

MASKINAKTUELT



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Editorial Calendar 2022

No.	Publication Date	Closing Date	Editorial Calendar
1	January 31	January 7	Machines, tools, equipment and automation solutions for the metalworking- and machine industry
2	March 8	February 9	Warehousing, storage systems and internal transport Surface treatment Trade show: R-22, Odense, March 23-25 (DK) Trade show: PaintExpo, Karlsruhe, April 26-29 (D)
3	June 13	May 19	Automatic production Small machines and hand tools Trade show: METAV, Düsseldorf, June 21-24 (D)
4	October 4	September 7	Machines and tools for milling, grinding and cutting Coolants and lubricants Surface treatment Trade show: EuroBLECH, Hannover, October 25-28 (D)
5	November 22	October 24	Warehousing, storage systems and internal transport Welding Trade show: Ajour, Odense, November 24-25 (DK)

*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 × H (mm)	4 colours
1/1 page	190 × 277	3832
1/2 page vertical	90 × 265	2621
1/2 page horizontal	185 × 130	2621
1/4 page vertical	90 × 130	1788
1/4 page horizontal	185 × 63	1788
1/8 page vertical	43 × 130	1253
1/8 page horizontal	90 × 63	1253
Spread	398 × 277	5954
Back cover*	210 × 237	3861
Front cover	200 × 40	3846
Classified ad	60 × 45	181

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31, 2022.

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 10,11
Classified Advertisements, mm price	€ 5,13

Inserts:

Please obtain quotation

Online possibilities:

All issues are available online via
www.maskinaktuelt.dk.

Add link € 67

Repeat Discount**:

3 insertions	-5%
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 14 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

Advertisement

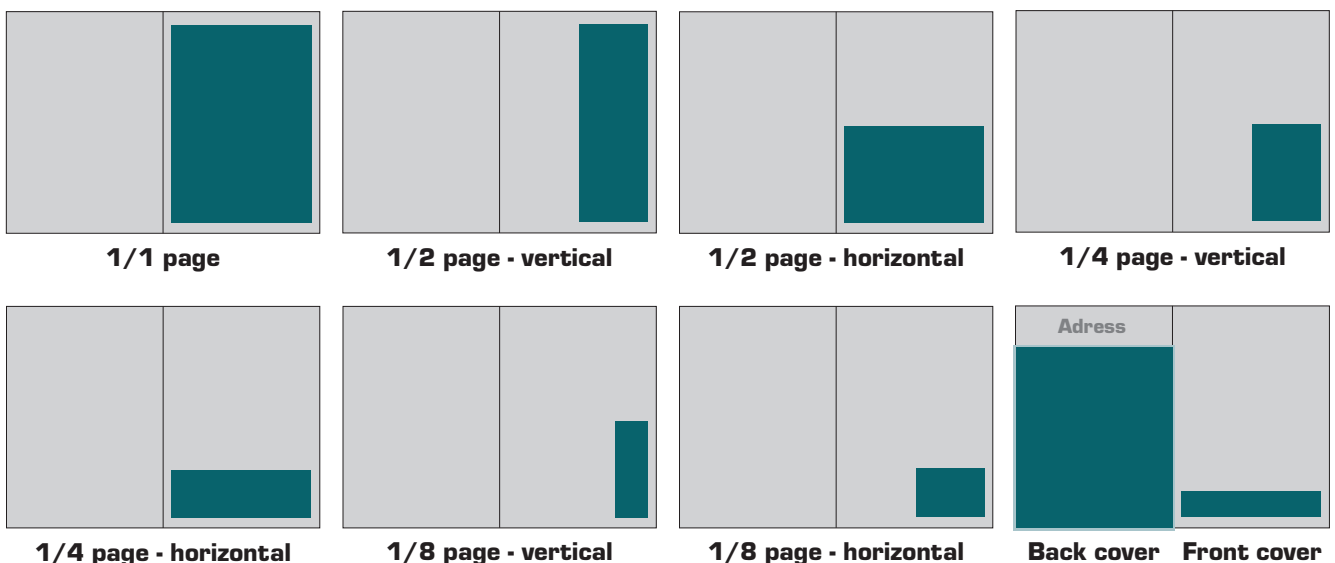
Cancellation Deadline:

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	René Bodin Tel: +45 43 24 26 47 · e-mail: rb@techmedia.dk
Advertisement Material	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk



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	80 g, My Sol

Colourprofiles:

Magazine	Download colourprofile - click here
Newspaper	Download colourprofile - click here

Publisher Information:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
Editorial	Helle Friemann Nielsen, (editor-in-chief) Tel: +45 43 24 26 37 e-mail: hfn@techmedia.dk
Advertisements	René Bodin Tel: +45 43 24 26 47 e-mail: rb@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

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 Adobe Creative Cloud.

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.

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.

Using web and email addresses in advertisements:

It is possible to have clickable web and email addresses in the ads in the digital issues of Maskin Aktuelt.

How to do it:

- Web and email addresses must be text only
- Space must be added between web and email addresses and other text
- Email addresses are to be written in full and include @
- Web addresses are to be written in full and include www.

TechMedia A/S cannot be held responsible for web-links not working correctly.

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

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.

