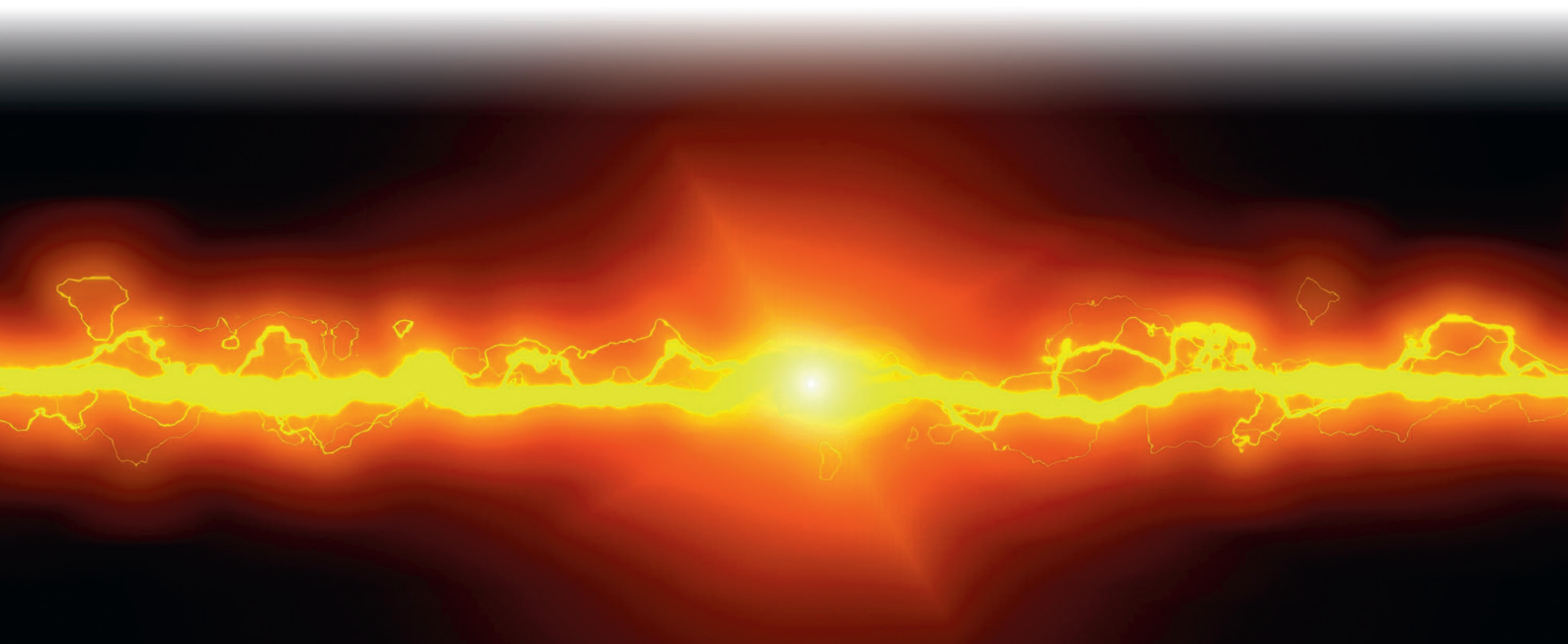


INSTALLATIONS **NYT**



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TechMedia 

Editorial Calendar 2021

No.	Publication Date	Closing Date	Editorial Calendar
1	February 9	January 11	Lighting in industry, personal and home, LED Trade show: CPH Light Festival, Copenhagen, February 8-28 (DK)
2	March 9	February 10	Cables, connectors Electrical equipment for new construction and renovation
3	April 20	March 23	Tele and data communication in home and business Cables, switches and routers LED
4	May 26	April 26	IBI - the Intelligent Building Quality of power transient, LED Trade show: Ejendomsmeden, Brøndbyhallen, Copenhagen, June 2-3 (DK)
5	August 17	July 26	Security industry, personal home and in public space ITV and surveillance Trade show: Danish Security Fair, Fredericia, August 25-26 (DK)
6	September 21	August 24	Power black-outs: power supply and UPS Emergency power from batteries and generators Trade show: hi Tech & Industry Scandinavia, Herning, October 5-7 (DK)
7	October 19	September 27	The electricians service van and its interior, lay-out clothing for work and leisure Personal safety and protection
8	November 23	October 29	LED, IBI - the Intelligent Building, smart grid, renewable energy Trade show: Sectech, Bella Center, December 1-2 (DK)

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	175 × 257	4299
1/2 page horizontal	176 × 125	3231
1/2 page vertical	90 × 257	3231
5/10	115 × 125	2532
4/10	115 × 99	2323
Back cover*	210 × 237	4793
Front cover	200 × 40	5380
Spread	380 × 257	6181
Top line	90 × 9	2738
Bottom line	90 × 9	2999
www-advertisement	60 × 45	166

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	€ 11,91

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

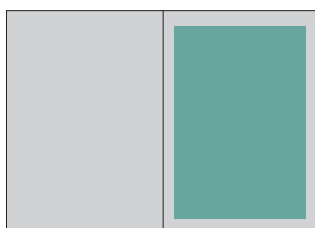
Cancellation Deadline:

30 days prior to advertisement deadline - with the exception of first edition in August, which is 60 days prior to advertisement deadline.

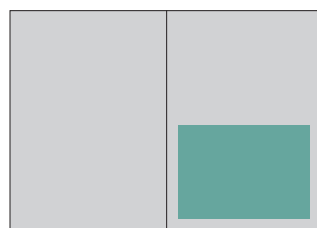
Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

Contact Information:

Advertisement Bookings:	Tanja Wulff Dühning 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



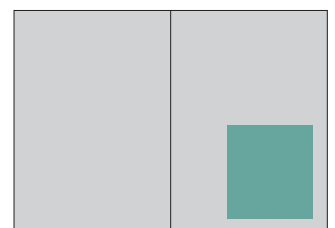
1/1 page



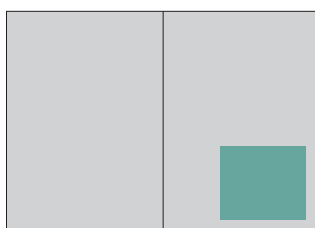
1/2 page - horizontal



1/2 page - vertical



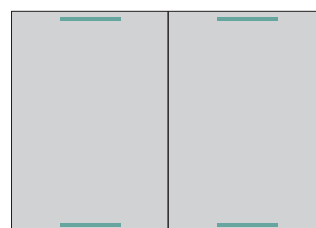
5/10



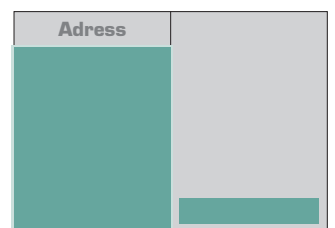
4/10



Spread



Top- and bottom line



Back cover Front cover

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	80g UPM My Sol coated mechanical

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	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
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 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.

