

# ETN

## Media kit 2026

In Finland, the electronics sector had a turnover of 20 billion EUR in 2024 and employs 44,000 people. The computer and IT industry reached a turnover of 19 billion EUR and employs 81,300 people.

Together, these high-tech industries account for more than 50 per cent of Finnish exports. The technology sector is also responsible for over 65 per cent of all R&D investments in Finland.

ETN is a Finnish technology media service for everyone working in, studying, or simply interested in technology. Through our website—featuring daily news, technical articles, newsletters, and columns—ETN covers every aspect of high technology.

Source: Technology Industries of Finland

ETN is your gateway to reaching all of these professionals.

Whether you're interested in automation, components, devices, networks, test and measurement, design and programming, embedded systems, electrical and power technologies, manufacturing, and distribution, ETN is your number one source of information. All content on the website is published in Finnish. The site reaches more than 80,000 unique visitors per month, and the numbers are steadily rising.

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

For more up-to-date information, visit [www.embeddedconference.fi](http://www.embeddedconference.fi)

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

## [www.etn.fi](http://www.etn.fi) New packages, new pricing

For 2026, we are making advertising simple. We offer three different packages you can choose from: L, M, and S.

The L package is designed for companies that want the highest visibility on our website. You can choose your preferred banner position and size, and we will accommodate your needs.

L includes mobile banners as well as banners in our daily newsletters – every day.

The L package costs 3,000 EUR per month. It includes a super banner, a large box banner, or even a dedicated space with your own content. This can be advertising, links to technical documents, or even a product video – all designed to generate high-quality leads for you.

The M package costs 1,500 EUR per month. This guarantees a visible banner of your preferred size and position, such as a large box banner or a square banner. These banners can also be joined with mobile banners.

The S package is 500 EUR per month and includes the smallest banner (300 × 150 pixels) in your preferred spot. A mobile banner is included.

If you want to target our subscriber base through newsletters only, you can contact our sales manager Rainer for special packages ([rr@etn.fi](mailto:rr@etn.fi)).

### TEXT AD

We also support text ads. You deliver the text and the image, we produce the ad. Contact our sales manager Rainer for more information ([rr@etn.fi](mailto:rr@etn.fi)).

L  
M  
S

## Technical articles InFocus Partner videos

### TECHNICAL ARTICLES

We also publish technical articles every week. We charge for producing the content. This includes translations, image editing, placement in a premium position on the website, and editing a layout and providing a printable PDF version of the article in our database.

After one week your article will be added to our article database for future reference.

### IN FOCUS

We also offer a dedicated IN FOCUS section on our website. This space is sold separately and can feature technical videos, product campaigns, and more. IN FOCUS also includes a prominent placement in our newsletters for the entire duration of the campaign.

For more information about IN FOCUS, please contact [rr@etn.fi](mailto:rr@etn.fi).

In 2026, companies will also have the opportunity to publish their own technical videos and tutorials in a dedicated location on the ETN website, ensuring maximum visibility for their content.



Media kit  
2026

## ETN Direct

Through ETN Direct we offer a specialized database with electronic designers and other interesting target groups within the Finnish electronics industry. We have limited the number of ETN Direct to a few 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](mailto:materials@etn.fi) 5 working days prior to mailing.

For more information and prices: Rainer Raitasuo,  
+46-734-171099  
[rr@etn.se](mailto:rr@etn.se)



## 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, technologies or solutions.

In 2026 we will produce two issues.



### ETNdigi pricing:

L package: 1/1 page EUR 2000 (net price, for example agency commissions added)  
-> full article 4-5 pages

M package: 1/2 page EUR 1250 (net price)  
-> 2-page article

S package: 1/4 page EUR 750 (net price)  
-> 1-page article

L  
M  
S

**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 should be sent to:  
materials@etn.fi

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

NEWSLETTERS: gif, png or jpg.