

EL + ENERGI

INSTALLATION, BELYSNING, AUTOMATION + INFRASTRUKTUR



m e d i a k i t 2 0 2 5

Editorial Calendar 2025

No.	Publication Date	Closing Date	Editorial Calendar
1	February 4	January 10	LED/lighting technology Sustainable energy and smart grid The electricians service van and its interior Trade show: Copenhagen Light Festival, January 31 - February 23 (DK)
2	March 18	February 21	Automation Industry 4.0 Sustainable energy and smart grid Cables and connectors Test and measurement Trade show: Hannover Messe, Hannover, March 31 - April 4 (D) Trade show: Wind Europe, Copenhagen, April 8-10 (DK)
3	April 22	March 25	LED/lighting technology Automation Transient protection Energy efficiency Motors and motor controls
4	May 27	May 1	LED/lighting technology Energy storage Energy distribution, components and equipment Emergency power from batteries and generators Software for automation and electrical installations Test and measurement IBI - intelligent building installations Trade show: Robotbrag, Odense, May 8-9 (DK) Trade show: PCIM Europe, Nuremberg, June 11-13 (D)
5	August 19	July 28	Security industry, personal home and in public space ITV and surveillance Electrical equipment for new construction and renovation IBI - intelligent building installations Power electronics Sustainable energy and smart grid Trade show: Danish Security Fair, Fredericia, August 27-28 (DK) Trade show: Husum Wind, Husum, September 16-19 (D)
6	September 23	August 29	Industry 4.0 Robots and power electronics in the industry Installations equipment and techniques Cable routing Automation and motor controls Delivery and transmission Transient protection Trade show: hi Tech & Industry Scandinavia, Herning, September 30 - October 2 (DK)
7	October 28	October 3	The electricians service van and its interior Layout clothing for work and leisure Personal safety and protection Electric switchboards and rack systems Installations equipment and techniques Enclosures and cabinets Tools
8	November 25	October 31	Securing power supply - including emergency power, battery and UPS Power supply and energy storage LED/lighting technology IBI - intelligent building installations Sustainable energy and smart grid

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	175 × 257	2356
1/2 page horizontal	175 × 125	1810
1/2 page vertical	90 × 257	1810
1/4 page horizontal	175 × 63	1273
1/4 page vertical	85 × 130	1273
Back cover*	210 × 237	3150
Front cover	200 × 40	3217
Spread	380 × 257	3364
Top line	90 × 8	1407
Bottom line	90 × 8	1407

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides.
The prices are valid for the period 1 January - 31 December 2025.

Contact Information:

Advertisement Bookings:	Tanja Wulff Dühring Tel: +45 43 24 26 06 · E-mail: twd@techmedia.dk 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

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 € 134

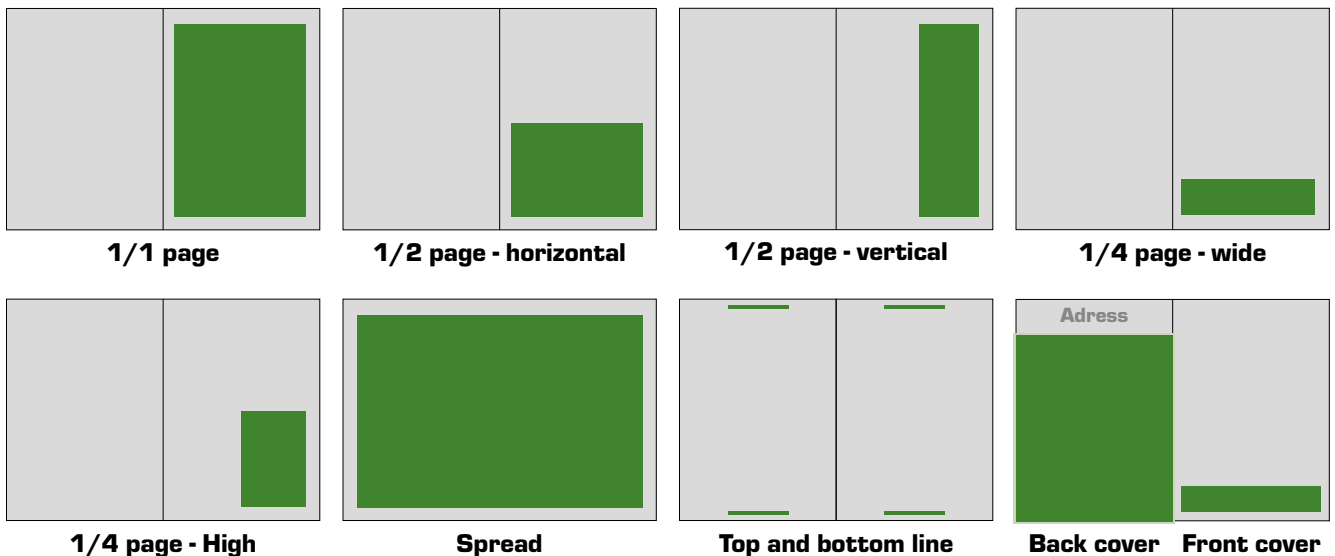
For other online options please go to the media kit on: elfokus.dk

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

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	Variable
Column height	257 mm
Column width	Variable
Column spacing	Variable
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	80 g, Arctic Matt

Publisher Information:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
Editorial	Rolf Sylvester-Hvid Tel: +45 43 24 26 10 E-mail: rsh@techmedia.dk
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Advertisement Material	Marianne Dieckmann Tel: +45 43 24 26 82 E-mail: md@techmedia.dk
Print	PE Offset A/S Tømmervej 9 DK-6800 Varde
Subscription	Order subscription, changes/cancellation 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.

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 EL+ENERGI.

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

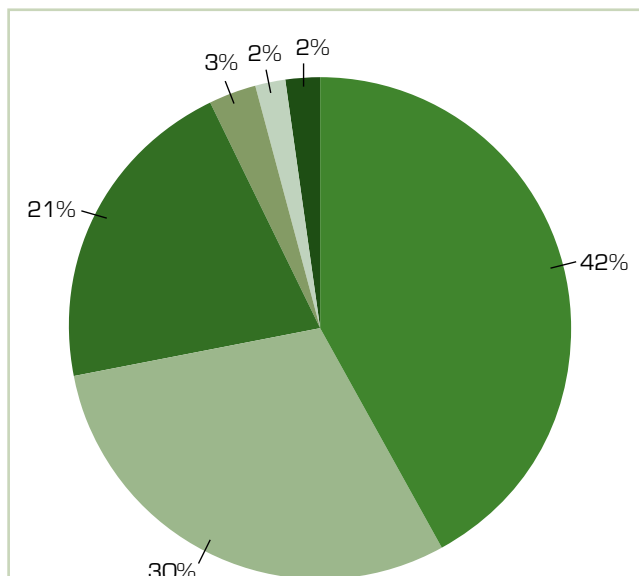
General Information

Editorial objective:

To inform technicians, engineers and scientists about technology, laws and standards, companies and new products from all branches of the electric-, energy- and installation industries through the annual editorial plan of the relevant topics.

10 reasons for choosing EL+ENERGI:

- 1** EL+ENERGI is the most important news-source within the electrical engineering-, energy- and installation community about the current news of interest to the business.
- 2** EL+ENERGI is written for - and read by - technicians, energy experts as well as scientist and design companies from all parts of the electricity-, energy-, industrial- and automation sectors
- 3** EL+ENERGI describes in a language easy-to-understand the new technologies, products as well as relevant laws and regulations from the authorities.
- 4** Each edition of EL+ENERGI runs a current topic that gives the reader the latest knowledge from the topic in question. The theme plan is dynamic and changes with the market needs and trends.
- 5** EL+ENERGI frequently publishes articles on energy production, -transfer and -storage, power-to-X, lighting, automation, HVAC, safety/security and power electronics with descriptions of the new standards, technologies, products and their applications.
- 6** In each edition articles on the practical execution of all types of installations can be found in EL+ENERGI as well as news about components, systems, clothing, tools, instruments and work vehicles.
- 7** EL+ENERGI is fully independent, and commercial interests cannot influence the editorial content. This ensures an objective coverage of all subject relevant to the publication.
- 8** EL+ENERGI participates in national and international exhibitions and conferences and brings detailed coverage both before and after the events.
- 9** EL+ENERGI is published by TechMedia A/S, which is one of the largest technical publishing houses in the Nordic region.
- 10** EL+ENERGI attracts both smaller and larger advertisers who thereby reach a well defined and targeted group through the magazine.



Readership profile:

- **42% - 1965**
Electricians and Engineering Contractors
- **30% - 1404**
Electro Engineers and Engineering Consultants
- **21% - 982**
High Power Supply industry, manufacturers, trading companies and electricity wholesalers
- **3% - 140**
Machine, automation and robot industry
- **2% - 94**
Public authorities within state, municipalities and regions. Research and educational institutions. Defense
- **2% - 94**
Others

Printed circulation per issue: 4679

Recipients of the digital version: 4253