

## Factsheet 2010 Elektronica + Embedded Systems

For over 55 years Elektronica + Embedded Systems keeps designers and developers of hardware and software informed about trends and development in development methods and - techniques and the therefore used products of commercial suppliers (tools, instruments, components etc.). Elektronica + Embedded Systems makes, for the greater part, a translation from technology to practical applicability. Because the designer/developer is involved directly or indirectly with a number of phases in the workflow of a product – in example engineering, production, service and maintenance – these important issues are also dealt with. Elektronica + Embedded Systems aims at amongst others hardware engineers, software engineers, system architects, project managers and chiefs of development departments. Distribution Benelux: 4.200 copies.



Edition	Publication date	Special focus 2010 ELEKTRONICA+EMBEDDED SYSTEMS
1/2	16 February	Electronic distribution (irt emc congress)
3	16 March	Capacity electronics
4	13 April	HF Technology
5	11 May	Distribution and added value
6	15 June	EMC/ESD
7/8	24 August	Sensors
7/8a	24 August	Sensor GUIDE-2010 -2011 (directory)
9	21 September	Tradefair HET Instrument
10	19 October	Test & Measurement
10a	19 October	Test & Measurement GUIDE 2009 -2010 (directory)
11	16 November	PCB's
12	14 December	Embedded Systems

### Rates excl. VAT valid until 31-12-2009!

		1x	3x	5x	10x	20x
Page II	full colour	€ 2.920	€ 2.775	€ 2.630	€ 2.335	€ 2.045
Page III	full colour	€ 2.920	€ 2.775	€ 2.630	€ 2.335	€ 2.045
Backpage	full colour	€ 3.210	€ 3.050	€ 2.890	€ 2.570	€ 2.250
1/1 page	bl/w	€ 1.710	€ 1.540	€ 1.445	€ 1.360	€ 1.160
1/2 page	bl/w	€ 910	€ 820	€ 775	€ 730	€ 660
1/4 page	bl/w	€ 510	€ 460	€ 425	€ 395	€ 360
1/8 page	bl/w	€ 280	€ 250	€ 235	€ 220	€ 200
1/1 page	1 extra colour	€ 1.925	€ 1.735	€ 1.630	€ 1.540	€ 1.350
1/2 page	1 extra colour	€ 1.030	€ 925	€ 875	€ 830	€ 780
1/4 page	1 extra colour	€ 570	€ 520	€ 495	€ 470	€ 425
1/8 page	1 extra colour	€ 315	€ 285	€ 270	€ 250	€ 235
1/1 page	full colour	€ 2.120	€ 1.925	€ 1.800	€ 1.700	€ 1.490
1/2 page	full colour	€ 1.140	€ 1.025	€ 965	€ 915	€ 860
1/4 page	full colour	€ 640	€ 570	€ 535	€ 490	€ 460
1/8 page	full colour	€ 350	€ 315	€ 295	€ 275	€ 250

Techvertorials*	
1 page	€ 2.798
2 pages	€ 3.434
4 pages	€ 5.791

Brochure imprint*	
2 pages	€ 2.315
4 pages	€ 3.090
8 pages	€ 5.150

Technical costs*	
1/1 page	€ 195
1/2 page	€ 95
1/4 page	€ 70
1/8 page	€ 70

Special place: + 25%

A-numbers : + 50%

\* No agency commission

### Engineersonline has a weekly e-newsletter with banner options!

Sizes	width x height in mm	
Trim size:	210 x 297 mm	
Type area:	<u>portrait</u>	<u>landscape</u>
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
Loose insert	max. 205 x 297 mm	

#### For questions and reservations please contact:

Rob H. Swart  
International Account Manager  
Phone +31 (0)6 - 22796633  
Fax +31 (0)79 - 3416456  
E-mail: [r.swart@mybusinessmedia.nl](mailto:r.swart@mybusinessmedia.nl)



Go surf on [www.engineersonline.nl](http://www.engineersonline.nl)