

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

Tekno▼ation dk



Media Plan 2022

www.teknovention.dk

Media Plan 2022

1

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

Deadline 20/1
Published 31/1

2

Sheet Forming
Machining/Tooling
Metrology/Measurement Systems
Additive Manufacturing/Industrial IT (Cad/Cam)

Deadline 10/2
Published 21/2

3

Machining/Tooling + Cooling & Lubricants
Sheet Forming
Transmissions/Bearings
Automation/Robotics - R-22 (23/3-25/3)

Deadline 3/3
Published 14/3

4

NEWSPAPER + MAGAZINE

**Machine Tools
- Special Edition Magazine**

Welding Technology/Fasteners
Plastic Technology
Surface Treatment/Grinding

Deadline 22/3
Published 4/4

5

Machining/Tooling + Sawing
Elmia Verktygsmaskiner 2022 (10/5-13/5)
Metrology/Measurement Systems
- Control 2022 (3/5-6/5)
Transmissions/Bearings

Deadline 13/4
Published 25/4

6

Sheet Forming
Machining/Tooling
Welding Technology/Fasteners
Plastic Technology
Additive Manufacturing/Industrial IT (Cad/Cam)
Hannover Messe 2022 (30/5-2/6)

Deadline 5/5
Published 16/5

7

Machining/Tooling + Cooling & Lubricants
Sheet Forming
Metrology/Measurement Systems
Transmissions/Bearings
Automation/Robotics
Wire/Tube 2022 (21/6 - 24/6)

Deadline 17/5
Published 30/5

8

NEWSPAPER + MAGAZINE

**Machine Tools
- Special Edition Magazine**

Deadline 7/6
Published 20/6

- SUMMER VACATION -

9

Sheet Forming
Machining/Tooling + Sawing
Metrology/Measurement Systems
Additive Manufacturing/Industrial IT (Cad/Cam)
Transmissions/Bearings

Deadline 4/8
Published 15/8

10

Machining/Tooling - AMB 2022 (13/9-17/9)
Sheet Forming
Welding Technology/Fasteners
Surface Treatment/Grinding
Automation/Robotics
- Automatik 2022 (13/9-15/9)

Deadline 25/8
Published 5/9

Themes 2022

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

Fairs 2022

 AMB 2022 Stuttgart 13/9-17/9	10
 Automatik 2022 Brøndby 13/9-15/9	10
 Control 2022 Stuttgart 3/5-6/5	5
 Elmia Verktygsmaskiner 2022 Jönköping 10/5-13/5	5
 EuroBLECH 2022 Hannover 25/10-28/10	12
 Formnext 2022 Frankfurt 15/11-18/11	13
 Hannover Messe 2022 Hannover 30/5-2/6	6
 IMTS 2022 Chicago 12/9-17/9	10
 JIMTOF 2022 Tokyo 8/11-13/11	12
 K 2022 Düsseldorf 19/10-26/10	11
 Metav 2022 Düsseldorf 21/6 - 24/6	7
 R-22 Odense 23/3-25/3	3
 VTM Summit 2022 Odense 21/6-24/6	8
 Wire/Tube 2022 Düsseldorf 21/6 - 24/6	7



Machining/Tooling + Cooling & Lubricants	Deadline
Metrology/Measurement Systems	15/9
Plastic Technology – K 2022 (19/10-26/10)	Published
Transmissions/Bearings	26/9



EuroBLECH 2022 (25/10-28/10)	Deadline
Financing	6/10
	Published
	17/10



Machining/Tooling + Sawing	Deadline
Sheet Forming	27/10
Welding Technology/Fasteners	Published
Additive Manufacturing/Industrial IT (Cad/Cam)	7/11
- Formnext 2022 (15/11-18/11)	



Sheet Forming	Deadline
Machining/Tooling + Cooling & Lubricants	17/11
Metrology/Measurement Systems	Published
Transmissions/Bearings	28/11



NEWSPAPER + MAGAZINE

Years Edition 2022	Deadline
– Special Edition Magazine	29/11
Plastic Technology	Published
Surface Treatment/Grinding	12/12
Welding Technology/Fasteners	
Automation/Robotics	

Ad Rates and Formats 2022

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%
15 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

10.500.

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

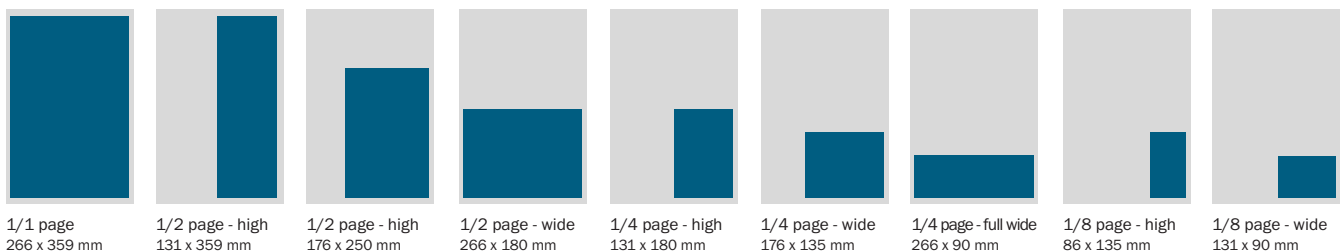
It is recommended not to use fonts smaller than 8 pt. for positive and 10 pt. for negative.

AD MATERIAL

Please sent to:
prod@teknovation.dk

PRINTED BY

Dansk Avistryk A/S
Sydvestvej 110
2600 Glostrup



Banner prices and online formats 2022

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

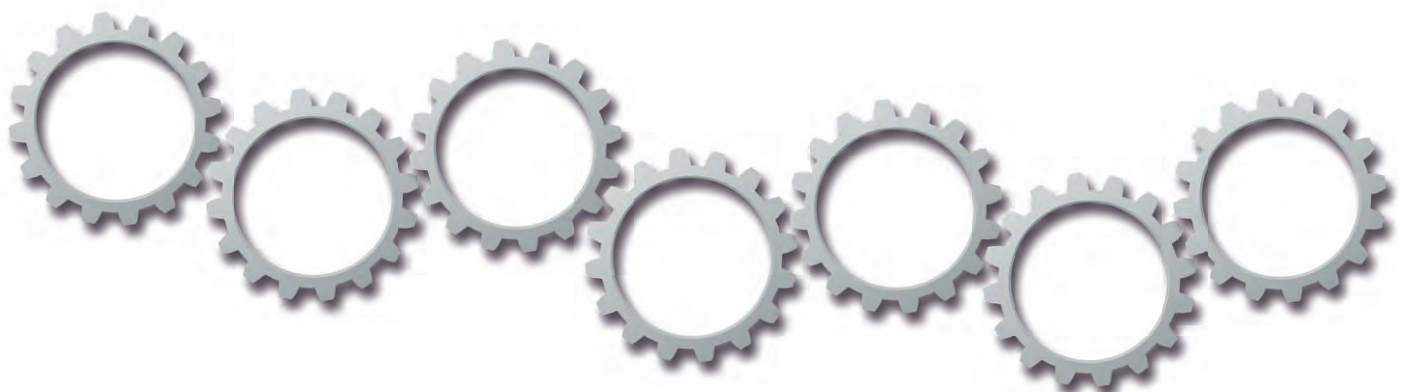
Teknovation do not allow thirdparties to execute scripts on our readers' browsers. This is for reasons of operational and safety.

UNIQUE USERS

Between 1/10-2020 to 30/09-2021 www.teknovention.dk was visited by 47,979 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 the metalworking and plastics industries with a readership of +30,000 per. edition.
- The website www.teknovention.dk in the period 1 October 2020 to 30 September 2021, had 47,979 absolute unique visitors.*
- On average, each of our readers spends more than 18 minutes reading Teknovation.
- 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.
- 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.

* Google Analytics, October 2021.

SALES

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