

PACK

Marknaden packnet.se

*Packaging news
on a high level!*



Media info 2021

PRINT / WEB / EVENT

packnet.se

PACK@lunch

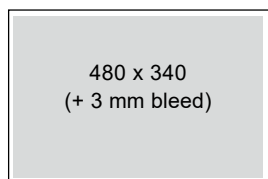
PACK POINT
NORDIC


PACK&PLAST

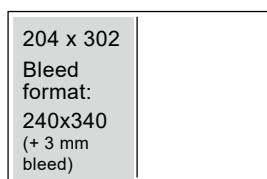
Publishing Dates 2021

Edition	Publ.Date	Deadline	Feature	Exhibition/Event
1	Feb 24th	Feb 3d	Packaging Technics, E-commerce, Transport & Logistic solutions	Interpack Feb 25-March 3rd.
2	April 26th	April 6th	Food Packaging, Pack Point Nordic, Sustainability	Interpack report, Anuga Foodtech March 23rd-26th, Pack Point Nordic May 27th
3	June 11th	May 21th	Marking & Labeling, Packaging Print	Drupa report
4	Oct 8th	Sept 15th	Fair Issue Scanpack Food Packaging, Material & Design	Fair Issue Scanpack Oct 26th-29th
5	Nov 17th	Oct 27th	Pharmaceutical & Chemical packaging, Scanpack Report	Scanpack report
6	Dec 16th	Nov 25th	Packaging machinery, Automation/Robot	
+	Dec 16th	Nov 25th	Calendar 2022 supplement in Packmarknaden No 6	

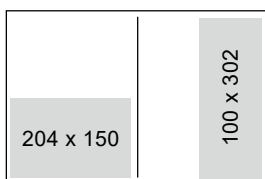
Formats and Prices Print



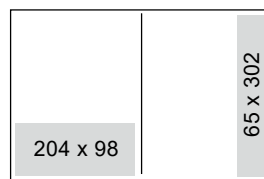
SPREAD SEK
59,800



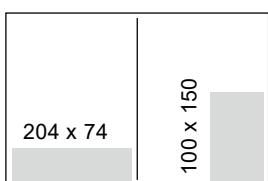
1/1-PAGE SEK
36,400



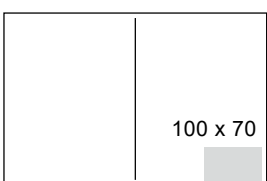
1/2-PAGE SEK
22,500



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 coverpage 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



Format & prices web/newsletter

www.packnet.se

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 – only shown on desktop
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

Campaign banner 1
Home page 300x250 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 300x250 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
930x250 px - max 150kb

Gigabanner 2
Home page SEK 5.000
930x250 px - max 150kb

Article banner text
Article page SEK 14.000
300x60 px - max 20kb static

Inread article banner
Article page SEK 18.000
660x200 px - max 100kb

Newsletter

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

Membership

SEK 9,800/year

All advertising prices are member
prices.

Prices for non-members
are double.

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.
Design of the ads are included in
the price (one proof, then SEK 1.000
per started hour)

Type of files Newsletter

Static jpg, gif or png.
All banners should be static.
Design of the ads are included in
the price (one proof, then SEK 1.000
per started hour)

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.

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 21,000



Material

**E-mail material including
landing page to:**

annons@nordiskemedier.se

Mark the material with packnet

The channel for packaging professionals!

Are you a packaging professional? Then the Packmarknaden is the right choice for you!

Packmarknaden reports on the dynamic packaging markets in Sweden and Europe – Durability, smart packaging solutions, new products and business deals that set up a whole new game plan for you who work with packaging.

In addition to the magazine and the daily news coverage on-line we share knowledge about packaging to a professional target group through several events each year. If operating in Sweden you probably have visited one of our many lunch meetings: PACK@lunch - usefull knowledge on packaging or maybe the leading international packaging conference in Stockholm PACK POINT NORDIC.

In 2020 we launched a new packaging conference - PACK & PLAST- in Swedens southern outpost - Malmö - where we focus on the packaging plastic debate.

Our topics

Packmarknaden reflects market trends, standards and legal requirements, developments in graphic printing and packaging design, research & development, and everything other important

things you need to know for the right packaging choice.

Our readers

In our reader survey (2018) we can state that our readers are made up of about the same number of women (46%) as men (54%) and that we have the most readers in the age group 50-59 (36%), not so strange considering that most are decision makers.

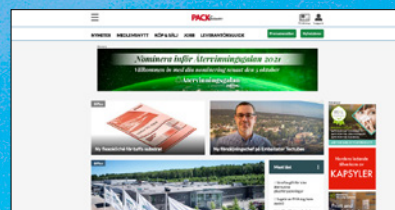
About three quarters of our readers have influence or significant influence over the purchase of packaging and over 50% have influence or great influence over investments in machinery and equipment. So advertisers know that their sales and advertising message in Packmarknaden or on Packnet, se hits a decision-making target group.

Each edition of Packmarknaden is about 3,000 ex, 4 000 ex in conjunction with trade fairs and other marketing activities, and the Newsletter has 8,000 + recipients every week.

Marcus Petersson
Chefredaktör



Events



PACK POINT
NORDIC

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

PACK@lunch

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

PACK&PLAST

Pack&plast
Packaging conference focusing
on plastic packaging.
packoplast.se

Packnet.se

Daily news from the Swedish and international packaging market.

Nyhetsbrevet

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

Contact



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