

teknisk nyt



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Editorial Calendar 2018

No.	Publication Date	Closing Date	Editorial Calendar
1	January 30	January 9	Transmission technology, including gears, bearings, belt and chain drives, couplings and brakes Automation, including Industry 4.0, Big Data, digitalization, SCADA etc. Mixing, weighing and dosing
2	February 20	January 31	Equipments and solutions for the maritime and offshore industries Pumps, Valves
3	March 13	February 20	Flow, level, temperature and pressure measuring and controlling Robotics in manufacturing and handling industry Hydraulics, pneumatics, compressors and vacuum technology
4	April 10	March 15	Electric motors, including step and servo motors and motor control Automation, including Industry 4.0, Big Data, digitalization, SCADA etc. Cooling and heating Trade show: Hannover Messe, Hannover, April 23-27 (D)
5	April 30	April 9	Transmission technology, including gears, bearings, belt and chain drives, couplings and brakes Water treatment - process water, drinking water, ground water and waste water Vision systems
6	May 23	April 30	Automation, including Industry 4.0, Big Data, digitalization, SCADA etc. Sealing and packing, including materials and technology Pumps
7	June 12	May 23	Flow, level, temperature and pressure measuring and controlling Robotics in manufacturing and handling industry Filtration and separation
8	September 4	August 9	Trade show: Automatik, Brøndby, September 11-13 (DK)
9	October 2	September 11	Electric motors, including step and servo motors and motor control Sealing and packing, including materials and technology Equipments and solutions for the maritime and offshore industries
10	October 30	October 12	Trade show: FoodTech, Herning, November 13-15 (DK) Trade show: Ajour 2018, Odense (DK)
11	November 20	October 30	Water treatment - process water, drinking water, ground water and waste water Automation, including Industry 4.0, Big Data, digitalization, SCADA etc. Hydraulics, pneumatics, compressors and vacuum technology
12	December 11	November 26	Robotics in manufacturing and handling industry The year in review

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 x H (mm)	4 colours
1/1 page	175 × 257	4404
1/2 page horizontal	175 × 125	3351
10/10	115 × 257	3995
9/10	115 × 231	3713
8/10	115 × 201	3391
7/10	115 × 177	3123
6/10	115 × 151	2822
5/10	115 × 125	2560
4/10	115 × 99	2205
3/10	115 × 76	1877
2/10	115 × 50	1508
1/10	115 × 24	1153
Back cover*	210 × 237	4202
Front cover	200 × 40	4088
Spread	380 × 257	5737
www-advertisement	60 × 45	154

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%

Inserts:

Please obtain quotation

Online possibilities:

We offer a wide range of online solutions.

Please refer to separate media information on: tekniskfokus.dk

Advertisement Cancellation

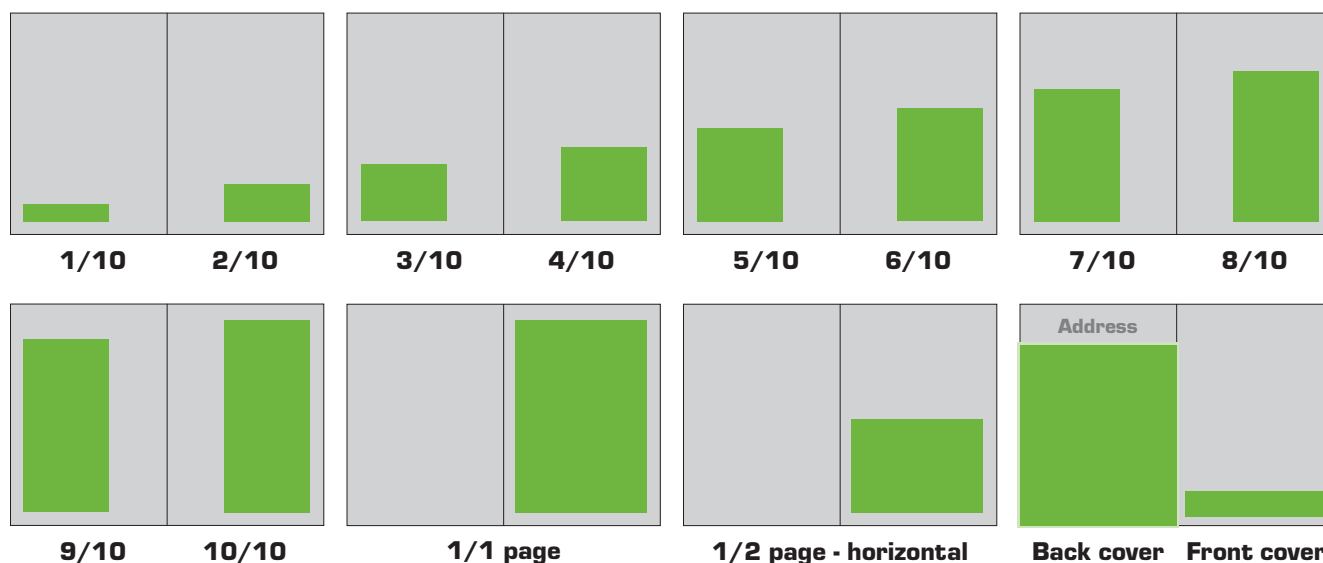
Deadline:

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:	Claus Flyckt Hansen Tel: +45 43 24 26 75 · e-mail: ch@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	115 g, Silk

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	Helle Friemann Nielsen, (editor-in-chief) Tel: +45 43 24 26 37 e-mail: hfn@techmedia.dk
Advertisements	Claus Flyckt Hansen Tel: +45 43 24 26 75 e-mail: ch@techmedia.dk
Advertisement Material	Marianne Dieckmann Tel: +45 43 24 26 82 e-mail: md@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 material in Teknisk Nyt, please contact Marianne Dieckmann, tel: +45 43 24 26 82 or via e-mail: md@techmedia.dk

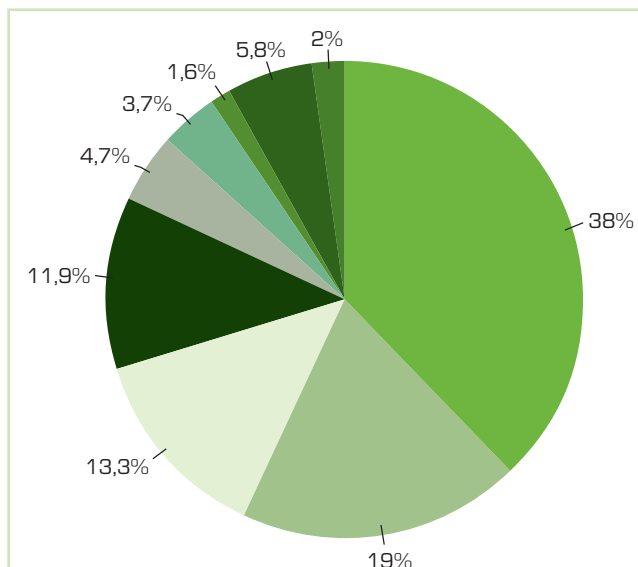
General Information

Editorial objective:

To provide information to engineers and technicians, primarily in the design phase, on technical/technological developments in the areas of mechanical, electrical, chemical and environmental engineering, plus plastics and process automation.

10 good reasons for choosing "Teknisk Nyt":

- 1 Teknisk Nyt covers two self contained subjects: Machine Construction and Process Automation.
- 2 Teknisk Nyt handles all subjects within the process industry from actual projecting to process surveillance.
- 3 Main features are always non-commercial written by the professionals within the subject area.
- 4 Teknisk Nyt is specialist literature written by machine builders, technicians and engineers from the industry, ensuring optimal relevance to the readership.
- 5 The editorial environment consists of a well balanced combination of theory and principle, including directly applicable methodology.
- 6 Teknisk Nyt is independent of trade associations and organizations.
- 7 Each issue is targeted at a specific group of the readership through its state-of-the-art editorial calendar.
- 8 All trade groups included in the readership can rely on updated and in-depth technical information of practical importance.
- 9 The articles secures the necessary flow of information on new technology relevant to the industry.
- 10 Every issue brings updated product news related to both Machine Construction and Process Automation.



Readership profile:

- **38% - 1584**
Mechanical engineers
- **19% - 792**
Electrical, electrical engineering/
electronics engineers
- **13,3% - 554**
Technical executives and managers
- **11,9% - 496**
Designers and mechanical technicians
- **4,7% - 196**
Production engineers
- **3,7% - 154**
Chemical engineers
- **1,6% - 67**
Final-year engineering students
- **5,8% - 242**
Engineers in the plastics and rubber industry
- **2% - 83**
Naval engineers

Printed circulation per issue: 4168

Monthly readers of the digital version: 570