

# MASKINAKTUELT



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# Editorial Calendar 2021

No.	Publication Date	Closing Date	Editorial Calendar
1	February 16	January 19	Automatic production Cut, press and bend - sheet metal work and plate processing
2	March 9	February 16	Stock fitting and internal transport Surface treatment <b>Trade show: METAV, Düsseldorf, March 23-26 (D)</b>
3	May 18	April 13	Small machines and hand tools Machines and tools for milling, grinding and cutting Coolants and lubricants
4	September 21	August 31	<b>Trade show: hi - Tech &amp; Industry Scandinavia, Herning, October 5-7 (DK)</b> <b>Trade show: EMO, Hannover, October 4-9 (D)</b>
5	November 16	October 18	Stock fitting and internal transport Welding <b>Trade show: Ajour 2021, November 25-26, Odense (DK)</b>

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

# Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	190 × 277	3683
1/2 page vertical	90 × 265	2519
1/2 page horizontal	185 × 130	2519
1/4 page vertical	90 × 130	1718
1/4 page horizontal	185 × 63	1718
1/8 page vertical	43 × 130	1204
1/8 page horizontal	90 × 63	1204
Spread	398 × 277	5723
Back cover*	210 × 237	3710
Front cover	200 × 40	3696
www-advertisement	60 × 45	174

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

## Repeat Discount\*\*:

3 insertions	-5%
5 insertions	-10%
www - 3 insertions	-5%
www - 5 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>	René Bodin Tel: +45 43 24 26 47 · e-mail: rb@techmedia.dk
<b>Advertisement Material</b>	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk

## Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 9,72
Classified Advertisements, mm price	€ 4,93

## Inserts:

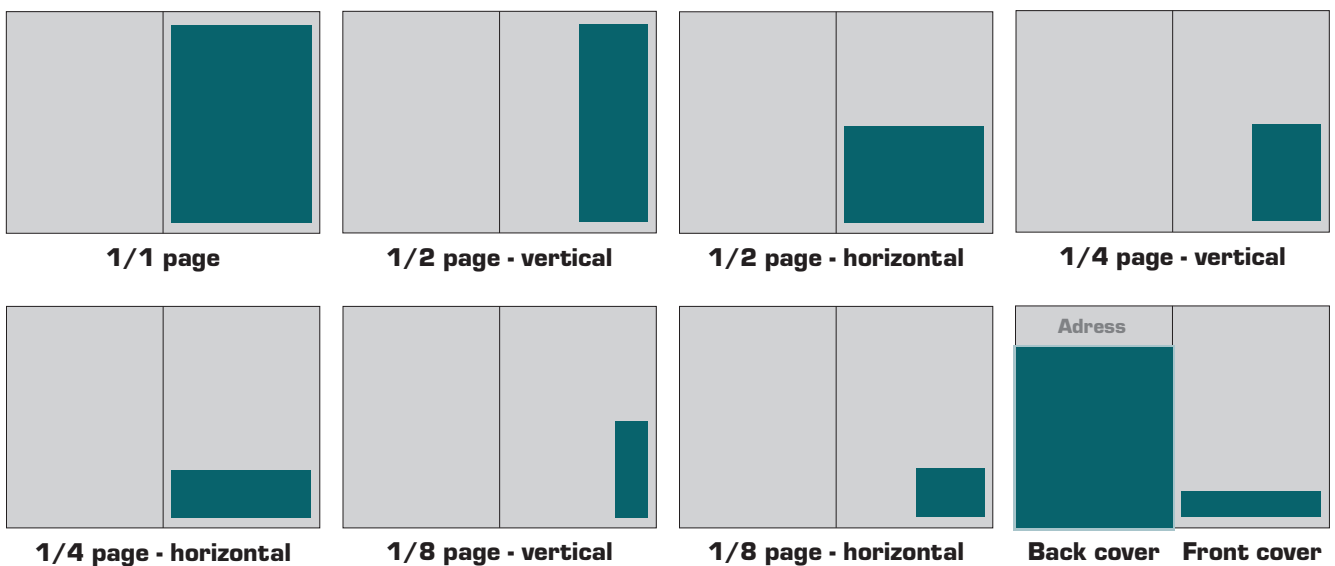
Please obtain quotation

## 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.



# Technical Information

## Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	4
Column height	257 mm
Column width	44 mm
Column spacing	5 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:

<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>	Helle Friemann Nielsen, (editor-in-chief) Tel: +45 43 24 26 37 e-mail: hfn@techmedia.dk
<b>Advertisements</b>	René Bodin Tel: +45 43 24 26 47 e-mail: rb@techmedia.dk
<b>Advertisement Material</b>	Marianne Dieckmann Tel: +45 43 24 26 82 e-mail: md@techmedia.dk
<b>Print</b>	PE Offset A/S Tømrervej 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 material in Maskin Aktuelt, please contact Marianne Dieckmann, tel: +45 43 24 26 82 or via e-mail: [md@techmedia.dk](mailto:md@techmedia.dk)

# General Information

## Editorial objective:

Maskin Aktuelt is a trade journal dealing with people and firms in the iron, metal and engineering industries. The journal provides information on the products and services upon which production is based, as well as information on the political, politico-organisational, industrial and financial conditions of the trade.

## 10 good reasons for choosing Maskin Aktuelt:

- 1** Maskin Aktuelt is independent of associations and political interests.
- 2** Specified and up-dated target group consisting of decision makers in workshops and management.
- 3** Both big industry and small workshops subscribe to the magazine.
- 4** Well documented effect from advertisements.
- 5** Tangible and genuine information on development, tendencies and new products for the iron, metal and engineering industries.
- 6** Specific themes in every issue directed at specific target groups, well edited for quick orientation on the latest developments, as well as for in-depth information on applicable solutions for product enhancement.
- 7** Maskin Aktuelt is a magazine with long-term value for the readership and consequently for advertisements as well.
- 8** Maskin Aktuelt is full of direct and bona fide information – custom made for the industry.
- 9** The journal is targeted at professionals in iron, metal and engineering industries. Careful editing secures high level of comprehension.
- 10** Maskin Aktuelt includes product news and directions on how to optimize the successive stages in production.

