



MEDIA KIT 2024

Finland is a technology leader. Nearly 338,000 Finns work in technology companies, while a total of around 720,000 people work in the technology sector either directly or indirectly. The industry is responsible for 65% of all investment in research and development carried out in Finland.

The turnover of Finnish electronics companies was 21 Billion euros (2022). The ICT sector employs 83,500 people who produced a total turnover of 19 Billion euros in 2022.

(*source: The Technology Industries of Finland)

ETN is your tool to reach out to all of these professionals.

ETN is a Finnish technology media for everyone working, studying or just interested in technology. Through website with daily news and technical articles, daily newsletters and columns ETN covers every aspect of high technology - automation, components, devices, networks, test & measurement, design & programming, embedded, electro & power, manufacturing and distribution. All in Finnish. The site has more than 40 000 unique visitors per month and the numbers are rising steadily.

We also organise the Embedded Conference Finland annually. ECF is the only independent conference on embedded technology in Finland.

See www.embeddedconference.fi for more up-to-date information.



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www.etn.fi



ETNdigi is a special digital magazine from ETN. We cover components, test & measurement, radios & networks and the whole scope of embedded software. To put it short: Everything related to electronics & embedded design. See more at

www.etn.fi/ETNdigi



Embedded Conference Finland is the premier event for embedded technology in Finland. Get your latest info at

www.embeddedconference.fi

www.etn.fi - prices in euros

SUPERBANNER

SUPERBANNER

SIZE: 788 x 120 pixels
RATE: EUR 945/week

FULL BANNER

FULL BANNER

SIZE: 468 x 120 pixels
RATE: EUR 735/week

SQUARE

SQUARE

SIZE: 300 x 300 pixels
RATE: EUR 680/week

or 300 x 600 pixels
RATE: EUR 890/week

SCYSCRAPER

SIZE: 140 x 490 pixels
RATE: EUR 580/week

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BOX

BOX

SIZE: 468 x 240 pixels
RATE: EUR 680/week

or 468 x 120 pixels
RATE: EUR 525/week

ADVERTORIAL - NATIVE ADVERTISING

EUR 1300/week

Ask for special formats: wallpaper, videobox

Your banner is unique. You will never share your place with another advertiser.

To have your advertisement shown also in our **mobile optimized version** we do need an extra copy with the size of 468 x 120 pixels.

Every day we compile our news into a newsletter that has more than 3200 subscribers.

ETN Direct

Through ETN Direct we offer a specialized data base with electronic designers and other interesting target groups within the Finnish electronics industry. We have limited the number of ETN Direct to a few mails per month.

Open rate: Approx 25%.

Material: html-file. Use simple html – no references to CSS files, styling can be done with inline CSS.

No opt-out, ETN will add a text about unsubscribe.

Important to deliver the desired subject line and e-mail addresses for people who want proof before mailing.

Materials sent to: materials@etn.fi 5 working days prior to mailing.

For more information and prices: Anne-Charlotte Lantz,
+46 (0)734-17 10 99, ac@etn.fi

ETN newsletter - prices in euros

TOP CORNER

TOP CONNER BANNER
SIZE: 230 x 80 pixels
RATE: EUR 735/week

FULL BANNER

FULL BANNER
SIZE: 468 x 60 pixels
RATE: EUR 680/week

MIDDLE BANNER

MIDDLE BANNER
SIZE: 468 x 120 pixels
RATE: EUR 550/week
or SIZE: 468 x 240 pixels
RATE: EUR 580/week

LOWER BOX

LOWER BOX
Below last news item.
SIZE: 468 x 240 pixels
RATE: EUR 580/week

TEXT AD

You deliver the text and the image, we produce the ad.
RATE: EUR 735/week

ETNdigi - digital magazines

ETN publishes digital magazines 2-3 times a year.

Companies can place a dynamic ad and an article in the magazine and get maximum visibility for their new products, technology or solution.

In 2024 we will produce two issues.

ETNdigi pricing:

1/1 page EUR 1500 (net price, for example agency commissions added)

-> full article 4-5 pages

1/2 page EUR 1000 (net price)

-> 2 page article

1/4 page EUR 750 (net price)

-> 1 page article

ETN provides translation into Finnish. Fee 300 euros / 1000 words.



For more information about advertising options, contact



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DIGITAL MATERIALS

The digital material is sent to: materials@etn.fi

NEWS SITE - www.etn.fi: gif, png, jpg or HTML5.

NEWSLETTERS: gif, png or jpg.