

Media info 2020

PRINT / WEB / EVENT

PACK
Marknaden packnet.se





packnet.se

PACK@lunch

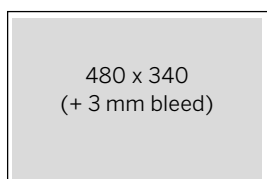
PACK POINT
NORDIC

The future of packaging technology
EMPACK2020

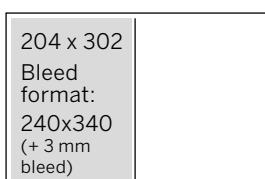
Publishing Dates 2020

| Edition | Publ.Date | Deadline | Feature | Exhibition/Event |
|---------|------------|-----------|---|--|
| 1 | Feb 28th | Feb 4th | Packaging Technics, E-commerce, Transport & Logistic solutions | |
| 2 | April 28th | April 6th | Food Packaging, Pack Point Nordic, Sustainability | Interpack May 7-13th, PPN May 28th |
| 3 | June 12th | May 20th | Marking & Labeling, Packaging Print | |
| 4 | Sept 24th | Sept 2nd | Fair Issue Empack Food Packaging, Material & Design |  EMPACK2020 Fair Issue Empack Sep 30th - Oct 1st |
| 5 | Oct 29th | Oct 6th | Empack report Pharmaceutical & Chemical packaging | Empack Report,  EMPACK2020 FachPack Sep 25-27th Report |
| 6 | Dec 9th | Nov 16th | Joint Edition Sweden/Denmark Automation/Robot, Packaging machinery | |
| + | Dec 9th | Nov 16th | Calendar 2021 supplement in Packmarknaden No 6 | |

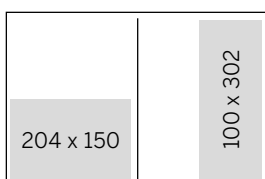
Formats and Prices Print



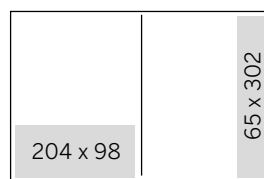
SPREAD SEK 59,800



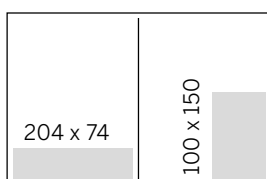
1/1-PAGE SEK 36,400



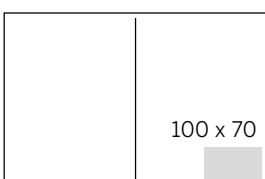
1/2PAGE SEK 22,500



1/3-PAGE SEK 18,600



1/4-PAGE SEK 14,300



1/8-PAGE SEK 9,400

COVER PAGES

| | |
|-----|------------|
| 2nd | SEK 38,900 |
| 3rd | SEK 36,400 |
| 4th | SEK 40,200 |

NOTE! Leave space (30mm) on the top of the 4th coverage for labelling.

INSERTS

| | |
|--------|------------|
| 2-page | SEK 28,500 |
| 4-page | SEK 31,800 |

Advertorials

Packmarknaden offer advertorial ads in the paper. Where you as an advertiser is able to get your message spread into a concept of editorial and comprehensive image.

As an advertiser, you contribute with facts, images and to be interviewed by a journalist. We compile, write and design your ad in a editorial way as a complete concept, which you approve.

Material

The files must be print optimized PDF files.

All colors must be in CMYK.

All images should be high resolution (300 dpi).

E-mail advertisement to:

annons.packmarknaden@nordiskemedier.se



Annonsformat & pris webb/nyhetsbrev

www.packnet.se

Newsletter

Advertising on the portal

Prices are valid for members/month.

Top banner

| | |
|-------------------------|-----------|
| Home page + Other pages | SEK 9.000 |
| Article page | SEK 9.000 |
| 930x180 px - max 70kb | |

Billboard

| | |
|------------------------|------------|
| Home page + Other page | SEK 17.000 |
| Article page | SEK 17.000 |
| 980x450 px - max 150kb | |

Top banner full Size

| | |
|-------------------------|------------|
| Home page + Other page | SEK 19.750 |
| Article page | SEK 19.750 |
| 1800x450 px - max 250kb | |

Sticky banner

| | |
|------------------------|-----------|
| Home page + Other page | SEK 7.500 |
| Article page | SEK 7.500 |
| 240x400 px - max 90kb | |

Corner banner – only shown on desktop

| | |
|------------------------|-----------|
| Home page + Other page | SEK 4.750 |
| Article page | SEK 4.750 |
| 200x300 px - max 70kb | |

Side banner – only shown on desktop

| | |
|-------------------------|-----------|
| Home page + Other pages | SEK 1.400 |
| Article page | SEK 1.400 |
| 200x175 px - max 40kb | |

Content Banner

| | |
|------------------------------|-----------|
| Home page | SEK 2.500 |
| 230x230 px - max 55kb static | |

Campaign banner 1

| | |
|-------------------------|-----------|
| Home page 480x480 px | SEK 7.250 |
| Article page 300x250 px | SEK 5.750 |
| Other pages 300x250 px | SEK 2.850 |
| max 75kb | |

Campaign banner 2

| | |
|-------------------------|-----------|
| Home page 480x480 px | SEK 5.000 |
| Article page 300x250 px | SEK 4.500 |
| Other pages 300x250 px | SEK 2.250 |
| max 75kb | |

Gigabanner 1

| | |
|------------------------|-----------|
| Home page | SEK 9.000 |
| 980x480 px - max 150kb | |

Gigabanner 2

| | |
|------------------------|-----------|
| Home page | SEK 5.000 |
| 980x480 px - max 150kb | |

Titelbanner – Article page

| | |
|-------------------------------|-----------|
| Artikelsidan | SEK 9.500 |
| 200x60 px - max 20 kb statisk | |

Advertising in the newsletter

Prices are valid for members/day.

Streamer

| | |
|---------------------|-----------|
| 820x28 px, max 50kb | SEK 6.500 |
|---------------------|-----------|

Toppannonns Full Size

| | |
|----------------------|-----------|
| 820x200 px, max 50kb | SEK 5.000 |
|----------------------|-----------|

Toppannonns

| | |
|----------------------|-----------|
| 400x200 px, max 50kb | SEK 2.500 |
|----------------------|-----------|

Mittenannonns

| | |
|----------------------|-----------|
| 400x200 px, max 50kb | SEK 2.000 |
|----------------------|-----------|

Bottenannonns

| | |
|----------------------|-----------|
| 400x200 px, max 50kb | SEK 1.500 |
|----------------------|-----------|

Member package

- 12 months side banner on the portal
- 1 top ad in the newsletter
- 2 middle ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

SEK 15,000

Type of files packnet.se

(Applies to both Home & Article page)

Static jpg, max 75 kb
Animated gif, max 75 kb
Html (Full Source Zip)
Script

All banners should be responsive.
Animations should last within 20 seconds.

Ad design is included in the price.

Type of files Newsletter

Static jpg, gif eller png.
All banners should be static.
Ad design is included in the price.

Native Advertising

Native Advertising is a sponsored text on packnet.se that is marked as an ad.

The content is designed so that the reader perceives it as a natural part of the platform.

The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.

Membership SEK 7,800/year

All advertising prices are member prices.

Prices for non-members are double.



Material

E-mail material including landing page to:

annons@nordiskemedier.se

Mark the material with packnet

It's all about packaging!

Packmarknaden is all about packaging. The topics we address are packaging and packaging materials, packing machines and equipment, labelling, coding, marking, business news, market trends, standards and legal requirements, graphic printing and design, R&D, and other things key to know for the right packaging choice.

Here you will find advice on the latest packaging solutions for food and beverages, pharmaceuticals and health food, cosmetics

and personal hygien, and a lot of other consumer products. We also cover the latest news in packaging solutions for e-commerce, B2B, logistics, storage and handling, display and retail exposure, among other things.

Welcome to Packmarknaden and a world of packaging!

*Marcus Petersson,
Editor in chief*



Events



PACK POINT NORDIC
Packaging conference focusing
on food packaging
www.packpointnordic.se



PACK@lunch
Free seminars about packaging in
collaboration with hosting companies
www.packatlunch.se

Packnet.se

- Daily news from the Swedish and
international packaging market.

Newsletter

- This week's news served to your
inbox every Thursday.

Contact



Marketing Manager

Jerker Evaldsson
+46 42 490 19 33
jerker.evaldsson@nordiskemedier.se



Editor in Chief

Marcus Petersson
+46 42 490 19 11
marcus.petersson@nordiskemedier.se



Business Developer

Per-Stefan Gersbro
+46 70 998 96 91
psg@paccado.com



Project Manager Event

Lars Nordmark
+46 70 975 99 42
lars.nordmark@nordiskemedier.se



Media Sales

Danijel Dragisic
Tel 070-995 13 37
danijel.dragisic@nordiskemedier.se



Media Sales

Ingela Engman
+46 325 340 81
engmanengman@telia.com