

Business-to-Business i metal-, plast- og maskinindustriene

Tekno▼ation dk



Media Plan 2021

www.teknovention.dk

Media Plan 2021



Machining/Tooling + Sawing
 Sheet Forming
 Welding Technology/Fasteners
 Plastic Technology
 Transmissions/Bearings

Deadline
14/1
Published
25/1



Sheet Forming
 Machining/Tooling/Cooling & Lubricants
 Metrology/Measurement Systems
 Automation/Robotics
 AM/Industrial IT (Cad/Cam)

Deadline
20/5
Published
31/5



Sheet Forming
 Machining/Tooling/Cooling & Lubricants
 Metrology/Measurement Systems
 Automation/Robotics

Deadline
11/2
Published
22/2



NEWSPAPER + MAGAZINE

Machine Tools
- Special Edition Magazine
 Transmissions/Bearings
 Plastic Technology
 Surface Treatment/Grinding
 Welding Technology/Fasteners

Deadline
8/6
Published
21/6



Machining/Tooling
 Sheet Forming
 Surface Treatment/Grinding
 Transmissions/Bearings
 Hannover Messe 2021 (12/4-16/4)

Deadline
4/3
Published
15/3

- Summer Vacation -



Sheet Forming
 Machining/Tooling
 AM/Industrial IT (Cad/Cam)
 Metrology/Measurement Systems
 - Control 2021 (4/5-7/5)
 Automation/Robotics

Deadline
8/4
Published
19/4



Sheet Forming
 Machining/Tooling/Cooling & Lubricants
 - Spånligaen 2021 (24/8-26/8)
 Metrology/Measurement Systems
 Automation/Robotics
 Transmissions/Bearings

Deadline
5/8
Published
16/8



Machining/Tooling + Sawing
 Sheet Forming
 Welding Technology/Fasteners
 Plastic Technology
 Transmissions/Bearings

Deadline
29/4
Published
10/5



Machining/Tooling + Sawing
 Sheet Forming
 Welding Technology/Fasteners
 - Schweissen & Schneiden 2021 (13/9-17/9)
 AM/Industrial IT (Cad/Cam)

Deadline
26/8
Published
6/9

Themes 2021

AM/Industrial IT (Cad/Cam)	4, 6, 7, 9, 12
Automation/Robotics	2, 3, 4, 6, 7, 8, 10, 14
Cooling & Lubricants	2, 4, 6, 7, 8, 10, 13
Financing	10
Machining/Tooling	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Metrology/Measurement	2, 4, 6, 7, 8, 10, 11, 13
Plastic Technology	1, 5, 7, 10, 14
Sawing	1, 5, 7, 9, 12
Sheet Forming	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Special Edition Magazine	7, 14
Surface Treatment/Grinding	3, 7, 14
Transmissions/Bearings	1, 3, 5, 7, 8, 10, 11, 13
Welding Technology/Fasteners	1, 5, 7, 9, 12, 14

Fairs 2021

	BlechExpo 2021 Stuttgart 26/10-29/10	11
	Control 2021 Stuttgart 4/5-7/5	4
	EMO 2021 Milano 4/10-9/10	10
	Fakuma 2021 Friedrichshafen 12/10-16/10	10
	Formnext 2021 Frankfurt 16/11 - 19/11	12
	Hannover Messe 2021 Hannover 12/4-16/4	3
	HI 2021 Herning 5/10-7/10	10
	Schweissen & Schneiden 2021 Essen 13/9-17/9	9



EMO 2021 (4/10-9/10)
Financing
HI 2021 (5/10-7/10)
Sheet Forming
Plastic Technology
- Fakuma 2021 (12/10-16/10)

Deadline
16/9
Published
27/9



Sheet Forming
- BlechExpo 2021 (26/10-29/10)
Machining/Tooling
Metrology/Measurement Systems
Transmissions/Bearings

Deadline
30/9
Published
11/10



Machining/Tooling + Sawing
Sheet Forming
Welding Technology/Fasteners
AM/Industrial IT (Cad/Cam)
- Formnext 2021 (16/11-19/11)

Deadline
21/10
Published
1/11



Sheet Forming
Machining/Tooling/Cooling & Lubricants
Metrology/Measurement Systems
Transmissions/Bearings

Deadline
11/11
Published
22/11



NEWSPAPER + MAGAZINE

Years Edition 2021
- Special Edition Magazine
Plastic Technology
Surface Treatment/Grinding
Welding Technology/Fasteners
Automation/Robotics

Deadline
23/11
Published
6/12

Ad Rates and Formats 2021

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.

Repeat order discounts

5 insertions:	5%
10 insertions:	10%
14 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

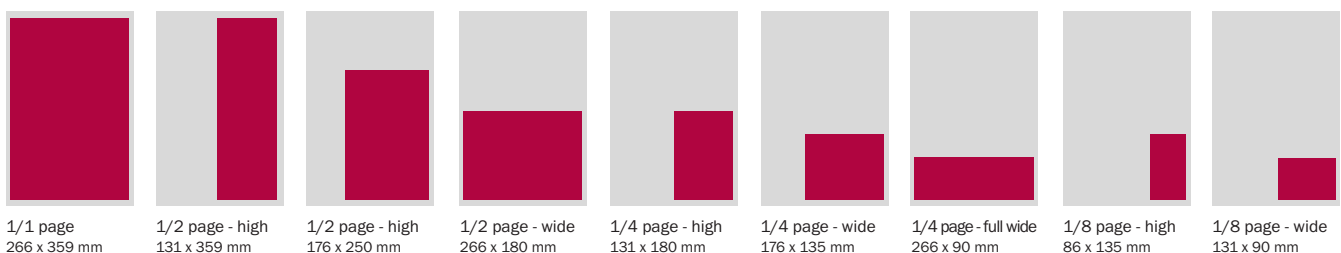
It is recommended not to use fonts smaller than 8 pt. for positive and 10 pt. for negative.

AD MATERIAL

Please sent to:
prod@teknovation.dk

PRINTED BY

Dansk Avistryk A/S
Sydvestvej 110
2600 Glostrup



Banner prices and online formats 2021

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 5.000 / EUR 670
Block banner (in articles)	420 x 300	DKK 6.500 / EUR 875
Side banner	160 x 90	DKK 3.000 / EUR 400
Side banner Tower	160 x 300 ⁽¹⁾	DKK 5.000 / EUR 670
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 3.500 / EUR 470
Side banner Tower	160 x 300 (max. 50 KB) ⁽¹⁾	DKK 6.000 / EUR 800
End banner	600 x 100 (max. 50 KB)	DKK 3.500 / EUR 470

(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

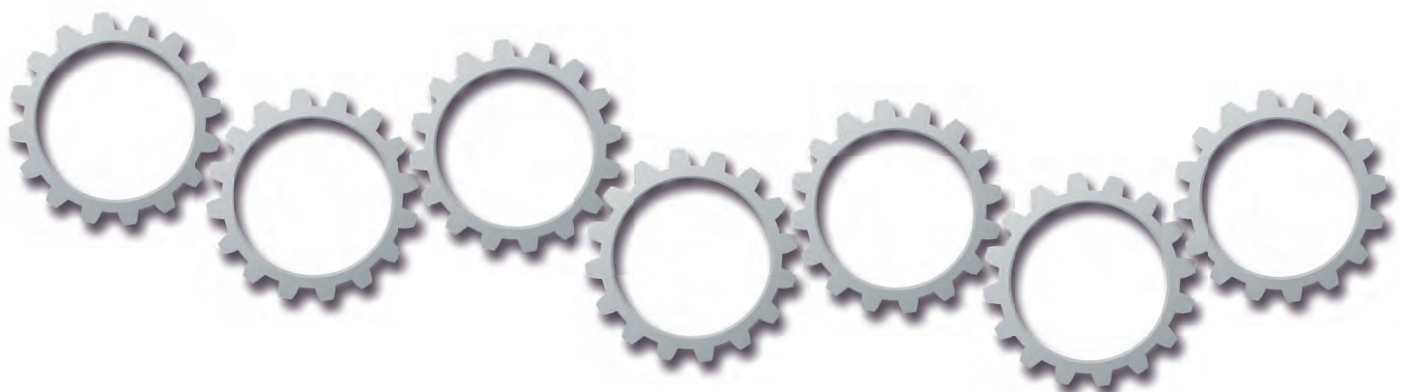
Teknovation do not allow thirdparties to execute scripts on our readers' browsers. This is for reasons of operational and safety.

UNIQUE USERS

Between 1/10-2019 to 30/09-2020 www.teknovention.dk was visited by 44,974 absolute 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 with a readership of +40,000 per. edition.⁽¹⁾
- On average, each of our readers spends more than 18 minutes reading Teknovation.⁽¹⁾
- The website www.teknovation.dk in the period 1 October 2019 to 30 September 2020, had 44.974 absolute unique visitors.⁽²⁾
- 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.⁽¹⁾
- 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⁾

(1) A&B Analyse, October 2016 (2) Google Analytics, October 2020

SALES

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