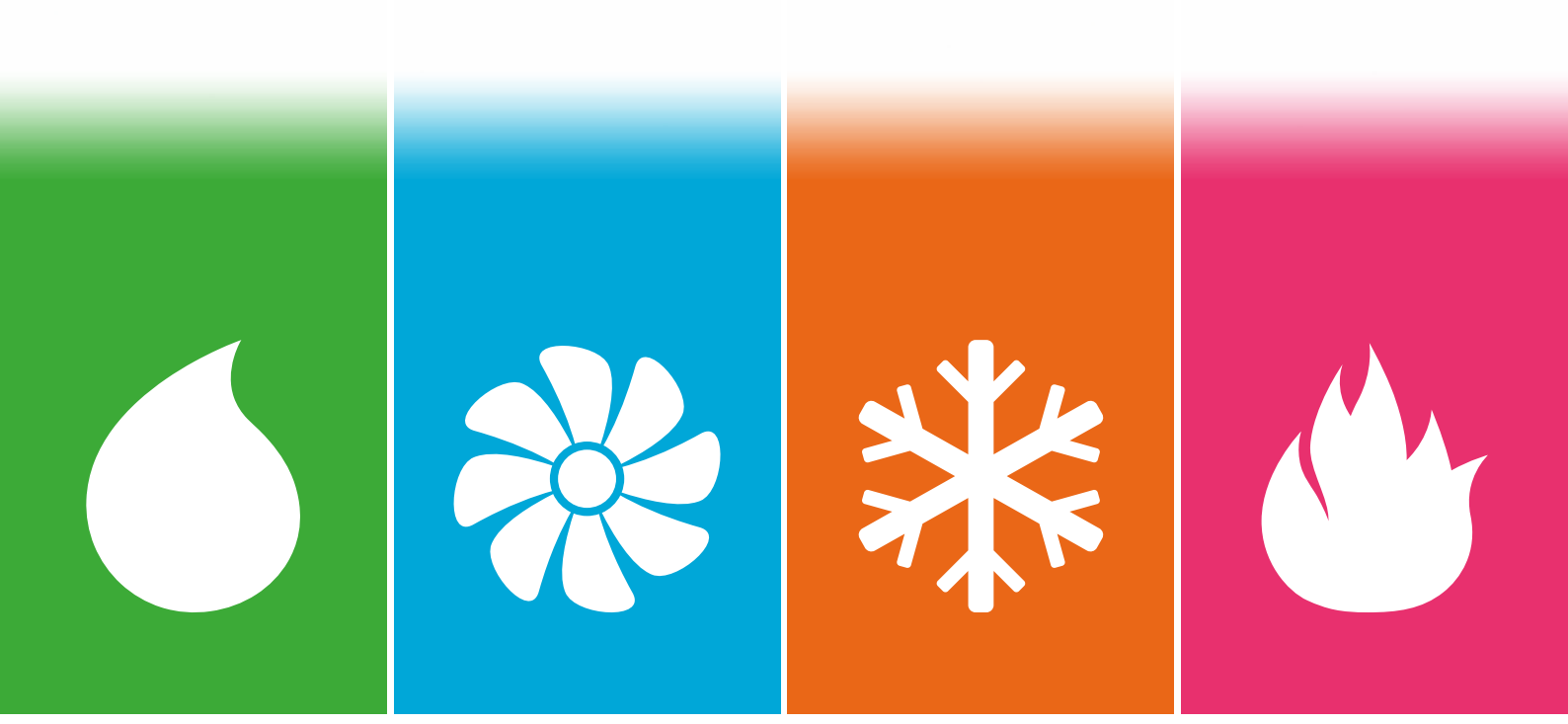
HVAC Magasinet



mediakit 2027

TechMedia

Editorial Calendar 2027 - 1. half

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	January 27	December 14, 2026	**Bath, design and building automation** Water management and water treatment Intelligent building installations
2	February 17	January 15	**Ventilation and indoor climate** Energy saving solutions, climate friendly solutions Circular economy, smart city Measuring equipment
3	March 10	February 5	**Heating and cooling** District heating, installations with a focus on heating, oil, gas and renewable energy Cooling and refrigerants **Trade show: ISH, Frankfurt, March 15-19 (D)**
4	March 31	February 23	**Water treatment and indoor climate** Technical installations Bath and design Indoor climate: health and comfort
5	April 21	March 16	**Indoor climate and cooling** Energy saving solutions including sun, wind, water and heat pumps Cooling and refrigerants
6	May 19	April 12	**Water, heating and faucets** Plumbing, faucets, valves, actuators Heating Energy optimization, building automation Vans and equipment **Trade show: VVS 27, Odense, May 25-27 (DK)**
7	June 16	May 11	**Ventilation and indoor climate** Energy saving solutions and climate friendly solutions Ventilations, filters and cooling

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.

Editorial Calendar 2027 - 2. half

No.	Publication Date	Ad Material Deadline	Editorial Calendar
8	September 1	July 28	**Heating** District heating, installations with a focus on heating, oil, gas and renewable energy
9	September 22	August 20	**Ventilation and indoor climate** Energy saving and climate friendly solutions Measuring equipment **Trade show: hi Tech & Industry Scandinavia, Herning, October 5-7 (DK)**
10	October 13	September 8	**Water and water treatment** Bath and design Vans and equipment **Annual meeting: Dansk Fjernvarmes Landsmøde, Aalborg, October (DK)**
10	October 13	September 2	**SUPPLEMENT (PART OF HVAC 10/2027):** **Indoor Climate.** Placed in 5 of TechMedia's trade magazines resulting in a total circulation of over 24,000, the supplement section will include technically articles and case stories
11	November 3	September 29	**Intelligent building installations and cooling** Building automation, IoT, digitization and energy optimization Cooling **Large buyers guide included**
12	November 24	October 18	**Cooling, ventilation and water** Cooling and refrigerants Ventilations, filters and cooling Bath and design Measuring equipment **Trade show: Ajour, Odense, November 25-26 (DK)**
13	December 15	November 12	**Year's review and heating** The annual New Year's assessment District heating, thermostats, heat exchangers, underfloor heating, heat pumps, geothermal heat, solar cells and radiators

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.

Advertisement Formats and Prices

Format	W x H (mm)	4 colours
1/1 page	185 × 265	3300
1/2 page vertical	90 × 265	2250
1/2 page horizontal	185 × 130	2250
1/4 page vertical	90 × 130	1700
1/4 page horizontal	185 × 63	1700
Bottom or top line	100 × 9	3000
Spread	388 × 265	5400
Back cover	210 × 297*	4000
Front cover	200 × 40	3000

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
The prices are valid for the period January 1 - December 31 2027.

Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

Repeat Discount**:

4 insertions	-5%
8 insertions	-10%
13 insertions	-15%
www - 5 insertions	-5%
www - 10 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 9 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.*

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%
Page 3-9	+ 20%

Inserts:

Please obtain quotation

Advertisement Cancellation Deadline:

30 days prior to ad material deadline - with the exception of first edition in August, which is 60 days prior to ad material deadline.

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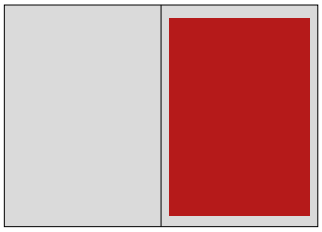
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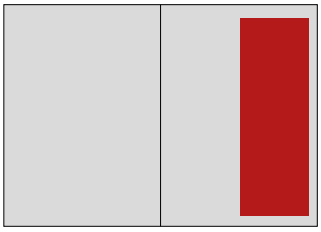
Add link	€ 67

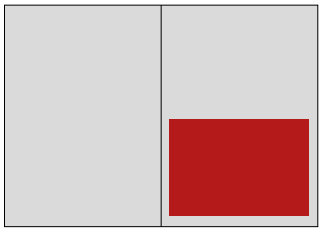
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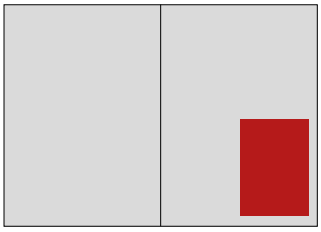
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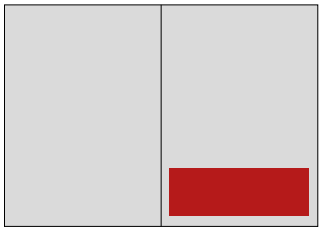
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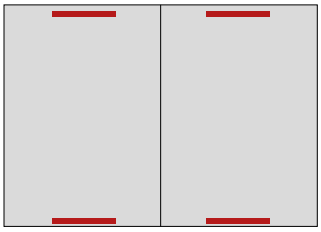

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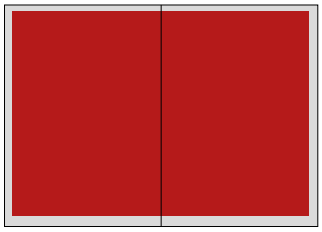

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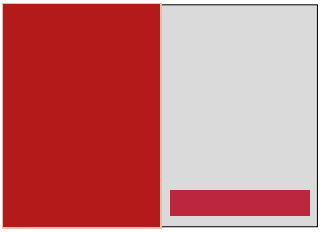

1/2 page - horizontal


1/4 page - vertical


1/4 page - horizontal


Bottom or top line


Spread


Back cover **Front cover**

HVAC Magasinet

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	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	80 g, Artic 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 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 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 ApS disclaims responsibility for automatic links working correctly.

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

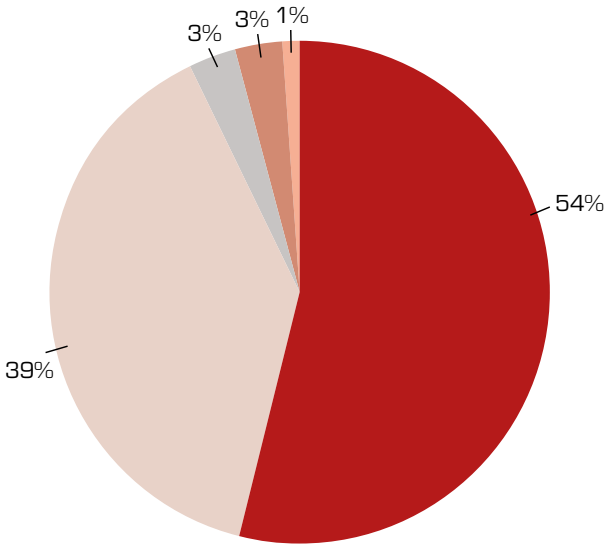
Contact:
We value good customer communications and are willing to mentor and offer advice within our areas of expertise. Should we on receipt of advertisement material have any doubts or questions regarding the material or quality, we always contact the customer.

For questions regarding advertising in HVAC magasinet, please contact Maria Frausing via e-mail: maria@techmedia.dk

General Information

Technical board:

Thomas Enghave Olsen, Danvak
Jens Johansen, AFRY
Lennart Østergaard, Veltek Ventilation
Lars Gunnarsen, Indemiljørådgiver Lars Gunnarsen ApS
Vagn Holk Lauridsen, Teknologisk Institut



Readership profile:

- **54% - 3841**
  Architects and consulting engineers
- **39% - 2763**
  Heating, ventilation and sanitation installers, contractors and others
- **3% - 215**
  HVAC manufacturers, agencies and wholesales
- **3% - 194**
  Executives, other key persons and opinion formers in the HVAC-trade, public authorities, property administrators and heating, water, electricity and gas plants
- **1% - 63**
  Educational institutions and others

Circulation per issue: 7076

Publisher Information:

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Buyers Guide	Helle Hansen Tel: +45 51 34 83 59 E-mail: hh@techmedia.dk
Print	PE Offset A/S
Subscription	Changes/cancellation: abonnement@techmedia.dk Order subscription at: abonnement@techmedia.dk

Editorial objective:

To discuss the heating, ventilation and sanitation trade's problems and provide information and promote technical development within the fields mentioned, and to publish technical articles on practical implementation of new design principles, as well as commercial and financial news relating to the trade.

5 good reasons for choosing HVAC Magasinet:

1. HVAC Magasinet keeps you updated on development in energy consumption, indoor climate and technical installations within the building sector.
2. HVAC Magasinet presents knowledge of the latest developments in a comprehensible way.
3. HVAC Magasinet forwards tangible hands-on experience arranged to meet the requirements of the seasoned readers as well as the newcomer.
4. HVAC Magasinet gives you a comprehensive view on the connection between heating, ventilation and sanitation and human health, prosperity and the environment.
5. Enhanced environment and resource concious economy are the basics of a healthy development. Read HVAC Magasinet – and find out what you can do about it!