

# LEVNEDS MIDDEL BLADET



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# Editorial Calendar 2024

No.	Publication Date	Ad material deadline	Editorial Calendar
1	January 23	December 19, 2023	Packaging and marking Logistics, traceability and domestic transport: - Distribution of fresh and refrigerated foods - Transport packaging <b>Trade show: ProSweet, Cologne, January 28-31 (D)</b> <b>Trade show: Fruit Logistica, Berlin, February 7-9 (D)</b> <b>Trade show: Biofach, Nuremberg, February 13-16 (D)</b>
2	March 12	February 15	Image, marketing & branding Certification, quality control and hygiene Machinery and systems for production, packaging and marking <b>Trade show: Anuga Foodtech, Cologne, March 19-22 (D)</b> <b>Trade show: Foodexpo, Herning, March 17-19 (DK)</b>
3	May 22	April 18	Fish, meat and poultry: - Cuts of meat, marinades, preparation and innovation Beverages and convenience food
4	September 24	August 30	Dairy products: - Development, trends, technology and products Ingredients, sustainability and organic food <b>Trade show: FoodTech, Herning, October 1-3 (DK)</b> <b>Trade show: IFC, Herning, October 1-3 (DK)</b> <b>Trade show: Nordic Organic Food Fair, Kistamässan, Stockholm, October 9-10 (S)</b>
5	October 15	September 20	Machinery and systems for production, packaging and marking <b>Trade show: SIAL, Paris, October 19-23 (F)</b> <b>Trade show: Scanpack, Gothenburg, October 22-25 (S)</b>
6	November 5	Oktober 11	2023 summary and expectations for 2024 Packaging and marking Logistics, traceability, and domestic transport: - Distribution of fresh and refrigerated foods - Transport packaging <b>Trade show: BrauBeviale, Nuremberg, November 12-14 (D)</b>

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	4529
1/2 page vertical	90 × 265	3065
1/2 page horizontal	185 × 125	3065
1/3 page	185 × 85	2518
1/4 page vertical	90 × 125	2105
1/4 page horizontal	185 × 63	2105
1/8 page	90 × 63	1586
Back cover*	210 × 237	4987
Front cover	200 × 40	4636
Spread	388 × 265	7385
60×45	60 × 45	459

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

## Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 12,25

## 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: [foodfokus.dk](http://foodfokus.dk)

## 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 14 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

## Advertisement

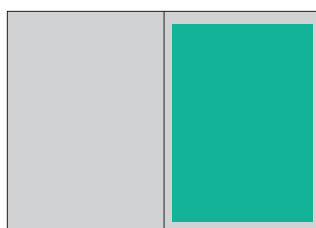
### Cancellation Deadline:

30 days prior to advertisement deadline - with the exception of first edition in August, which is 60 days prior to advertisement deadline

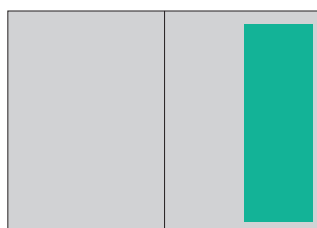
Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

## Contact Information:

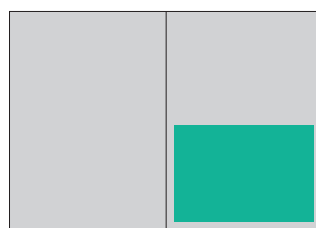
<b>Advertisement Bookings:</b>	Jesper Bækmark Tel: +45 43 24 26 77 · E-mail: <a href="mailto:jb@techmedia.dk">jb@techmedia.dk</a>
<b>Advertisement Material:</b>	Helle Hansen Tel: +45 43 24 26 71 · E-mail: <a href="mailto:hh@techmedia.dk">hh@techmedia.dk</a>



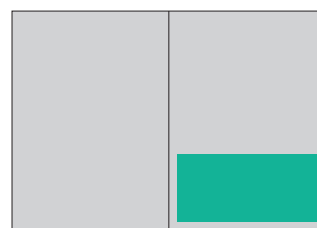
1/1 page



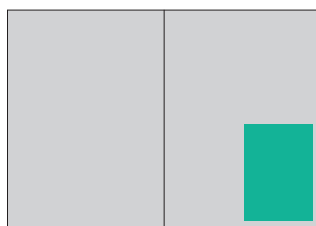
1/2 page - vertical



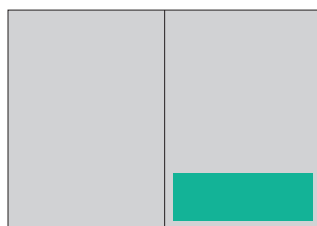
1/2 page - horizontal



1/3 page



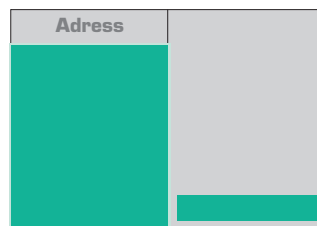
1/4 page - vertical



1/4 page - horizontal



Spread



Back cover Front cover

# 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, 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 www.techmedia.dk
<b>Editorial</b>	Merete Irner Bugge (editor-in-chief) Tel: +45 30 91 03 34 E-mail: mi@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>Print</b>	PE Offset A/S Tømrervej 9 DK-6800 Varde
<b>Subscription</b>	Changes/cancellation: abonnement@techmedia.dk Order subscription at: abonnement@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](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 LevnedsmiddelBladet.

#### 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

LevnedsmiddelBladet, please contact Helle Hansen,

tel: +45 43 24 26 71 or via e-mail: [hh@techmedia.dk](mailto:hh@techmedia.dk)

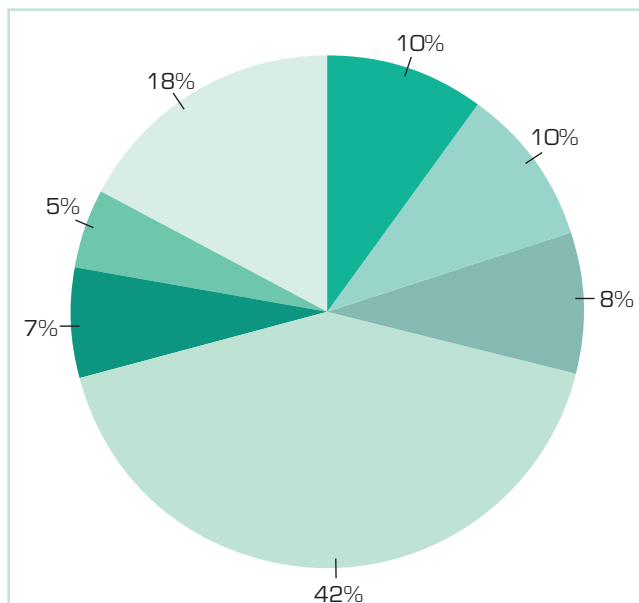
# General Information

## Editorial objective:

Our goal is to give readers of the magazine concrete information about tendencies and events within the food industry. The magazine's 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% - 348**  
Slaughterhouses/manufacturers of meat products
- **10% - 350**  
Dairy industry
- **8% - 278**  
Fishing industry
- **42% - 1459**  
Various manufacturers of foodstuffs, bakeries, breweries, wholesale businesses, confectioneries and ice cream manufacturers etc.
- **7% - 243**  
Delicatessen shops, supermarkets, etc.
- **5% - 174**  
Foreign readers
- **18% - 626**  
Other subscribers within the foodstuff line, suppliers to the food industry etc.

**Printed circulation per issue: 3478**

**Recipients of the digital version: 1390**