

# MASKIN AKTUELT



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# Editorial Calendar 2010

No.	Publication Date	Closing Date	Editorial Calendar
1	February 1	January 11	Automatic production Cut, press, and bend - sheet work
2	March 1	February 5	Small machines and hand tools Milling, grinding and cutting - machines and tools
3	April 15	March 22	Surface treatment - polishing, grinding, and deburring Robot as a colleague
4	June 4	May 11	Welding and joining- incl. market analysis on welding and joining Stock fitting and internal transport
5	August 31	August 10	Small machines and hand tools Milling, grinding and cutting - machines and tools
6	October 20	September 29	Market analysis on coolants and lubricants Grooves, pits, saw blades, drills - cutting machines and tools
7	November 18	October 27	Surface treatment - polishing, grinding, and deburring Robot as a colleague
8	December 16	November 25	Stock fitting and internal transport Highlights 2010

*Subject to alterations without notice. This list will be updated on a regular basis.  
Newest version on [www.techmedia.dk](http://www.techmedia.dk).*

# Advertisement Formats and Prices

Format	H x W (mm)	Black	+1 colour	4 colours
1/1 page	277 × 191	2547	2708	3029
1/2 page vertical	257 × 93	1582	1743	2064
1/2 page horizontal	126 × 191	1582	1743	2064
1/2 page L-shape	Special	1582	1743	2064
1/4 page vertical	126 × 93	938	1099	1421
1/4 page horizontal	61 × 191	938	1099	1421
1/8 page vertical	126 × 44	563	724	1046
1/8 page horizontal	61 × 93	563	724	1046
Spread	277 × 402	4290	4450	4772
Back cover*	297 × 150	2614	2775	3097
www-advertisement	45 × 60			134

All prices in €. \*Borderless. 3 mm extra for cutting on all 4 sides  
Valid to December 31, 2010.

## Repeat Discount \*\*::

3 insertions	-5%
6 insertions	-10%
8 insertions	-15%
www - 4 insertions	-5%
www - 8 insertions	-10%

## Turnover Discount \*\*::

At € 6702	-5%
At € 13405	-10%
At € 20107	-15%
At € 26810	-20%
At € 33512	-25%

\*\* Turnover/quantity or repeat discounts are achieved regardless which of TechMedia's 17 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

## Contact Information

<b>Advertisement Bookings</b>	Claus Flyckt Hansen Tel: +45 43 24 26 75 · e-mail: ch@techmedia.dk
<b>Advertisement Material</b>	Tonni Schröder Tel: +45 43 24 26 88 · e-mail: ts@techmedia.dk

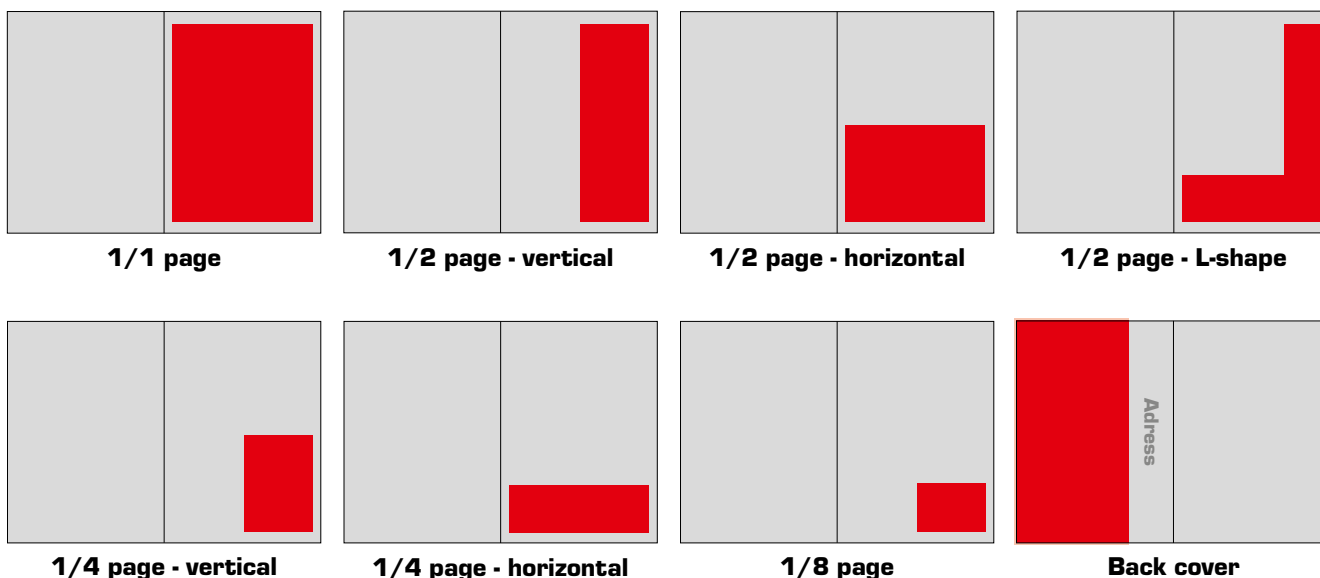
## Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 3
Classified Advertisements, mm price	€ 2
Colour: per colour per page	€ 161
4-colours	€ 483
Inserts: Please obtain quotation	
Internet Banner advertisements min. four months per month	from € 140
Web-based job-ads, monthly	€ 390
Web-based job-ads, monthly when also printed in magazines	€ 190
<i>More information in the Internet Solutions section of the media kit.</i>	

## Advertisement Cancellation Deadline:

30 days prior to the Advertisement deadline.

Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.



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# Technical Information

## Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	4
Column height	257 mm
Column width	44 mm
Column spacing	5 mm
Print to edge (borderless)	B 210 × H 297 mm + 3 mm trimming

## Print Specifications:

Print Technique	Offset, European scale
Paper	80 g, MYSOL matte

## Publisher Information:

<b>Publisher</b>	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 Fax: +45 43 24 26 26 www.techmedia.dk
<b>Editorial</b>	Helle Friemann Nielsen, (Editor-in-chief) Tel: +45 43 24 26 37 Fax: +45 43 24 26 70 e-mail: hfn@techmedia.dk Allan Malmberg e-mail: am@techmedia.dk
<b>Advertisements</b>	Claus Flyckt Hansen Tel: +45 43 24 26 75 Fax: +45 43 24 26 26 e-mail: ch@techmedia.dk
<b>Advertisement Material</b>	Tonni Schrøder Tel: +45 43 24 26 88 Fax: +45 43 24 26 90 e-mail: ts@techmedia.dk
<b>Print</b>	KLS Grafisk Hus A/S Jernholmen 42 A DK-2650 Hvidovre
<b>Subscription</b>	Kasper Nielsen Tel: + 45 43 24 26 91 Fax: +45 43 24 26 26 e-mail: kn@techmedia.dk

## Electronic Advertisement Material

### General:

Data quantities <10 mb can be emailed to the recipient.

Data quantities >10 mb must be submitted via our FTP server.

Please contact Tonni Schrøder on email: ts@techmedia.dk for a username and password.

We work in the PC environment using the following tools: InDesign, Illustrator, Photoshop and Flash.

We use the following fonts: Adobe PS.

As a starting point, the used fonts are to be submitted; they can be included in a PDF or vectored before submission.

### PDF:

PDF's are to be submitted in print quality 300 dpi.

TechMedia A/S is not liable for errors in the submitted PDF material.

### Advertisement Text:

Text for advertisements can be submitted in a Word document or written in an email.

### Photos:

Photos are to be submitted in print quality 300 dpi in TIFF format (file name.tif) or J-PEG format (file name.jpg). Photos submitted in lower than the requested quality can be used, however TechMedia A/S cannot be held responsible for the quality.

Photos from the internet are usually not of print quality.

### Graphics and Logos:

As a starting point, graphics and logos are to be submitted in Illustrator-EPS format (file name.eps) or –AI (file name.ai). Alternatively, material can be submitted in PDF format (file name.pdf), TIFF format (file name.tif) or J-PEG format (file name.jpg).

Logos from the internet are usually not of print quality.

### Contact:

We value good customer communications and are willing to mentor and offer advice within our areas of expertise. Should we on receipt of advertisement material have any doubts or questions regarding the material or quality, we always contact the customer.

For questions regarding advertising in Maskin Aktuelt, please contact Tonni Schrøder, tel: +45 43 24 26 88 or via email: ts@techmedia.dk

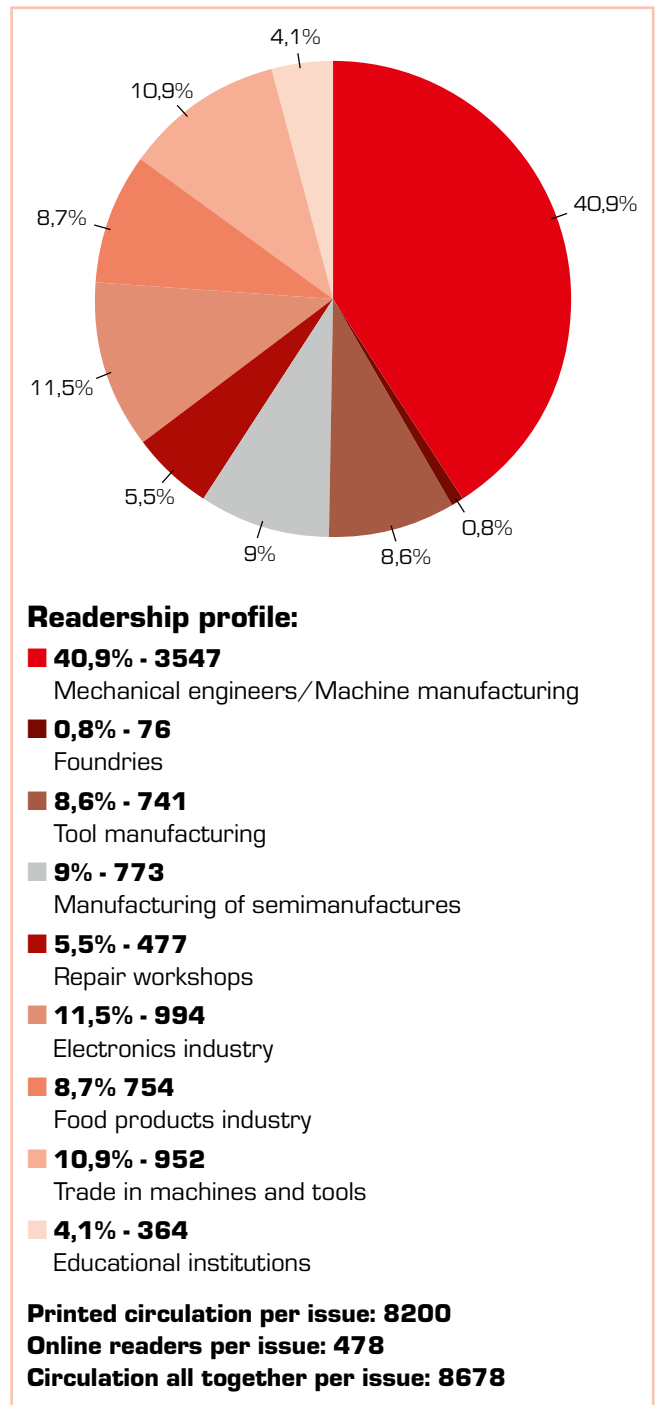
# General Information

## Editorial objective:

Maskin Aktuelt is a trade journal dealing with people and firms in the iron, metal and engineering industries. The journal provides information on the products and services upon which production is based, as well as information on the political, politico-organisational, industrial and financial conditions of the trade.

## 10 good reasons for choosing Maskin Aktuelt:

- 1** Maskin Aktuelt is independent of associations and political interests.
- 2** Specified and up-dated target group consisting of decision makers in workshops and management.
- 3** Both big industry and small workshops subscribe to the magazine.
- 4** Well documented effect from advertisements.
- 5** Tangible and genuine information on development, tendencies and new products for the iron, metal and engineering industries.
- 6** Specific themes in every issue directed at specific target groups, well edited for quick orientation on the latest developments, as well as for in-depth information on applicable solutions for product enhancement.
- 7** Maskin Aktuelt is a monthly magazine with long-term value for the readership and consequently for advertisements as well.
- 8** Maskin Aktuelt is full of direct and bona fide information – custom made for the industry.
- 9** The journal is targeted at professionals in iron, metal and engineering industries. Careful editing secures high level of comprehension.
- 10** Maskin Aktuelt includes product news and directions on how to optimize the successive stages in production.



# Internet Solutions

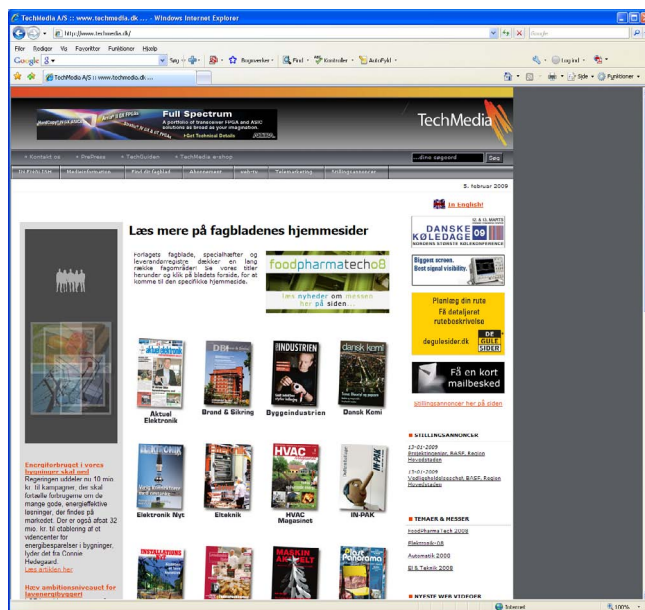
## Your options with banner advertising:

At TechMedia A/S you are able to aim for a certain audience, as all the information on our internet pages is targeted at distinct groups of readers with specific interests.

We can help you get in touch with all market segments within the various technical areas that businesses offer within Denmark.

Banner advertisements on techmedia.dk can be placed on the main page, on subpages for every magazine, on selected magazine articles or in the Swiflet version (a easy to read, flip-through electronic version of the magazine) which is uploaded onto the website for every edition release.

We can offer several different banner packages tailored to the desired page placement. The choice is yours and we can put together the perfect banner solution. Prices start from DKK 999.00 per month (min. 4 months) and we can help you design a banner which creates traffic to your website.



## Banner size A

**Banner 468 × 60 pixels**

## Banner size B

**Banner 180 × 60 pixels**

## Banner size C

**Banner 180 × 120 pixels**

### Prices for banners on techmedia.dk:

Type	Size (WxH)	Price per month
A on main page*	468 × 60 pixels	€ 533
B on main page	180 × 60 pixels	€ 400
C on main page	180 × 120 pixels	€ 799
B on special or subpages	180 × 60 pixels	€ 133
C on special or subpages	180 × 120 pixels	€ 266

All banners are signed for a minimum of 4 months at a time. The indicated prices are monthly prices.

All banners on the main page will also appear on all special and subpages.

\*Banner A on the main page is divided between two advertisements; the two advertisements run on a loop and appear for the same number of seconds.

### Acceptable web material:

JPG

GIF (also animated)

SWF (Flash) - link must be included in the file

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# Internet Solutions

## Position/s Vacant advertisements on techmedia.dk:

### Advantages of using techmedia.dk to advertise your company's Position/s Vacant:

- The advertisement is read by people within the industry
- The advertisement can be placed on the internet the same day
- The advertisement can be removed as soon as the position is filled
- The advertisement can include an active link to the company's website
- The applicant can contact the company via email

The advertisements can be copies of advertisements from the publisher's many journal magazines, advertisements which have been or are going to be insertions in other magazines, or advertisements which are only appearing on the internet.

We can use advertisement material in PDF format or normal text written in Word format.

### As well as the positions vacant advertisement, we need the following information for the overview page:

Company name: e.g. ABC Electronic  
Location: e.g. Esbjerg (town)  
Job Title: e.g. E-engineer

### Voucher solution:

Your company may often have positions vacant, and we can offer a voucher solution, where the purchase of 10 Position/s Vacant advertisements can be made at a reduced price.

### Contact:

For questions regarding online advertising, please contact our chief website consultant Jeanette Pyskow on email: jp@techmedia.dk, or telephone +45 43 24 26 87.

### Video Position/s Vacant advertisements:

As an alternative to the usual Position/s Vacant advertisement, we can offer a video option for the internet. This is a different and exciting tool for attracting new employees. Moving images are a powerful medium that can provide insight and understanding, quickly and efficiently. TechMedia A/S offers a video advertisement production service, where the completed video can be used on the company's own website or on techmedia.dk. Production of video advertisement, from € 1667.

### Contact:

For questions regarding video advertisements, please contact our video editor Allan Malmberg at email: am@techmedia.dk, or tel +45 43 24 26 81.

## Prices for Positions Vacant advertisements on techmedia.dk:

Type	Price
Position/s Vacant on techmedia.dk	€ 387 per month
Position/s Vacant on techmedia.dk in connection with the same advertisement appearing in a TechMedia A/S journal magazine	€ 187 per month
Production of Video Position/s Vacant advertisement, incl. editing, clipping	From € 1667
Video Position/s Vacant advertisement on techmedia.dk	€ 387 per month

## Your options with film/video:

It is possible on techmedia.dk to advertise via film, which can be a company profile, product presentation or a vacancy. The film will appear on the website as a "living" banner, which will be shown on a loop which starts automatically when the site opens.

TechMedia A/S offers assistance for the production of the film (contact us for a price) or the film can be submitted complete and thus ready to be uploaded.  
Format: 4:3/16:9  
Contact information as listed above.

## Prices for placement of film/video on techmedia.dk:

Type	Price
Front page	€ 1333 per month
Same film as on the front page, placed on a <i>minimum</i> of 3 subpages	€ 266 per film per month