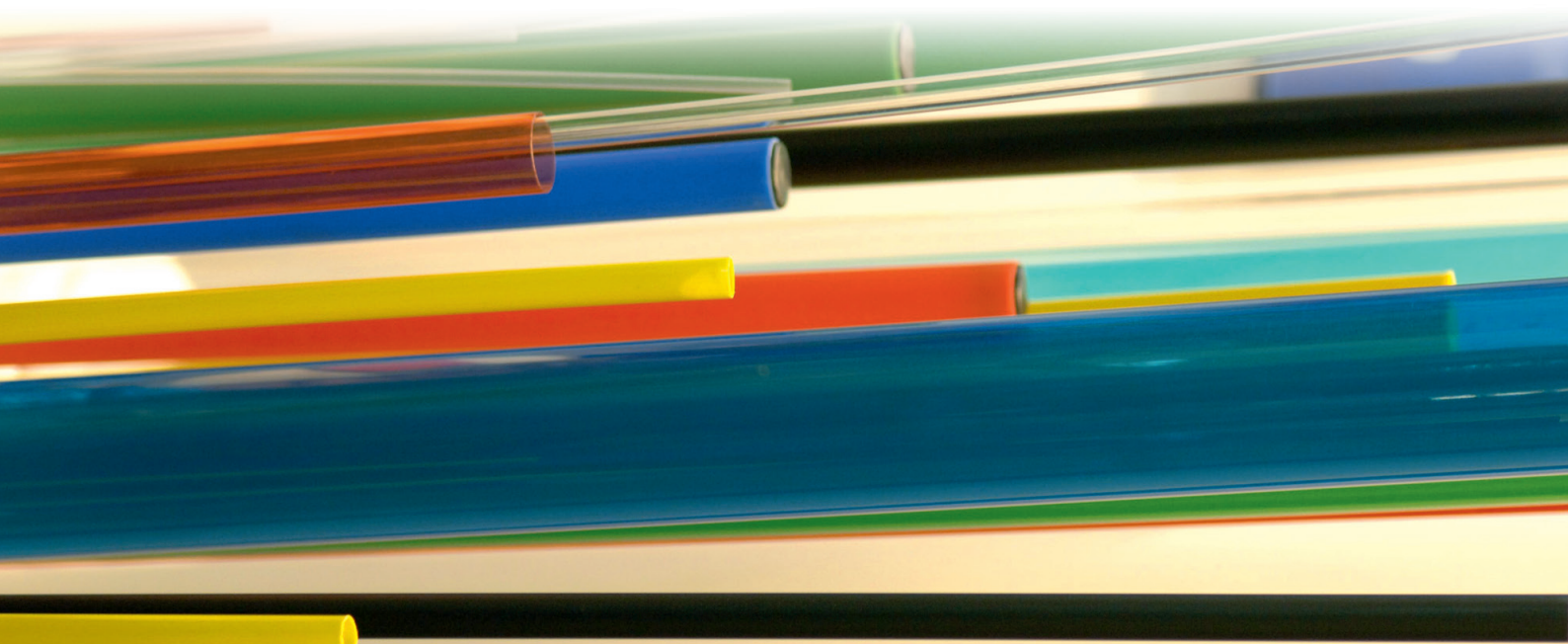


Plast

PANORAMA



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

Editorial Calendar 2021

No.	Publication Date	Closing Date	Editorial Calendar
1	February 9	January 18	Injection moulding, 3D print, additive manufacturing Trade show: Interpack, Düsseldorf, February 25 - March 3 (D)
2	March 2	February 5	Composites, tools and tooling
3	May 11	April 13	Injection moulding circular economy recycling Trade show: Plasttechnik Nordic, Malmö, May 26-27 (S) Trade show: JEC World, Paris, June 1-3 (F) Trade show: Moulding Expo, Stuttgart, June 8-11 (D)
4	August 24	July 29	Tools and tooling Auxiliary equipment
5	September 28	August 26	3D print, additive manufacturing. Injection moulding Trade show: hi Tech & Industry Scandinavia, Herning, October 5-7 (DK) Trade show: Fakuma, Friedrichshafen, October 12-16 (D) Trade show: Elmia Subcontractor, Jönköping, November 9-12 (S)
6	November 30	November 5	Injection moulding Circular economy Recycling

*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	176 × 257	4285
2nd or 3rd cover page	176 × 257	4709
1/2 page vertical	85 × 257	2752
1/2 page horizontal	176 × 125	2752
1/4 page vertical	85 × 125	1903
1/4 page horizontal	176 × 60	1903
1/8 page	85 × 60	1369
Spread	380 × 257	6791
Back Cover*	210 × 237	4805
Front Cover	200 × 40	4203
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**:

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:

Advertisement Bookings:	Jesper Bækmark Tel: +45 43 24 26 77 · e-mail: jb@techmedia.dk
Advertisement Material:	Helle Hansen Tel: +45 43 24 26 71 · e-mail: hh@techmedia.dk

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%

Inserts:

Please obtain quotation

Online possibilities:

We offer a wide range of online solutions.

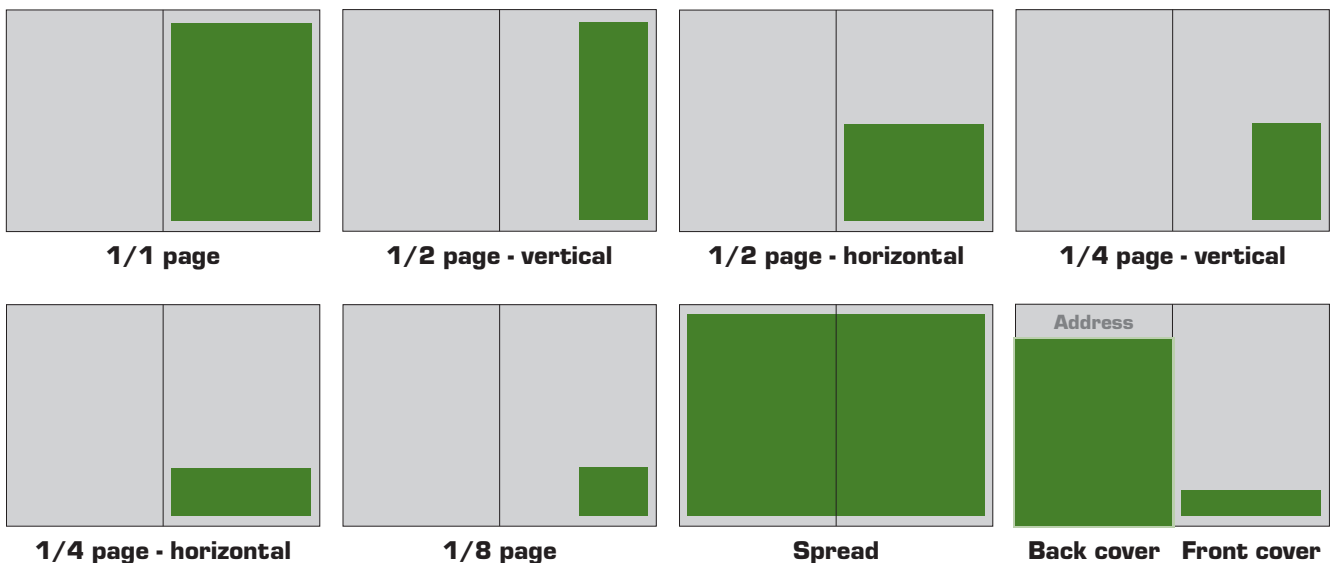
Please refer to separate media information on: plastfokus.dk

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. (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.



Technical Information

Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	4
Column height	260 mm
Column width	40 mm
Column spacin	5 mm
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	90g 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: plastredaktionen@techmedia.dk
Advertisements	Jesper Bækmark Tel: +45 43 24 26 77 e-mail: jb@techmedia.dk
Advertisement 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 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 docu-
ment 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). Pho-
tos 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 submit-
ted 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 Plast Panorama,
please contact Helle Hansen, tel: +45 43 24 26 71
or via e-mail: hh@techmedia.dk

General Information

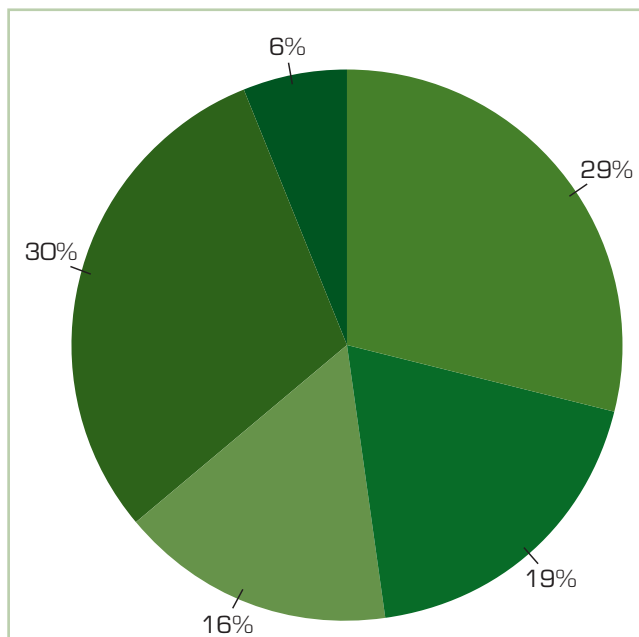
Editorial objective:

Plast Panorama is a magazine published 6 times yearly. The target audience consists primarily of the plastic processing and consuming industries and their suppliers in Denmark - as well as the authorities relevant to the trade.

The substance is concentrated around subjects such as: Technical/technological development of raw materials, production (design, product development, tooling etc.) products, maintenance and re-cycling/environment/energy.

10 good reasons for choosing Plast Panorama:

- 1** The only independent trade magazine in Denmark directed at the plastic processing and consuming industry.
- 2** 6 issues per year.
- 3** Total coverage of news related branch and product information.
- 4** Informs concerning production equipment, raw materials, etc.
- 5** Welcomes articles regarding technological development.
- 6** Covers the political agenda in the plastics industry.
- 7** A big informative buyers guide in each issue.
- 8** Updated international seminars and fairs calendar.
- 9** Targeted at the Danish companies who may be interested in plastics and rubber.
- 10** Published by TechMedia A/S – a publishing house with more than 50 years of trade experience.



Readership profile:

■ 29% - 991

Producers of plastic products, semi manufactured articles, raw materials and packaging industry

■ 19% - 650

Subcontractors, processors, mould - and tooling industry

■ 16% - 547

Consultants, designers, prototyping, education

■ 30% - 1025

Different industries eg. mechanical, electronic, electrical, furniture, medical and food

■ 6% - 205

Miscellaneous

Printed circulation per issue: 3418

Monthly readers of the digital version: 333