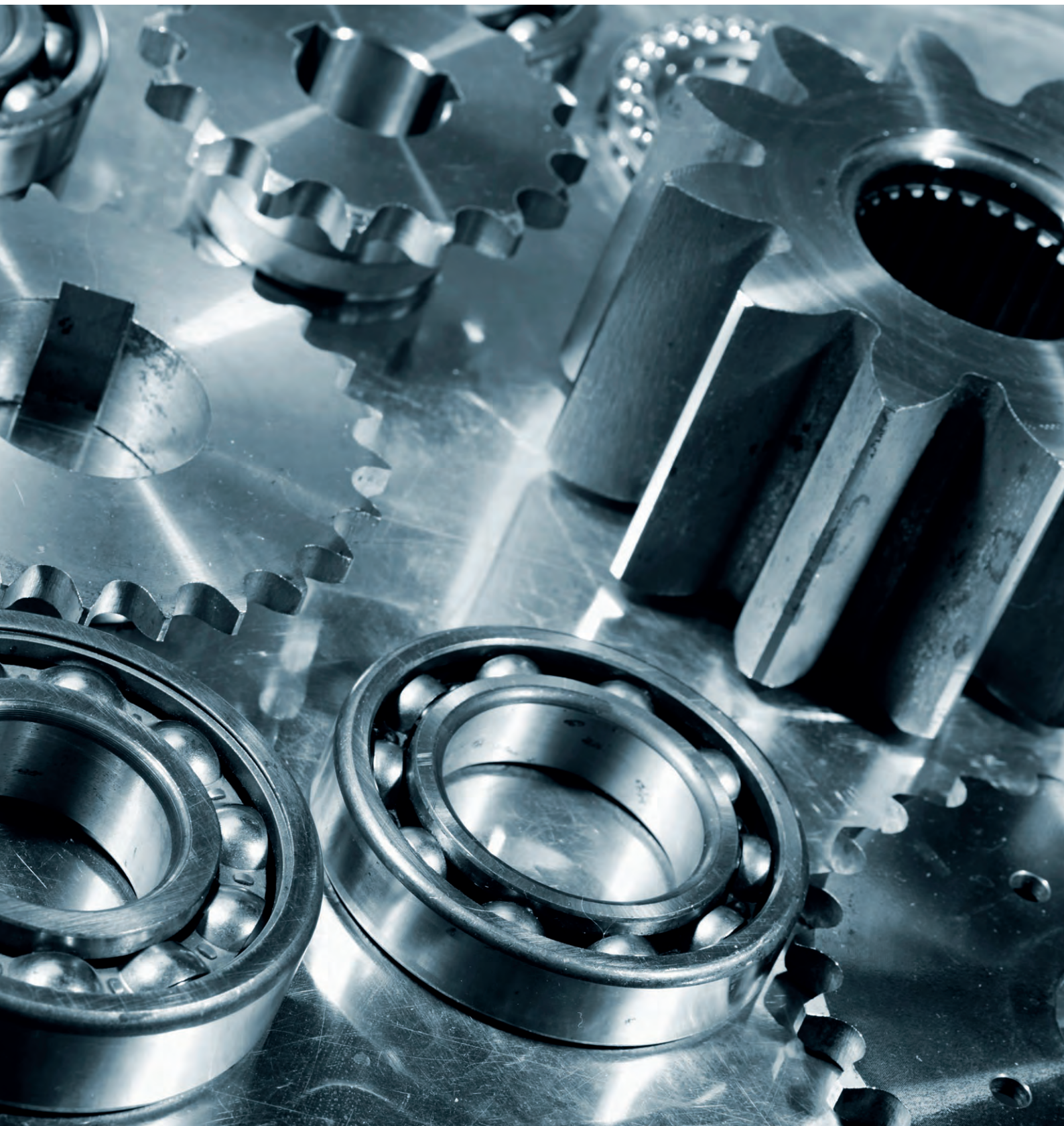


Business-to-Business in the Danish metalworking & plastics industries

Tekno tion



Media Plan 2019

Media Plan 2019

1

Metalworking: Machining/Tooling
Welding Technology/Fasteners
Plastic Technology
Automation/Robotics

Deadline
3/1
Published
14/1

7

Metalworking: Machining/Tooling
Cooling & Lubricants
Transmissions/Bearings
Additive Manufacturing/-
Industrial IT (Cad/Cam)

Deadline
2/5
Published
13/5

2

Metalworking: Sheet Forming
Cooling & Lubricants
Metalworking: Sawing
Transmissions/Bearings

Deadline
24/1
Published
4/2

8

Metalworking: Sheet Forming
Metrology/Measurement Systems
Metalworking: Sawing
Automation/Robotics

Deadline
16/5
Published
27/5

3

Metalworking: Machining/Tooling
Metrology/Measurement Systems
Additive Manufacturing/-
Industrial IT (Cad/Cam)
Materials: Steel/Aluminium

Deadline
7/2
Published
18/2

9

Welding Technology/Fasteners
Plastic Technology
Surface Treatment/Grinding
Transmissions/Bearings

Deadline
4/6
Published
17/6

Machine Tools 2019 - Special Edition Magazine

- Summer Vacation -

4

Metalworking: Sheet Forming
Surface Treatment/Grinding
Scandinavian Coating 2019 (20/3-21/3)
Hannover Messe 2019 (1/4-5/4)

Deadline
28/2
Published
11/3

10

Metalworking: Machining/Tooling
Metrology/Measurement Systems
Welding Technology/Fasteners
Automation/Robotics

Deadline
1/8
Published
12/8

5

Metalworking: Machining/Tooling
Automation/Robotics
Welding Technology/Fasteners
Transmissions/Bearings

Deadline
21/3
Published
1/4

11

Metalworking: Sheet Forming
Cooling & Lubricants
Surface Treatment/Grinding
Transmissions/Bearings

Deadline
15/8
Published
26/8

6

Metalworking: Sheet Forming
Plastteknik Nordic 2019 (8/5-9/5)
Metrology/Measurement Systems
Control 2019 (7/5-10/5)

Deadline
15/4
Published
29/4

12

EMO 2019 (16/9-21/9)
Financing

Deadline
29/8
Published
9/9

Themes 2019

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

Fairs 2019

	Blechexpo 2019 Stuttgart 5/11-8/11	15
	Control 2019 Stuttgart 7/5-10/5	6
	EMO 2019 Hannover 16/9-21/9	12
	Hannover Messe 2019 Hannover 1/4-5/4	4
	hi 2019 Herning 1/10-3/10	13
	K' 2019 Düsseldorf 16/10-23/10	13
	Plastteknik Nordic 2019 Malmø 8/5-9/5	6
	Scandinavian Coating 2019 København 20/3-21/3	4



Metalworking: Sheet Forming
Nyt fra EMO
Metrology/Measurement Systems
Plastic Technology
K' 2019 (16/10-23/10)
HI 2019 (1/10-3/10) Fair section

Deadline
12/9
Published
23/9



Metalworking: Machining/Tooling
Metalworking: Sawing
Surface Treatment/Grinding
Automation/Robotics

Deadline
3/10
Published
14/10



Metalworking: Sheet Forming
Blechexpo 2019 (5/11-8/11)
Financing
Transmissions/Bearings

Deadline
17/10
Published
28/10



Metalworking: Machining/Tooling
Plastic Technology
Materials: Steel/Aluminium
Automation/Robotics

Deadline
31/10
Published
11/11



Metalworking: Sheet Forming
Cooling & Lubricants
Metrology/Measurement Systems
Transmissions/Bearings

Deadline
14/11
Published
25/11



Metalworking: Sawing
Welding Technology/Fasteners
Additive Manufacturing/-
Industrial IT (Cad/Cam)

Deadline
26/11
Published
9/12

Years Edition 2019
- Special Edition Magazine

Ad Rates and formats 2019

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

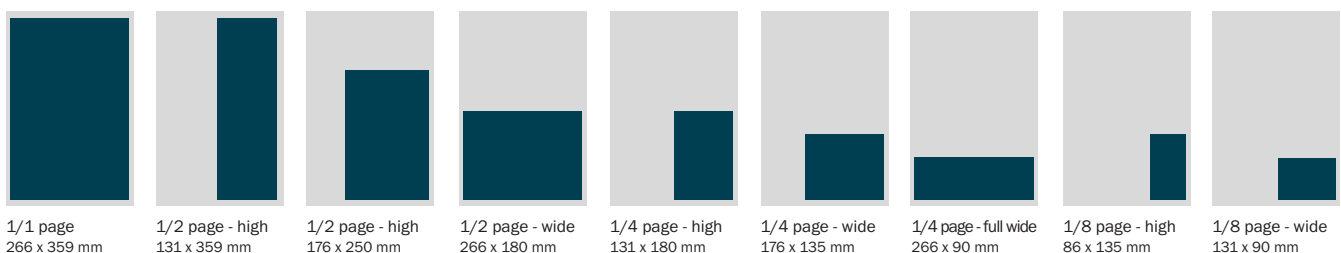
Please sent to:
prod@teknovation.dk

PRINTED BY

Dansk Avistryk A/S
Sydvestvej 110
2600 Glostrup



Latest audited circulation number.
From 1/7-2017 to 30/6-2018:
13.447



Banner prices and online formats 2019

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 week
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

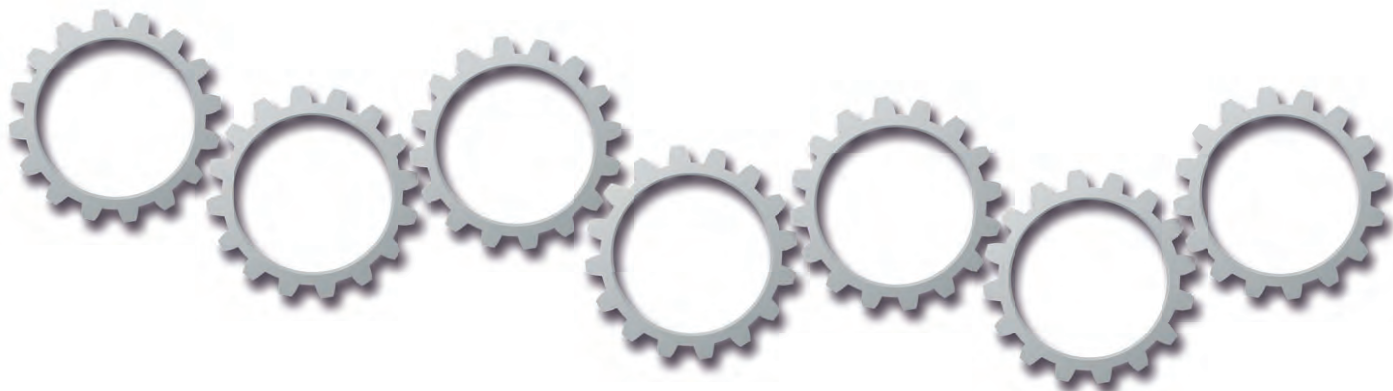
Teknovation do not allow thirdparties to execute scripts on our readers' browsers. This is for reasons of operational and safety.

UNIQUE USERS

Between 1/10-2017 to 30/09-2018 www.teknovention.dk was visited by 44.312 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 2017 to 30 June 2018 an average distributed circulation of 13,447⁽¹⁾ - and a readership of +40,000 per. edition.⁽²⁾
- On average, each of our readers spends more than 18 minutes reading Teknovation.⁽²⁾
- The website www.teknovention.dk in the period 1 October 2017 to 30 September 2018, had 44,312 absolute unique visitors.⁽³⁾
- Teknovation Update is sent every weekday and received by 6,300 subscribers each time.
- It is free to subscribe to the newspaper Teknovation and the electronic newsletter Teknovation Update.
- 9 out of 10 readers are involved in purchasing decisions in their company.⁽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.⁽²⁾

(1) The Danish Media Audit of Circulations, October 2018 (2) A&B Analyse, October 2016 (3) Google Analytics, October 2018

SALES

Teknovation ApS

Sydvestvej 110 1
DK-2600 Glostrup
T: +45 4613 9000
F: +45 4613 9021
E: info@teknovation.dk
www.teknovation.dk

Henrik Bang

T: +45 2688 2684
E: hb@teknovation.dk

Steen Lykke Madsen

T: +45 3035 7797
E: sl@teknovation.dk

Teknovation ApS Jylland

Havneparken 2 - lokale 3-06a
DK-7100 Vejle

Tommy Thorsteinsson

T: +45 2035 3935
E: tt@teknovation.dk

Eli Avrach

T: +45 2035 3999
E: ea@teknovation.dk