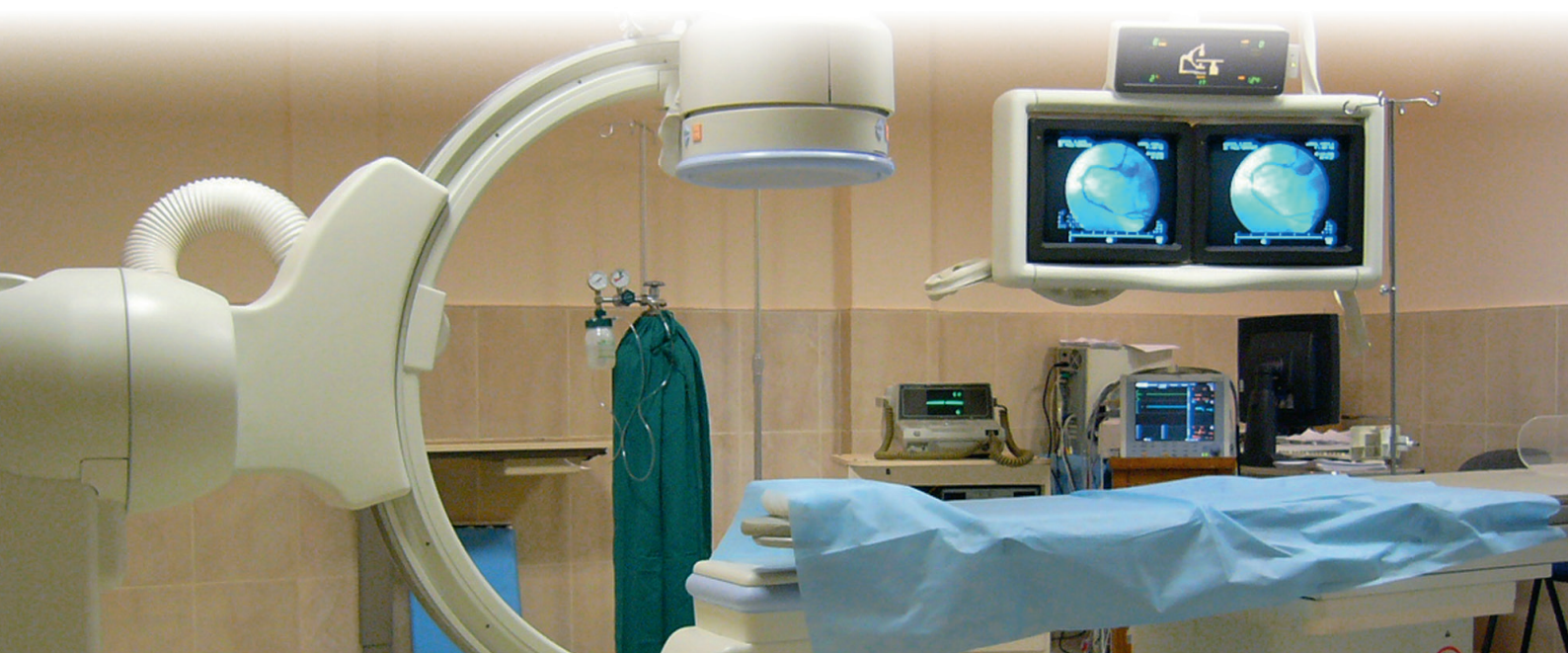


Medico**teknik**



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TechMedia 

Editorial Calendar 2018

No.	Publication Date	Closing Date	Editorial
1	February 27	January 30	The robots are coming News from the medical device industry Trade show: MedicoBazar, March 7, Copenhagen
2	April 10	March 9	Medical approvals/quality assurance
3	May 23	April 20	Digital health technology
4	August 28	August 3	Medical entrepreneurship and startups News from the medical device industry Trade show: LabDays Copenhagen, September 12-13 (DK)
5	September 25	August 29	IoT/digitalisation DMTS Annual Meeting 2018, October Exhibitors list etc.
6	November 27	November 1	Report from DMTS Annual Meeting 2018

*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	2480
1/2 page vertical	90 × 265	1816
1/2 page horizontal	185 × 125	1816
1/3 page	185 × 85	1354
1/4 page vertical	90 × 125	1180
1/4 page horizontal	185 × 64	1180
1/8 page	90 × 64	791
Spread	388 × 265	3485
Back cover*	150 × 297	2627
Front cover	200 × 40	2172

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

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%

Inserts:

Please obtain quotation

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.

Repeat Discount**:

3 insertions	-5%
6 insertions	-10%

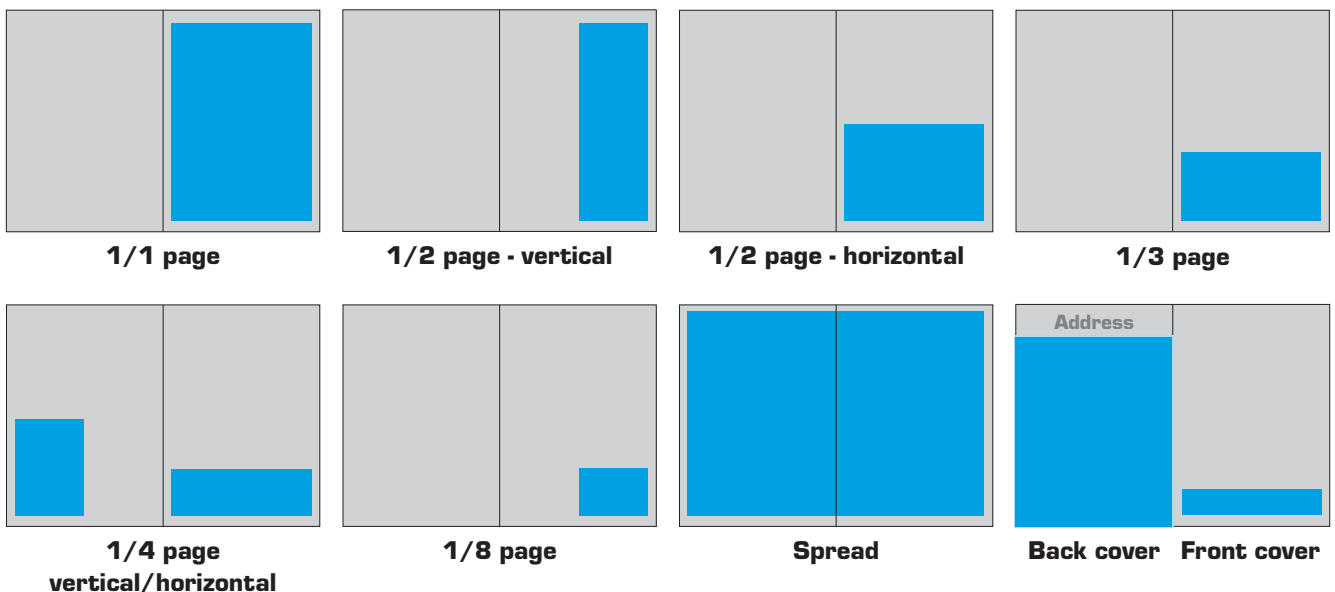
Turnover Discount**:

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.

Contact Information:

Advertisement Bookings:	Tanja Wulff Dühring Tel: +45 43 24 26 06 · e-mail: twd@techmedia.dk
Advertisement Material:	Trine Plass Tel: +45 43 24 26 12 · e-mail: tp@techmedia.dk



Technical Information

Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	3 and 4
Column height	254 mm
Column width	59 mm
Column spacing	4,2 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	Editor: Head of Department, Ph.d., Kim Dremstrup, Institut for Medicin og Sundheds- teknologi, Aalborg Universitet Editor: Journalist Naia Bang, Texthuset Aalborg Tel: +45 20 96 75 28 e-mail: naia@texthuset.dk Editor-in-chief: Managing director Peter Christensen, TechMedia A/S
Advertisement	Tanja Wulff Dühning Tel: +45 43 24 26 06 e-mail: twd@techmedia.dk
Advertisements Material	Trine Plass Tel: +45 43 24 26 12 e-mail: tp@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). 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 in
the magazine Medicoteknik, please contact Trine Plass,
tel: +45 43 24 26 12 or via email: tp@techmedia.dk

General information

Editorial objective:

Medicoteknik is a health scientific medico technical magazine for the Danish medico industry as well as decision makers in hospitals, research centers, universities and other relevant higher education facilities. The magazine provides important and useful information through technical articles and other relevant news from the business.

Medicoteknik is published in corporation with the Danish Medico Technical Society and is distributed to the approximately 700 members and other relevant subscribers in the business.

Printed circulation per issue: 2510

Monthly readers of the digital version: 438