

Medico**teknik**



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Editorial Calendar 2024

No.	Publication Date	Closing Date	Editorial
1	February 20	January 19	Neurology (including neurophysiology and rehabilitation) Report from the recent 50th anniversary of Danish MedTech Society
2	April 16	March 11	MedTech education in Denmark (including views from employers and students)
3	May 28	April 18	Diagnostic imaging (AI, detecting cancer)
4	August 20	July 22	Information technology in health care (cyber security, GDPR) Trade show: LabDays, Copenhagen, September 4-5 (DK)
5	October 3	August 22	Open mic for the medtech industry (the industry association "Medicoindustrien" is guest editor) DMTS Annual Convention, Vingsted Hotel & Conferencecenter, October 8-10 (DK)
6	December 3	November 1	Report from the annual convention of Danish MedTech Society 2024

*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	185 × 265	2824
1/2 page vertical	90 × 265	2064
1/2 page horizontal	185 × 125	2064
1/3 page	185 × 85	1541
1/4 page vertical	90 × 125	1343
1/4 page horizontal	185 × 64	1343
1/8 page	90 × 64	900
Spread	388 × 265	3965
Back cover*	150 × 297	3150
Front cover	200 × 40	2467

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

Repeat Discount**:

3 insertions	-5%
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.

Contact Information:

Advertisement Bookings:	Tanja Wulff Dühning Tel: +45 43 24 26 06 · e-mail: twd@techmedia.dk
Advertisement Material:	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk

Other Prices:

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

Inserts:

Please obtain quotation

Online possibilities:

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

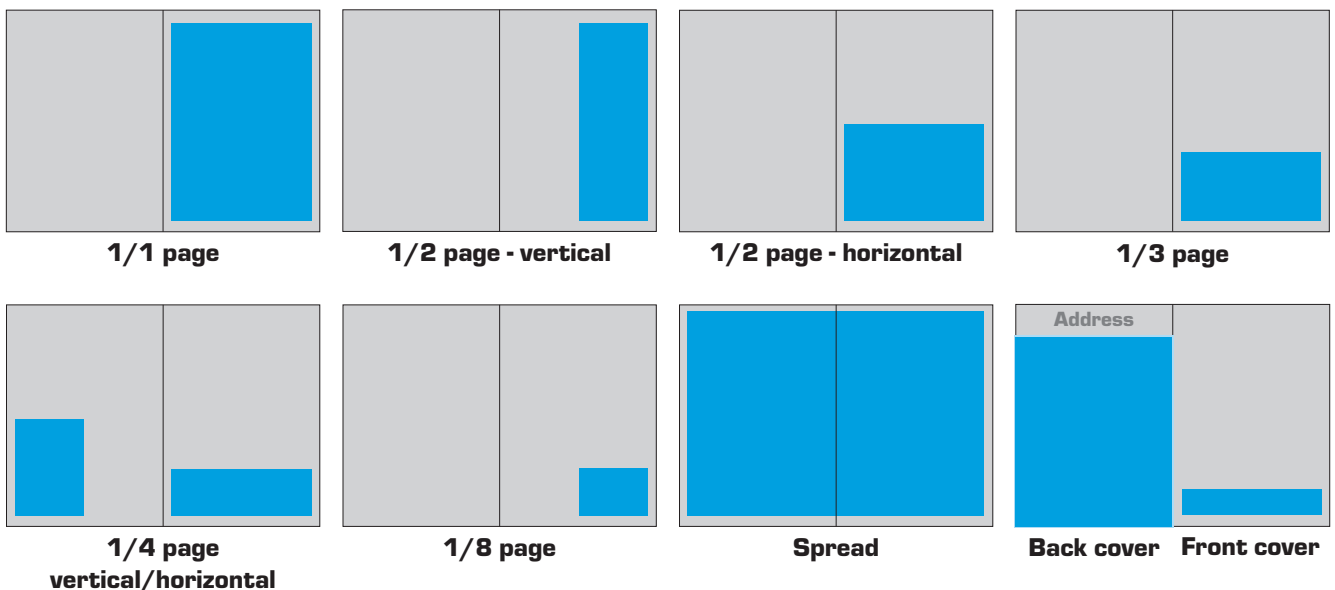
Add link € 67

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	3 and 4
Column height	254 mm
Column width	59 mm
Column spacing	4,2 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 - click here
Newspaper	Download colourprofile - click here

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 Medicoteknik.

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 the magazine Medicoteknik, please contact Marianne Dieckmann, tel: +45 43 24 26 82 or via e-mail: md@techmedia.dk

General information

Publisher Information:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
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Subscription	Changes/cancellation: abonnement@techmedia.dk Order subscription at: abonnement@techmedia.dk

Editorial objective:

Medicoteknik is a health scientific medico technical magazine for the Danish medico industry as well as decision makers in hospitals, research centers, universities and other relevant higher education facilities. The magazine provides important and useful information through technical articles and other relevant news from the business.

Medicoteknik is published in corporation with the Danish Medico Technical Society and is distributed to the approximately 700 members and other relevant subscribers in the business.

Printed circulation per issue: 2490

Monthly readers of the digital version: 1168