

# Træ & Møbel Industri



media **kit** 2025

# Editorial Calendar 2025

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	February 4	January 13	Automatic production CNC machinery CAD-CAM <b>Trade show: Byggeri '25, Fredericia, March 18-21 (DK)</b> <b>Trade show: Scandinavian Coating, Copenhagen, March 12-13 (DK)</b>
2	March 18	February 24	Surface treatment Extraction and ventilation Energy and environment in the woodworking industry Kitchens and fittings Semi finished products <b>Trade show: Fensterbau Frontale, Nuremberg, March 24-27 (D)</b>
3	May 13	April 22	Wood in the building industry - doors and windows Machines and tools for the manufacturers of windows and doors Financing, leasing and insurance Plates and laminates <b>Trade show: Interzum, Cologne, May 20-23 (D)</b> <b>Trade show: Ligna, Hannover, May 26-30 (D)</b>
4	September 2	August 12	Machines and tools for the manufacturers of windows and doors Machines and tools for the furniture industry Tools and materials for the kitchen industry Glue and lamination Internal transport and handling Storage and packaging <b>Trade show: hi Tech &amp; Industry Scandinavia, Herning, September 30 - October 2 (DK)</b>
5	October 14	September 22	Machines and equipments for sawmills and timber trade Saws and cutting tools Grinding and tools <b>Trade show: Orgatec, Collogne, October 22-25 (D)</b>
6	November 25	October 30	Surface treatment Extraction and ventilation Energy and environment in the woodworking industry

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](http://www.techmedia.dk).

# Advertisement Formats and Prices

Format	W x H (mm)	4 colours
1/1 page	175 x 257	3351
1/2 page horizontal	175 x 125	2078
10/10	115 x 257	3197
9/10	115 x 231	2936
8/10	115 x 201	2688
7/10	115 x 177	2494
6/10	115 x 151	2205
5/10	115 x 125	1997
4/10	115 x 99	1735
3/10	115 x 76	1431
2/10	115 x 50	1146
Back cover*	210 x 237	3405
Spread	380 x 257	4692
Classified ad	54 x 83	375

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.

## Repeat Discount\*\*:

2 insertions	-5%
4 insertions	-10%
6 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.

## Contact Information:

<b>Advertisement Bookings:</b>	Morten Weihrauch Tel: +45 43 24 26 33 · e-mail: mw@techmedia.dk
<b>Advertisement Material:</b>	Trine Plass Tel: +45 43 24 26 12 · e-mail: tp@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.traeogmoebelindustri.dk](http://www.traeogmoebelindustri.dk).

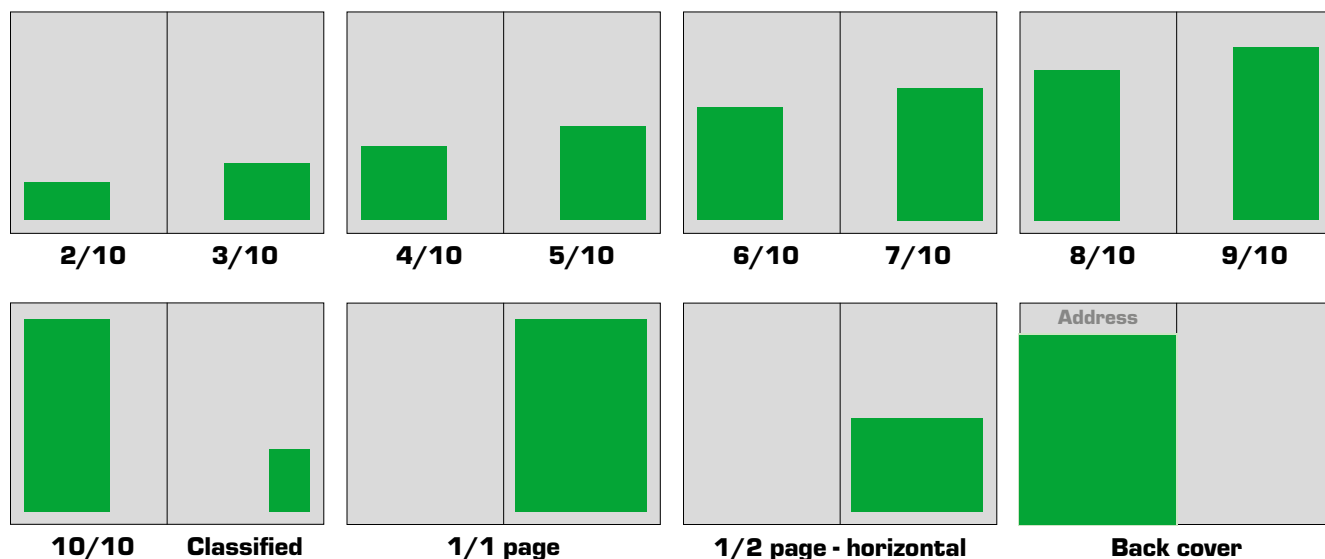
Add link € 67

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

## 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>	Allan Malmberg (editor-in-chief) Tel: +45 43 24 26 81 E-mail: am@techmedia.dk
<b>Advertisements</b>	Morten Weihrauch Tel: +45 43 24 26 33 E-mail: mw@techmedia.dk
<b>Advertisement Material</b>	Trine Plass Tel: +45 43 24 26 12 E-mail: tp@techmedia.dk
<b>Print</b>	PE Offset A/S Tømmervej 9 DK-6800 Varde
<b>Subscription</b>	Changes/cancellation: abonnement@techmedia.dk Order subscription 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](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 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 Træ- & Møbelindustri, please contact Trine Plass, tel: +45 43 24 26 12 or via e-mail: [tp@techmedia.dk](mailto:tp@techmedia.dk)

# General Information

## Editorial objective:

To

- provide competent, timely and useful knowledge for the entire wood- and furniture industries with a focus on people, machinery and materials.
- promote the use of wood materials.
- promote the use of new technology in the timber industry.
- promote function and design in industrial product.
- create understanding of the wood industry's interests and views.

The magazine want to provide the professional knowledge required for the prosperity, profits and competitiveness in the wood industry.

## 10 good reasons for choosing "Træ- & Møbelindustri":

- 1** Træ- & Møbelindustri is Denmark's leading trade magazine.
- 2** Træ- & Møbelindustri is an independent trade magazine.
- 3** Specific and up-dated targetgroups comprising both white and blue collar decision makers.
- 4** Subscribers from marketleading companies in the furniture industry as well as smallish artisans of the trade.
- 5** Træ- & Møbelindustri is considered the most important source of information concerning new products for the furniture and woodmaking industries.
- 6** Træ- & Møbelindustri brings tangible and well documented information on development and trends relevant to the industry.
- 7** Træ- & Møbelindustri is a well-arranged magazine of good printing quality.
- 8** Every edition carries themes directed at specific groupings of the readership. These are illustrated through both brief product news references and in-depth articles describing methods aimed at enhancing production.
- 9** Træ- & Møbelindustri brings only articles with relevance to the branch.
- 10** Træ- & Møbelindustri has a long durability due to the quality of the articles making it an ideal media for advertising.

