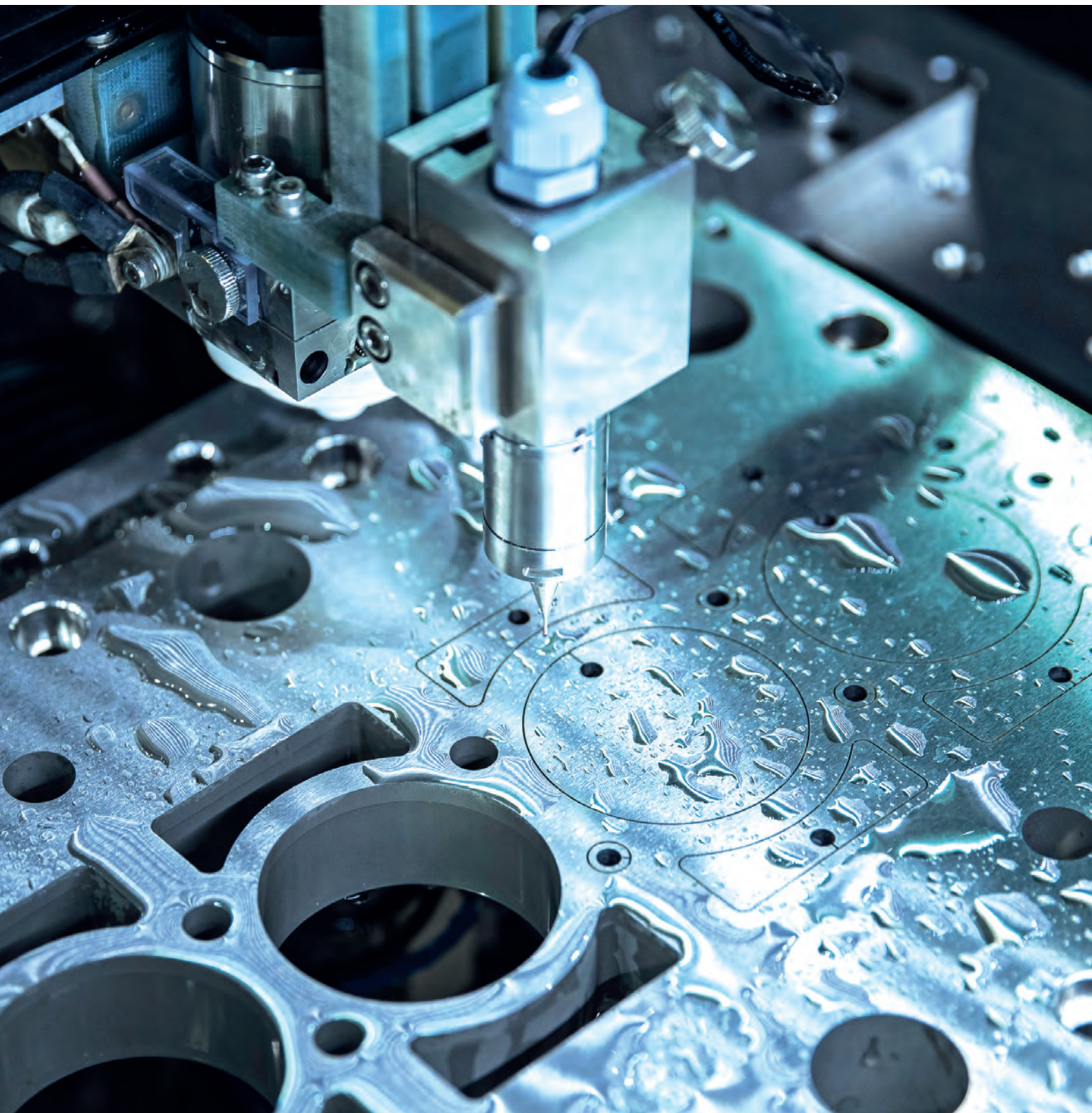


Business-to-Business in the Danish metalworking & plastics industries

# Tekno▼ation dk



## Media Plan 2023

[www.teknovention.dk](http://www.teknovention.dk)

# Media Plan 2023



Machining/Tooling  
Sheet Forming  
Metrology/Measurement Systems  
Transmissions/Bearings

**Deadline**  
12/1  
**Published**  
23/1



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

**Deadline**  
3/5  
**Published**  
15/5



Sheet Forming  
Machining/Tooling + Sawing  
Plastic Technology  
Automation/Robotics

**Deadline**  
2/2  
**Published**  
13/2



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

**Deadline**  
24/5  
**Published**  
5/6



Machining/Tooling + Cooling & Lubricants  
Welding Technology/Fasteners  
Surface Treatment/Grinding  
Additive Manufacturing/Industrial IT (Cad/Cam)  
Scandinavian Coating 2023 (15/3-16/3)

**Deadline**  
23/2  
**Published**  
6/3



## NEWSPAPER + MAGAZINE

**Machine Tools**  
- **Special Edition Magazine**  
Transmissions/Bearings  
Plastic Technology  
Automation/Robotics

**Deadline**  
6/6  
**Published**  
19/6

## - SUMMER VACATION -



Sheet Forming  
Machining/Tooling  
Metrology/Measurement Systems  
- Control 2023 (9/5-12/5)  
Transmissions/Bearings  
Hannover Messe 2023 (17/4-21/4)

**Deadline**  
16/3  
**Published**  
27/3



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

**Deadline**  
10/8  
**Published**  
21/8



**VTM Summit 2023 (25/4-28/4)**  
- **Official Fair Paper**  
Financing

**Deadline**  
3/4  
**Published**  
17/4



EMO 2023 (18/9-23/9)  
Financing  
Welding Technology/Fasteners  
Schweissen & Schneiden 2023 (11/9-15/9)  
Surface Treatment/Grinding  
Automation/Robotics

**Deadline**  
24/8  
**Published**  
4/9



# Themes 2023

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

# Fairs 2023

	<b>BlechExpo 2023</b> Stuttgart 7/11-10/11	12
	<b>Control 2023</b> Stuttgart 9/5-12/5	4
	<b>EMO 2023</b> Hannover 18/9-23/9	10
	<b>Fakuma 2023</b> Frederichshafen 17/10-21/10	11
	<b>Formnext 2023</b> Frankfurt 14/11-17/11	12
	<b>Hannover Messe 2023</b> Hannover 17/4-21/4	4
	<b>HI 2023</b> Herning 3/10-5/10	11
	<b>Scandinavian Coating 2023</b> Copenhagen 15/3-16/3	3
	<b>Schweissen und Schneiden 2023</b> Essen 11/9-15/9	10
	<b>VTM Summit 2023</b> Odense 25/4-28/4	5



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Machining/Tooling + Cooling & Lubricants	<b>Deadline</b>
Sheet Forming	14/9
Metrology/Measurement Systems	<b>Published</b>
Plastic Technology	25/9
- Fakuma 2023 (17/10-21/10)	
HI 2023 (3/10-5/10)	



12

BlechExpo 2023 (7/11-10/11)	<b>Deadline</b>
Machining/Tooling + Sawing	12/10
Automation/Robotics	<b>Published</b>
Additive Manufacturing/Industrial IT (Cad/Cam)	23/10
Formnext 2023 (14/11-17/11)	



13

Machining/Tooling + Cooling & Lubricants	<b>Deadline</b>
Sheet Forming	2/11
Welding Technology/Fasteners	<b>Published</b>
Transmissions/Bearings	13/11



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## NEWSPAPER + MAGAZINE

<b>Years Edition 2023</b>	<b>Deadline</b>
<b>- Special Edition Magazine</b>	21/11
Plastic Technology	<b>Published</b>
Surface Treatment/Grinding	4/12
Welding Technology/Fasteners	

# Ad Rates and Formats 2023

Newspaper	High w x h	Wide w x h	Prices
<b>1/1 page</b>	266 x 359		DKK 37,500 - EUR 5,000
<b>1/2 page</b>	131 x 359	266 x 180	DKK 23,000 - EUR 3,100
<b>1/4 page</b>	131 x 180	176 x 135	DKK 13,500 - EUR 1,800
<b>1/8 page</b>	86 x 135	131 x 90	DKK 9,500 - EUR 1,300
<b>Front Page</b>		86 x 75	DKK 8,800 - EUR 1,170
<b>Double Page</b> <sup>(1)</sup>		546 x 359	DKK 57,500 - EUR 7,600
Magazine	High w x h	Wide w x h	Prices
<b>1/1 page</b> <sup>(2)</sup>	201 x 286		DKK 37,500 - EUR 5,000
<b>1/2 page</b> <sup>(2)</sup>		201 x 146	DKK 23,000 - EUR 3,100
<b>Double Page</b> <sup>(2)</sup>	396 x 286		DKK 57,500 - EUR 7,600

(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

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.

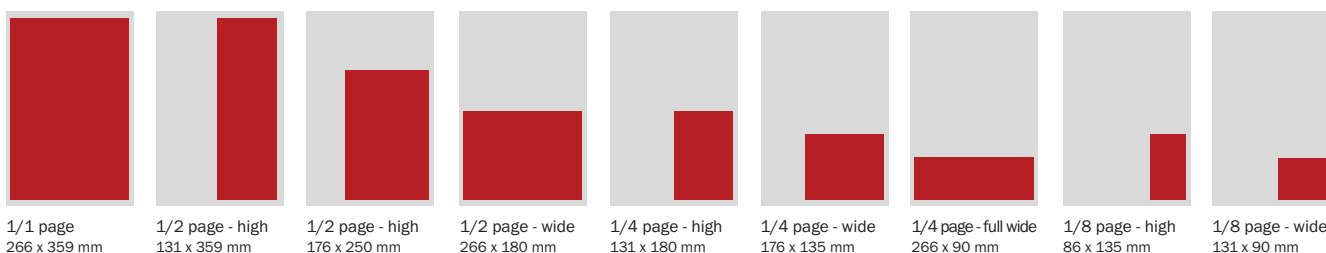
### AD MATERIAL

Please sent to:  
prod@teknovation.dk

**PRINTED BY**  
Dansk Avistryk A/S  
Sydvestvej 110  
2600 Glostrup



The paper for our newspapers is FSC certified (Forest Stewardship Council). This is a guarantee that the wood has been bought with a clear conscience. In a FSC forest, no more wood is cut down than the forest can reproduce.



# Banner prices and online formats 2023

Homepage www.teknovention.dk	Size in pixels (w x h)	Price per week 100 % view
<b>Frontpage of www.teknovention.dk</b>		
Top banner	940 x 157	DKK 5,500 - EUR 750
Side banner	160 x 90	DKK 3,500- EUR 475
Side banner Tower	160 x 300 <sup>(1)</sup>	DKK 5,500 - EUR 750
<b>Subpages of www.teknovention.dk</b>		
Top banner	940 x 157	DKK 5,500 / EUR 750
Block banner (in articles)	420 x 300	DKK 7,000 / EUR 950
Side banner	160 x 90	DKK 3,500 / EUR 475
Side banner Tower	160 x 300 <sup>(1)</sup>	DKK 5,500 / EUR 750
Newsletter: Teknovation Update	Size in pixels (w x h)	Price per week
<b>The daily newsletter Teknovation update</b>		
Top banner	600 x 100 (max. 50 KB)	DKK 7,000 - EUR 950
Block banner (inbetween text)	420 x 300 (max. 100 KB)	DKK 7,000 - EUR 950
Side banner	160 x 90 (max. 30 KB)	DKK 4,000 - EUR 550
Side banner Tower	160 x 300 (max. 50 KB) <sup>(1)</sup>	DKK 6,500 - EUR 875
End banner	600 x 100 (max. 50 KB)	DKK 4,000 - EUR 550

(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

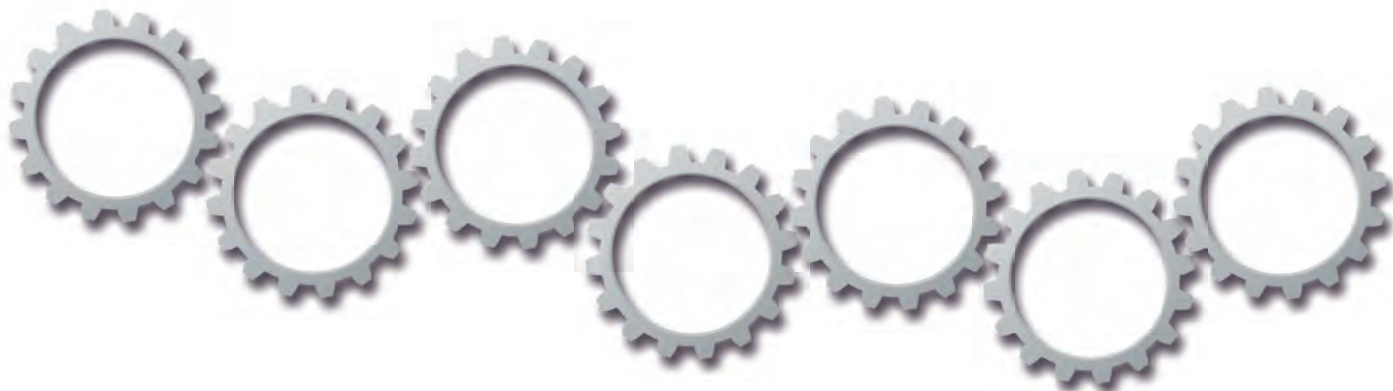
Teknovation do not allow thirdparties to execute scripts on our readers' browsers. This is for reasons of operational and safety.

### UNIQUE USERS

Between 1/10-2021 to 30/09-2022 www.teknovention.dk was visited by 50,018 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](http://www.teknovention.dk) in the period 1 October 2021 to 30 September 2022, had 53,018 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 2022.

## SALES

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