



m e d i a k i t 2 0 1 8



Editorial Calendar 2018

No.	Publication Date	Closing Date	Editorial Calendar
1	January 23	January 5	Telecom- and datacommunication Cables, connectors Lead-ins materials for construction and refurbishing Trade show: Elmässa Öresund, Malmö, January 24-25 (S)
2	February 20	January 31	Cabinets and racks Cables, renovation and repairs of electrical equipment
3	March 13	February 20	IBI - the Intelligent Building, quality of Power transients, control and regulation, LED Trade show: Light + Building, Frankfurt, March 18-23 (D) Trade show: Building Green, Aarhus, April 18-19 (DK) Trade show: Ejendomsmesse, Copenhagen, April 25-26 (DK)
4	April 30	April 3	Service equipment, cabinets and racks Trade show: EI & Teknik, Odense, May 15-17 (DK)
5	May 23	April 30	Network, copper, fibre, wireless equipment for network installations
6	June 12	May 24	Renovation and repairs of electrical equipment
7/8	August 21	August 2	Power supply and UPS emergency power from batteries and generators Trade show: Lysets Dag 2018, Copenhagen, September 12
9	September 25	September 6	Lighting in industry, personal and home, LED
10	October 23	October 4	Security industry, personal home and in public space, CCTV and surveillance Trade show: Sectech, Copenhagen, November 7-8 (DK) Trade show: Building Green, Copenhagen, October 31 - November 1 (DK)
11	November 13	October 24	The electrician's service van and its interior; lay-out clothing for work and leisure Personal safety and protection
12	December 4	November 12	LED, IBI - the Intelligent Building, Smart grid, renewable energy

Please notice that the editorial deadline is 8 days earlier than the closing date for adverts.

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	176 × 257	4129
1/2 page horizontal	176 × 125	3103
1/2 page vertical	90 × 257	3103
5/10	115 × 125	2433
4/10	115 × 99	2232
Back cover*	210 × 237	4605
Front cover	200 × 40	5168
Spread	380 × 257	5945
Top ad	90 × 9	2627
Bottom ad	90 × 9	2882
www-advertisement	60 × 45	161

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	+ 10%
Advertisement space, mm price	€ 7,37

Inserts:

Please obtain quotation

Online possibilities:

We offer a wide range of online solutions.

Please refer to separate media information on: elfokus.dk

Repeat Discount**:

3 insertions	-5%
6 insertions	-10%
11 insertions	-15%
www - 5 insertions	-5%
www - 11 insertions	-10%

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.

Advertisement

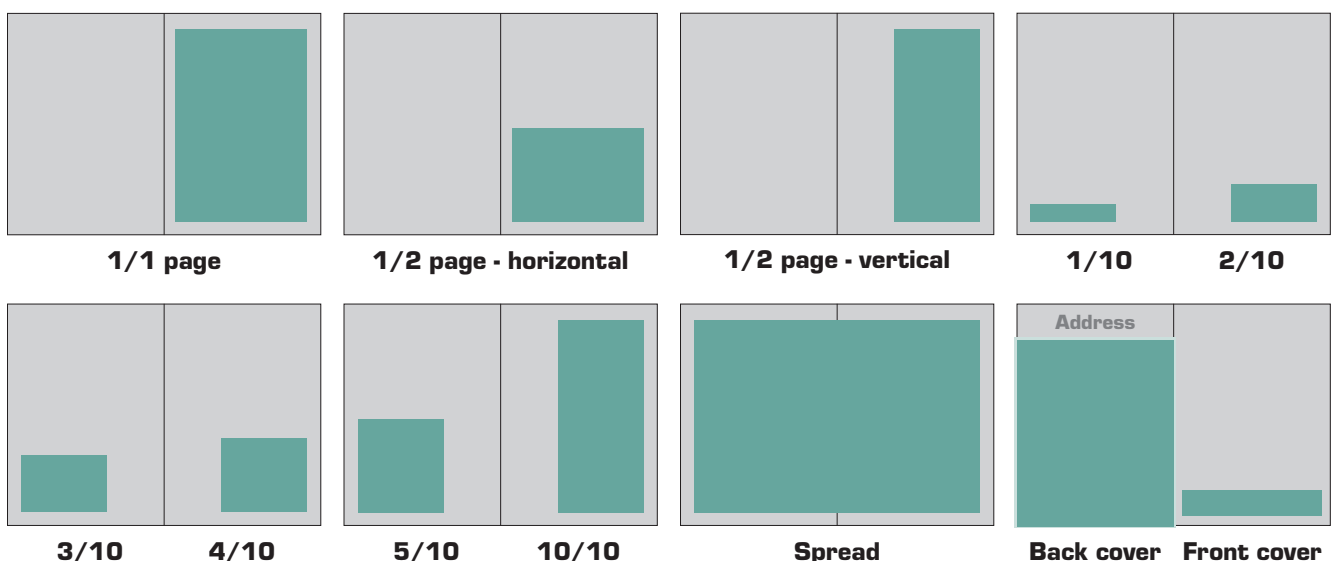
Cancellation Deadline:

30 days prior to the Advertisement deadline.

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

Contact Information:

Advertisement Bookings:	Tanja Wulff Dühring Tel: +45 43 24 26 06 · e-mail: twd@techmedia.dk
Advertisement Material:	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk



Technical Information

Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	3
Column height	257 mm
Column width	54 mm
Column spacing	7 mm
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	MYSOL matte 80 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
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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 docu-
ment 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). Pho-
tos 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 submit-
ted 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 material in
Installations Nyt, please contact Marianne Dieckmann,
tel: +45 43 24 26 82 or via e-mail: md@techmedia.dk

General Information

Editorial objective:

To provide information to electricians, engineers and designers within the field of electric installations through coverage of new products in installation equipment, measuring equipment, tools and machines.

10 good reasons for choosing Installations Nyt:

- 1** Installations Nyt is the major source of information for electricians as well as consultants and designers within the field of electric installations providing hot news about new products and in-depth articles concerning new technology and products in general, hereunder installation and test equipment, tools and machines.
- 2** Installations Nyt is exclusively edited for, and read by, electricians and professionals in the fields of consulting and projecting enterprises within the industry.
- 3** Installations Nyt provides easily digestible information on new technology and products, as well as keeping you posted concerning rules, legislation, and regulations within the branch of circuit installers.
- 4** Every issue has a theme of immediate interest and relevance to the target group.
- 5** Installations Nyt carries articles concerning applicable installing as well as clothing, tools, instruments and vans.
- 6** Installations Nyt has frequent articles about lighting, describing new technology and the use hereof.
- 7** External specialists contribute with in-depth articles concerning all branch relevant subjects.
- 8** Through Installations Nyt's presence at various national and international fairs the readers are currently updated on trade development.
- 9** Installations Nyt attracts both big and small advertisers through a well-defined target group.
- 10** Installations Nyt is published by Scandinavia's largest publisher of trade magazines.

