

teknisk nyt



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Editorial Calendar 2025 - 1. half

No.	Publication Date	Closing Date	Editorial Calendar
1	February 4	January 10	Transmission technology; gears, bearings, belt and chain drives, couplings and brakes Automation; industry 4.0, digitalization, AI, AR and big data Processing equipment; mixing, weighing, dosing, tanks and silos, pumps, valves, filtration, sealing, cooling and heating
2	March 25	February 28	Robotics Processing instrumentation and sensors; flow, level, temperature and pressure measuring and controlling. Hydraulics, pneumatics, compressors and vacuum technology Trade show: Hannover Messe, Hannover, March 31 - April 4 (D)
3	April 29	April 1	Machines, tools, equipment and automation solutions for the metalworking and machine industry; milling, grinding, cutting and welding; CNC-machines, surface treatment, sheet metal working and coolants/lubricants Water treatment - process water, drinking water, ground water and wastewater Trade show: Robotbrag, Odense, May (DK)
4	May 13	April 16	Electric motors, including step and servo motors and motor control Automation; industry 4.0, digitalization, AI, AR and big data Processing equipment; mixing, weighing, dosing, tanks and silos, pumps, valves, filtration, sealing, cooling and heating Trade show: Industrimässarne Öresund 2025, Malmö, May 21-22 (S)
5	June 10	May 12	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 24-27 (D)

*Please note that editorial deadlines are always a week earlier than closing dates for advertisements.
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	Closing Date	Editorial Calendar
6	September 23	August 29	Automation and robotics, sub suppliers, food processing technologies, machines, welding and production and logistics Trade show: hi Tech & Industry Scandinavia 2025, Herning, September 30 - October 2 (DK)
7	September 28	October 6	Follow-up hi Tech & Industry Scandinavia 2025 Processing equipment; mixing, weighing, dosing, tanks and silos, pumps, valves, filtration, sealing, cooling and heating Hydraulics, pneumatics, compressors and vacuum technology Machines, tools, equipment and automation solutions for the metalworking and machine industry; milling, grinding, cutting and welding; CNC-machines, surface treatment, sheet metal working and coolants/lubricants
8	November 18	October 27	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, Late November (DK)
9	December 9	November 27	The year in review Robotics Machines, tools, equipment and automation solutions for the metalworking and machine industry; milling, grinding, cutting and welding; CNC-machines, surface treatment, sheet metal working and coolants/lubricants

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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 × 237	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 1 January - 31 December 2025.

Contact Information:

Advertisement Bookings:	Jesper Bækmark Tel: +45 43 24 26 77 · e-mail: jb@techmedia.dk
Advertisement Material:	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:

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

Add link € 67

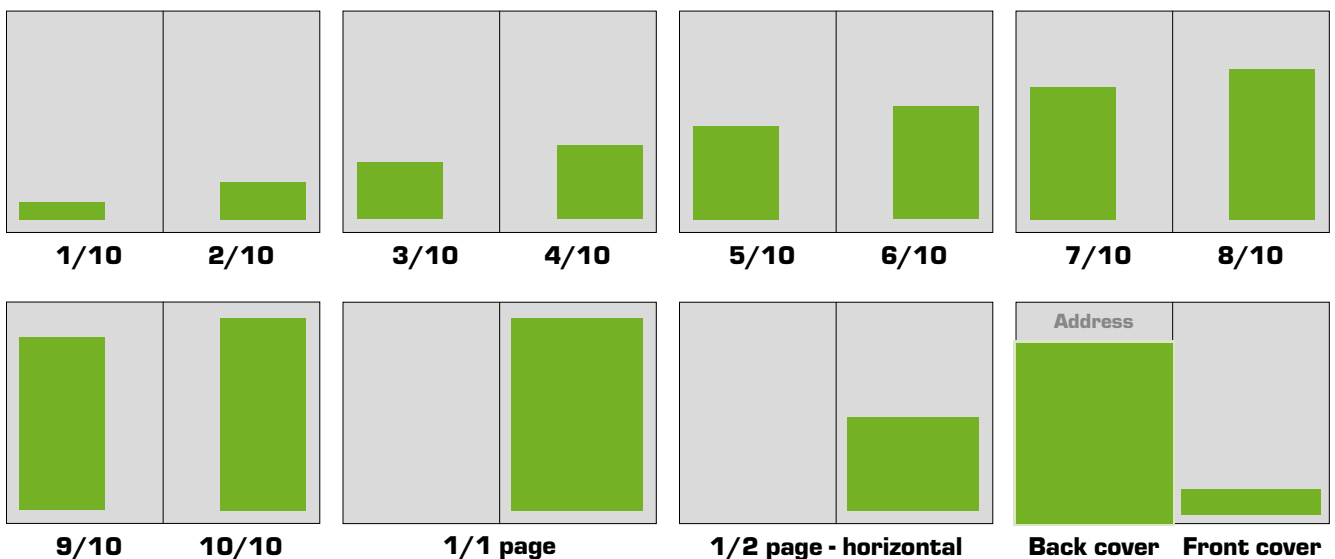
For other online options please go to the media kit on: tekniskfokus.dk

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
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

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	Helle Friemann Nielsen, (editor-in-chief) Tel: +45 43 24 26 37 E-mail: hfn@techmedia.dk
Advertisements	Jesper Bækmark Tel: +45 43 24 26 77 E-mail: jb@techmedia.dk
Advertisement Material	Marianne Dieckmann Tel: +45 43 24 26 82 E-mail: md@techmedia.dk
Print	PE Offset A/S Tømrrvej 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 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 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 material in Teknisk Nyt, please contact Marianne Dieckmann, tel: +45 43 24 26 82 or via e-mail: md@techmedia.dk

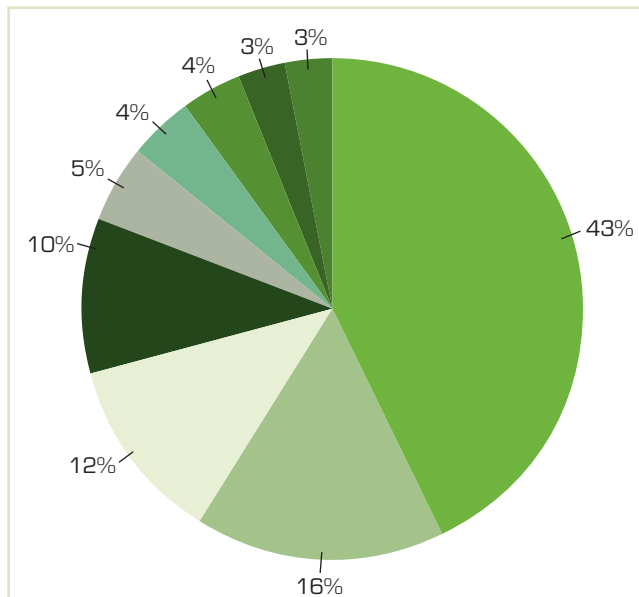
General Information

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% - 2854**
Mechanical engineers
- 16% - 1071**
Electrical and electronic engineers
- 12% - 778**
Designers and mechanical technicians
- 10% - 649**
Technical executives and managers
- 5% - 329**
Tool manufacturers
- 4% - 244**
Chemical engineers
- 4% - 232**
Production engineers
- 3% - 218**
Engineers in the plastics and rubber industry
- 3% - 210**
Others

Printed circulation per issue: 6585

Recipients of the digital version: 2368