

Business-to-Business in the Danish metalworking & plastics industries

Tekno▼▲tion



Media Plan 2025

www.teknovention.dk

Media Plan 2025



Machining/Tooling + Cooling & Lubricants
Metrology/Measurement Systems
Welding Technology/Fasteners
Transmissions/Bearings

Deadline
16/1
Published
27/1



Machining/Tooling + Sawing
Welding Technology/Fasteners
Plastic Technology
AM/Industrial IT (Cad/Cam)

Deadline
15/5
Published
26/5



Sheet Forming
Machining/Tooling
Automation/Robotics
Surface Treatment/Grinding:
Scandinavian Coating (12/3-13/3)

Deadline
13/2
Published
24/2



NEWSPAPER + MAGAZINE

Machine Tools
- Special Edition Magazine
Transmissions/Bearings
Automation/Robotics
Surface Treatment/Grinding

Deadline
2/6
Published
16/6

- SUMMER VACATION -



Machining/Tooling + Sawing
AM/Industrial IT (Cad/Cam)
Plastic Technology
Transmissions/Bearings
Hannover Messe 2025 (31/3-4/4)

Deadline
13/3
Published
24/3



Sheet Forming
Machining/Tooling + Cooling & Lubricants
Metrology/Measurement Systems
Welding Technology/Fasteners:
Schweissen & Schneiden 2025 (15/9-19/9)
Transmissions/Bearings

Deadline
14/8
Published
25/8



Sheet Forming
Machining/Tooling + Cooling & Lubricants
Automation/Robotics:
ROBOTBRAG 2025 (8/5-9/5)
Metrology/Measurement Systems:
Control 2025 (6/5-9/5)

Deadline
14/4
Published
28/4



EMO 2025 (22/9-26/9)
HI 2025 (30/9-2/10)
Financing

Deadline
4/9
Published
15/9

Themes 2025

AM/Industriel IT (Cad/Cam)	3, 5, 8, 11
Automation/Robotics	2, 4, 6, 8, 10
Cooling & Lubricants	1, 4, 6, 7, 8, 11
Financing	8
Machining/Tooling	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Metrology/Measurement Systems	1, 4, 6, 7, 8, 10
Plastic Technology	3, 5, 9, 12
Sawing	3, 5, 8, 10
Sheet Forming	2, 4, 6, 7, 9, 10, 11
Special Edition Magazine	6, 12
Surface Treatment/Grinding	2, 6, 8, 12
Transmissions/Bearings	1, 3, 6, 7, 8, 9, 11
Welding Technology/Fasteners	1, 5, 7, 8, 12

Fairs 2025

	Blehexpo 2025 Stuttgart 21/10-24/10	10
	Control 2025 Stuttgart 6/5-9/5	4
	EMO 2025 Hannover 22/9-26/9	8
	EuroSkills 2025 Herning 9/9-13/9	7
	Formnext 2025 Frankfurt 18/11-21/11	11
	Hannover Messe 2025 Hannover 31/3-4/4	3
	HI 2025 Herning 30/9-2/10	8
	K 2025 Düsseldorf 8/10-15/10	9
	Plasttechnik 2025 Malmö 7/5-8/5	3
	ROBOTBRAG & DIRA Business 2025 Odense 8/5-9/5	4
	Scandinavian Coating 2025 København 12/3-13/3	2
	Schweissen & Schneiden 2025 Essen 15/9-19/9	7



Sheet Forming
Machining/Tooling
– Follow up EMO 2025
Plastic Technology: K 2025 (8/10-15/10)
Transmissions/Bearings

Deadline
18/9
Published
29/9



Blehexpo 2025 (21/10-24/10)
Machining/Tooling + Sawing
Metrology/Measurement Systems
Automation/Robotics

Deadline
2/10
Published
13/10



Machining/Tooling + Cooling & Lubricants
Sheet Forming
– Follow up Blehexpo 2025
AM/Industrial IT (Cad/Cam):
Formnext 2025 (18/11-21/11)
Transmissions/Bearings

Deadline
30/10
Published
10/11



NEWSPAPER + MAGAZINE

Year Edition 2025
- Special Edition Magazine
Plastic Technology
Welding Technology/Fasteners
Surface Treatment/Grinding

Deadline
25/11
Published
8/12

Ad Rates and Formats 2025

Newspaper	High w x h	Wide w x h	Prices
1/1 Page	266 x 359		DKK 37,500 - EUR 5,000
1/2 Page	131 x 359	266 x 180	DKK 23,000 - EUR 3,100
1/4 Page	131 x 180	176 x 135	DKK 13,500 - EUR 1,800
1/8 Page	86 x 135	131 x 90	DKK 9,500 - EUR 1,300
Front Page		86 x 75	DKK 8,800 - EUR 1,170
Double Page ⁽¹⁾		546 x 359	DKK 57,500 - EUR 7,600

Magazine	High w x h	Wide w x h	Prices
1/1 Page ⁽²⁾	201 x 286		DKK 37,500 - EUR 5,000
1/2 Page ⁽²⁾		201 x 146	DKK 23,000 - EUR 3,100
Double Page ⁽²⁾	396 x 286		DKK 57,500 - EUR 7,600

(1) Rates for special ad units, double spreads, and inserts are available. Contact us for further information.
 (2) Print to the edge, formats are incl. 3 mm. crop on all edges - no bleed marks.

All Prices are in DKK/Euro ex. VAT.
 Prices are subject to change due to currency exchange rates.

Repeat order discounts

5 insertions:	5%
10 insertions:	10%
12 insertions:	15%

Add Charge for Placement

Page 3:	+15%
Page 5:	+10%
Right hand page:	+5%
Backpage:	+15%

Technical Specifications

GRAPHICAL PRODUCTION OF ADS

Materials for graphical production can be delivered by e-mail. Text as Word-document or direct in an e-mail. Pictures as JPG, BMP, TIFF or EPS files 100% in 200 dpi. Logo and illustrations as JPG/JPEG, BMP, TIFF and EPS-files in 600 dpi. We can also use illustrator/EPS vector format (non shading). CMYK separated.

FINISHED ADS

You can deliver finished materials in In-Design, QuarkXpress, Photoshop or Illustrator. Please inform us of program, version and whether created on Mac or PC. Compression: files can be Zipped.

FILENAME

Max. 31 characters.

FONTS

All fonts used must be embedded. In graphics programmes it is recommended to convert all fonts to Outline.

SHADING

34 lines.

COLOURS

The colours must be CMYK separated, not RGB.

NUMBER OF COPIES

10.500.

PRINTING TECHNIC

Newspaper-rotation. The printhouse scales pages.

FORMATS

Paper format Tabloid:
 266 mm x 359 mm.

1 column	64 mm
2 columns	131 mm
3 columns	198 mm
4 columns	266 mm

READABILITY

It is recommended not to use fonts smaller than 8 pt. for positive and 10 pt. for negative.

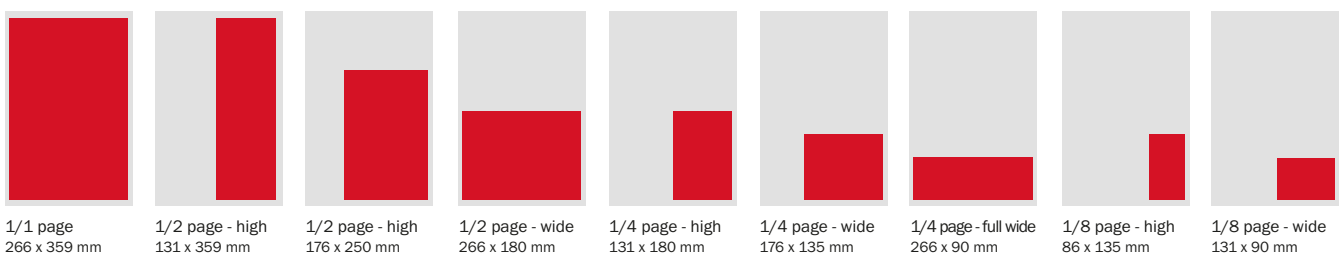
AD MATERIAL

Please sent to:
 prod@teknovation.dk

PRINTED BY
 Erritsø Tryk Sjælland
 Sydvestvej 110
 2600 Glostrup



The paper for our newspapers is FSC certified (Forest Stewardship Council). This is a guarantee that the wood has been bought with a clear conscience. In a FSC forest, no more wood is cut down than the forest can reproduce.



Banner prices and online formats 2025

Website: www.teknovention.dk	Size in pixels w x h	Price per week 100 % view
Frontpage of www.teknovention.dk		
Top Banner	940 x 157	DKK 5,500 / EUR 750
Top Banner with Video	960 x 540	DKK 10,000 / EUR 1,350
Side Banner	160 x 90	DKK 3,500 / EUR 475
Side Banner Tower	160 x 300	DKK 5,500 / EUR 750
Side Banner Tower with Video	260 x 462	DKK 8,000 / EUR 1,100
Subpages of www.teknovention.dk		
Top Banner	940 x 157	DKK 5,500 / EUR 750
Block Banner (in articles)	420 x 300	DKK 7,000 / EUR 950
Side Banner	160 x 90	DKK 3,500 / EUR 475
Side Banner Tower	160 x 300	DKK 5,500 / EUR 750
Newsletter: Teknovation Update	Size in pixels w x h	Price per week (5 dispatches)
The daily newsletter: Teknovation Update		
Top Banner	600 x 100 (max. 50 KB)	DKK 7,000 / EUR 950
Block Banner (inbetween text)	420 x 300 (max. 100 KB)	DKK 7,000 / EUR 950
Side Banner	160 x 90 (max. 30 KB)	DKK 4,000 / EUR 550
Side Banner Tower	160 x 300 (max. 50 KB)	DKK 6,500 / EUR 875
End Banner	600 x 100 (max. 50 KB)	DKK 4,000 / EUR 550

All Prices are in DKK/Euro ex. VAT. (Prices are subject to change due to currency exchange rates).

Technical Specifications

GRAPHICAL PRODUCTION OF BANNERS

Materials for graphical production can be delivered by e-mail. Text as Word-document or direct in an e-mail. Pictures as JPG, BMP, TIFF or EPS files 100% in 200 dpi. Logo and illustrations as JPG/JPEG, BMP, TIFF and EPS-files in 600 dpi. We can also use illustrator/EPS vector format (non shading).

FINISHED BANNERS

Banners for the website are delivered as jpg or gif.

FILENAME

Max. 31 characters.

FONTS

All fonts used must be embedded. In graphics programmes it is recommended to convert all fonts to Outline.

THIRDPARTY SCRIPTS

Teknovation do not allow thirdparties to execute scripts on our readers' browsers. This is for reasons of operational and safety.

UNIQUE USERS

Between 1/10-2023 to 30/09-2024 www.teknovention.dk was visited by 46,437 absolute unique users. Source: Google Analytics.

BANNER MATERIAL

Please sent to: prod@teknovention.dk



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