teknisk nyt






mediakit 2027

TechMedia

Editorial Calendar 2027 - 1. half

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	February 3	December 21, 2026	Transmission technology; gears, bearings, belt and chain drives, couplings and brakes Automation; industry 4.0, digitalization, AI, AR, big data and 3D printning Processing equipment; mixing, weighing, dosing, tanks and silos, pumps, valves, filtration, sealing, cooling and heating
2	March 3	January 29	Robotics Processing instrumentation and sensors; flow, level, temperature and pressure measuring and controlling Hydraulics, pneumatics, compressors and vacuum technology **Trade show: Scandinavian Coating, Copenhagen, March (DK)**
3	March 31	February 23	Electric motors, including step and servo motors and motor control Machines, tools, equipment and automation solutions for the metalworking, plastics and machinery industries; milling, grinding, cutting and welding; CNC-machines, surface treatment, sheet metal working and coolants/lubricants and injection moulding Water treatment - process water, drinking water, ground water and wastewater **Trade show: Hannover Messe, Hannover, April 5-8 (D)**
4	May 5	April 2	Automation and robotics Processing equipment; mixing, weighing, dosing, tanks and silos, pumps, valves, filtration, sealing, cooling and heating **Trade show: Plastteknik Nordic, Malmö, May 12-13 (S)** **Trade show: Robotbrag, Odense, May 13-14 (DK)** **Trade show: Industrimässerne Öresund 2027, Malmö, May 19-20 (S)**
5	June 9	May 4	Transmission technology; gears, bearings, belt and chain drives, couplings and brakes Processing instrumentation and sensors; flow, level, temperature and pressure measuring and controlling Visual inspection; vision and X-ray technologies **Trade show: Automatica, München, June 22-25 (D)** **Trade show: Gifa, Metec, Newcast & Thermprocess, Düsseldorf, June 21-25 (D)**

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
6	September 29	August 26	**Trade show: hi Tech & Industry Scandinavia 2027, Herning, October 5-7 (DK)** (Automation and robotics, sub suppliers, food processing technologies, machines, tools, welding, surface treatment and production and logistics) **Trade show: Fakuma, Friedrichshafen, October 11-15 (D)** **Trade show: Danfish, Aalborg, October 12-14 (DK)**
7	October 27	September 24	Processing equipment; mixing, weighing, dosing, tanks and silos, pumps, valves, filtration, sealing, cooling and heating Hydraulics, pneumatics, compressors and vacuum technology
8	November 17	October 15	**Follow-up hi Tech & Industry Scandinavia 2027** Electric motors, including step and servo motors and motor control Processing instrumentation and sensors; flow, level, temperature and pressure measuring and controlling Water treatment - process water, drinking water, ground water and wastewater **Trade show: Ajour, Odense, November 25-26 (DK)**
9	December 15	November 12	The year in review Robotics Machines, tools, equipment and automation solutions for the metalworking, plastics and machinery industries; milling, grinding, cutting and welding; CNC-machines, surface treatment, sheet metal working and coolants/ lubricants and injection moulding

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Advertisement Formats and Prices

Format	W x H (mm)	4 colours
1/1 page	175 × 257	5093
1/2 page	175 × 125	3887
10/10	115 × 257	4625
9/10	115 × 231	4290
8/10	115 × 201	3887
7/10	115 × 177	3619
6/10	115 × 151	3270
5/10	115 × 125	2949
4/10	115 × 99	2547
3/10	115 × 76	2172
2/10	115 × 50	1877
1/10	115 × 24	1340
Back cover	210 × 297*	5456
Front cover	200 × 40	4732
Spread	380 × 257	6656
60×45	60 × 45	194

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.

Contact Information:

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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.:

Add link	€ 67

For other online options please call us or go to the digital platform of Teknisk Nyt on www.tekniskfokus.dk

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Technical Information

Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	3
Column height	257 mm
Column width	54 mm
Column spacing	7 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

Colourprofile:

Magazine	Download colourprofile - **click here**

Publisher Information:

Publisher	TechMedia ApS Gammel Strandvej 20 DK-2990 Nivå Tel: +45 43 24 26 28 www.techmedia.dk
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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 Teknisk Nyt.

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 Teknisk Nyt, please contact Maria Frausing, tel: +45 26 77 90 54 or via e-mail: maria@techmedia.dk

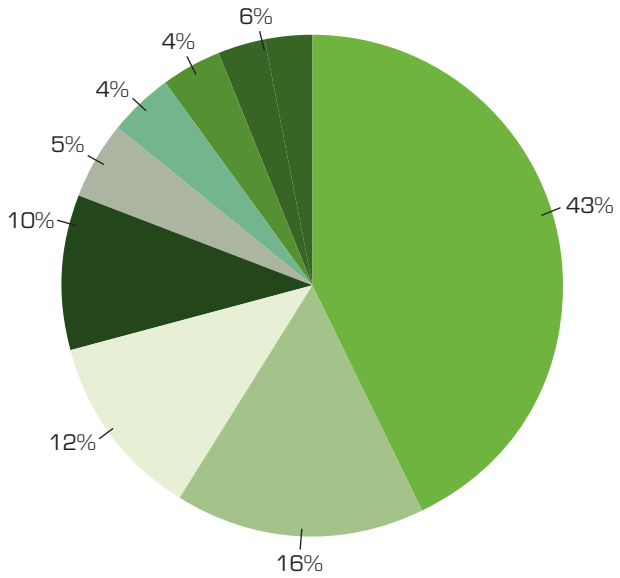
General Information

Editorial objective:

To provide technical knowledge, information and news to engineers, machine builders and technicians, in the Danish process-, production- and machine building industry, including the iron- and metal industry; with main focus on automation and optimization.

10 good reasons for choosing "Teknisk Nyt":

1. Teknisk Nyt covers the entire Danish process-, production- and machine building industry, including the iron- and metal industry.
2. Teknisk Nyt has its main focus on automation and optimization.
3. The main features are based on a non-commercial basis, written by professionals - hereby ensuring serious and well-respected knowledge.
4. The magazine is written for and by engineers, machine builders and technicians in the Danish process-, production- and machine-building industry. The writers are at the same professional and technical level as the readers, which ensures that the material is directly targeted at the reader.
5. The editorial line is a combination of theory, principles, practical application and product news.
6. Teknisk Nyt is independent of trade associations and organizations.
7. Each issue targets several different topics.
8. Each individual theme is treated in depth and breadth by articles on new technologies and initiatives as well as real applications in various industries.
9. The main features bring concrete knowledge about a specific area, which increases the magazine's seriousness.
10. Teknisk Nyt publishes extensive editions as a prelude to several relevant trade fairs.



Readership profile:

- **43% - 3172**
  Mechanical engineers
- **16% - 1180**
  Electrical and electronic engineers
- **12% - 885**
  Designers and mechanical technicians
- **10% - 737**
  Technical executives and managers
- **5% - 370**
  Tool manufacturers
- **4% - 295**
  Chemical engineers
- **4% - 287**
  Production engineers
- **6% - 445**
  Others

Circulation per issue: 6196