

Site and newsletter for advanced computer users

TARGET AUDIENCE

IT decision makers, technical PC users; technology decision makers; high income consumers & technology enthusiasts

PROFILE

Datormagazin.se is the site for the most dedicated IT enthusiasts - those who want and need to stay current with the latest IT news. The website features the latest IT news in all categories.

E-NEWSLETTER

Datormagazins newsletter Uppsnappat, launched 1996, is Sweden's first IT-newsletter. With a popular editorial and innovative and diverse IT content, Uppsnappat enables readers to keep abreast of the latest news and developments in the IT industry and complements the printed edition of Datormagazin and the site www.datormagazin.se

FORMAT

BANNER: 600 x 90
TEXT AD: 580 x 200
(max 550 characters)

PRICE

3.500 SEK/insertion
6.500 SEK/insertion

Publishing: Twice a week, Tuesdays and Thursdays.
Subscribers: 25.220 (October 2011)

1. PANORAMA 980 x 120 CPM 200

DATOR MAGAZIN
Datormagasin 12-2011
I butik: 18 oktober
Prenumeration

Start ▾ Nyheter ▾ Tester ▾ Artiklar ▾ Community ▾ Tidningen ▾ Om Datormagazin ▾

Senaste nytt från Datormagasin

Dubbla kärnor i Iphone 4S

Dropbox till företag
Nyheter • Anders Örtman, 2011-10-31 09:40 • Molnet
Nu ska den personliga molntjänsten Dropbox bli en lagspelar. Företaget lanserar ett abonnemang som ger affärsanvändare mer utrymme och bättre inställningsmöjligheter.

Test: Canon Imageformula DR-C125
Tester • Simon Handby, 2011-10-28 14:09 • Grafik och bild
En liten toppmatad skrivbordsskanner med bra kvalitet behöver inte kosta skjortan. Det visar Canon med nya Imageformula DR-C125.

Bildläsaren krånglar
Experter • Anders Reuterswärd, 2011-10-28 13:47 • Övrig hårdvara
Här hårdvara plötsligt slutar att fungera beror det antingen på ett fysiskt fel eller på att något hänt i Windows.

Lättviktiga Saline nu i 1.5
Nyheter • Thomas Forsberg, 2011-10-27 16:00 • Linor
SalineOS har som mål att leverera ett snabbt, rent och användarvänligt Debian-baserat operativsystem med Xfce som skrivbordshanterare. Här är nyheterna i nyläppta version 1.5.

2. RIGHT

300 x 150 CPM 120
300 x 250 CPM 150
300 x 450 CPM 180
300 x 600 CPM 200

3. EDITORIAL

600 x 100 CPM 150
600 x 150 CPM 200
600 x 300 CPM 250

Microsoft Office 2010 Mobile 14% (17)

OTHER ADVERTISEMENT
FORMATS:

Wallpaper
SIZE: 1 280 x 1 024
CPM: 350

Takeover/Interstitial
SIZE: 650 x 650
CPM: 400

TECHNICAL SPECIFICATION

ADVERTISING MATERIAL

Advertising material shall be sent to us according to the technical specification provided. View Quick material guide.

PRODUCTION OF ADVERTISEMENTS

We assist with production of flash adverts. Contact your sales representative for a price. Advertising material that we receive for production can be sent as the following file formats: EPS, TIFF, JPG. Picture material should be a minimum of 72 dpi for the best quality.

DELIVERY OF ADVERTISING MATERIAL

Advertising material is to be submitted in the following ways:
Delivery address: webbannons@egmont.se
FTP-address: [ftp.egmonttidskrifter.se](ftp://ftp.egmonttidskrifter.se), Login: banner, Password: webbanner
Address: Egmont Tidskrifter, Annonshandtering webb, 169 91 Solna

CANCELLATION RULES

For cancellation later than 14 days before the copy date given in the price list, a booking fee of 50 % of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate.

CONTACTS

To book advertising:
benny.almqvist@egmont.se, +46(0)8-692 66 32

Questions concerning advertising material:
webbannons@egmont.se, +46 (0)8-692 66 81 Annonshandtering webb

QUICK MATERIAL GUIDE



Flash banner

65 KB

The material is to be supplied as Flash, Gif, or Jpg. Max. weight 65 kB. Send with the link to which the material should be linked.

Other deliveries according to agreement. Material shall be submitted no later than three working days before the start of the campaign for a test run. If the advertisements have to be adjusted by Egmont Tidskrifter, the deadline for material is shorter.

For further information on material, see material specification at www.egmonttidskrifter.se