

Automatik & Proce

Your technical Trade Magazine within automation and process engineering



Media Plan 2021

www.automatik.nu

Media Plan 2021

1

Control, Regulation and Monitoring
Industrial IT/Digitalization
Mechanical Transmissions and Gears

Deadline
7/1
Published
18/1

5

Control, Regulation and Monitoring
- Building Automation
AC/DC Motors
Industrial IT/Digitalization

Deadline
27/5
Published
7/6

2

Instrumentation/Measurement
Robotics
AC/DC Motors

Deadline
4/2
Published
15/2

- Summer Vacation -

3

Sensors and Vision Technology
Hydraulics, Pneumatics and Compressed Air
Hannover Messe 2021 - **Digital Event**
(12/4-16/4)

Deadline
11/3
Published
22/3

6

Control, Regulation and Monitoring
Sensors and Vision Technology
Weighing and Dosing
Robotics

Deadline
12/8
Published
23/8

4

Pump Technology
Valves and Actuators
Mechanical Transmissions and Gears

Deadline
15/4
Published
26/4

7

HI 2021 (5/10-7/10)
Official Fair Paper

Deadline
9/9
Published
20/9

8

Follow-up HI 2021
Instrumentation/Measurement
Industrial IT/Digitalization
AC/DC Motors

Deadline
7/10
Published
18/10

9

Control, Regulation and Monitoring
- Building Automation
Mechanical Transmissions and Gears
Pump Technology
Valves and Actuators
SPS 2021 (23/11-25/11)

Deadline
4/11
Published
15/11

10

NEWSPAPER + MAGAZINE

Years Edition 2021
- Special Edition Magazine
Industrial IT/Digitalization
Hydraulics, Pneumatics and Compressed Air
Weighing and Dosing

Deadline
30/11
Published
13/12

Themes 2021

AC/DC Motors	2, 5, 7, 8
Building Automation	5, 7, 9
Control, Regulation and Monitoring	1, 5, 6, 7, 9
Hydraulics, Pneumatics and Compressed Air	3, 7, 10
Industrial IT/Digitalization	1, 5, 7, 8, 10
Instrumentation/Measurement	2, 7, 8
Mechanical Transmissions and Gears	1, 4, 7, 9
Pump Technology	4, 7, 9
Robotics	2, 6, 7
Sensors and Vision Technology	3, 6, 7
Special Edition Magazine	10
Valves and Actuators	4, 7, 9
Weighing and Dosing	6, 7, 10

Fairs 2021

 Ajour 2021 Odense 25/11-26/11	9
 EOT 2021 Herning 1/6-3/6	4
 Hannover Messe 2021 Digital Event 12/4-16/4	3
 HI 2021 Herning 5/10-7/10	7
 Husum Wind 2021 Husum 14/9-17/9	6
 SPS 2021 Nürnberg 23/11-25/11	9

Ad Rates and Formats 2021

Newspaper	High w x h (mm)	Wide w x h (mm)	Price
1/1 Page	266 x 359		DKK 25.000/EUR 3.350
1/2 Page	131 x 359	266 x 180	DKK 15.000/EUR 2.000
1/4 Page	131 x 180 / 64 x 359	266 x 90	DKK 8.500/EUR 1.140
1/8 Page	64 x 180	131 x 90	DKK 5.500/EUR 740
Front Page	86 x 235	266 x 75	DKK 19.000/EUR 2.540
Back Page		266 x 180	DKK 17.500/EUR 2.340
Double Page⁽¹⁾		546 x 359	DKK 38.000/EUR 5.070

Magazine	High w x h (mm)	Wide w x h (mm)	Price
1/1 Page⁽²⁾	201 x 286		DKK 25.000/EUR 3.350
1/2 Page⁽²⁾		201 x 146	DKK 15.000/EUR 2.000
Double Page⁽²⁾	396 x 286		DKK 38.000/EUR 5.070

(1) Rates for special ad units, double spreads, and inserts are available. Contact us.
 (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:	10%
10 insertions:	15%

Charge for special position

Page 3:	+20%
Page 5:	+15%
Back Page:	+15%
Right Hand Page:	+10%

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 InDesign, 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 signs.

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, do not use RGB or Pantone.

NUMBER OF COPIES

15.000.

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@automatik.nu

PRINTED BY

Dansk Avistryk A/S
Sydvestvej 110
2600 Glostrup



1/1 page
266 x 359 mm

1/2 page - high
131 x 359 mm

1/2 page - wide
266 x 180 mm

1/4 page - high
131 x 180 mm

1/4 page - wide
198 x 135 mm

1/4 page - wide
266 x 90 mm

Banner Prices and Online Formats 2021

Website: www.automatik.nu	Size in pixels w x h	Price per week 100 % view
Frontpage of www.automatik.nu		
Top banner	940 x 157	DKK 4.500 / EUR 600
Side banner	160 x 90	DKK 2.500 / EUR 340
Side banner Tower	160 x 300 ⁽¹⁾	DKK 4.500 / EUR 600
Subpages of www.automatik.nu		
Top banner	940 x 157	DKK 3.500 / EUR 470
Block banner (in articles)	420 x 300	DKK 4.500 / EUR 600
Side banner	160 x 90	DKK 2.000 / EUR 270
Side banner Tower	160 x 300 ⁽¹⁾	DKK 3.500 / EUR 470
Newsletter	Size in pixels w x h	Price per week
The daily newsletter		
Top banner	600 x 100 (max. 50 KB)	DKK 6.000 / EUR 800
Block banner (inbetween text)	420 x 300 (max. 100 KB)	DKK 6.000 / EUR 800
Side banner	160 x 90 (max. 30 KB)	DKK 2.500 / EUR 340
Side banner Tower	160 x 300 (max. 50 KB) ⁽¹⁾	DKK 4.500 / EUR 600
End banner	600 x 100 (max. 50 KB)	DKK 2.500 / EUR 340

(1) Other height can be arranged.

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 signs.

FONTS

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

THIRDPARTY SCRIPTS

Automatik & Proces do not allow third-parties to execute scripts on our readers' browsers. This is for reasons of operational and safety

UNIQUE USERS

Between 1/10-2019 to 30/09-2020 www.automatik.nu was visited by 22.949 unique users. Source: Google Analytics

BANNER MATERIAL

Please sent to: prod@automatik.nu

Automatik & Proces

Did you know that

- & **Automatik & Proces has 36,000 readers.⁽¹⁾ It is Denmark's largest publication in automation and process.**
- & **On average, each of our readers spends 15 minutes reading Automatik & Proces.⁽¹⁾**
- & **8 out of 10 readers are involved in purchasing decisions in their company.⁽¹⁾**
- & **5 out of 10 readers have contacted suppliers based on ads or articles in Automatik & Proces.⁽¹⁾**
- & **94 percent assess the quality of articles and news in Automatik & Proces as satisfactory, 5 out of 10 readers assess quality as good or very good.⁽¹⁾**
- & **It is free to subscribe to Automatik & Proces and the electronic newsletter.**
- & **The website www.automatik.nu in the period 1 October 2019 to 30 September 2020, had 22.949 absolute unique visitors.⁽²⁾**
- & **75% percent visit the website www.automatik.nu, which is updated daily.⁽¹⁾**
- & **The electronic newsletter is sent out every weekday and 8 out of 10 open the newsletter on a regular basis.⁽¹⁾**

(1) A&B Analyse, October 2018. (2) Google Analytics, October 2020.

Automatik & Proces

– part of Teknovation ApS

Sydvestvej 110 1

DK-2600 Glostrup

T: +45 4613 9000

F: +45 4613 9021

E: info@automatik.nu

www.automatik.nu

Automatik & Proces

SALES:

Anne-Mette Brødsgaard

Sales Manager

T: +45 3044 6180

E: ab@automatik.nu

Krista Kristensen

Chief Consultant

T: +45 2157 4950

E: kk@automatik.nu

Steen Lykke Madsen

Consultant

T: +45 3035 7797

E: sl@automatik.nu

EDITORIAL:

John Nyberg

Responsible Chief Editor

T: +45 3091 5544

red@automatik.nu

John Steinfeldt-Jensen

Editor

Thore Dam Mortensen

Thomas Hasselriis