EL+ENERGI

INSTALLATIONS, LIGHTING, AUTOMATION + INFRASTRUCTURE



mediakit 2027

TechMedia

Editorial Calendar 2027

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	February 3	December 11, 2026	ITV and surveillance LED/lighting technology Sustainable energy and smart grid The electricians service van and its interior **Trade show: Copenhagen Light Festival, January 29 - February 21 (DK)**
2	March 24	February 15	Automation Industry 4.0 Renewable energy and smart grid Cables and connectors Test and measurement **Trade show: Hannover Messe, Hannover, April 5-8 (D)** **Trade show: Wind Europe, Copenhagen, April 20-22 (DK)**
3	April 21	March 11	LED/lighting technology Automation, Transient protection, Energy efficiency Motors and motor controls **Trade show: PCIM Europe, Nuremberg, May 11-13 (D)** **Trade show: Robotbrag, Odense, May 13-14 (DK)**
4	May 26	April 16	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
5	August 18	June 22	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 25-26 (DK)** **Trade show: Husum Wind, Husum, September 14-17 (D)**
6	September 22	August 13	Industry 4.0 Robots and power electronics in the industry Installations equipment and techniques Cable routing Automation and motor controls Transient protection Delivery and transmission **Trade show: hi Tech & Industry Scandinavia, Herning, October 5-7 (DK)**
7	October 27	September 14	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	December 1	October 29	Securing power supply - incuding emergency power, battery and UPS Power supply and energy storage LED/lighting technology IBI - intelligent building installations Renewable energy and smart grid

Please note that editorial deadlines are always a week earlier than the ad material deadline.
Subject to alterations without notice. This list will be updated on a regular basis.
Newest version on www.techmedia.dk.

EL ENERGI

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 × 297*	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 January 1 - December 31 2026.

Contact Information:

Advertisement Bookings:	Morten Weihrauch Tel: +45 51 34 82 44 · E-mail: mw@techmedia.dk
Advertisement Material:	Maria Frausing Tel: +45 26 77 90 54 · E-mail: maria@techmedia.dk

Other Prices:

Print to edge/Bleed + 10%

Special Placement + 10%

Inserts:
Please obtain quotation

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.

Online Possibilities:

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

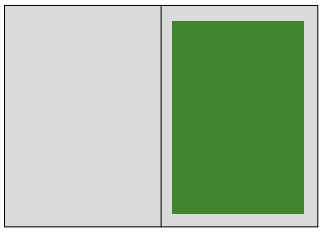
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For other online options please call us or go to the digital platform of El+Energi on www.elfokus.dk

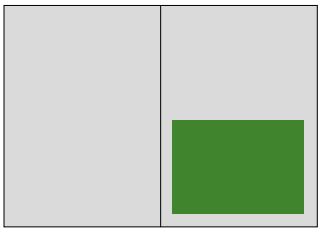
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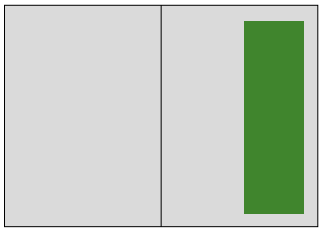
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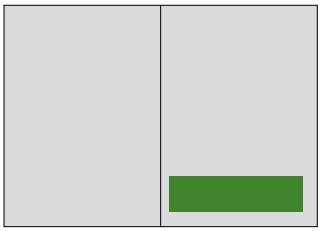
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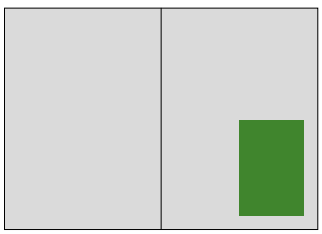
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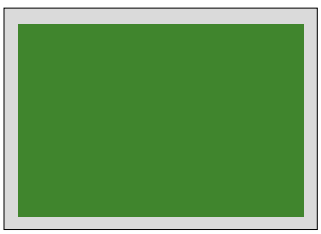
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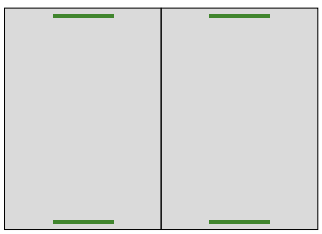
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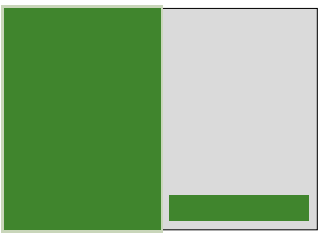
1/4 page - High



Spread



Top and bottom line



Back cover **Front cover**

EL+ENERGI

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 ApS Gammel Strandvej 20 DK-2990 Nivå Tel.: +45 43 24 26 28 www.techmedia.dk
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Advertisement Material	Maria Frausing Tel: +45 26 77 90 54 E-mail: maria@techmedia.dk
Print	PE Offset A/S
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 ApS 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 ApS 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 ApS 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 Maria Frausing, via e-mail: maria@techmedia.dk

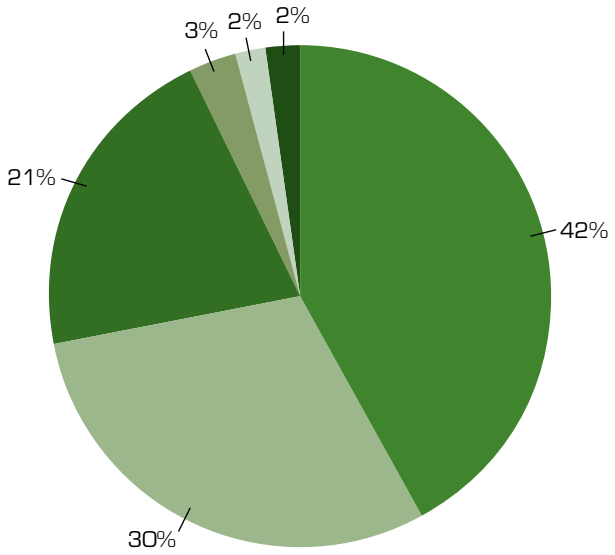
General Information

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 conferencens and brings detailed coverage both before and after the events.
9. EL+ENERGI is published by TechMedia ApS, 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% - 3318**
  Electricians and Engineering Contractors
- **30% - 2370**
  Electro Engineers and Engineering Consultants
- **21% - 1659**
  High Power Supply industry, manufacturers, trading companies and electricity wholesalers
- **3% - 237**
  Machine, automation and robot industry
- **2% - 158**
  Public authorities within state, municipalities and regions. Research and educational institutions. Defense
- **2% - 158**
  Others

Number of subscribers: 7900