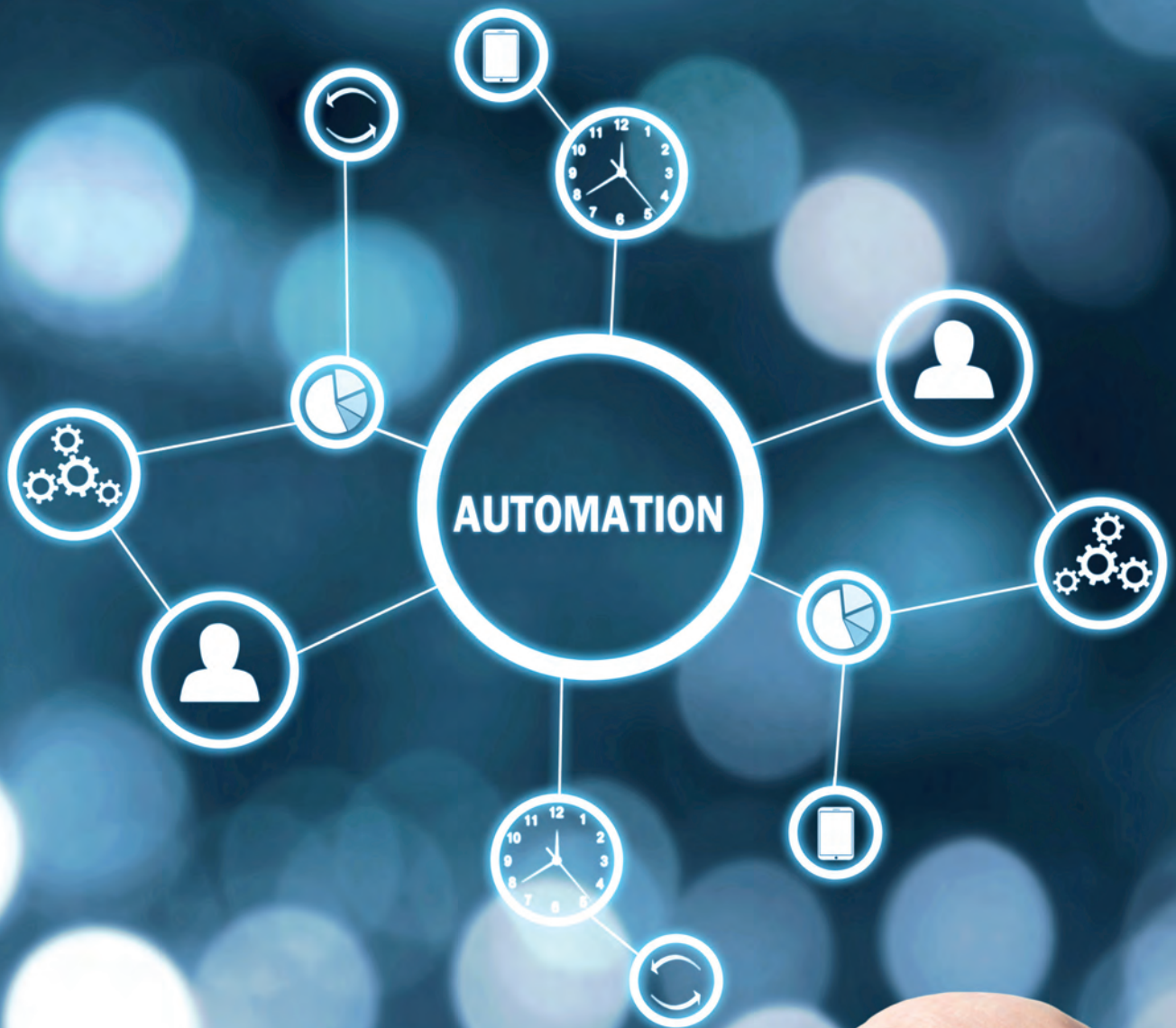


Automatik & Proce

Your technical Trade Magazine within automation and process engineering



Media Plan 2023

www.automatik.nu

Media Plan 2023

1

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

Deadline
19/1
Published
30/1

5

Control, Regulation and Monitoring
- Building Automation
AC/DC Motors
Industrial IT/Digitalization
Hydraulics, Pneumatics and
Compressed Air
Robotics
Automatica 2023 (27/6-30/6)

Deadline
1/6
Published
12/6

2

Sensors and Vision technology
Robotics
AC/DC Motors

Deadline
16/2
Published
27/2

- SUMMER VACATION -

3

Hydraulics, Pneumatics and
Compressed Air
Weighing and Dosing
Valves and Actuators
Hannover Messe 2023 (17/4-21/4)

Deadline
23/3
Published
3/4

6

Control, Regulation and Monitoring
Weighing and Dosing
Mechanical Transmissions and Gears
Sensors and Vision technology

Deadline
17/8
Published
28/8

4

Pump Technology
Mechanical Transmissions and Gears
Robotics

Deadline
9/5
Published
22/5

7

HI 2023 (3/10-5/10)

Deadline
7/9
Published
18/9

8

Follow up on HI 2023
Industrial IT/Digitalization
Hydraulics, Pneumatics and
Compressed Air
Pump Technology

Deadline
19/10
Published
30/10

9

Control, Regulation and Monitoring
- Building Automation
AC/DC Motors
Mechanical Transmissions and Gears
Robotics

Deadline
9/11
Published
20/11

10

Year Edition 2023
Industrial IT/Digitalization
Hydraulics, Pneumatics and
Compressed Air
Valves and Actuators

Deadline
29/11
Published
11/12

Themes 2023

| | |
|--|----------------|
| AC/DC Motors | 2, 5, 7, 9 |
| Building Automation | 5, 7, 9 |
| Control, Regulation and Monitoring | 1, 5, 6, 7, 9 |
| Hydraulics, Pneumatics and Compressed Air | 3, 5, 7, 8, 10 |
| Industrial IT/Digitalization | 1, 5, 7, 8, 10 |
| Instrumentation/Measurement | 1, 7 |
| Mechanical Transmissions and Gears | 1, 4, 6, 7, 9 |
| Pump Technology | 4, 7, 8 |
| Robotics | 2, 4, 5, 7, 9 |
| Sensors and Vision technology | 2, 6, 7 |
| Valves and Actuators | 3, 7, 10 |
| Weighing and Dosing | 3, 6, 7 |
| Year Edition 2023 | 10 |

Fairs 2023



Automatica 2023
Munich 27/6-30/6

5



EOT 2023
Herning 9/5-11/5

3



Hannover Messe 2023
Hannover 17/4-21/4

3



HI 2023
Herning 3/10-5/10

7



Husum Wind 2023
Husum 12/9-15/9

6



Motek 2023
Stuttgart 10/10-13/10

8



SPS 2023
Nürnberg 28/11-30/11

9



VTM Summit 2023
Odense 25/4-28/4

3

Ad Rates and Formats 2023

| Newspaper | High w x h (mm) | Wide w x h (mm) | Price |
|----------------------------------|----------------------|--------------------|------------------------|
| 1/1 Page | 266 x 359 | | DKK 27,500 - EUR 3,670 |
| 1/2 Page | 131 x 359 | 266 x 180 | DKK 16,500 - EUR 2,200 |
| 1/4 Page | 131 x 180 / 64 x 359 | 266 x 90 | DKK 9,300 - EUR 1,140 |
| 1/8 Page | 64 x 180 | 131 x 90 | DKK 6,000 - EUR 800 |
| Front Page | 86 x 235 | 266 x 75 | DKK 20,500 - EUR 2,750 |
| Back Page | | 266 x 180 | DKK 19,000 - EUR 2,540 |
| Double Page⁽¹⁾ | | 546 x 359 | DKK 41,000 - EUR 5,470 |

(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

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

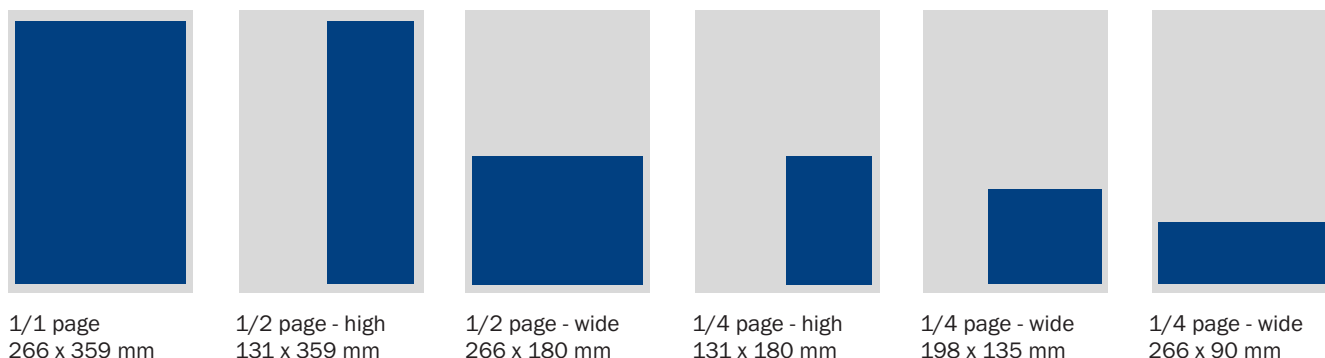
Please sent to:
 prod@automatik.nu

PRINTED BY

Dansk Avistryk A/S
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 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.



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 2023

| 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 5,000 - EUR 670 |
| Side banner | 160 x 90 | DKK 3,000 - EUR 400 |
| Side banner Tower | 160 x 300 ⁽¹⁾ | DKK 5,000 - EUR 670 |
| Subpages of www.automatik.nu | | |
| Top banner | 940 x 157 | DKK 5,000 - EUR 670 |
| Block banner (in articles) | 420 x 300 | DKK 6,500 - EUR 870 |
| Side banner | 160 x 90 | DKK 3,000 - EUR 400 |
| Side banner Tower | 160 x 300 ⁽¹⁾ | DKK 5,000 - EUR 670 |
| Newsletter | Size in pixels w x h | Price per week |
| The daily newsletter | | |
| Top banner | 600 x 100 (max. 50 KB) | DKK 6,500 - EUR 870 |
| Block banner (inbetween text) | 420 x 300 (max. 100 KB) | DKK 6,500 - EUR 870 |
| Side banner | 160 x 90 (max. 30 KB) | DKK 3,500 - EUR 470 |
| Side banner Tower | 160 x 300 (max. 50 KB) ⁽¹⁾ | DKK 6,000 - EUR 800 |
| End banner | 600 x 100 (max. 50 KB) | DKK 3,500 - EUR 470 |

(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 1/10-2021 to 30/09-2022 www.automatik.nu was visited by 35,486 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 35,486 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 2022.

Automatik & Proces
– part of Teknovation ApS
Sydvestvej 110 1
DK-2600 Glostrup
T: +45 4613 9000
E: info@automatik.nu
www.automatik.nu

SALES:

Søren Schou-Nielsen
Consultant
T: +45 2035 3999
E: ssn@automatik.nu

Krista Kristensen
Chief Consultant
T: +45 2157 4950
E: kk@automatik.nu

EDITORIAL:

John Nyberg
Responsible Chief Editor
T: +45 3091 5544
red@automatik.nu

René Wibholdt
Thore Dam Mortensen
Thomas Hasselriis