

## etn



ETN is a Finnish technology media for everyone working, studying or just interested in technology. With daily news and newsletters, regular in-depth technical articles and opinion pieces ETN covers every aspect of high technology. All in Finnish!

[www.etn.fi](http://www.etn.fi)

## etn digi

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](http://www.etn.fi/ETNdigi)

## ECF

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

[www.embeddedconference.fi](http://www.embeddedconference.fi)

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 (2023) and it employs over 43 thousand people. The ICT sector employs 85.200 people who produced a total turnover of 20 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 60 000 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](http://www.embeddedconference.fi) for more up-to-date information.

# 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

### IN FOCUS

EUR 500/week

A premium place for your article or white paper

In Finnish or English

Ask for more options!



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: Rainer Raitasuo,  
+46-734-171099  
rr@etn.se

## 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 2025 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



Editor-in-chief  
Veijo Ojanperä  
+358-40-7072530  
vo@etn.fi



Sales manager  
Rainer Raitasuo  
+46-734-171099  
rr@etn.fi

## DIGITAL MATERIALS

The digital material is sent to: [materials@etn.fi](mailto:materials@etn.fi)

NEWS SITE - [www.etn.fi](http://www.etn.fi): gif, png, jpg or HTML5.

NEWSLETTERS: gif, png or jpg.