

# LEVNEDS MIDDEL BLADET



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# Editorial Calendar 2021

No.	Publication Date	Closing Date	Editorial Calendar
1	January 26	December 22 2020	<p>Packaging and marking Logistics, traceability and domestic transport: - Distribution of fresh and refrigerated foods - Transport packaging</p> <p><b>Trade show: Interpack, Düsseldorf, February 25 - March 3 (D)</b> <b>Trade show: ProSweet + ISM, Cologne, January 31 - February 3 (D)</b> <b>Trade show: Biofach, Nuremberg, February 17-20 (D)</b></p>
2	March 9	February 15	<p>Image, marketing &amp; branding Certification, quality control and hygiene Machinery and systems for production, packaging and marking</p> <p><b>Trade show: Foodexpo, Herning, March 21-23 (DK)</b> <b>Trade show: ProWein, Düsseldorf, March 19-23 (D)</b> <b>Trade show: Anuga FoodTech, Cologne, March 23-26 (D)</b></p>
3	May 11	April 15	<p>Fish, meat and poultry: - Cuts of meat, marinades, preparation and innovation Beverages and convenience food</p> <p><b>Trade show: PLMA, Amsterdam, May 18-19 (NL)</b> <b>Trade show: Fruit Logistica, Berlin, May 18-20 (D)</b></p>
4	August 24	August 2	<p>Packaging and marking Logistics, traceability, and domestic transport: - Distribution of fresh and refrigerated foods - Transport packaging.</p>
5	September 28	September 6	<p>Dairy products: - Development, trends, technology and products Ingredients, sustainability and organic food</p> <p><b>Trade show: International Food Contest, Herning, October 5-7 (DK)</b> <b>Trade show: Anuga, Cologne, October 9-13 (D)</b> <b>Trade show: Scanpack, Gothenburg, October 26-29 (S)</b></p>
6	November 9	October 18	<p>2021 summary and expectations for 2022 Machinery and systems for production, packaging and marking</p> <p><b>Trade show: Nordic Organic Food Fair, Malmö, November 17-18 (S)</b> <b>Trade show: FI Europe &amp; NI, Paris, December (F)</b></p>

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](http://www.techmedia.dk).

# Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	185 × 265	4160
1/2 page vertical	90 × 265	2750
1/2 page horizontal	185 × 125	2750
1/3 page	185 × 85	2259
1/4 page vertical	90 × 125	1889
1/4 page horizontal	185 × 63	1889
1/8 page	90 × 63	1424
Back cover*	210 × 237	4475
Front cover	200 × 40	4161
Spread	388 × 265	6627
www-advertisement	60 × 45	412

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	€ 11,22

## Inserts:

Please obtain quotation

## Online possibilities:

We offer a wide range of online solutions.

Please refer to separate media information on: [foodfokus.dk](http://foodfokus.dk)

## 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.*

## Repeat Discount \*\*::

2 insertions	-5%
4 insertions	-10%
6 insertions	-15%
www - 3 insertions	-5%
www - 6 insertions	-10%

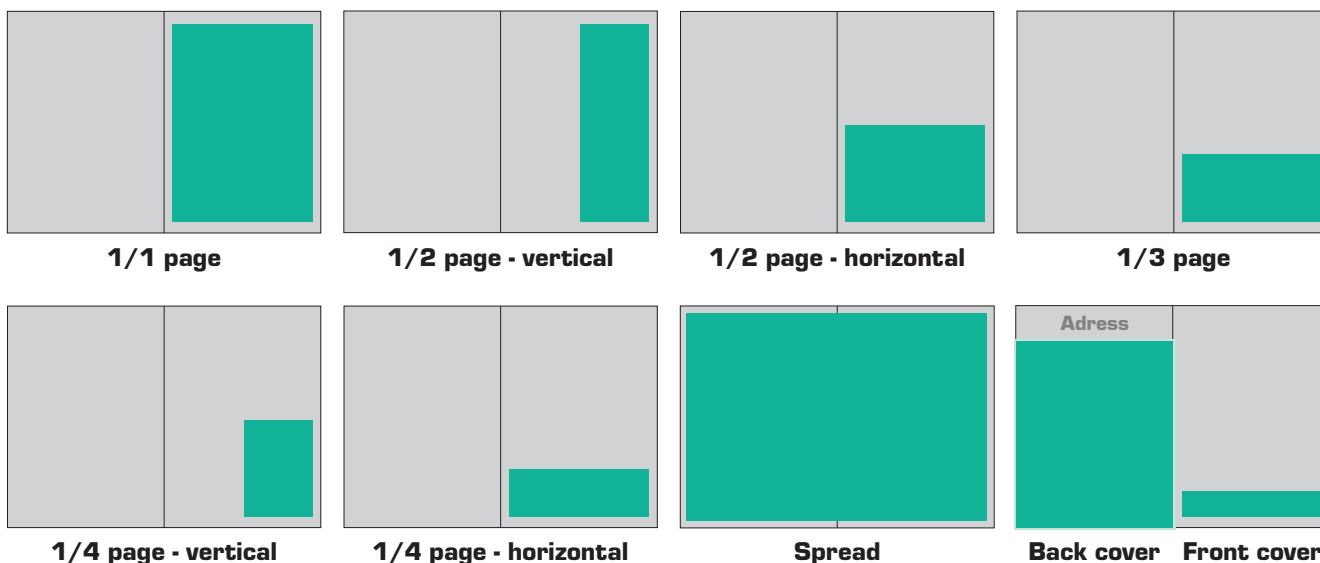
## Turnover Discount \*\*::

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:

<b>Advertisement Bookings:</b>	Jesper Bækmark Tel: +45 43 24 26 77 · e-mail: <a href="mailto:jb@techmedia.dk">jb@techmedia.dk</a>
<b>Advertisement Material:</b>	Helle Hansen Tel: +45 43 24 26 71 · e-mail: <a href="mailto:hh@techmedia.dk">hh@techmedia.dk</a>



# Technical Information

## Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	4
Column height	265 mm
Column width	41 mm
Column spacing	4 mm
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

## Print Specifications:

Print Technique	Offset, European scale
Paper	80 g, My Sol

## Publisher Information:

<b>Publisher</b>	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 Fax: +45 43 24 26 26 www.techmedia.dk
<b>Editorial</b>	Kasper Mundt-Nielsen (editor-in-chief) Tel: +45 43 24 26 91 e-mail: kmn@techmedia.dk
<b>Advertisement</b>	Jesper Bækmark Tel: +45 43 24 26 77 e-mail: jb@techmedia.dk
<b>Advertisements Material</b>	Helle Hansen Tel: +45 43 24 26 71 e-mail: hh@techmedia.dk
<b>Buyers Guide</b>	Heidi Thode Tel: +45 43 24 26 62 e-mail: ht@techmedia.dk
<b>Print</b>	PE Offset A/S Tømmervej 9 DK-6800 Varde
<b>Subscription</b>	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](http://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 LevnedsmiddelBladet, please contact Helle Hansen, tel: +45 43 24 26 71 or via email: [hh@techmedia.dk](mailto:hh@techmedia.dk)

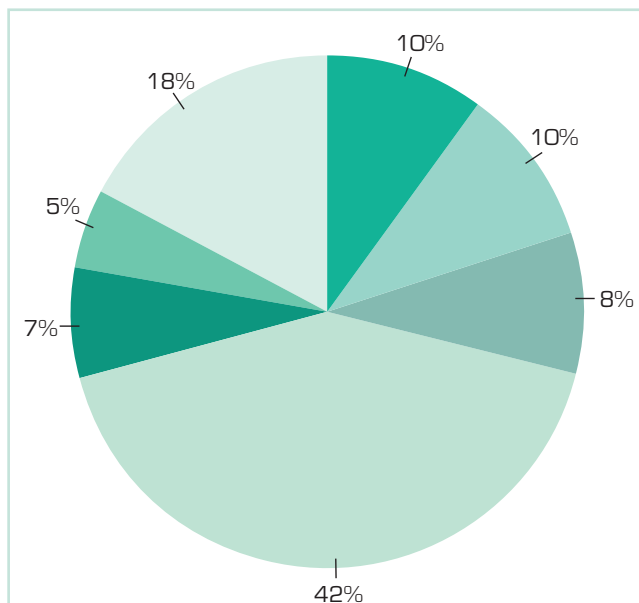
# General Information

## Editorial objective:

Our goal is to give readers of the magazine concrete information about tendencies and events within the food industry. The magazines own journalists write about technology within the processing and packaging field, about consumer tendencies, about legal aspects, new research and marketing. Apart from the industrial topics and special features, each publication will contain a wealth of information, which makes LevnedsmiddelBladet a very important tool in the hands of the target groups.

## 10 good reasons for choosing LevnedsmiddelBladet:

- 1 LevnedsmiddelBladet provides practical information on trends and events in the food sector together with articles about new technologies, consumer trends, legislation, new research, and marketing.
- 2 Each issue of LevnedsmiddelBladet has a theme which gives the reader the latest knowledge on topical areas in the food industry.
- 3 In addition to the special topics each edition includes a wealth of information that makes LevnedsmiddelBladet an important tool for the food industry.
- 4 LevnedsmiddelBladet participates in several both national and international fairs and publishes information before and after the fairs.
- 5 LevnedsmiddelBladet puts on the critical glasses in relation to the economy among the largest food companies in Denmark.
- 6 External specialists contribute articles covering the entire spectrum.
- 7 LevnedsmiddelBladet describes in plain language the laws and legislations of interest for the food industry.
- 8 LevnedsmiddelBladet frequently publishes articles, describing new technologies and new products and product applications.
- 9 The magazine is aimed primarily at the CEO's in the Danish food industry, but covers a wide range of readers with interest in Denmark's largest export industry.
- 10 TechMedia A/S, one of the largest magazine publishers in the Region, publishes LevnedsmiddelBladet. A professional and committed staff guarantee a high quality of the magazine.



## Readership profile:

- **10% - 350**  
Slaughterhouses/manufacturers of meat products
- **10% - 325**  
Dairy industry
- **8% - 281**  
Fishing industry
- **42% - 1421**  
Various manufacturers of foodstuffs, bakeries, breweries, wholesale businesses, confectioneries and ice cream manufacturers etc.
- **7% - 240**  
Delicatessen shops, supermarkets, etc.
- **5% - 160**  
Foreign readers
- **18% - 594**  
Other subscribers within the foodstuff line, suppliers to the food industry etc.

**Printed circulation per issue: 3371**

**Monthly readers of the digital version: 370**