

Food & Drink



m e d i a k i t 2 0 2 5

Editorial Calendar 2025

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	January 28	December 17, 2024	Organic food and drinks, convenience Beer, wine and spirits Fruit and vegetables Bread, flour and cereals Poultry and meat products, coffee and tea Trade show: Fruit Logistica, Berlin, February 5-7 (D) Trade show: Biofach, Nuremberg, February 11-14 (D)
2	March 4	January 28	Open faced sandwiches, toppings, bread, seafoods Breakfast, sustainability Trade show: Madværkstedet, Copenhagen, March 11-12 (DK) Trade show: ProWein, Düsseldorf, March 16-18
3	April 8	March 12	Foodservice and catering Dairy products, clothing, food safety and hygiene Traceability "Free from" products
4	May 20	April 24	Meat and meat products Kitchen equipment, packaging Dairy products, poultry, coffee and tea
5	September 2	August 7	Foodservice and catering Organic food and drinks, clothing Dairy products, desserts, coffee and tea, poultry
6	September 30	August 29	Fruit and vegetables, clothing "Free from" products Food safety and hygiene Beer, wine and spirits Trade show: Anuga, Cologne, October 4-8 (D)
7	November 4	October 6	Christmas food and drinks Convenience, foodservice and catering Kitchen equipment, meat and meat products
8	December 2	November 3	Seafoods Bread and flour, organic and sustainability Dairy products, foodsafety and hygiene, traceability Foodservice and catering

Please notice that the editorial deadline is 9 days 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 × H (mm)	4 colours
1/1 page	185 × 265	2928
1/1 page borderless*	210 × 297	2928
1/2 page vertical	90 × 265	1934
1/2 page horizontal	185 × 125	1934
1/3 page	185 × 85	1688
1/4 page vertical	90 × 125	1322
1/4 page horizontal	185 × 63	1322
Back cover*	210 × 237	3081
Front cover	200 × 40	3037
Spread	388 × 265	4544
60×45	60 × 45	423

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31, 2024.

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 12,00

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 mediakit on: foodfokus.dk

Repeat Discount**:

3 insertions	-5%
6 insertions	-10%
8 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.

Advertisement

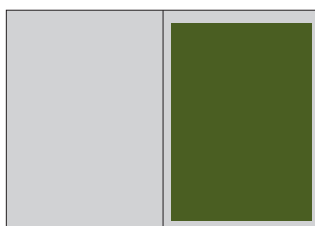
Cancellation Deadline:

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

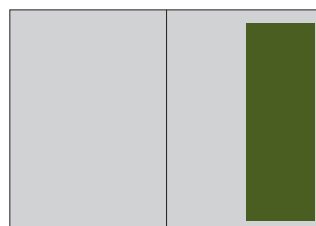
Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

Contact Information:

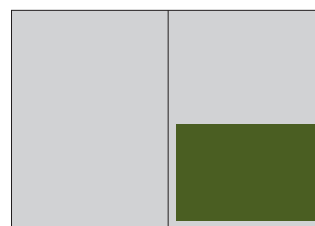
Advertisement Bookings:	Morten Weihrauch Tel: +45 43 24 26 33 · E-mail: mw@techmedia.dk
Advertisement Material:	Helle Hansen Tel: +45 43 24 26 71 · E-mail: hh@techmedia.dk



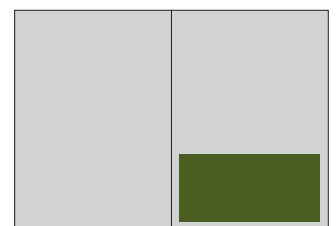
1/1 page



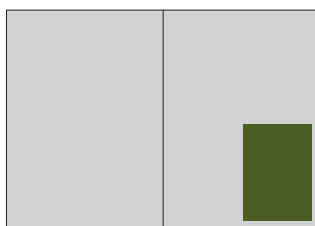
1/2 page - vertical



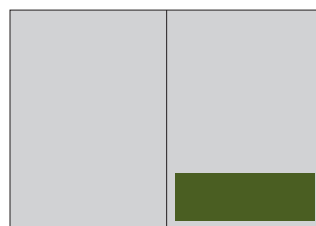
1/2 page - horizontal



1/3 page



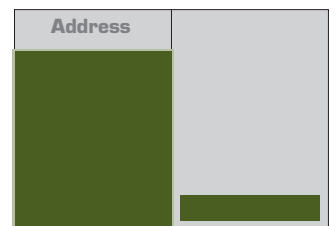
1/4 page - vertical



1/4 page - horizontal



60×40-ad



Back cover Front cover

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, Europa scale
Paper	80 g, Arctic Matt / 200 g, Silk

Colourprofiles:

Magazine	Download colourprofile - click here
Newspaper	Download colourprofile - click here

Publisher Information:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
Editorial	Journalist Mikkel Bækgaard Tel: +45 50 56 33 90 E-mail: mikkelb@techmedia.dk Editor-in-chief: Managing director Peter Christensen TechMedia A/S
Advertisements	Morten Weihrauch Tel: +45 43 24 26 33 E-mail: mw@techmedia.dk
Advertisement Material	Helle Hansen Tel: +45 43 24 26 71 E-mail: hh@techmedia.dk
Print	PE Offset A/S Tømrervej 9 DK-6800 Varde
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 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 in Food&Drink, please
contact Helle Hansen, tel: +45 43 24 26 71 or via
e-mail: hh@techmedia.dk

General Information

Editorial Objective:

The magazine, Food&Drink, is all about food and people in the food business. The magazine brings the latest news about foods and beverages and trends in the horizon. The magazine also brings inspiration to its many readers. So of course foods and beverages are in focus. Our target readers are for example hotels, restaurants, cafés, bars, catering centres, canteens, catering companies and retailers – all places where food is a big issue in the job. It is a business to business magazine.

10 reasons for choosing Food&Drink:

- 1** The targetgroup of Food&Drink are the foodservice segment, i.e. hotels, restaurants, cafés, bars, catering, canteens and retailers.
- 2** The readership of Food&Drink consists of well educated and experienced professionals working as decision makers in the food business.
- 3** Food&Drink brings news and informations quickly. The wide spectred editorial line secures high level of interest.
- 4** Food&Drink writes about the latest food and beverages and trends on the food market.
- 5** Food&Drink takes active part in the general food debate.
- 6** The state of the art layout of Food&Drink is a benefit to both readers and advertisers who tend to use it as a work of reference.
- 7** Food&Drink is close to the action – both nationally and internationally.
- 8** Food&Drink is edited by professionals for professionals.
- 9** Food&Drink offers full coverage of all major national and international trade shows, conferences and seminars.
- 10** Food&Drink offers professional assistance in media planning and layout.

