

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

Tekno~~o~~vation **dk**



Media Plan 2020

www.teknoovation.dk

Media Plan 2020



Machining/tooling + Sawing
Sheet forming
Plastic technology
Transmissions/Bearings

Deadline
9/1
Published
20/1



Sheet forming
Machining/tooling + Cooling & Lubricants
Automation/Robotics
- Automatica 2020 (16/6-19/6)
AM/Industrial IT (Cad/Cam)

Deadline
20/5
Published
2/6



Sheet forming
Machining/tooling + Cooling & Lubricants
Metav 2020 (10/3-13/3)
Metrology/measurement systems
Automation/Robotics

Deadline
6/2
Published
17/2



Machine Tools 2020
- Special Edition Magazine
Transmissions/Bearings
Plastic technology
Surface Treatment/Grinding
Welding technology/fasteners

Deadline
9/6
Published
22/6



Machining/tooling + Sawing
Sheet forming + Tubes
- Wire/Tube 2020 (30/3-3/4)
Welding technology/fasteners
AM/Industrial IT (Cad/Cam)
Transmissions/Bearings

Deadline
5/3
Published
16/3

- Summer Vacation -



Sheet forming
Machining/tooling + Cooling & Lubricants
Metrology/measurement systems
- Control 2020 (5/5-8/5)
Automation/Robotics
- Hannover Messe 2020 (20/4-24/4)

Deadline
31/3
Published
14/4



Sheet forming
Machining/tooling + Cooling & Lubricants
Metrology/measurement systems
Automation/Robotics
- Automatik 2020 (8/9-10/9)
Transmissions/Bearings

Deadline
6/8
Published
17/8



Machining/tooling
Sheet forming
Transmissions/Bearings
Plastic technology
Welding technology/fasteners
Elmia Verktygsmaskiner, Plåt,
Automation, Polymer, Svets 2020 (12/5-15/5)

Deadline
23/4
Published
4/5



Machining/tooling
- AMB 2020 (15/9-19/9)
Sheet forming
Welding technology/fasteners
AM/Industrial IT (Cad/Cam)
IMTS 2020 (14/9-19/9)

Deadline
27/8
Published
7/9

Themes 2020

AM/Industrial IT (Cad/Cam)	3, 6, 7, 9, 12
Automation/Robotics	2, 4, 5, 6, 7, 8, 12
Cooling & Lubricants	2, 4, 6, 7, 8, 12
Financing	11
Machining/tooling	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12
Metrology/measurement systems	2, 4, 7, 8, 9, 10
Plastic technology	1, 5, 7, 10, 13
Sawing	1, 3, 7, 10
Sheet forming	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
Special Edition Magazine	7, 13
Surface Treatment/Grinding	7, 13
Transmissions/Bearings	1, 3, 4, 5, 7, 8, 10, 13
Welding technology/fasteners	3, 5, 7, 9, 13

Fairs 2020

	AMB 2020 Stuttgart 15/9 - 19/9	9
	Automatica 2020 München 16/6 - 19/6	6
	Automatik 2020 Brøndby 8/9 - 10/9	8
	Control 2020 Stuttgart 5/5 - 8/5	4
	Elmia: Verktygsmaskiner, Plåt, Automation, Polymer, Svets 2020 Jönköping 12/5-15/5	5
	EuroBLECH 2020 Hannover 27/10 - 30/10	11
	Fakuma 2020 Friedrichshafen 13/10-17/10	10
	Formnext 2020 Frankfurt 10/11 - 13/11	12
	Hannover Messe 2020 Hannover 20/4-24/4	4
	IMTS 2020 Chicago 14/9 - 19/9	9
	Jimtof 2020 Tokyo 7/12-12/12	12
	Metav 2020 Düsseldorf 10/3 - 13/3	2
	Wire/Tube 2020 Düsseldorf 30/3 - 3/4	3



Sheet forming
Machining/tooling + Sawing
Metrology/measurement systems
Plastic technology
- Fakuma 2020 (13/10-17/10)
Transmissions/Bearings

Deadline
17/9
Published
28/9



Sheet forming + Tubes
EuroBLECH 2020 (27/10-30/10)
Financing

Deadline
8/10
Published
19/10



Machining/tooling + Cooling & Lubricants
Sheet forming
AM/Industrial IT (Cad/Cam)
- Formnext 2020 (10/11-13/11)
Automation/Robotics
Jimtof 2020 (7/12-12/12)

Deadline
29/10
Published
9/11



Years Edition 2020
- Special Edition Magazine
Plastic technology
Surface Treatment/Grinding
Welding technology/fasteners
Transmissions/Bearings

Deadline
24/11
Published
7/12



Ad Rates and formats 2020

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%
13 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

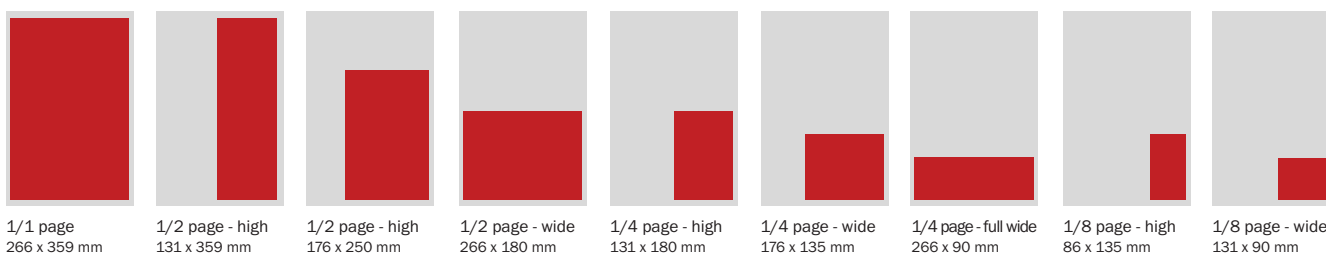
Please sent to:
prod@teknovation.dk

PRINTED BY

Dansk Avistryk A/S
Sydvestvej 110
2600 Glostrup

Danske Medier:

Latest audited circulation number.
From 1/7-2018 to 30/6-2019:
13.413



Banner prices and online formats 2020

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

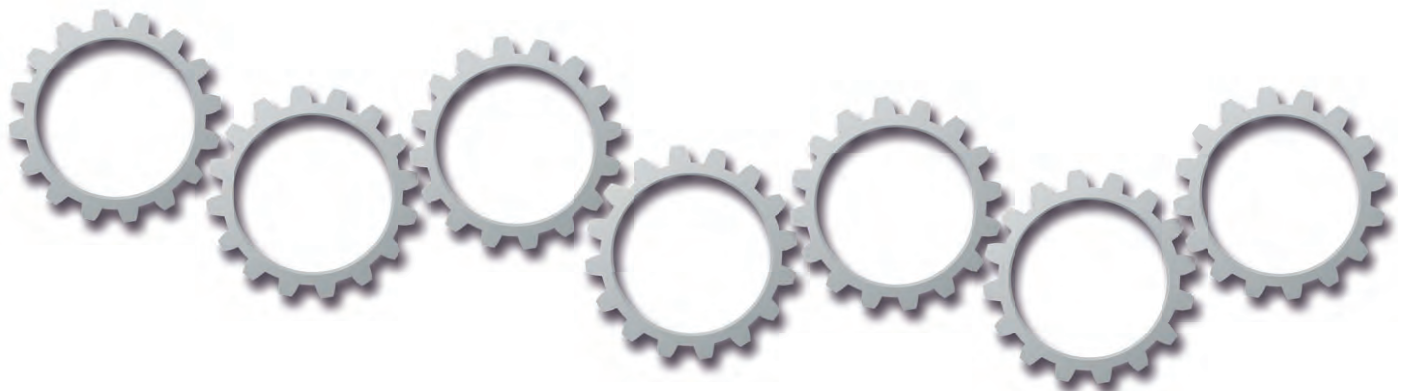
Teknovation do not allow thirdparties to execute scripts on our readers' browsers. This is for reasons of operational and safety.

UNIQUE USERS

Between 1/10-2018 to 30/09-2019 www.teknovention.dk was visited by 43.603 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 2018 to 30 June 2019 an average distributed circulation of 13.413⁽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 2018 to 30 September 2019, had 43.603 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 2019 (2) A&B Analyse, October 2016 (3) Google Analytics, October 2019

SALES

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