

Automatik & Proce

Your technical Trade Magazine within automation and process engineering



Media Plan 2025

www.automatik.nu

Media Plan 2025



Robotics
Control, Regulation and Monitoring/-
Building Automation
Mechanical Transmissions and Gears
Instrumentation/Measurement

Deadline
23/1
Published
3/2



Hydraulics, Pneumatics and Compressed Air
Sensors and Vision technology
AC/DC Motors
Hannover Messe 2025 (31/3-4/4)

Deadline
27/2
Published
10/3



Robotics:
ROBOTBRAG &
DIRA Business 2025 (8/5-9/5)
Weighing and Dosing
Industrial IT/Digitalization
Valves and Actuators

Deadline
8/4
Published
22/4



Hydraulics, Pneumatics and Compressed Air
Mechanical Transmissions and Gears
Pump Technology
Automatica 2025 (24/6-27/6)

Deadline
20/5
Published
2/6

- Summer Vacation -



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

Deadline
7/8
Published
18/8



HI 2025 (30/9-2/10)

Deadline
11/9
Published
22/9



Follow Up: HI 2025
Mechanical Transmissions and Gears
Industrial IT/Digitalization
Hydraulics, Pneumatics and Compressed Air
Pump Technology

Deadline
16/10
Published
27/10



Year Edition 2025

Deadline
20/11
Published
1/12

Themes 2025

AC/DC Motors	2, 6
Building Automation	1, 6
Control, Regulation and Monitoring	1, 5, 6
Hydraulics, Pneumatics and Compressed Air	2, 4, 6, 7
Industrial IT/Digitalization	3, 4, 6, 7
Instrumentation/Measurement	1, 6
Mechanical Transmissions and Gears	1, 2, 4, 5, 6, 7
Pump Technology	4, 6, 7
Robotics	1, 3, 4, 5, 6
Sensors and Vision technology	2, 5, 6
Valves and Actuators	3, 6
Weighing and Dosing	3, 5, 6
Year Edition 2025	8

Fairs 2025

Anuga 2025	Köln	4/10-8/10	5
Automatica 2025	München	24/6-27/6	4
Hannover Messe 2025	Hannover	31/3-4/4	2
HI 2025	Herning	30/9-2/10	6
Husum Wind 2025	Husum	16/9-19/9	5
Motek 2025	Stuttgart	7/10-9/10	5
ROBOTBRAG & DIRA Business 2025	Odense	8/5-9/5	3
SPS 2025	Nürnberg	25/11-27/11	7

Ad Rates and Formats 2025

Newspaper	High w x h (mm)	Wide w x h (mm)	Price
1/1 Page	266 x 359		DKK 25,500/EUR 3,400
1/2 Page	131 x 359	266 x 180	DKK 14,500/EUR 1,950
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 19,500/EUR 3,400
Back Page (1/2)		266 x 180	DKK 25,500/EUR 3,400
Double Page ⁽¹⁾		546 x 359	DKK 25,500/EUR 3,400

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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.

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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 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, 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

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.



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 2025

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
Top Banner with video	960 x 540	DKK 10,000 / EUR 1,350
Side Banner	160 x 90	DKK 3,000 / EUR 400
Side Banner Tower	160 x 300	DKK 5,000 / EUR 670
Side Banner Tower with video	260 x 462	DKK 8,000 / EUR 1,100
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	DKK 5,000 / EUR 670
Newsletter:	Size in pixels w x h	Price per week (5 dispatches)
The daily newsletter		
Top Banner	600 x 100 (max. 50 KB)	DKK 5,500 / EUR 740
Block Banner (inbetween text)	420 x 300 (max. 100 KB)	DKK 5,500 / EUR 740
Side Banner	160 x 90 (max. 30 KB)	DKK 3,000 / EUR 400
Side Banner Tower	160 x 300 (max. 50 KB)	DKK 5,000 / EUR 670
End banner	600 x 100 (max. 50 KB)	DKK 2,500 / EUR 340

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

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 1/10-2023 to 30/09-2024 www.automatik.nu was visited by 27.174 unique users. Source: Google Analytics

BANNER MATERIAL

Please sent to: prod@automatik.nu

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