

## MEDIACARD



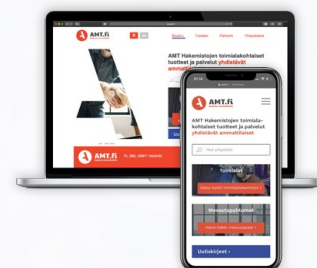
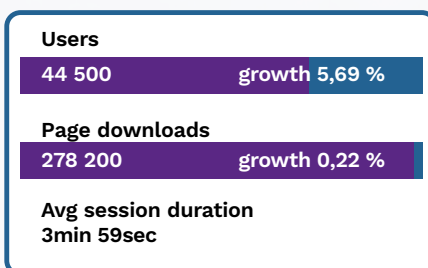
Electronics industry is characterized by specialization and innovation – amt.fi ELECTRONICS lives with it.

The amt.fi ELECTRONICS media is your key to better business! The Suppliers of Electronic Instruments and Components Association (ELKOMIT – www.elkomit.fi), in collaboration with AMT Hakemistot, publishes the industry's most significant forum: The amt.fi ELECTRONICS. The amt.fi ELECTRONICS 2023 contains specific information about the industry's products, services, clients, brands and the companies behind them.

• Specialist articles, advertorials and surveys • Company and corporation index • Products • Services • Clients and brands

## Digital guide

Our digital service contains specific information for other lines of industry too – just click and explore. The Electronics Industry Yearbook is already used by over 44,000 decision makers and executives involved in planning, projects, product development, maintenance and production.



## Printed catalogue

For the personnel, decision-makers, and experts in the technology industry

- Industrial Automation
- Electronics and electrical
- Machine-building and metal
- Telecommunications
- Planning and Consulting • Production
- Production purchasers • Product Design
- Research/ product development
- Automation of production
- Production of IT systems • Servicing

Professional fairs:

-  **ALIHANKINTA** ..... 1.-3.10.24..... Tampere
- FINNBUILD** ..... 8.-10.10.24..... Helsinki
-  **ENERGIA** ..... 22.-24.10.24..... Tampere
- FINNMATERIA** ..... 6.-7.11.24... Jyväskylä
- VERKOSTO** ..... 22.-23.1.25..... Tampere
-  ..... 14.-15.5.25..... Tampere



## Newsletters

Newsletter will be sent to more than 40 000 industry leaders who manage purchasing, sales, planning and investments in the electronics industry.

amt.fi Electronics – newsletter 2/2023: OR 13,22% • CTR 3,74%



<b>Contents:</b>	companies, products, clients, services
<b>Interfaces:</b>	www.amt.fi service, printed catalogue and newsletter
<b>Users:</b>	over 45 000
<b>Copies:</b>	13.000
<b>Duration:</b>	12 months



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## CONTENT PRICES

www.amt.fi and printed catalogue

### COMPANY AND ORGANISATION DIRECTORY

<input type="checkbox"/> Basic information.....	300 €
<input type="checkbox"/> Logo.....	300 €
<input type="checkbox"/> Company description.....	200 €
<input type="checkbox"/> Hyperlinks on the website.....	150 €

### INDUSTRY DIRECTORY

<input type="checkbox"/> 1-10 titles.....	350 €
<input type="checkbox"/> 11-50 titles.....	650 €
<input type="checkbox"/> 51-100 titles.....	750 €
<input type="checkbox"/> the following titles.....	4 € / kpl
<input type="checkbox"/> description of products on the internet service.....	30 € / kpl

### SERVICE INDEX

<input type="checkbox"/> 1-10 titles.....	350 €
<input type="checkbox"/> 11-50 titles.....	650 €
<input type="checkbox"/> 51-100 titles.....	750 €
<input type="checkbox"/> the following titles.....	4 € / kpl
<input type="checkbox"/> description of products on the internet service.....	30 € / kpl

### CLIENTS, BRANDS AND WWW-ADDRESSES DIRECTORY

<input type="checkbox"/> 1-5 pcs.....	170 €
<input type="checkbox"/> 6-10 pcs.....	200 €
<input type="checkbox"/> 11-20 pcs.....	230 €
<input type="checkbox"/> 21-50 pcs.....	290 €
<input type="checkbox"/> following.....	4 € / each

(includes a hyperlink to the clients web page)

## ADVERTISEMENT IN PRINTED GUIDE

### COVERS

<input type="checkbox"/> Front cover 148 x 130 mm.....	7000 €
<input type="checkbox"/> 2nd cover 140 x 210 mm.....	3000 €
<input type="checkbox"/> 3rd cover 140 x 210 mm.....	2500 €
<input type="checkbox"/> Back cover 148 x 210 mm.....	5500 €
<input type="checkbox"/> Spine 70 x 8-12 mm.....	2000 €

### TEXT PAGES

<input type="checkbox"/> 1/1 page 148 x 210 mm.....	1900 €
<input type="checkbox"/> ½ page (vaaka) 120 x 89 mm.....	1100 €
<input type="checkbox"/> ½ page (pysty) 58 x 175 mm.....	1100 €
<input type="checkbox"/> ¼ page 58 x 89 mm.....	600 €

### OTHER ADVERTISING SPACES

<input type="checkbox"/> Tabs 138 x 210 mm.....	2300 €
<input type="checkbox"/> Footnote left/right 100 x 10 mm.....	3000 €
<input type="checkbox"/> Sidenote left/right 100 x 7 mm.....	3000 €

## ADVERTISING IN THE DIGITAL GUIDE

### TOP POSTION

<input type="checkbox"/> Top postions* Digital Business Guide, Company / Product / Service and Principal listings.....	650 €
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### BANNERS

<input type="checkbox"/> 980 x 200 px.....	2000 €
<input type="checkbox"/> 200 x 115 px (logo banner on the bottom of the digital guide carousel - also video).....	750 €

### BANNER CONNECTED TO THE DESIRED COMPANY OR AGENCY

#### SEARCH (NAME OF COMPANY, NAME OF AGENCY)

<input type="checkbox"/> 980 x 200 px.....	850 €
<input type="checkbox"/> 980 x 490 px.....	1250 €
<input type="checkbox"/> 980 x 980 px.....	1950 €

### BANNER CONNECTED TO THE DESIRED PRODUCT/SERVICE

#### SEARCH (KEYWORD)

<input type="checkbox"/> 490 x 490 px.....	850 €
<input type="checkbox"/> 490 x 980 px.....	1250 €

## NEWSLETTER

The product news is sent with the newsletter and published in the internet

<input type="checkbox"/> Product news in one newsletter.....	450 €
<input type="checkbox"/> Product news in two newsletters.....	650 €

## TECHNICAL INFORMATION AND MATERIALS

### PUBLISHING DATES

Distribution starting september 2024.  
Newsletter 1 - September 2024  
Newsletter 2 - January 2025

### TECHNICAL INFORMATION

Printed guide size: A5 (148 x 210 mm).  
Copies: 13.000  
Printing method: offset  
Print house: PunaMusta  
Layout: Bit & Page Oy

### MATERIALS

Advertisement: PDF-format / 2400 dpi, pictures resolution 300 dpi, CMYK colors.  
3 mm bleed for materials without marginals.  
Glue binding must be taken into consideration in spread advertisements.  
Logos: CMYK colors, TIFF, EPS / 300 dpi  
Logos for the internet service resolution 72 dpi.

### ADDS

E-mails with attachments: aineistot@amt.fi

### ADD SALES

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### BILLING

The information will be published in the printed version of The Electronics Industry Yearbook, coming out on September 2024. The same information is also available at www.amt.fi website. AMT will invoice you within two weeks after opening the information on Internet. All prices exclude VAT which will be added according to EU regulations. (Finland 24%).

### INDEX INFORMATION TOTAL:

€

### ADS:

€

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

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