

In Pak



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Editorial Calendar 2018

No.	Publication Date	Closing Date	Editorial Calendar
1	February 13	January 25	Food packaging, graphic design and printing Guide: Marking: Suppliers, products and service
2	March 20	February 26	Plastic packaging/Transport packaging/Handling
3	April 17	March 27	Automation/Robots/Vision
4	May 23	April 25	Packaging machines Guide: Packaging machines, Lines, End-of-line: Suppliers, products and service
5	August 28	August 9	Storage/Logistic, goods protection Packaging/Packaging materials
6	September 25	August 31	Labels/Marking/Datacapture Trade show: Scanpack, Gothenburg, October 23-26 (S)
7	November 6	October 18	Food packaging Trade show: FoodTech, Herning, November 13-15
8	December 11	November 21	Packaging machines News, trends and general coverage from Scanpack and FoodTech

*Please note that editorial deadlines are always a week earlier than closing dates for advertisements.
Subject to alterations without notice. This list will be updated on a regular basis.
Newest version on www.techmedia.dk.*

Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	185 × 265	4745
1/2 page vertical	90 × 265	2788
1/2 page horizontal	185 × 130	2788
1/4 page vertical	90 × 130	1629
1/4 page horizontal	185 × 63	1629
1/8 page	90 × 63	1072
Spread	390 × 265	7453
Back cover*	210 × 237	4913
Front cover	200 × 40	4719
www-advertisement	60 × 45	168

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31, 2018.

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 15%
Inserts:	
Please obtain quotation	

Advertisement Cancellation Deadline:

30 days prior to the Advertisement deadline. (Not valid for line inclusions in the Buyers Guide)

Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

Repeat Discount **::

3 insertions	-5%
5 insertions	-10%
8 insertions	-15%

Turnover Discount **::

At € 6700	-5%
At € 13400	-10%
At € 20100	-15%
At € 26800	-20%
At € 33500	-25%

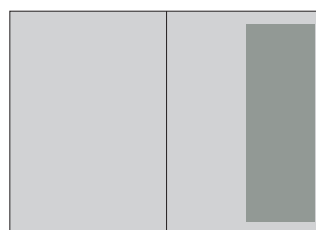
** Turnover/quantity or repeat discounts are achieved regardless which of TechMedia's 15 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

Contact Information:

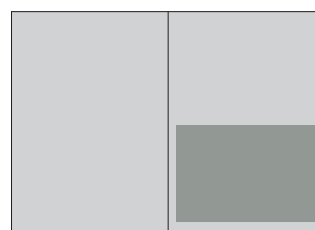
Advertisement Bookings:	René Bodin Tel: + 45 43 24 26 47 · e-mail: rb@techmedia.dk
Advertisement Material:	Trine Plass Tel: + 45 43 24 26 12 · e-mail: tp@techmedia.dk



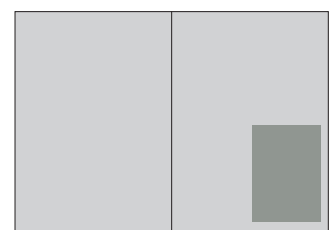
1/1 page



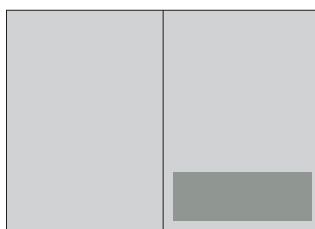
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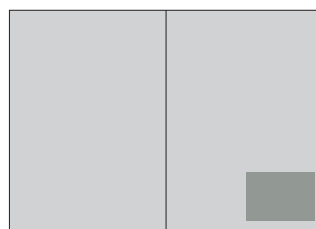
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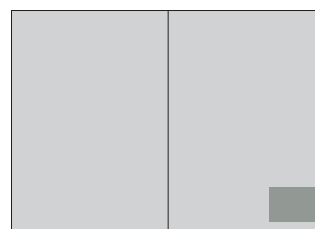
1/4 page - vertical



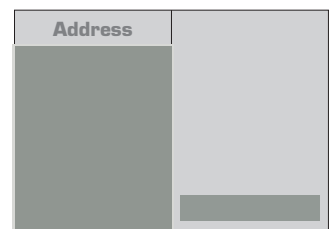
1/4 page - horizontal



1/8 page



www-advertisement



Back cover Front cover

Technical Information

Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	4
Column height	265 mm
Column width	43 mm
Column spacing	4,5 mm
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	Rapido Silk, 90 g

Publisher Information:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 Fax: +45 43 24 26 26 www.techmedia.dk
Editorial	Allan Malmberg (editor-in-chief) Tel: +45 43 24 26 81 e-mail: am@techmedia.dk
Advertisements	René Bodin Tel: +45 43 24 26 47 e-mail: rb@techmedia.dk
Advertisement Material	Trine Plass Tel: +45 43 24 26 12 e-mail: tp@techmedia.dk
Buyers Guide	Heidi Thode Tel: +45 43 24 26 62 e-mail: ht@techmedia.dk
Print	PE Offset A/S Tømrervej 9 DK-6800 Varde
Subscription	Changes/cancellation: abonnement@techmedia.dk Order subscription at: www.techmedia.dk

Electronic Advertisement Material

General:

Data quantities <10 MB can be emailed to the recipient.

Data quantities >10 MB must be submitted via
www.wetransfer.com

We work in the PC environment using the following tools:
InDesign, Illustrator and Photoshop.

Fonts:

As a starting point, the used fonts are to be submitted;
they can be included in a PDF or vectored before
submission.

PDF:

PDF's are to be submitted in print quality 300 dpi.

TechMedia A/S is not liable for errors in the submitted
PDF material.

Advertisement Text:

Text for advertisements can be submitted in a Word
document or written in an email.

Photos:

Photos are to be submitted in print quality 300 dpi in TIFF
format (file name.tif) or J-PEG format (file name.jpg).

Photos submitted in lower than the requested quality can
be used, however TechMedia A/S cannot be held
responsible for the quality.

Photos from the internet are usually not of print quality.

Graphics and Logos:

As a starting point, graphics and logos are to be
submitted in Illustrator-EPS format (file name.eps) or
-AI (file name.ai). Alternatively, material can be submitted
in PDF format (file name.pdf), TIFF format (file name.tif) or
J-PEG format (file name.jpg).

Logos from the internet are usually not of print quality.

Contact:

We value good customer communications and are willing
to mentor and offer advice within our areas of expertise.
Should we on receipt of advertisement material have any
doubts or questions regarding the material or quality, we
always contact the customer.

For questions regarding advertising in InPak, please
contact Trine Plass, tel: +45 43 24 26 12 or via
e-mail: tp@techmedia.dk

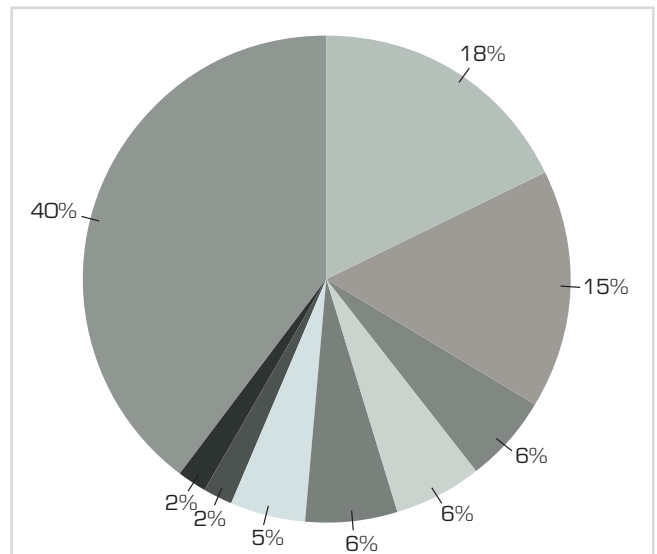
General Information

Editorial objective:

InPak's objective is to provide trade and industry with information about packaging from process to shelf/recycling/waste, and from raw materials to finished packaging - including machines, operations, guidance, marking and control processes.

10 good reasons for choosing InPak:

- 1** InPak is Denmark's most well established packaging magazine with almost 4000 copies distributed.
- 2** InPak plays an active role on the Danish packaging scene with distinctive viewpoints.
- 3** InPak is written and edited in a way, that is attractive to the busy professional in the packaging industry.
- 4** InPak's principal readers are decision makers among the major packers and fillers in the packaging industry.
- 5** InPak is distributed to all Danish companies taking interest in packaging labelling and logistics.
- 6** InPak brings the readers closer to national and international events of importance to the trade.
- 7** InPak's Scandinavian connections enable us to give the readers - as well as the advertisers a unique access to a major market.
- 8** InPak has well established relations, so we are always up front when it comes to exhibitions, conferences and other trade events. Readers and advertisers alike are offered the best coverage through feature articles and special issues.
- 9** InPak's professional team is always available for campaign planning or creation of advertising material.
- 10** InPak is published by TechMedia A/S - one of the largest publishers of trade magazines in Scandinavia.



Readership profile:

- **18% - 589**
Chemical/engineering industry/Wholesale
- **15% - 490**
Machines, electronics, computing, etc.
- **6% - 196**
Graphic trades, paper, cardboard, etc.
- **6% - 196**
Metal working industry
- **6% - 196**
Hospitals, designers, PR/advertising, etc.
- **5% - 162**
Furniture industry, wood processing industry
- **2% - 65**
Transport firms, incl. production
- **2% - 65**
Glass, porcelain, ceramics, etc.
- **40% - 1315**
Food industry

Printed circulation per issue: 3274

Monthly readers of the digital version: 209