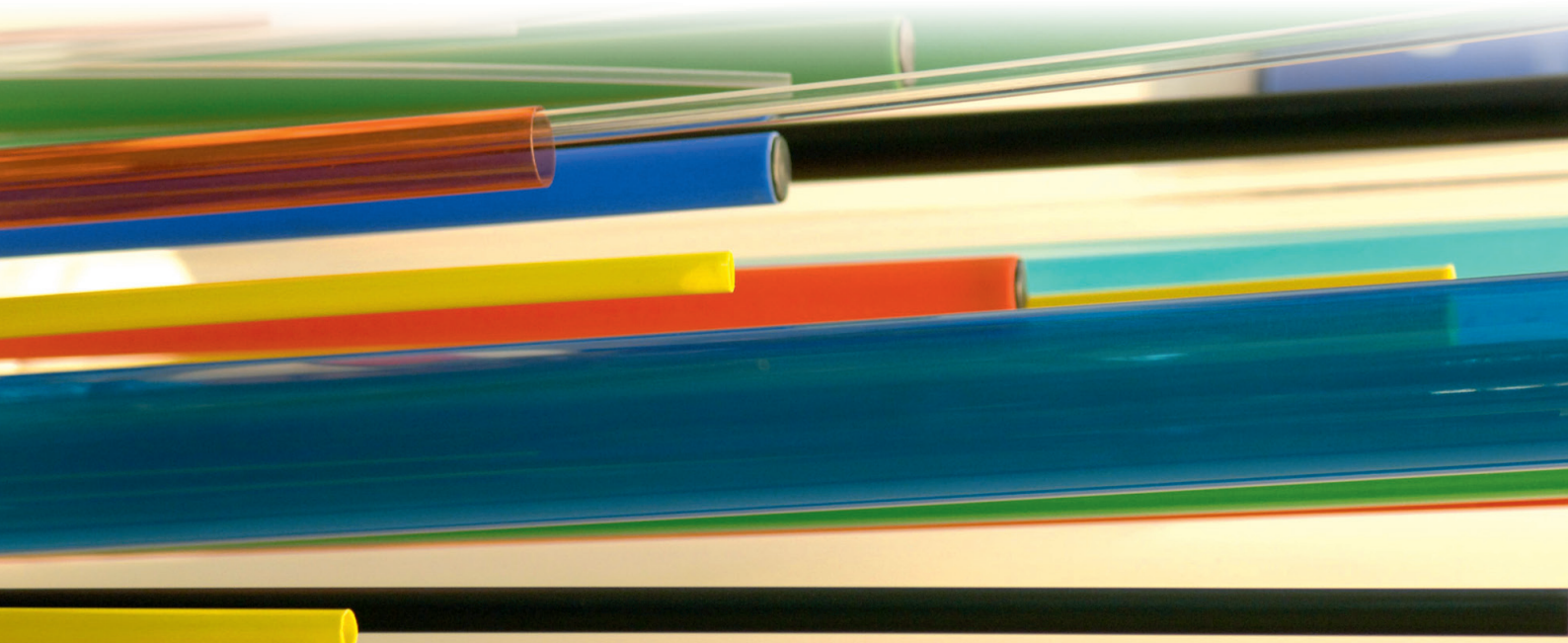


# Plast

PANORAMA



media **kit** 2024

# Editorial Calendar 2024

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	February 20	January 22	Injection moulding, 3D print, additive manufacturing <b>Trade show: JEC, Paris, March 5-7 (F)</b>
2	April 30	March 26	Composites, tools and tooling <b>Trade show: Elmia Polymer, Jönköping, May 14-17 (S)</b>
3	June 11	May 8	Injection moulding circular economy recycling
4	September 3	August 7	Tools and tooling Auxiliary equipment <b>Trade show: Automatik, Brøndby, September 10-12 (DK)</b>
5	October 8	September 11	3D print, additive manufacturing. Injection moulding <b>Trade show: Fakuma, Friedrichshafen, October 15-19 (D)</b> <b>Trade show: Scanpack, Gothenburg, October 22-25 (S)</b>
6	November 5	October 8	Injection moulding Circular economy Recycling <b>Trade show: Elmia Subcontractor, Jönköping, November 12-14 (S)</b>

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 x H (mm)	4 colours
1/1 page	176 × 257	4681
2nd or 3rd cover page	176 × 257	5145
1/2 page vertical	85 × 257	3006
1/2 page horizontal	176 × 125	3006
1/4 page vertical	85 × 125	2079
1/4 page horizontal	176 × 60	2079
1/8 page	85 × 60	1495
Spread	380 × 257	7419
Back cover*	210 × 237	5249
Front cover	200 × 40	4592
Classified ad	60 × 45	191

All prices in €. \*Borderless. 3 mm extra for cutting on all 4 sides  
Valid to December 31, 2023.

## Repeat Discount\*\*:

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

## 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.

## 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>

## Other Prices:

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

## Inserts:

Please obtain quotation

## Online possibilities:

We offer a wide range of online solutions e.g.:

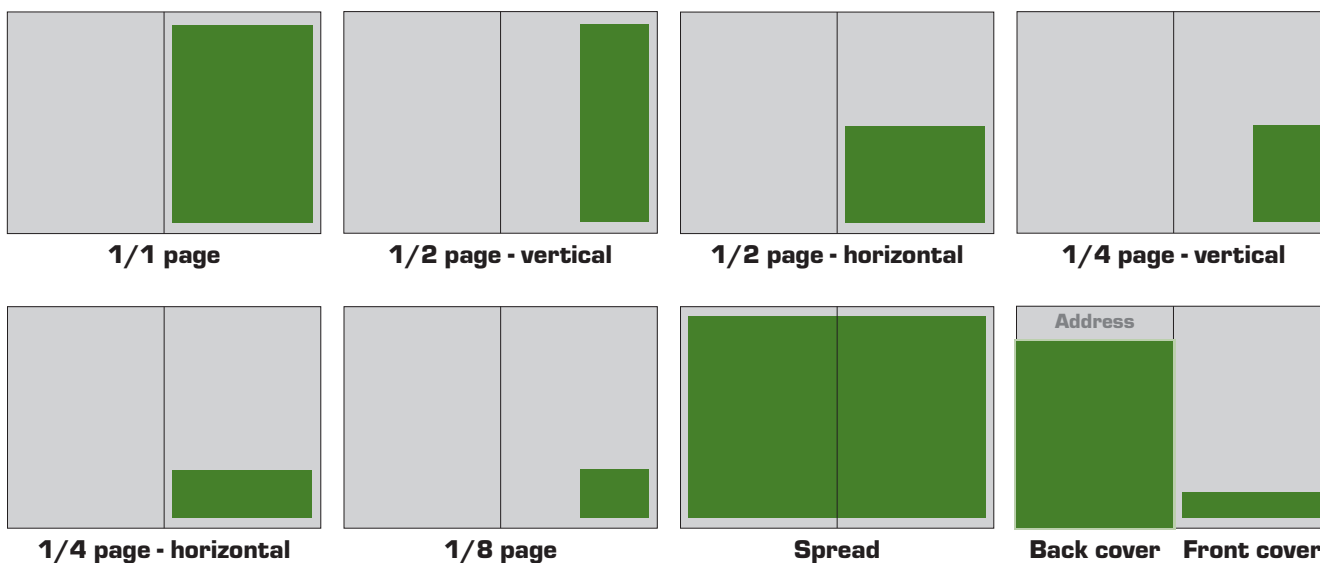
Add link € 67

For other online options please go to the media kit on: [emballagefokus.dk](http://emballagefokus.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 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 Arctic Matt

## Colourprofiles:

Magazine	Download colourprofile - <a href="#">click here</a>
Newspaper	Download colourprofile - <a href="#">click here</a>

## Publisher Information:

<b>Publisher</b>	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 <a href="http://www.techmedia.dk">www.techmedia.dk</a>
<b>Editorial</b>	Journalist Søren Bang Hansen Tel: +45 61 65 22 22 E-mail: <a href="mailto:sbh@techmedia.dk">sbh@techmedia.dk</a>  Editor-in-chief: Managing director Peter Christensen TechMedia A/S
<b>Advertisements</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>
<b>Buyers Guide</b>	Helle Hansen Tel: +45 43 24 26 71 E-mail: <a href="mailto:hh@techmedia.dk">hh@techmedia.dk</a>
<b>Print</b>	PE Offset A/S Tømrervej 9 DK-6800 Varde
<b>Subscription</b>	Changes/cancellation: <a href="mailto:abonnement@techmedia.dk">abonnement@techmedia.dk</a> Order subscription at: <a href="mailto:abonnement@techmedia.dk">abonnement@techmedia.dk</a>

## 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 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 Plast Panorama.

### 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 in Plast Panorama, please contact Helle Hansen, tel: +45 43 24 26 71 or via e-mail: [hh@techmedia.dk](mailto: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.

