

# Plast

PANORAMA



mediakit 2025

# Editorial Calendar 2025

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	February 18	January 21	Injection moulding, 3D print, additive manufacturing <b>Trade show: JEC, Paris, March 4-6</b> <b>Trade show: Scandinavian Coating, Copenhagen, March 12-13</b>
2	April 22	March 21	Composites, tools and tooling <b>Trade show: Plast Teknik Nordic, Malmö, May 7-8 (S)</b> <b>Trade show: Moulding Expo, Stuttgart, May 6-9 (D)</b>
3	May 27	April 28	Injection moulding circular economy recycling
4	August 26	August 1	Tools and tooling Auxiliary equipment
5	September 23	August 27	3D print, additive manufacturing. Injection moulding <b>Trade show: K 2025, Düsseldorf, October 8-15 (D)</b> <b>Trade show: hi Tech &amp; Industry Scandinavia, Herning, September 30 - October 2 (DK)</b> <b>Trade show: Elmia Subcontractor, Jönköping, November (S)</b>
6	November 25	October 28	Injection moulding Circular economy Recycling

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	4772
2nd or 3rd cover page	176 × 257	5228
1/2 page vertical	85 × 257	3063
1/2 page horizontal	176 × 125	3063
1/4 page vertical	85 × 125	2118
1/4 page horizontal	176 × 60	2118
1/8 page	85 × 60	1528
Spread	380 × 257	7547
Back cover*	210 × 237	5349
Front cover	200 × 40	4678
Classified ad	60 × 45	194

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.

## 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 13 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: jb@techmedia.dk
<b>Advertisement Material:</b>	Helle Hansen Tel: +45 43 24 26 71 · e-mail: hh@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 € 67

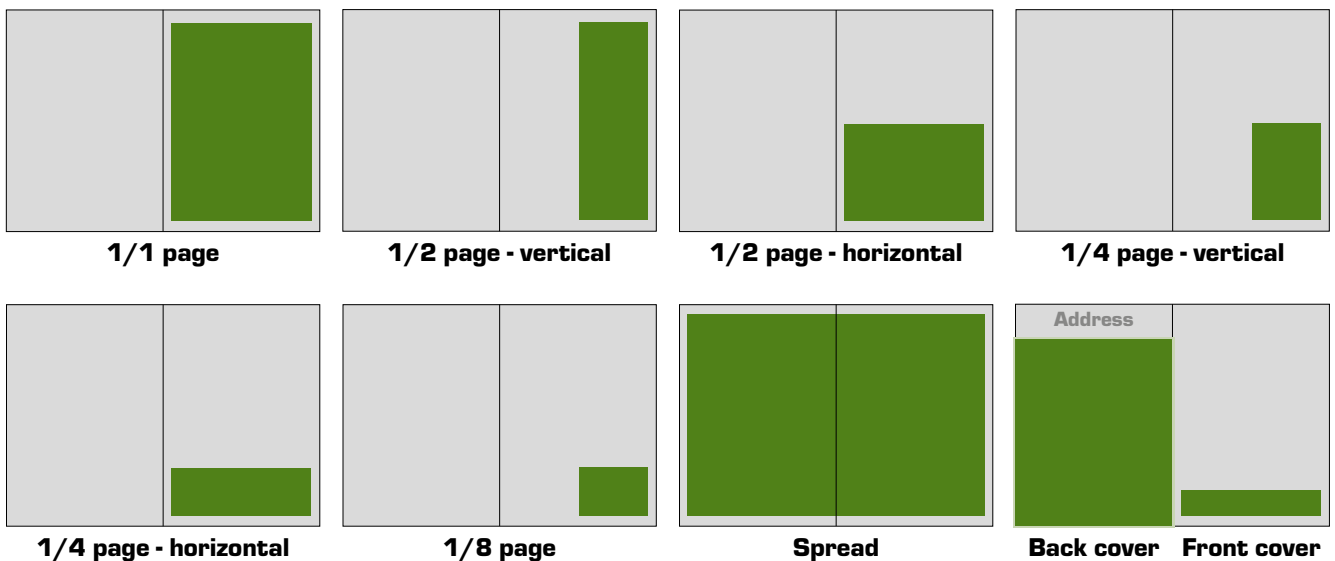
For other online options please go to the media kit on: [emballagefokus.dk](http://emballagefokus.dk)

## 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 spacin	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>	Jesper Bækmark Tel: +45 43 24 26 77 E-mail: jb@techmedia.dk
<b>Advertisement Material</b>	Helle Hansen Tel: +45 43 24 26 71 E-mail: hh@techmedia.dk
<b>Buyers Guide</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 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

# General Information

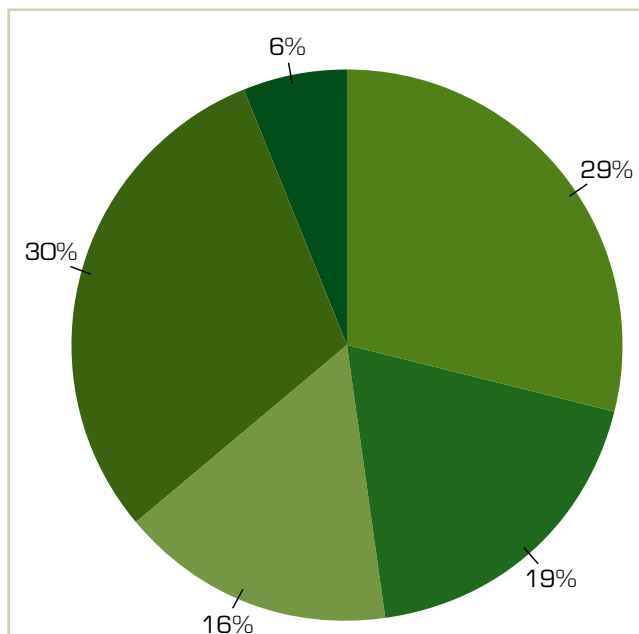
## Editorial objective:

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.



## Readership profile:

### ■ 29% - 993

Producers of plastic products, semi manufactured articles, raw materials and packaging industry

### ■ 19% - 651

Subcontractors, processors, mould - and tooling industry

### ■ 16% - 548

Consultants, designers, prototyping, education

### ■ 30% - 1027

Different industries eg. mechanical, electronic, electrical, furniture, medical and food

### ■ 6% - 205

Miscellaneous

**Printed circulation per issue: 3424**

**Recipients of the digital version: 492**