The leading IT & New Technology weekly newspaper in Sweden
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## MARKET POSITION:

***Ny Teknik*** is the leading New Technology and IT publication in Sweden. It provides Technical Executives and IT decision-makers with the most up-to-date information on innovations in IT for all businesses on a weekly basis. The readers spend an average of 25 minutes on each new issue, which is very long and the circulation has never declined.

| | My Teknik |
|---|---|
| Total circulation (TS Audit 2009) | 156,400 |
| Readership: Oversto business 2010 | 162,000 |
| Consuner 2009 | 292,000 |

## EDITORIAL CONTENT:

***Ny Teknik*** reports the latest news and background on products, technology trends and innovations. It keeps you up to date on growth companies that may be tomorrow's Ericssons or Microsofts. The title is divided into two parts: the first section offers an overview of the market through in-depth analysis of innovation and IT. This also includes the job-classified section. The second part of the magazine focuses on IT and telecom sectors covering the evolution of "new industry and new technology". The website *nyteknik.se* complements the print version with the latest news on a daily basis.

## TECHNICAL SPECIFICATIONS:

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