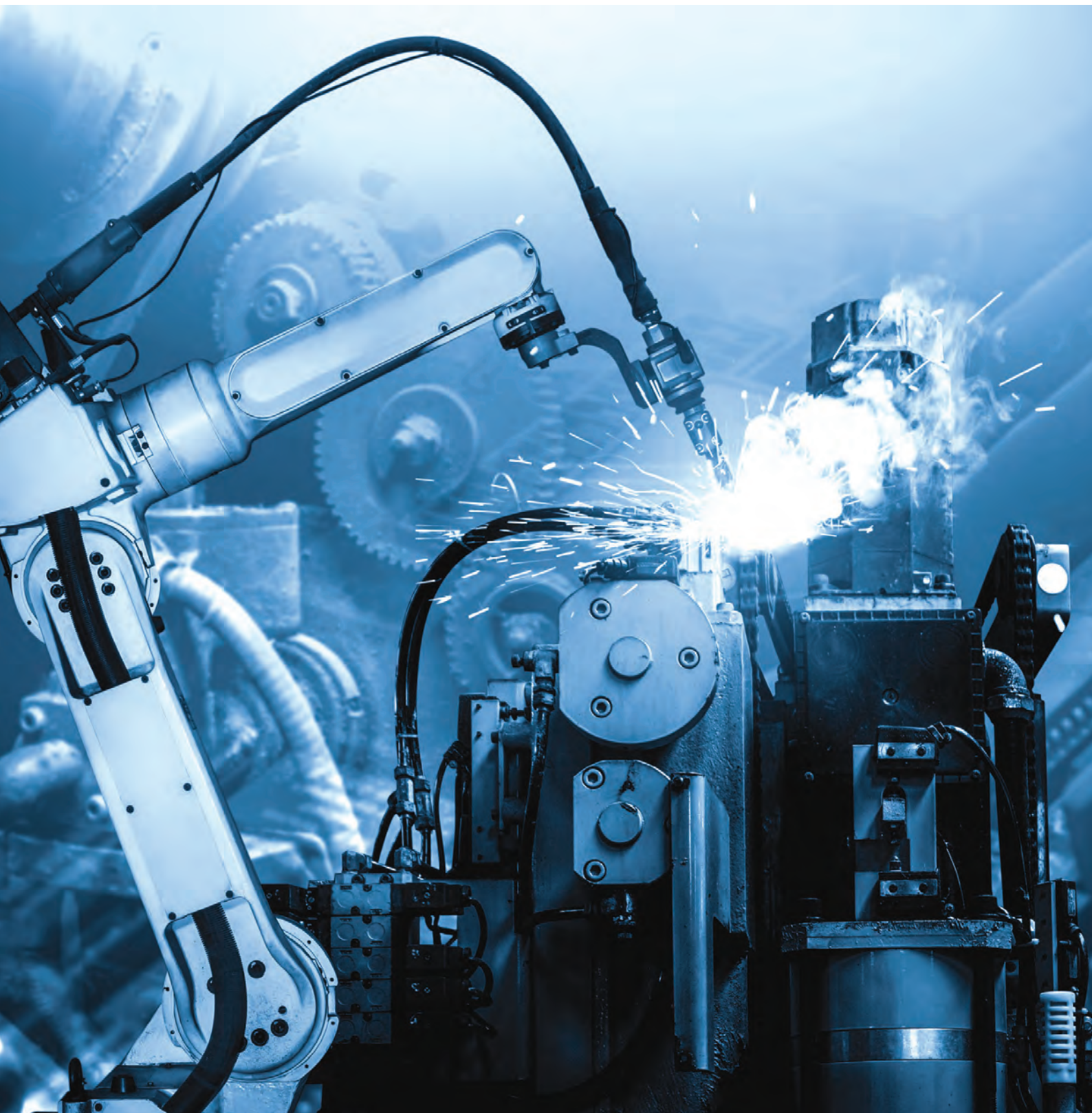


Business-to-Business in the Danish metalworking & plastics industries

# Tekno▼ation dk



## Media Plan 2024

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

# Media Plan 2024



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

**Deadline**  
11/1  
**Published**  
22/1



Sheet Forming  
Machining/Tooling + Cooling & Lubricants:  
Elmia Verktygsmaskiner 2024 (14/5-17/5)  
Welding Technology/Fasteners  
AM/Industrial IT (Cad/Cam)  
Automation/Robotics:  
ROBOTBRAG & DIRA Business 2024 (30/5-31/5)

**Deadline**  
30/4  
**Published**  
13/5



Machining/Tooling + Cooling & Lubricants  
Plastic Technology  
AM/Industrial IT (Cad/Cam)  
Automation/Robotics: R24 (13/3-15/3)

**Deadline**  
15/2  
**Published**  
26/2



## NEWSPAPER + MAGAZINE

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

**Deadline**  
4/6  
**Published**  
17/6

## - SUMMER VACATION -



Sheet Forming  
Machining/Tooling + Sawing  
Welding Technology/Fasteners  
Surface Treatment/Grinding  
Hannover Messe 2024 (22/4-26/4)

**Deadline**  
7/3  
**Published**  
18/3



Sheet Forming  
Machining/Tooling  
Metrology/Measurement systems  
AM/Industrial IT (Cad/Cam)  
Transmissions/Bearings

**Deadline**  
8/8  
**Published**  
19/8



Machining/Tooling  
Metrology/Measurement systems:  
Control 2024 (23/4-26/4)  
Plastic Technology  
Transmissions/Bearings

**Deadline**  
4/4  
**Published**  
15/4



Machining/Tooling: AMB 2024 (10/9-14/9)  
Welding Technology/Fasteners  
Surface Treatment/Grinding  
Automation/Robotics:  
AUTOMATIK 2024 (10/9-12/9)

**Deadline**  
22/8  
**Published**  
2/9

# Themes 2024

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

# Fairs 2024

	<b>AMB 2024</b> Stuttgart 10/9-14/9	8
	<b>AUTOMATIK 2024</b> Brøndby 10/9-12/9	8
	<b>Control 2024</b> Stuttgart 23/4-26/4	4
	<b>Elmia Verktygsmaskiner 2024</b> Jönköping 14/5-17/5	5
	<b>EuroBlech 2024</b> Hannover 22/10-25/10	10
	<b>Fakuma 2024</b> Friedrichshafen 15/10-19/10	9
	<b>Foodtech 2024</b> Herning 1/10-3/10	9
	<b>Formnext 2024</b> Frankfurt 13/11-15/11	10
	<b>Hannover Messe 2024</b> Hannover 22/4-26/4	3
	<b>IMTS 2024</b> Chicago 9/9-14/9	8
	<b>R-24</b> Odense 13/3-15/3	2
	<b>ROBOTBRAG &amp; DIRA Business 2024</b> Odense 30/5-31/5	5
	<b>Wire/Tube 2024</b> Düsseldorf 15/4-19/4	3



Machining/Tooling + Cooling & Lubricants	<b>Deadline</b>
Sheet Forming	12/9
Metrology/Measurement systems	<b>Published</b>
Plastic Technology:	23/9
Fakuma 2024 (15/10-19/10)	
Transmissions/Bearings:	
Foodtech 2024 (1/10-3/10)	



EuroBLECH 2024 (22/10-25/10)	<b>Deadline</b>
Machining/Tooling + Sawing	3/10
AM/Industrial IT (Cad/Cam):	<b>Published</b>
Formnext 2024 (13/11-15/11)	14/10
Automation/Robotics	



Sheet Forming	<b>Deadline</b>
Machining/Tooling + Cooling & Lubricants	31/10
Metrology/Measurement systems	<b>Published</b>
Transmissions/Bearings	11/11



## NEWSPAPER + MAGAZINE

<b>Years Edition 2024</b>	<b>Deadline</b>
<b>- Special Edition Magazine</b>	26/11
Plastic Technology	<b>Published</b>
Surface Treatment/Grinding	9/12
Welding Technology/Fasteners	



# Ad Rates and Formats 2024

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%
12 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.

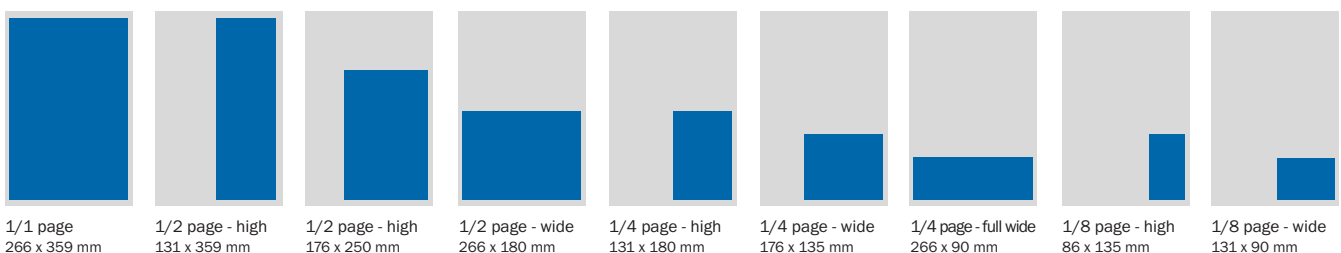
### AD MATERIAL

Please sent to:  
prod@teknovation.dk

**PRINTED BY**  
Erritsø Tryk Sjælland  
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 2024

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

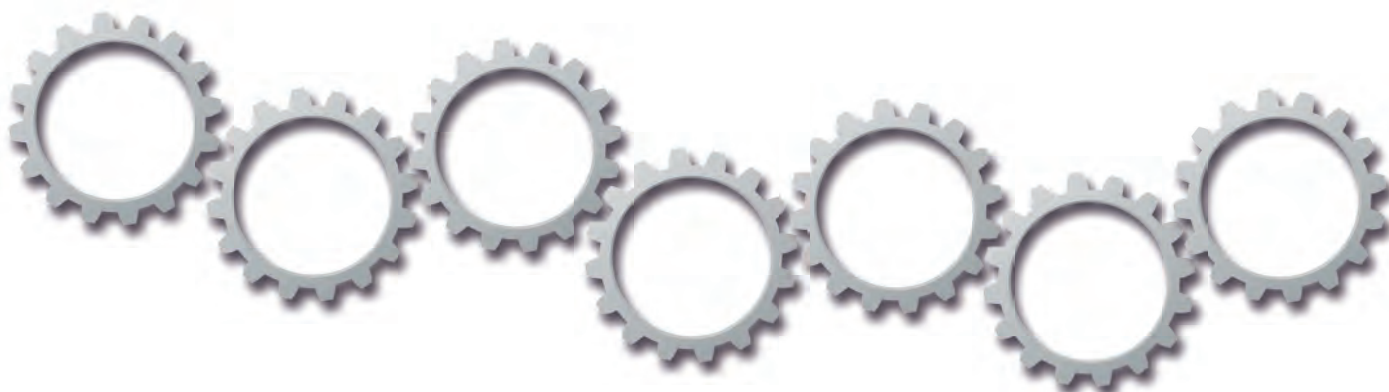
Teknovation do not allow thirdparties to execute scripts on our readers' browsers. This is for reasons of operational and safety.

### UNIQUE USERS

Between 1/10-2022 to 30/09-2023 www.teknovention.dk was visited by 50,318 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.teknovation.dk](http://www.teknovation.dk) in the period 1 October 2022 to 30 September 2023, had 50,318 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 2023.

## SALES

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