

## 2012 Elektro-Data Factsheet

For more than 30 years **Elektro-Data** has been the top technical multimedia magazine covering industrial electronics, industrial production, process automation, sensing, and testing and measurement techniques. With a combination of technical articles and product information Elektro-Data targets electro-technicians, technical automators, industrial installers, production and process engineers, technical buyers, LED lighting specialists and drive and controller technicians in the Netherlands and Belgium.

Circulation in the Benelux is **10,000** print copies, however all advertisements are also placed **free of charge** in the **Elektro-Data ezine**, circulation 6,500 subscribers. This increases the target audience considerably.

### 2012 publication details

Issue	Published	Closing date
1/2	14 February	26 January
3	13 March	23 February
4	17 April	28 March
5	15 May	25 April
6/7	12 June	23 May
8/9 **	11 September	23 August
10	23 October	4 October
11/12	20 November	1 November

\*\* Exhibition special: Het Instrument

### Rates excl. VAT

		1x	3x	5x	10x	20x
Cover page II	full colour	€ 3,160	€ 3,095	€ 2,970	€ 2,810	€ 2,580
Cover page III	full colour	€ 3,160	€ 3,095	€ 2,970	€ 2,810	€ 2,580
Back page	full colour	€ 3,500	€ 3,420	€ 3,280	€ 3,110	€ 2,860
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1/4 page	full colour	€ 945	€ 910	€ 865	€ 830	€ 780
1/8 page	full colour	€ 510	€ 495	€ 460	€ 440	€ 415

Special placement: + 25%

The unique combination of the magazine, the [engineersonline.nl](http://engineersonline.nl) website, the newsletters (2x per week), SEO and engineering events, help make Elektro-Data Systems the ultimate multimedia authority with which you can optimally reach all professionals in the industrial, Vision & Robotics, sensing, electrical, electronics, test and measurement, (process) automation and installation sectors in the Benelux. Both off & online!

Formats	width x height in mm	
Type page:	230 x 325 mm	
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