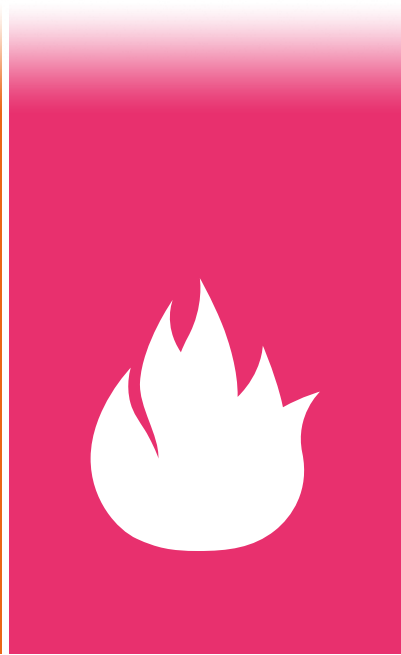
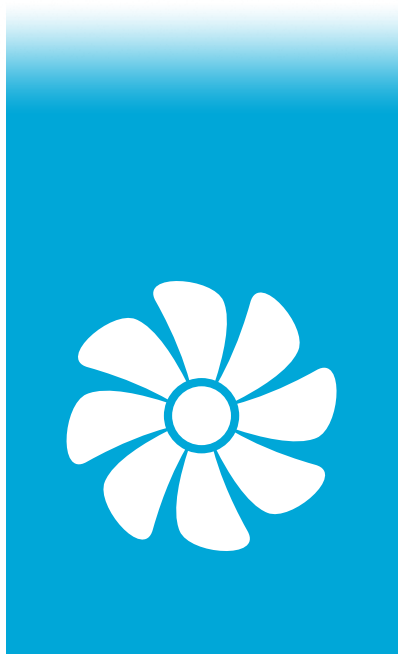
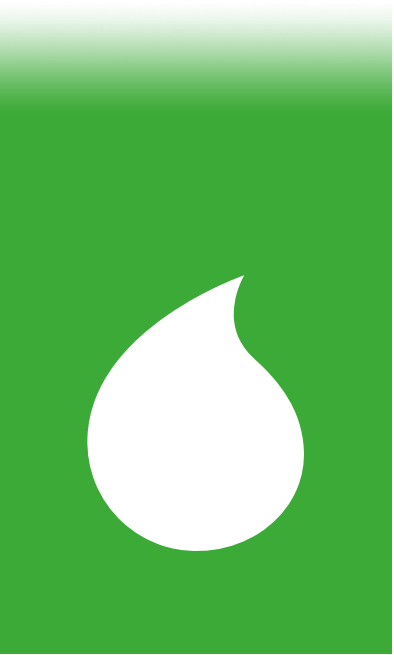


HVAC

Magasinet



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

Editorial Calendar 2021 - 1. half

No.	Publication Date	Ad material deadline	Editorial Calendar
1	January 19	December 10, 2020	Bath, design and building automation Water management and water treatment Intelligent building installations
2	February 9	January 14	Ventilation and indoor climate Energy saving solutions, climate friendly solutions Circular economy, smart city Measuring equipment
3	March 2	February 1	Heating and cooling District heating, installations with a focus on heating, oil, gas and renewable energy Cooling and refrigerants Trade show: ISH, Frankfurt, March 22-26 (D)
4	March 23	February 22	Water treatment and indoor climate Technical installations Bath and design Indoor climate: health and comfort Trade show: Danvak Dagen, Copenhagen, April 14 (DK)
5	April 13	March 12	Water, heating and faucets Plumbing, faucets, valves, actuators Heating Energy optimization, building automation Vans and equipment Trade show: Nordbygg, Stockholm, April 20-23 (S) Trade show: Building Green, Aarhus, April 21-22 (DK) Trade show: VVS '21, Odense, April 21-23 (DK)
6	May 18	April 20	Indoor climate and cooling Energy saving solutions including sun, wind, water and heat pumps Cooling and refrigerants
7	June 15	May 19	Ventilation and indoor climate Energy saving solutions and climate friendly solutions Ventilations, filters and cooling

Please note that editorial deadlines are always a week earlier than the ad material deadline.

Subject to alterations without notice. This list will be updated on a regular basis. Newest version on www.techmedia.dk.

Editorial Calendar 2021 - 2. half

No.	Publication Date	Ad material deadline	Editorial Calendar
8	August 24	July 29	Heating District heating, installations with a focus on heating, oil, gas and renewable energy
9	September 14	August 19	Ventilation and indoor climate Energy saving and climate friendly solutions Measuring equipment
10	October 12	September 16	Water and water treatment Bath and design Vans and equipment
10	October 12	September 13	SUPPLEMENT (PART OF HVAC 10/2021): Indoor Climate. Placed in 5 of TechMedia's trade magazines resulting in a total circulation of over 25,000, the supplement section will include technically articles and case stories
11	November 2	October 4	Intelligent building installations and cooling Building automation, IoT, digitization and energy optimization Cooling Large buyers guide included Trade show: Ajour, Odense, November 25-26 (DK)
12	November 23	October 28	Cooling, ventilation and water Cooling and refrigerants Ventilations, filters and cooling Bath and design Measuring equipment
13	December 14	November 19	Year's review and heating The annual New Year's assessment District heating, thermostats, heat exchangers, underfloor heating, heat pumps, geothermal heat, solar cells and radiators

Please note that editorial deadlines are always a week earlier than the ad material deadline.

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	185 × 265	2950
1/2 page vertical	90 × 265	2010
1/2 page horizontal	185 × 130	2010
1/4 page vertical	90 × 130	1490
1/4 page horizontal	185 × 63	1490
Bottom line	100 × 9	2680
www-advertisement	60 × 45	200
Spread	388 × 265	4825
Back cover*	210 × 237	3540
Front cover	200 × 40	2950

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31, 2020.

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 8,46

Special Placement:

Right hand side	10%
Page 3	20%
Page 5	15%
Page 7	15%
Page 9	15%

Inserts:

Please obtain quotation

Repeat Discount **::

4 insertions	-5%
8 insertions	-10%
13 insertions	-15%
www - 5 insertions	-5%
www - 10 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.

Online possibilities:

We offer a wide range of online solutions.

Please refer to separate media information on: hvacfokus.dk

Advertisement

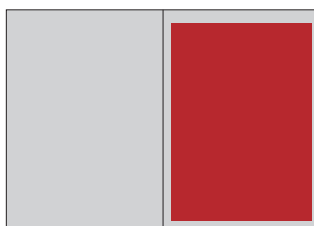
Cancellation Deadline:

30 days prior to ad material deadline - with the exception of first edition in August, which is 60 days prior to ad material deadline.
(Not valid for line inclusions in the Buyers Guide)

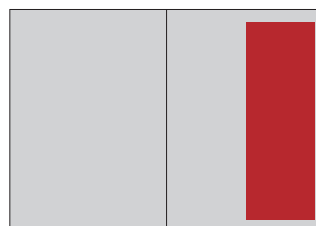
Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

Contact Information:

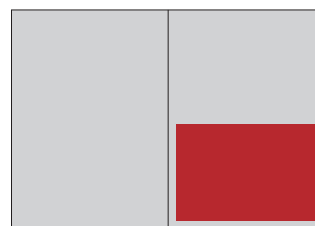
Advertisement Bookings:	Morten Weihrauch Tel: +45 43 24 26 33 · e-mail: mw@techmedia.dk
Advertisement Material:	Helle Hansen Tel: +45 43 24 26 71 · e-mail: hh@techmedia.dk



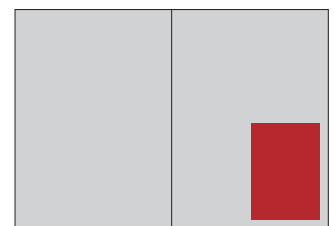
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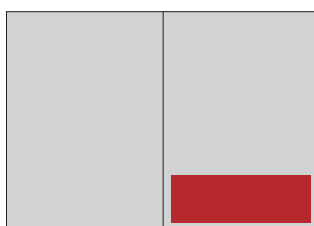
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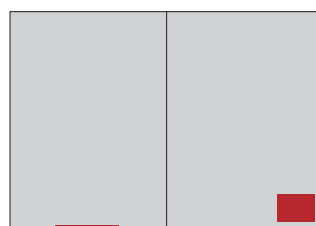
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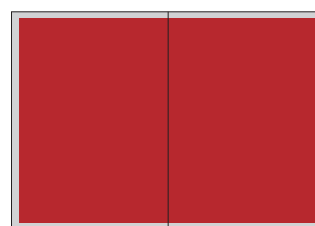
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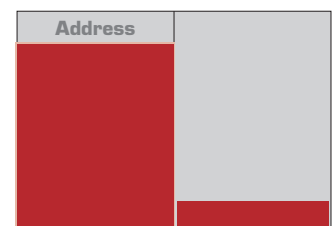
1/4 page - horizontal



Bottom line



Spread



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	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	90g UPM My Sol coated mechanical

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:

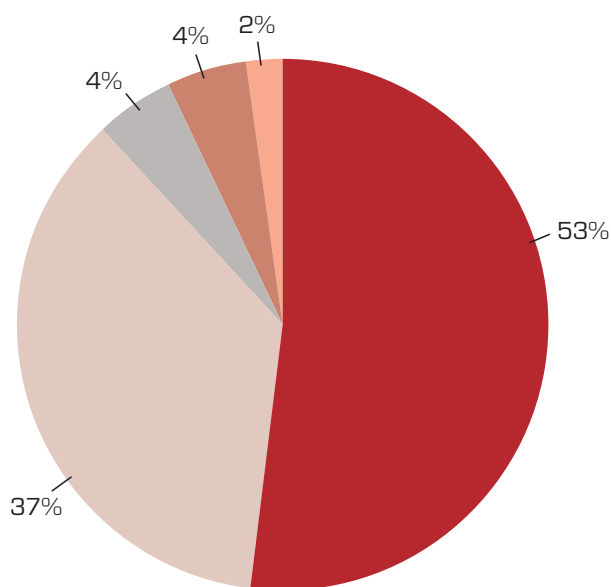
We value good customer communications and are willing to mentor and offer advice within our areas of expertise. Should we on receipt of advertisement material have any doubts or questions regarding the material or quality, we always contact the customer.

For questions regarding advertising in HVAC magasinet, please contact Helle Hansen, tel: +45 43 24 26 71 or via e-mail: hh@techmedia.dk

General Information

Technical board:

Civil engineer Jørgen Gullev
 Civil engineer Henrik Poulsen
 Jørn Toftum, DTU Byg
 Jens Johansen, NNE
 Lennart Østergaard, Veltek Ventilation



Readership profile:

■ 53% - 2719

Architects and consulting engineers

■ 37% - 1917

Heating, ventilation and sanitation installers, contractors and others

■ 4% - 193

HVAC manufacturers, agencies and wholesales

■ 4% - 201

Executives, other key persons and opinion formers in the HVAC-trade, public authorities, property administrators and heating, water, electricity and gas plants

■ 2% - 99

Educational institutions and others

Printed circulation per issue: 5129

Monthly readers of the digital version: 1140

Publisher Information:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
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Advertisements	Morten Weihrauch Tel: +45 43 24 26 33 e-mail: mw@techmedia.dk
Advertisements Material	Helle Hansen Tel: +45 43 24 26 71 e-mail: hh@techmedia.dk
Buyers Guide	Helle Hansen Tel: +45 43 24 26 71 e-mail: hh@techmedia.dk
Print	PE Offset A/S Tømmervej 9 DK-6800 Varde
Subscription	Changes/cancellation: abonnement@techmedia.dk Order subscription at: www.techmedia.dk

Editorial objective:

To discuss the heating, ventilation and sanitation trade's problems and provide information and promote technical development within the fields mentioned, and to publish technical articles on practical implementation of new design principles, as well as commercial and financial news relating to the trade.

5 good reasons for choosing HVAC Magasinet:

- 1 HVAC Magasinet keeps you updated on development in energy consumption, indoor climate and technical installations within the building sector.
- 2 HVAC Magasinet presents knowledge of the latest developments in a comprehensible way.
- 3 HVAC Magasinet forwards tangible hands-on experience arranged to meet the requirements of the seasoned readers as well as the newcomer.
- 4 HVAC Magasinet gives you a comprehensive view on the connection between heating, ventilation and sanitation and human health, prosperity and the environment.
- 5 Enhanced environment and resource conscious economy are the basics of a healthy development. Read HVAC Magasinet – and find out what you can do about it!