

# Automatik & Proce

Your technical Trade Magazine within automation and process engineering



# Media Plan 2025

[www.automatik.nu](http://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



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

**Deadline**  
7/8  
**Published**  
18/8



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



HI 2025 (30/9-2/10)

**Deadline**  
11/9  
**Published**  
22/9



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

**Deadline**  
8/4  
**Published**  
22/4



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

**Deadline**  
16/10  
**Published**  
27/10



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

**Deadline**  
20/5  
**Published**  
2/6



Year Edition 2025

**Deadline**  
20/11  
**Published**  
1/12

- Summer Vacation -

## 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 <sup>(1)</sup>		546 x 359	DKK 25,500/EUR 3,400

(1) Rates for special ad units, double spreads, and inserts are available. Contact us.

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

## Repeat

### Order Discounts

5 Insertions:	10%
8 Insertions:	15%

## Charge for

### Special Placement

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 characters.

### FORMATS

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

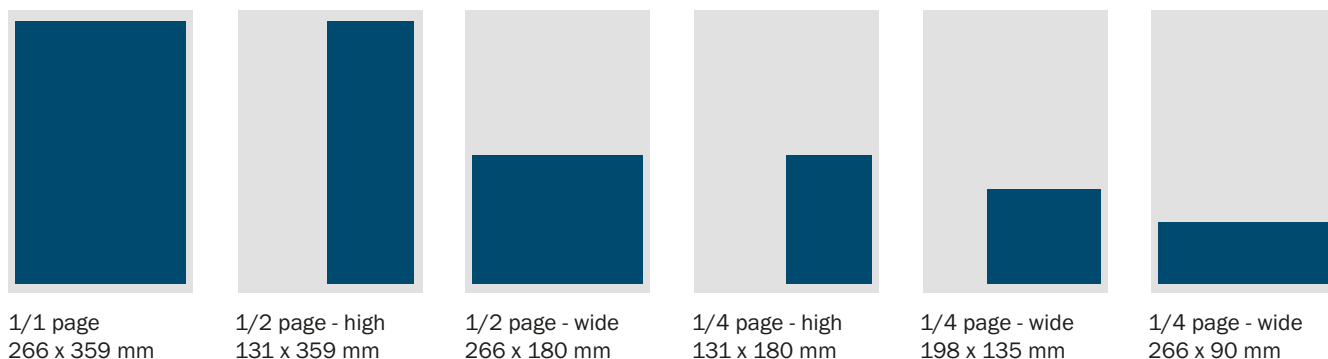
Please sent to:  
prod@automatik.nu

### 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

## Automatik & Proces

### 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**  
T: +45 2035 3999 E: ssn@automatik.nu

**Rikke Andersen**  
T: +45 5164 0070 E: ra@automatik.nu

**Krista Kristensen**  
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**