

Tekno▼ation dk



Media Plan 2018

Media Plan 2018



Metalworking: Machining/Tooling
Welding Technology/Fasteners
Plastic Technology
Transmissions/Bearings

Deadline
4/1
Published
15/1



Metalworking: Machining/Tooling
Metrology/Measurement Systems
Additive Manufacturing/-
Industrial IT (Cad/Cam)
Transmissions/Bearings

Deadline
3/5
Published
14/5



Metalworking: Sheet Forming
Metav 2018 (20/2-24/2)
Metrology/Measurement Systems
Automation/Robotics

Deadline
25/1
Published
5/2



Metalworking: Sheet Forming
Cooling & Lubricants
Metalworking: Sawing
Automation/Robotics
Automatica 2018 (19/6-22/6)

Deadline
24/5
Published
4/6



Metalworking: Machining/Tooling
Surface Treatment/Grinding
Additive Manufacturing/-
Industrial IT (Cad/Cam)
Materials: Steel/Aluminium

Deadline
15/2
Published
26/2



Welding Technology/Fasteners
Plastic Technology
Materials: Steel/Aluminium
Surface Treatment/Grinding

Deadline
6/6
Published
18/6

Machine Tools 2018 - Special Edition Magazine

- Summer vacation -



Metalworking: Sheet Forming
Wire/Tube (16/4-20/4)
Metalworking: Sawing
Cooling & Lubricants
Transmissions/Bearings

Deadline
8/3
Published
19/3



Metalworking: Sheet Forming
Metrology/Measurement Systems
Metalworking: Sawing
Additive Manufacturing/-
Industrial IT (Cad/Cam)

Deadline
2/8
Published
13/8



Metalworking: Machining/Tooling
Welding Technology/Fasteners
Metrology/Measurement Systems
Control 2018 (24/4-27/4)
Hannover Messe 2018 (23/4-27/4)

Deadline
28/3
Published
9/4



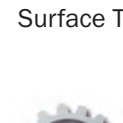
Metalworking: Machining/Tooling
AMB 2018 (18/9-22/9)
IMTS 2018 (10/9-15/9)
Financing
Automatik 2018 (11/9-13/9)
Welding Technology/Fasteners
Surface Treatment/Grinding

Deadline
23/8
Published
3/9



Metalworking: Sheet Forming
Plastic Technology
Automation/Robotics
Elmia: Verktygsmaskiner, Plåt,
Automation, Polymer (15/5-18/5)
Financing
Surface Treatment/Grinding

Deadline
19/4
Published
30/4



Metalworking: Sheet Forming
Materials: Steel/Aluminium
Cooling & Lubricants
Transmissions/Bearings

Deadline
6/9
Published
17/9

Themes 2018

Additive Manufacturing/- Industrial IT (Cad/Cam)	3, 7, 10, 14, 17
Automation/Robotics	2, 5, 6, 8, 11, 13, 16, 18
Cooling & Lubricants	4, 8, 9, 12, 16
Financing	6, 9, 11, 14
Materials: Steel/Aluminium	3, 9, 12, 16
Metalworking: Machining/Tooling	1, 2, 3, 5, 6, 7, 9, 11, 13, 15, 17
Metalworking: Sawing	4, 8, 9, 10, 14, 18
Metalworking: Sheet Forming	2, 4, 6, 8, 9, 10, 12, 14, 16
Metrology/Measurement Systems	2, 5, 7, 9, 10, 13, 17
Plastic Technology	1, 6, 9, 13, 16
Special Edition Magazine	9, 18
Surface Treatment/Grinding	3, 6, 9, 11, 14, 18
Transmissions/Bearings	1, 4, 5, 7, 11, 12, 15, 17
Welding Technology/Fasteners	1, 5, 9, 11, 15, 18

Fairs 2018

	AMB 2018 Stuttgart 18/9-22/9	11
	Automatica 2018 München 19/6-22/6	8
	Automatik 2018 Brøndby 11/9-13/9	11
	Control 2018 Stuttgart 24/4-27/4	5
	Elmia Subcontractor 2018 Jönköping 13/11-16/11	15
	Elmia: Verktygsmaskiner, Plåt, Automation, Polymer Jönköping 15/5-18/5	6
	EuroBLECH 2018 Hannover 23/10-26/10	14
	Fakuma 2018 Friedrichshafen 16/10-20/10	13
	Hannover Messe 2018 Hannover 23/4-27/4	5
	IMTS 2018 Chicago 10/9-15/9	11
	Metav 2018 Düsseldorf 20/2-24/2	2
	Wire/Tube 2018 Düsseldorf 16/4-20/4	4



13	Deadline
Metalworking: Machining/Tooling	20/9
Metrology/Measurement Systems	
Plastic Technology	Published
Fakuma 2018 (16/10-20/10)	1/10
Automation/Robotics	



14	Deadline
Metalworking: Sheet Forming	4/10
EuroBLECH 2018 (23/10-26/10)	
Financing	Published
Metalworking: Sawing	15/10
Surface Treatment/Grinding	
Additive Manufacturing/Industrial IT (Cad/Cam)	



15	Deadline
Metalworking: Machining/Tooling	18/10
Elmia Subcontractor 2018 (13/11-16/11)	
Welding Technology/Fasteners	Published
Transmissions/Bearings	29/10



16	Deadline
Metalworking: Sheet Forming	1/11
Plastic Technology	
Cooling & Lubricants	Published
Materials: Steel/Aluminium	12/11
Automation/Robotics	



17	Deadline
Metalworking: Machining/Tooling	15/11
Metrology/Measurement Systems	
Additive Manufacturing/- Industrial IT (Cad/Cam)	Published
Transmissions/Bearings	26/11



18	Deadline
Metalworking: Sawing	28/11
Welding Technology/Fasteners	
Surface Treatment/Grinding	Published
Automation/Robotics	10/12
Years Edition 2018	
- Special Edition Magazine	

Ad rates and formats 2018

Newspaper	High w x h	Wide w x h	Prices
1/1 page	266 x 359		DKK 35.850 - EUR 4.760
1/2 page	131 x 359	266 x 180	DKK 21.500 - EUR 2.860
1/4 page	131 x 180	176 x 135	DKK 12.850 - EUR 1.700
1/8 page	86 x 135	131 x 90	DKK 8.650 - EUR 1.150
Front Page		86 x 75	DKK 8.800 - EUR 1.170
Double Page ⁽¹⁾		546 x 359	DKK 55.000 - EUR 7.300

Magazine	High w x h	Wide w x h	Prices
1/1 page ⁽²⁾	201 x 286		DKK 35.850 - EUR 4.760
1/2 page ⁽²⁾		201 x 146	DKK 21.500 - EUR 2.860
Double Page ⁽²⁾	396 x 286		DKK 55.000 - EUR 7.300

(1) Rates for special ad units, double spreads, and inserts are available. Contact us for further information.

(2) Print to the edge, formats are incl. 3 mm. crop on all edges - no bleed marks.

Price per column mm

Text: DKK 17,50
Job Ad: DKK 10,00

Add charge for colours

1 colour: DKK 1.650
4 colours: DKK 3.850

Repeat order discounts

5 insertions: 5%
10 insertions: 10%
18 insertions: 15%

Add Charge for position

Page 3: +15%
Page 5: +10%
Right hand page: +5%
Backpage: +15%

Technical Specifications

GRAPHICAL PRODUCTION OF ADS

Materials for graphical production can be delivered by e-mail. Text as Word-document or direct in an e-mail. Pictures as JPG, BMP, TIFF or EPS files 100% in 200 dpi. Logo and illustrations as JPG/JPEG, BMP, TIFF and EPS-files in 600 dpi.

We can also use illustrator/EPS vector format (non shading). CMYK separated.

FINISHED ADS

You can deliver finished materials in In-Design, QuarkXpress, Photoshop or Illustrator. Please inform us of program, version and whether created on Mac or PC. Compression: files can be Zipped.

FILENAME

Max. 31 signs.

FONTS

All fonts used must be embedded. In graphics programmes it is recommended to convert all fonts to Outline.

SHADING

34 lines.

COLOURS

The colours must be CMYK separated, not RGB.

NUMBER OF COPIES

15.000.

PRINTING TECHNIC

Newspaper-rotation. The printhouse scales pages.

FORMATS

Paper format Tabloid:
266 mm x 359 mm.

1 column 41 mm
2 columns 86 mm
3 columns 131 mm
4 columns 176 mm
5 columns 221 mm
6 columns 266 mm

READABILITY

It is recommended not to use fonts smaller than 8 pt. for positive and 10 pt. for negative.

AD MATERIAL

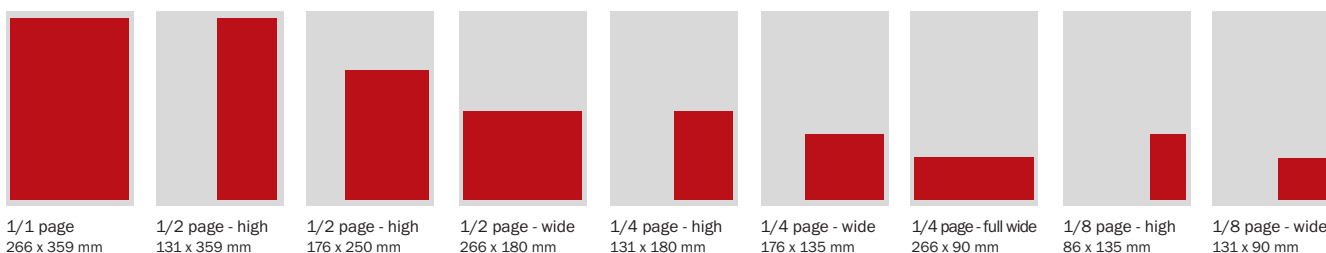
Please sent to:
prod@teknovation.dk

PRINTED BY

Dansk Avistryk A/S
Sydvestvej 110
2600 Glostrup



Latest audited circulation number.
1. juli 2016 til 30. juni 2017:
13.859



Banner prices and online formats 2018

Homepage: www.teknovention.dk	Size in pixels w x h	Price per week 100% view
Frontpage of www.teknovention.dk		
Top banner	940 x 157	DKK: 5.000 - EUR: 670
Side banner	160 x 90	DKK: 3.000 - EUR: 400
Side banner Tower	160 x 300 ⁽¹⁾	DKK: 5.000 - EUR: 670
Subpages of www.teknovention.dk		
Top banner	940 x 157	DKK: 4.000 - EUR: 550
Block banner (in articles)	420 x 300	DKK: 6.500 - EUR: 875
Side banner	160 x 90	DKK: 2.500 - EUR: 350
Side banner Tower	160 x 300 ⁽¹⁾	DKK: 4.000 - EUR: 550
Newsletter: Teknovation Update	Size in pixels w x h	Price per 5 views
The daily newsletter Teknovation update		
Top banner	600 x 100 (max. 50 KB)	DKK: 6.500 - EUR: 875
Block banner (inbetween text)	420 x 300 (max. 100 KB)	DKK: 6.500 - EUR: 875
Side banner	160 x 90 (max. 30 KB)	DKK: 3.000 - EUR: 400
Side banner Tower	160 x 300 (max. 50 KB) ⁽¹⁾	DKK: 5.000 - EUR: 670
End banner	600 x 100 (max. 50 KB)	DKK: 3.000 - EUR: 400

(1) Other height can be arranged.

All Prices are in DKK/Euro ex. VAT. (Prices are subject to change due to currency exchange rates).

Technical Specifications

GRAPHICAL PRODUCTION OF BANNERS

Materials for graphical production can be delivered by e-mail. Text as Word-document or direct in an e-mail. Pictures as JPG, BMP, TIFF or EPSfiles 100% in 200 dpi. Logo and illustrations as JPG/JPEG, BMP, TIFF and EPS-files in 600 dpi. We can also use illustrator/EPS vector format (non shading).

FINISHED BANNERS

Banners for the website are delivered as jpg or gif.

FILENAME

Max. 31 signs.

FONTS

All fonts used must be embedded. In graphics programmes it is recommended to convert all fonts to Outline.

THIRDPARTY SCRIPTS

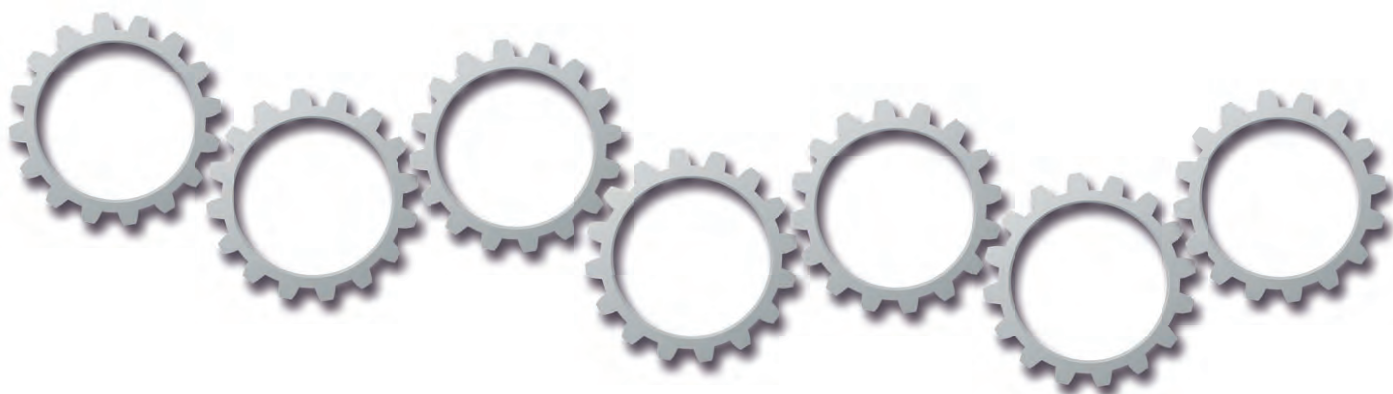
Teknovation do not allow thirdparties to execute scripts on our readers' browsers. This is for reasons of operational and safety.

UNIQUE USERS

Between 1/10-2016 to 30/09-2017 www.teknovention.dk was visited by 47.254 unique users. Source: Google Analytics.

BANNER MATERIAL

Please sent to: prod@teknovention.dk



Teknovation dk



Did you know that

- Teknovation is the largest Danish magazine in metal-working and plastics industries. The magazine had in the period 1 July 2016 to 30 June 2017 an average distributed circulation of 13.859⁽¹⁾ - and a readership of 40,500 per. edition.⁽²⁾
- On average, each of our readers spends more than 18 minutes reading Teknovation.⁽²⁾
- 9 out of 10 readers are involved in purchasing decisions in their company, and 4 out of 10 state they are always involved in such decisions.⁽²⁾
- 6 out of 10 readers have contacted suppliers based on ads or articles in Teknovation.⁽²⁾
- 96 percent assess the quality of articles and news in Teknovation as satisfactory, 6 out of 10 readers assess quality as good or very good.⁽²⁾
- Electronic versions of all newspapers and magazines are publicly available on www.teknovention.dk. In the electronic versions ads directly links to advertisers' websites. This service is included in Teknovations ad prices.
- The website www.teknovention.dk in the period 1 October 2016 to 30 September 2017, had 47.254 absolute unique visitors.⁽³⁾
- The website www.teknovention.dk is updated every day of the year. You can besides, to sign up for the entire newsletter Teknovation Update, also target the newsletter so you receive news that is specific to the topics Machining/Tooling, Sheet Forming, Plastics Technology, Metrology/Measurement Systems, Industrial IT, Automation and Education.
- 9 out of 10 readers regularly open the weekday newsletter Teknovation Update.⁽²⁾
- 94 percent assess the quality of articles and news on the website www.teknovention.dk as satisfactory.⁽²⁾
- Readers of Teknovation are executives, owner-managers, production workers, engineers, mechanical engineers, purchasing managers, IT managers and teachers and students at technical colleges and research institutes.

(1) The Danish Media Audit of Circulations, August 2017.

(2) A&B Analyse, October 2016.

(3) Google Analytics, October 2017.

SALES

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