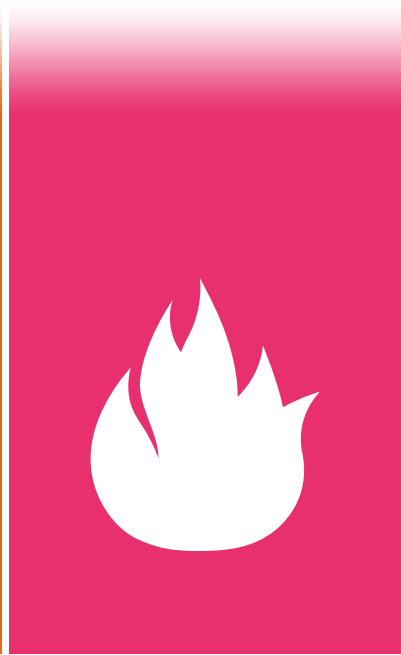
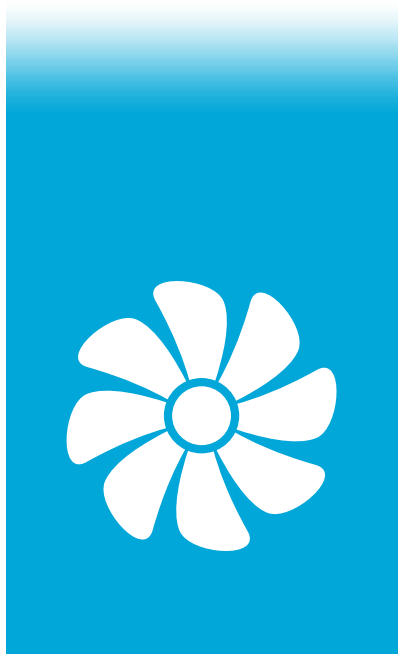
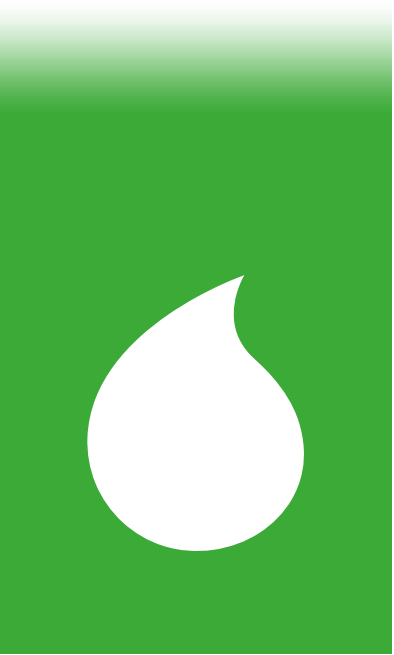


HVAC

Magasinet



media kit 2025

Editorial Calendar 2025 - 1. half

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	January 21	December 13, 2024	Bath, design and building automation Water management and water treatment Intelligent building installations
2	February 11	January 16	Ventilation and indoor climate Energy saving solutions, climate friendly solutions Circular economy, smart city Measuring equipment
3	March 4	February 10	Heating and cooling District heating, installations with a focus on heating, oil, gas and renewable energy Cooling and refrigerants Trade show: ISH, Frankfurt, March 17-21 (D)
4	March 25	February 28	Water treatment and indoor climate Technical installations Bath and design Indoor climate: health and comfort
5	April 22	March 25	Indoor climate and cooling Energy saving solutions including sun, wind, water and heat pumps Cooling and refrigerants
6	May 13	April 8	Water, heating and faucets Plumbing, faucets, valves, actuators Heating Energy optimization, building automation Vans and equipment Trade show: VVS'25, Odense, May 21-23 (DK)
7	June 10	May 12	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 2025 - 2. half

No.	Publication Date	Ad material deadline	Editorial Calendar
8	August 26	August 4	Heating District heating, installations with a focus on heating, oil, gas and renewable energy
9	September 16	August 22	Ventilation and indoor climate Energy saving and climate friendly solutions Measuring equipment Trade show: hi Tech & Industry Scandinavia, Herning, September 30 - October 2 (DK)
10	October 7	September 12	Water and water treatment Bath and design Vans and equipment
10	October 7	September 12	SUPPLEMENT (PART OF HVAC 10/2025): Indoor Climate. Placed in 5 of TechMedia's trade magazines resulting in a total circulation of over 25,000, the supplement section will include technically articles and case stories
11	October 28	October 1	Intelligent building installations and cooling Building automation, IoT, digitization and energy optimization Cooling Large buyers guide included
12	November 18	October 22	Cooling, ventilation and water Cooling and refrigerants Ventilations, filters and cooling Bath and design Measuring equipment Trade show: Ajour, Odense, November (DK)
13	December 9	November 14	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 x 265	3284
1/2 page vertical	90 x 265	2239
1/2 page horizontal	185 x 130	2239
1/4 page vertical	90 x 130	1656
1/4 page horizontal	185 x 63	1656
Bottom line	100 x 9	2989
60x45	60 x 45	225
Spread	388 x 265	5362
Back cover*	210 x 237	3941
Front cover	200 x 40	2989

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
The prices are valid for the period January 1 - December 31 2025.

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 13 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

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

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%

Special Placement:

Right hand side	10%
Page 3	20%
Page 5	15%
Page 7	15%
Page 9	15%

Inserts:

Please obtain quotation

Online possibilities:

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

Add link € 67

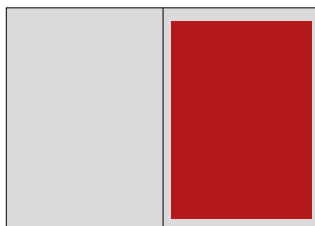
For other online options please go to the media kit on: hvacfokus.dk

Advertisement

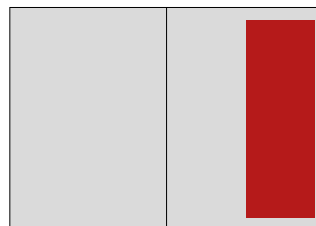
Cancellation Deadline:

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

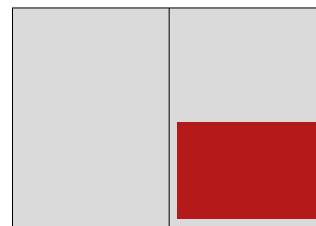
(Not valid for line inclusions in the Buyers Guide)



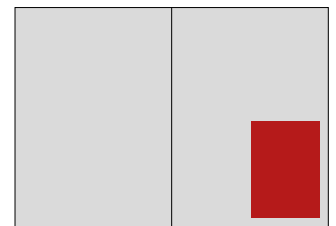
1/1 page



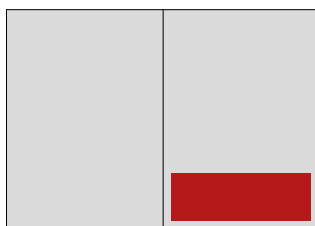
1/2 page - vertical



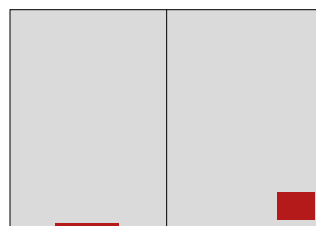
1/2 page - horizontal



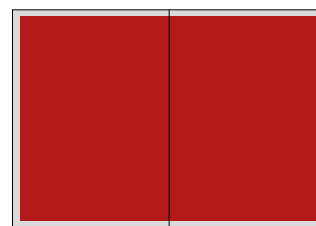
1/4 page - vertical



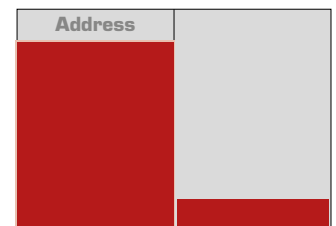
1/4 page - horizontal



Bottom line 60x45-ad



Spread



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	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	80 g, Artic Matt / 200 g, Silk

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 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:

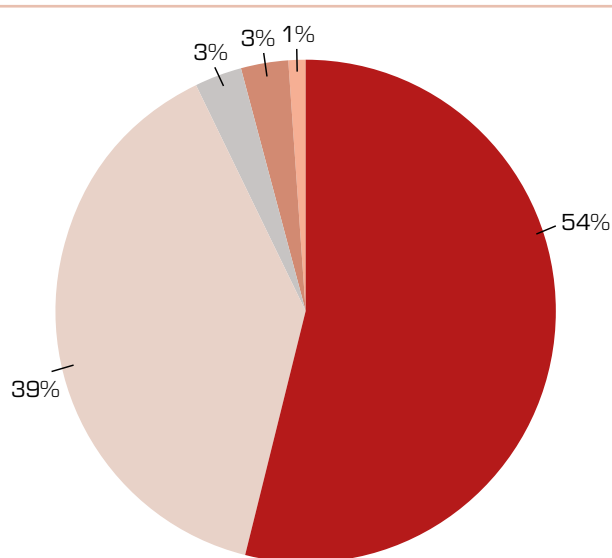
We value good customer communications and are willing to mentor and offer advice within our areas of expertise. Should we on receipt of advertisement material have any doubts or questions regarding the material or quality, we always contact the customer:

For questions regarding advertising in HVAC magasin, please contact Helle Hansen, tel: +45 43 24 26 71 or via e-mail: hh@techmedia.dk

General Information

Technical board:

Civil engineer Jørgen Gullev
Thomas Enghave Olsen, Danvak
Jens Johansen, AFRY
Lennart Østergaard, Veltek Ventilation
Lars Gunnarsen, Aalborg Universitet



Readership profile:

■ 54% - 2661

Architects and consulting engineers

■ 39% - 1901

Heating, ventilation and sanitation installers, contractors and others

■ 3% - 152

HVAC manufacturers, agencies and wholesales

■ 3% - 161

Executives, other key persons and opinion formers in the HVAC-trade, public authorities, property administrators and heating, water, electricity and gas plants

■ 1% - 52

Educational institutions and others

Printed circulation per issue: 4927

Recipients of the digital version: 2681

Publisher Information:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
Editorial	Allan Malmberg (editor-in-chief) Tel: +45 43 24 26 81 E-mail: am@techmedia.dk
Advertisements	Morten Weihrauch Tel: +45 43 24 26 33 E-mail: mw@techmedia.dk
Advertisements Material	Helle Hansen Tel: +45 43 24 26 71 E-mail: hh@techmedia.dk
Buyers Guide	Helle Hansen Tel: +45 43 24 26 71 E-mail: hh@techmedia.dk
Print	PE Offset A/S Tømmervej 9 DK-6800 Varde
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 conscious economy are the basics of a healthy development. Read HVAC Magasinet – and find out what you can do about it!