

## 2012 Elektronica + Embedded Systems Factsheet

A stabiliser in times of turbulent developments for **sixty years**.

In 2012 **Elektronica + Embedded Systems** will be celebrating its **sixtieth year of publication!** Since its inception as Radio Electronica in 1953, **Elektronica + Embedded Systems** has kept its finger on the technological pulse that is continually in turbulent development; with permanent focus on the technology and corresponding products of commercial suppliers (tools, instrumentation, components etc.).

**Elektronica + Embedded Systems** translates technology for designers and developers into practical everyday language. As the majority of designers and developers are directly or indirectly involved in a number of phases in a product's life cycle – for example engineering, production, service and maintenance – these activities are also covered in detail. **Elektronica + Embedded Systems** targets, among others, hardware and software engineers, project managers and Heads of Development.

Circulation **4,000** copies in the Netherlands and Belgium.

### 2012 publications

Issue	Published	Closing date
1/2	28 February	8 February
3	27 March	7 March
4	24 April	3 April
5	29 May	7 May
6/7	26 June	6 June
8/9**	11 September	22 August
10***	16 October	26 September
11/12	13 November	24 October

\*\* Exhibition special: HET Instrument

\*\*\* Special: Electronics Munich

### Rates excl. VAT

		1x	3x	5x	10x	20x
Cover page II	full colour	€ 3,000	€ 2,850	€ 2,700	€ 2,400	€ 2,100
Cover page III	full colour	€ 3,000	€ 2,850	€ 2,700	€ 2,400	€ 2,100
Back page	full colour	€ 3,300	€ 3,145	€ 2,975	€ 2,650	€ 2,315
1/1 page	full colour	€ 2,185	€ 1,985	€ 1,850	€ 1,750	€ 1,535
1/2 page	full colour	€ 1,175	€ 1,055	€ 995	€ 940	€ 885
1/4 page	full colour	€ 660	€ 585	€ 550	€ 505	€ 475
1/8 page	full colour	€ 360	€ 325	€ 300	€ 280	€ 255

Special placement: + 25%

Techvectorials*	
1 page	€ 2,880
2 pages	€ 3,535
4 pages	€ 5,950

Co-printing*	
2 pages	€ 2,450
4 pages	€ 3,250
8 pages	€ 5,430

\* No agency discount

**The unique combination of the magazine, the engineersonline.nl website, the newsletters (2x per week), search engine optimisation and engineering events all help make Elektronica + Embedded Systems the ultimate multimedia authority with which you can optimally reach your electronics professionals. Both off & online!**

Formats	width x height in mm	
Type page:	210 x 297 mm	
Type area:	<i>Portrait</i>	<i>Landscape</i>
1/1 page	185 x 259 mm	n.a.
1/2 page	90 x 259 mm	185 x 123 mm
1/4 page	90 x 123 mm	185 x 60 mm
1/8 page	90 x 60 mm	185 x 30 mm
Insert separate	Max. 205 x 297 mm	

For queries and reservations please contact:

Rob H. Swart  
Sr. Int. Account Manager  
Tel. +31 (0)6 22 79 66 33  
Email: [r.swart@mybusinessmedia.nl](mailto:r.swart@mybusinessmedia.nl)

Please also visit:  
[www.engineersonline.nl](http://www.engineersonline.nl)  
[www.mybusinessmedia.nl](http://www.mybusinessmedia.nl)

