x 130	55 x 265	185 x 83	90 x 130	185 x 63
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Rates Elektor France

Circulation 16.000

	1x	3x	6x	11x
1/1 page full colour	2093	1958	1828	1757
1/2 page full colour	1482	1401	1319	1271
1/3 page full colour	1298	1233	1168	1136
1/4 page full colour	887	833	779	757

Rates Elektor Netherlands

Circulation 15.500

	1x	3x	6x	11x
1/1 page full colour	3482	3191	2795	2363
1/2 page full colour	2288	2060	1872	1579
1/3 page full colour	1930	1747	1587	1374
1/4 page full colour	1541	1406	1259	1093

Rates Elektor Germany

Circulation 38.000

	1x	3x	6x	11x
1/1 page full colour	4651	4418	3954	3488
1/2 page full colour	2759	2623	2346	2070
1/3 page full colour	2119	2013	1800	1588
1/4 page full colour	1722	1635	1463	1292

Rates Elektor Spain

Circulation 7.000

	1x	3x	6x	11x
1/1 page full colour	1794	1678	1567	1507
1/2 page full colour	1270	1201	1131	1090
1/3 page full colour	1112	1057	1001	973
1/4 page full colour	760	714	667	649

Rates Elektor USA

Circulation 10.000

	1x	3x	6x	11x
1/1 page full colour	2130	2030	1820	1600
1/2 page full colour	1275	1220	1090	965
1/3 page full colour	1065	1015	905	805
1/4 page full colour	815	775	690	615

Price changes reserved
All prices excl. VAT

Elektor International Advertising Department

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Artwork requirements

- Electronic supply only
- Closed files created with Adobe Acrobat Distiller, 300 dpi, PDF, CMYK.

Elektor online: websites

With over 500,000 visitors per month and 2 million monthly page views, the Elektor websites offer an excellent opportunity to promote your business.



Elektor online: newsletter

Over 200,000 electronics enthusiasts already subscribe to the Elektor weekly newsletter. You can reach this strong audience by booking a leaderboard or via a bespoke e-mail exclusive to your company.



To benefit from Elektor's online readership, please contact j.dijk@elektor.com

Online rates and Elektor-Weekly - Elektor NL FR G UK SP USA - 2012

CPM online rates Elektor websites (€)

Banner Type	Dimensions in pixels	Position	Material	Maximum size	CPM rates (per thousand views)
Leaderboard	728 x 90	Top Right	gif, jpg or flash	40 kb	€ 40
Expandable Leaderboard	728 x 180	Top Right	gif, jpg or flash	50 kb	€ 50
Skyscraper	120 x 600	Right	gif, jpg or flash	50 kb	€ 30
Large Rectangle	336 x 280	Below	gif, jpg or flash	50 kb	€ 25
Lower Banner	468 x 60	Below	gif, jpg or flash	40 kb	€ 20
Button	120 x 60	Middle Right	gif, jpg	10 kb	See combination offer.

Monthly online rates Elektor websites (€) (with limited amount of bannerviews)

Website	Max. Bannerviews per month	Leaderboard	Exp. Leaderboard	Skyscraper	Large Rectangle	Lower banner
NL	43.000	€ 1.775	€ 2.220	€ 1.335	€ 1.110	€ 890
FR	47.000	€ 1.965	€ 2.455	€ 1.480	€ 1.230	€ 985
G	98.000	€ 4.065	€ 5.080	€ 3.055	€ 2.545	€ 2.035
UK	61.000	€ 2.545	€ 3.175	€ 1.910	€ 1.590	€ 1.275
ES	11.000	€ 435	€ 545	€ 335	€ 270	€ 220
USA	16.000	€ 670	€ 835	€ 505	€ 420	€ 335

Webvertorial	Rate per month	Views per month (*)	Discount webvertorial	
NL	€ 925	280,000	3 months = 5%	<ul style="list-style-type: none"> The webvertorial is a small text-only based advertisement at the right position of the website. Only 1 advertiser per month. The webvertorial consists of a heading with 24 characters and bodytext of 200 characters. (*) Views are based on the average statistics of 2011 (no guarantee for 2012).
FR	€ 1.030	350,000	6 months = 15%	
G	€ 2.060	680,000	12 months = 25%	
UK	€ 1.340	380,000		
ES	€ 360	65,000		
USA	€ 515	50,000		

Weekly Rates Elektor-Weekly (€)

Price: calculated on the average Elektor-Weekly receivers of 2011. Rates in Euro per appearance.

Country	Main Header (628 x 128)	Full Banner	Spotlight/Tip
NL	€ 515	€ 390	€ 335
FR	€ 370	€ 280	€ 245
G	€ 810	€ 605	€ 252
UK	€ 890	€ 665	€ 580
ES	€ 280	€ 210	€ 180
USA	€ 260	€ 195	€ 170

Elektor Weekly Partner Mailing

Our Partner Mailing can be purchased containing an advertiser's own text and images, and distributed by Elektor to all Elektor-Weekly subscribers from one or more of the language editions, at a date and time requested. This is an exclusive opportunity to maximize reader attention to your product or services. You just have to supply text and images, Elektor takes care of the design, and after your approval bulk emails the message and returns the statistics. Partner Mailings can also be sent to a selection of subscribers.

Frequency / Target area	Cost	Setup fee
Once	€ 300 CPM for a minimum of 5,000	€ 295 on top of € 300 CPM.
E-mail selection	€ 100 each, selected from database.	

Productions rates (€)

Banner	€ 350
Button	€ 250
Flash card	€ 500 base rate

Monthly Rates Landing page and Flash enhanced page (€)

	Landing page	Flash enhanced page
NL	€ 275	€ 275
FR	€ 170	€ 170
G	€ 290	€ 290
UK	€ 210	€ 210
SP	€ 170	€ 170
USA	€ 210	€ 210

To benefit from Elektor's online readership, please contact j.dijk@elektor.com

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