

# Medico**teknik**



media**kit** 2025

# Editorial Calendar 2025

No.	Publication Date	Closing Date	Editorial
1	February 18	January 17	Lab automation (e.g. blood tests and fertility)
2	April 15	March 11	Cell therapy (e.g. stem cells, startups)
3	June 3	April 30	From Medicoindustrien/Medtech Denmark (the industry organization is guest editor)
4	August 26	July 25	Hospital emergency preparedness (e.g. cybersecurity, disaster medicine, equipment, industry) <b>Trade show: LabDays, Aarhus, September 10-11 (DK)</b>
5	September 30	August 29	Modeling (digital twins, current state of AI) <b>DMTS Annual Convention, Vingsted Hotel &amp; Konferencenter, October 7-9 (DK)</b>
6	December 9	November 7	<b>Report from the annual convention of Danish MedTech Society 2025</b>

*Subject to alterations without notice. This list will be updated on a regular basis.  
Newest version on [www.techmedia.dk](http://www.techmedia.dk).*

# Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	185 × 265	2480
1/2 page vertical	90 × 265	1609
1/2 page horizontal	185 × 125	1609
1/3 page	185 × 85	1273
1/4 page vertical	90 × 125	1139
1/4 page horizontal	185 × 64	1139
1/8 page	90 × 64	737
Spread	388 × 265	3351
Back cover*	150 × 297	3083
Front cover	200 × 40	2212

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

## Contact Information:

<b>Advertisement Bookings:</b>	Tanja Wulff Dühring Tel: +45 43 24 26 06 · e-mail: twd@techmedia.dk
<b>Advertisement Material:</b>	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk

## Other Prices:

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

## Inserts:

Please obtain quotation

## Online possibilities:

All issues are available online via [www.techmedia.dk](http://www.techmedia.dk).

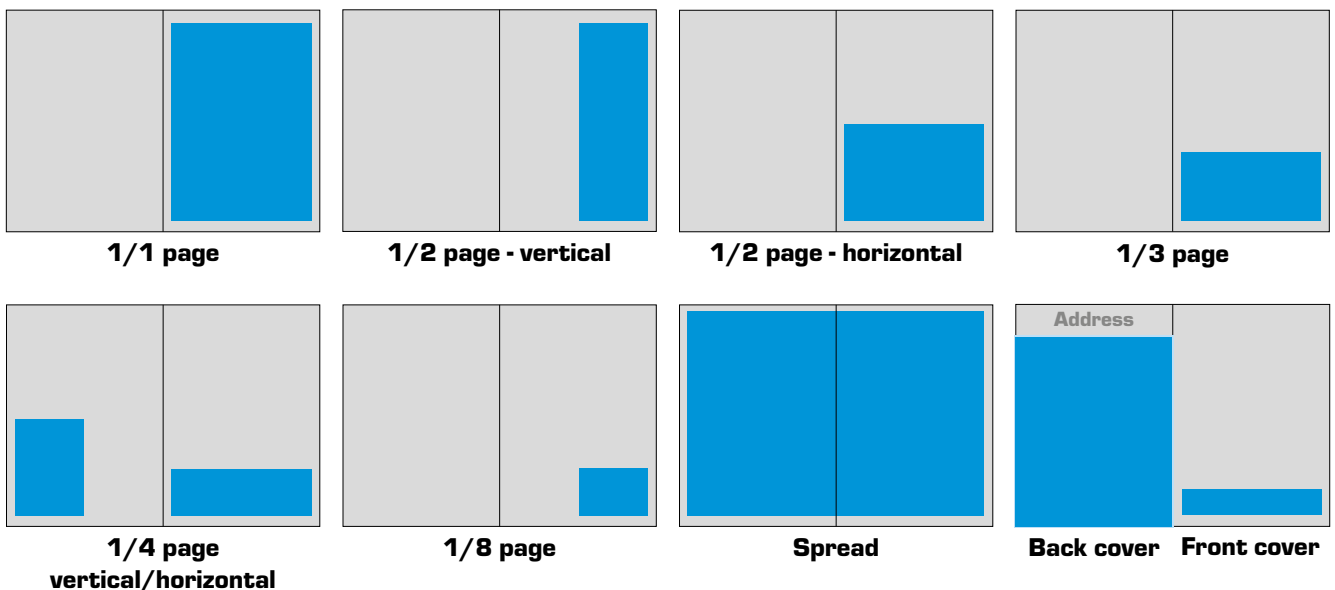
Add link € 134

## 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.*



# Technical Information

## Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	3 and 4
Column height	254 mm
Column width	59 mm
Column spacing	4,2 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

## Colourprofiles:

Magazine	Download colourprofile - <a href="#">click here</a>
Newspaper	Download colourprofile - <a href="#">click here</a>

## Advertisement Material

### General:

Data quantities <10 MB can be emailed to the recipient.

Data quantities >10 MB must be submitted via [www.wetransfer.com](http://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 Medicoteknik.

#### 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 A/S 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 in the magazine Medicoteknik, please contact Marianne Dieckmann, tel: +45 43 24 26 82 or via e-mail: [md@techmedia.dk](mailto:md@techmedia.dk)

# General information

## Publisher Information:

<b>Publisher</b>	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
<b>Editorial</b>	Editor: Head of Department, Ph.d., Kim Dremstrup, Institut for Medicin og Sundheds- teknologi, Aalborg Universitet Editor: Journalist Søren Bang Hansen, BangMedia, Risskov Tel: +45 61 65 22 22 E-mail: bang@bangmedia.dk Editor-in-chief: Managing director Peter Christensen, TechMedia A/S
<b>Advertisement</b>	Tanja Wulff Dühring Tel: +45 43 24 26 06 E-mail: twd@techmedia.dk
<b>Advertisements Material</b>	Marianne Dieckmann Tel: +45 43 24 26 82 E-mail: md@techmedia.dk
<b>Print</b>	PE Offset A/S Tømrervej 9 DK-6800 Varde
<b>Subscription</b>	Changes/cancellation: abonnement@techmedia.dk Order subscription at: abonnement@techmedia.dk

## Editorial objective:

Medicoteknik is a health scientific medico technical magazine for the Danish medico industry as well as decision makers in hospitals, research centers, universities and other relevant higher education facilities. The magazine provides important and useful information through technical articles and other relevant news from the business.

Medicoteknik is published in corporation with the Danish Medico Technical Society and is distributed to the approximately 700 members and other relevant subscribers in the business.

**Printed circulation per issue: 2490**

**Monthly readers of the digital version: 1168**