

# In Pak



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# Editorial Calendar 2025

No.	Publication Date	Closing Date	Editorial Calendar
1	February 18	January 24	Labels and marking <b>Guide: Marking:</b> <i>Overview of suppliers of labels and equipment for marking and data capture</i>
2	April 15	March 21	Food packaging Plastic packaging Transport packaging Production optimization - focus on climate and sustainable production
3	May 27	May 5	Packaging machines <b>Guide: Packaging machines, lines, end-of-line: suppliers, products and service</b> <i>Overview of suppliers of packaging machines as well equipment and spare parts for packaging machines</i>
4	September 16	August 20	Automation. robots. vision, IOT, Industry 4.0 <b>Trade show: hi Tech &amp; Industry Scandinavia, Herning, September 30 - October 2 (DK)</b> <b>Trade show: Fachpack, Nuremberg, September 23-25 (D)</b> <b>Trade show: K 2025, Düsseldorf, October 8-15 (D)</b>
5	November 18	October 21	Packaging machines, lines Labels, marking and datacapture Supply chain, storage and logistic, goods protection

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	2613
1/2 page vertical	90 × 265	1542
1/2 page horizontal	185 × 130	1542
1/4 page vertical	90 × 130	872
1/4 page horizontal	185 × 63	872
Spread	390 × 265	3954
Back cover*	210 × 237	2882
Front cover	200 × 40	2480
Classified ad	58 × 44	201

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:

<b>Advertisement Bookings:</b>	René Bodin Tel: +45 43 24 26 47 · E-mail: rb@techmedia.dk
<b>Advertisement Material:</b>	Marianne Dieckmann Tel: +45 43 24 26 82 · E-mail: md@techmedia.dk

## Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 15%

## Inserts:

Please obtain quotation

## Online possibilities:

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

Add link € 134

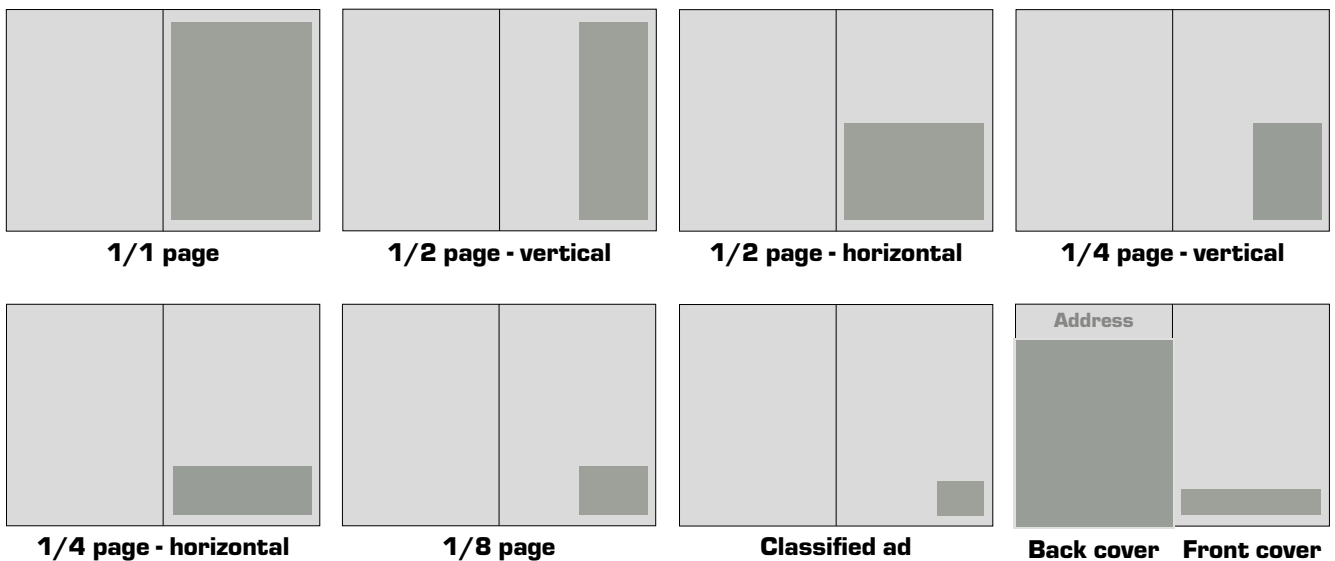
For other online options please go to the mediakit on: [emballagefokus.dk](http://emballagefokus.dk)

## 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

*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	265 mm
Column width	43 mm
Column spacing	4,5 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 www.techmedia.dk
<b>Editorial</b>	Journalist Søren Bang Hansen Tel: +45 61 65 22 22 E-mail: sbh@techmedia.dk  Editor-in-chief: Managing director Peter Christensen TechMedia A/S
<b>Advertisements</b>	René Bodin Tel: +45 43 24 26 47 E-mail: rb@techmedia.dk
<b>Advertisement Material</b>	Marianne Dieckmann Tel: +45 43 24 26 82 E-mail: md@techmedia.dk
<b>Print</b>	PE Offset A/S Tømmervej 9 DK-6800 Varde
<b>Subscription</b>	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 the printed publication.

### How to do it:

- Web and email addresses must be text only  
without effects of any kind
- Space must be added between web and/or 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.
- Correctly inserted links are created and activated  
automatically and are therefore free of charge

TechMedia A/S disclaims responsibility for automatic  
links working correctly.

If an advertiser requires other types of links in  
advertisements, the handling fee is € 67 /each.

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

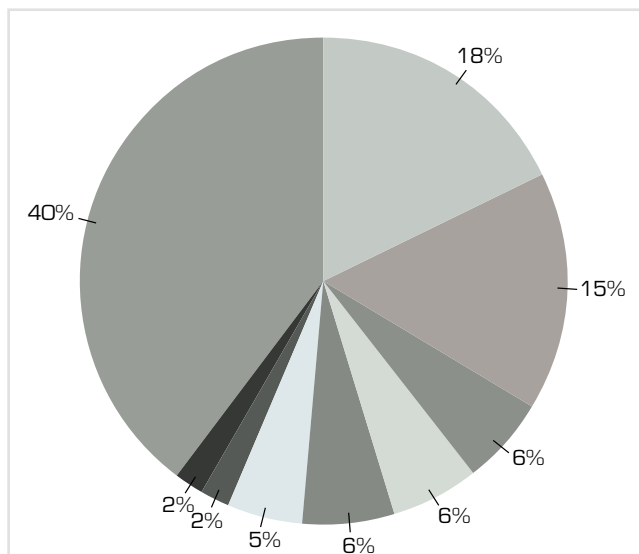
# General Information

## Editorial objective:

InPak's objective is to provide trade and industry with information about packaging from process to shelf/recycling/waste, and from raw materials to finished packaging - including machines, operations, guidance, marking and control processes.

## 10 good reasons for choosing InPak:

- 1** InPak is Denmark's most well established packaging magazine with approx 3.000 copies distributed.
- 2** InPak plays an active role on the Danish packaging scene with distinctive viewpoints.
- 3** InPak is written and edited in a way, that is attractive to the busy professional in the packaging industry.
- 4** InPak's principal readers are decision makers among the major packers and fillers in the packaging industry.
- 5** InPak is distributed to all Danish companies taking interest in packaging labelling and logistics.
- 6** InPak brings the readers closer to national and international events of importance to the trade.
- 7** InPak's Scandinavian connections enable us to give the readers - as well as the advertisers a unique access to a major market.
- 8** InPak has well established relations, so we are always up front when it comes to exhibitions, conferences and other trade events. Readers and advertisers alike are offered the best coverage through feature articles and special issues.
- 9** InPak's professional team is always available for campaign planning or creation of advertising material.
- 10** InPak is published by TechMedia A/S - one of the largest publishers of trade magazines in Scandinavia.



## Readership profile:

- **18% - 437**  
Chemical/engineering industry/Wholesale
- **15% - 364**  
Machines, electronics, computing, etc.
- **6% - 146**  
Graphic trades, paper, cardboard, etc.
- **6% - 146**  
Metal working industry
- **6% - 146**  
Hospitals, designers, PR/advertising, etc.
- **5% - 121**  
Furniture industry, wood processing industry
- **2% -**  
Transport firms, incl. production
- **2% - 48**  
Glass, porcelain, ceramics, etc.
- **40% - 971**  
Food industry

**Printed circulation per issue: 2427**

**Recipients of the digital version: 1915**