



Elektronikkbransjen is published, since 1937, by Stiftelsen Elektronikkbransjen (the Consumer Electronics Trade Foundation) and details of the editorial staff are published inside. The magazine is sent to the homes of the foundations member companies employees at all levels of the value chain: suppliers, retailers, dealers and workshops plus company addresses. The biggest reader group are employees of retailers such as Elkjøp, Power, Komplett, Elon, Elite Foto, Cewe Japan Photo, Soundgarden, NetOnNet, Coop Elektro, Telenorbutikken, Mobit, Techstep, Telenor Ucom, Telia Bedrift, Hi-Fi Klubben, Eplehuset, 4Sound and Elesco.

PUBLISHING SCHEDULE 2025

No	Deadline for submissions	Distribution
1 FEBRUARY	28/01	Week 8
2 APRIL	18/03	Week 15
3 JUNE	27/05	Week 25
4 AUGUST	05/08	Week 35
5 OCTOBER	16/09	Week 41
6 NOVEMBER	04/11	Week 48

ADVERTISING RATES (NOK)

Size	Rate
2/1	36.000,-
1/1	21.000,-
1/2	14.250,-
1/3	11.500,-
1/4	9.500,-
1/8	5.850,-

Supplement for 2nd, 3rd cover: +10% 4th cover: +15%
Agency commission: 3.5%. Cancellation: 2 weeks before deadline.

BUNDLE RATES (NOK)

Full page paper or Superbanner	Price
Issues: 6 Months: 4	125.000,-
Issues: 5 Months: 3	105.000,-
Issues: 4 Months: 2	84.500,-
Issues: 3 Months: 1	63.500,-

It is possible to choose several full pages instead of Superbanner, or vice versa.

ONLINE ADVERTS PR MONTH (NOK)

SuperBanner	1065 x 300 pxl	kr. 15.800,-
TopBanner	1065 x 150 pxl	kr. 13.600,-
Skyskraper	180 x 500 pxl	kr. 7.900,-
Ad in Article	580 x 363 pxl	kr. 4.250,-

All versions of banners include: Mobilebanner 320 x 200 pxl

Buy the industrys most attractive online advertising spot!

AD IN NEWSLETTER (NOK)

Type	Size	Rate
Newsletter	640 x 340 pxl	kr. 7.250,-
In combination with Ad in Article one week	580 x 363 pxl	kr. 9.250,-

ADVERTISEMENT FORMATS

Size	Width	x	Height
Full page	220 mm	x	297 mm + bleed 3 mm
1/2 page horizontal	220 mm	x	148 mm + bleed 3 mm
1/2 page vertical	110 mm	x	297 mm + bleed 3 mm
1/3 page horizontal	193 mm	x	90 mm
1/4 page vertical	95 mm	x	136 mm
1/4 page horizontal	193 mm	x	68 mm
1/8 page	95 mm	x	68 mm

ADVERTISEMENT COPY

Send as PDF to cp@elektronikkbransjen.no.
Other formats can be accepted by arrangement for an extra fee.

INSERTS

The easiest way to distribute brochures or other materials to the entire industry. Please contact us for a good offer!

CONTENT MARKETING

We provide Content marketing both online and in the magazine. This by material from an advertiser, such as a press release, or by text and images written by a journalist. Please contact us for a good offer!

TECHNICAL DATA

Circulation	3.500
Page size	193 x 272 mm
No. of columns	3
Bleed	Yes
Netto size	220 x 297 mm

ADVERTISING SALES

Jan Røsholm
+47 928 87 000
jr@elektronikkbransjen.no



Elektronikkbransjen

PUBLISHER

Stiftelsen Elektronikkbransjen, Pb 6640 Etterstad, 0607 Oslo
+47 23 06 07 07
adm@elektronikkbransjen.no
www.elektronikkbransjen.no

EDITOR-IN-CHIEF

Stian Sønsteng
+47 9920 2005
ss@elektronikkbransjen.no

ADVERTISING COPY

Cathrine Pedersen
+47 93 43 93 85
cp@elektronikkbransjen.no