

Automatik & Proce

Your technical Trade Magazine within automation and process engineering



Media Plan 2022

www.automatik.nu

Media Plan 2022

1

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

Deadline
13/1
Published
24/1

5

Hannover Messe 2022 (30/5-2/6)
Automatica 2022 (21/6-24/6)
Control, Regulation and Monitoring
– Building automation
AC/DC Motors
Industrial IT/Digitalization

Deadline
12/5
Published
23/5

2

Robotics - R-22 (23/3-25/3)
Instrumentation/Measurement
Hydraulics, Pneumatics and Compressed Air
AC/DC Motors

Deadline
17/2
Published
28/2

6

Robotics
Instrumentation/Measurement
Hydraulics, Pneumatics and Compressed Air

Deadline
2/6
Published
13/6

3

Sensors and Vision Technology
Valves and Actuators
Anuga FoodTec 2022 (26/4-29/4)

Deadline
10/3
Published
21/3

- Summer Vacation -

4

Pump Technology
Mechanical Transmissions and Gears
Weighing and Dosing

Deadline
21/4
Published
2/5

7

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

Deadline
28/7
Published
8/8

8

Automatik 2022 (13/9-15/9)
Official Fair Paper

Deadline
18/8
Published
29/8

9

Food-Tech 2022 (1/11-3/11)
AC/DC Motors
Mechanical Transmissions and Gears
Industrial IT/Digitalization

Deadline
29/9
Published
10/10

10

Control, Regulation and Monitoring
– Building automation
Robotics
Pump Technology
Valves and Actuators

Deadline
3/11
Published
14/11

11

PAPER + MAGAZINE

Years Edition 2022
– Special Edition Magazine
Hydraulics, Pneumatics and Compressed Air
Weighing and Dosing
Industrial IT/Digitalization

Deadline
22/11
Published
5/12

Themes 2022

AC/DC Motors	2, 5, 8, 9
Building automation	5, 8, 10
Control, Regulation and Monitoring	1, 5, 7, 8, 10
Hydraulics, Pneumatics and Compressed Air	2, 6, 8, 11
Industrial IT/Digitalization	1, 5, 8, 9, 11
Instrumentation/Measurement	2, 6, 8, 11
Mechanical Transmissions and Gears	1, 4, 8, 9
Pump Technology	4, 8, 10
Robotics	2, 6, 7, 8, 10
Sensors and Vision Technology	3, 7, 8
Valves and Actuators	3, 8, 10
Weighing and Dosing	4, 7, 8
Years Edition 2022 - Special Edition Magazine	11

Fairs 2022



Anuga FoodTec 2022
Köln 26/4-29/4

3



Automatica 2022
München 21/6-24/6

5



Automatik 2022
Brøndby 13/9-15/9

8



Food-Tech 2022
Herning 1/11-3/11

9



Hannover Messe 2022
Hannover 30/5-2/6

5



Motek 2022
Stuttgart 4/10-7/10

8



R-22
Odense 23/3-25/3

2

Ad Rates and Formats 2022

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%
 11 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

7.400.

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

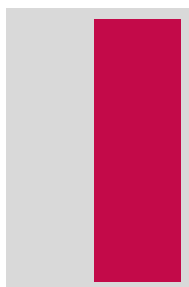
Please sent to:
 prod@automatik.nu

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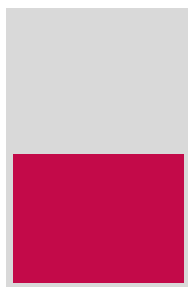
Dansk Avistryk A/S
 Sydvestvej 110
 2600 Glostrup



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 2022

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 1/10-2020 to 30/09-2021 www.automatik.nu was visited by 29.703 unique users. Source: Google Analytics

BANNER MATERIAL

Please sent to: prod@automatik.nu

Automatik & Proces

Did you know that

- & **Automatik & Proces has +25,000 readers.**
It is Denmark's largest magazine in automation and process.
- & **The website www.automatik.nu in the period 1 October 2020 to 30 September 2021, had 29.703 absolute unique visitors.***
- & **On average, each of our readers spends 15 minutes reading Automatik & Proces.**
- & **8 out of 10 readers are involved in purchasing decisions in their company.**
- & **5 out of 10 readers have contacted suppliers based on ads or articles in Automatik & Proces.**
- & **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.**
- & **It is free to subscribe to Automatik & Proces and the electronic newsletter.**
- & **75% percent visit the website www.automatik.nu, which is updated daily.**
- & **The electronic newsletter is sent out every weekday and 8 out of 10 open the newsletter on a regular basis.**

* Google Analytics, oktober 2021.

Automatik & Proces

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