

# PACK

*Marknader* packnet.se

We deliver packaging news  
via magazine - web and events



## Media info 2023

PACKNET.SE

MEDIA  
PARTNER

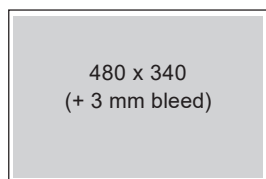
 The future of packaging technology  
**EMPACK**  
4-5 OKTOBER 2023 KISTAMÄSSAN



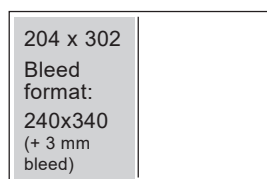
# Publishing Dates 2023

Edition	Publ.Date	Deadline	Feature	Exhibition/Event
1	mar 2d	Feb 10th	Marking & Labeling, E-commerce, Transport & Logistic solutions	PHARMAPACK ICE EUROPE
2	April 26th	April 5th	Food packaging, sustainability, Pack Point Nordic	Pack Point Nordic Interpack interpack
3	June 14th	May 24th	Corrugated cardboard, Machine news, Glue and Tape	Labelexpo
4	Sept 25th	Sept 4th	<b>Fair Issue Empack</b> Packaging, Print & Design	Empack The future of packaging technology EMPACK 4-5 OCTOBER 2023 KISTAMÄSSAN
5	Nov 6th	Oct 16th	EMPACK Report, Food Packaging, Pharmaceutical packaging	Empack Report Label Expo, Pack & Plast PACK&PLAST
6	Dec 14th	Nov 23th	Automation/Robot, Packaging machines, Plastic packaging	
+	Dec 14th	Nov 23th	Calendar 2024 (supplement in Packmarknaden No 6)	

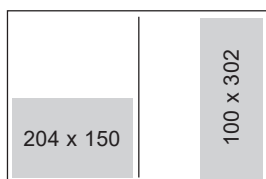
## Formats and Prices Print



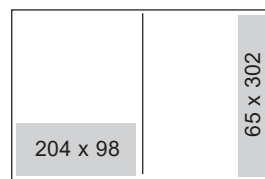
**SPREAD** SEK  
64,000



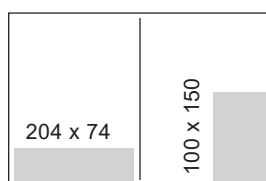
**1/1-PAGE** SEK  
38,000



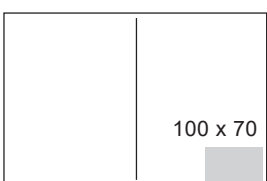
**1/2-PAGE** SEK  
24,000



**1/3-PAGE** SEK  
20,500



**1/4-PAGE** SEK  
15,700



**1/8-PAGE** SEK  
10,500

### COVER PAGES

2nd SEK 42,000  
3rd SEK 39,000  
4th SEK 42,000

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

### INSERTS

2-page SEK 31,500  
4-page SEK 34,900

## Advertorials

Packmarknaden offers 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 an 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](http://www.packnet.se)

## Newsletter

## Native Advertising

### 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

### 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

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 23,000**

## Membership

**SEK 12,900/year**

All advertising prices are member prices.

Prices for non-members are double.

### Type of files packnet.se

(Applies to both Home & Article page)

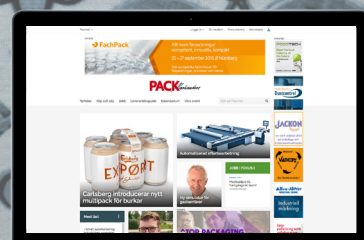
Static jpg, max 75 kb  
Animated gif, max 75 kb  
Html (full Source Zip)  
Script

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

Designs 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)



## Material

E-mail material including  
landing page to:

[annonns@nordiskemedier.se](mailto:annonns@nordiskemedier.se)

Mark the material with packnet



# Packmarknaden - a world of packaging!

Packmarknaden is the industry-leading media channel for everyone who has packaging on their daily agenda. Here, as a reader, you will find the latest news from the industry's suppliers and, as an advertiser, you will find a target group of professionals in the packaging value chain.

Packmarknaden has existed as a newspaper magazine since 1978 and is published with six issues per year. Each edition is distributed to around 3,000 professional recipients and additional editions are distributed at fairs and conferences Packmarknaden attends. The magazine is also published in e-magazine format for online reading, and as a subscriber you therefore always have access to "your" magazine by logging in to Packnet.se. Packnet.se is the Packmarknaden online portal. Here, up-to-date news from the industry is conveyed, here there is a supplier register for those looking for new suppliers, and here our member companies can publish their own news about their company. As a company, you can also reach new customers with digital advertisements on Packnet.se or in one of the newsletters.

The newsletters are sent twice a week – Tuesdays and Thursdays – and summarizes the news flow to over 8,000 recipients who signed up for the newsletter free of charge. However, some articles are

behind login and therefore to be able to read all content on Packnet.se, a subscription to Packmarknaden is required. On Packnet.se you find favorable subscription offers on Packmarknaden!

In addition to our magazine and our daily online news coverage, we share knowledge about packaging to a professional target group through several events each year. You have probably heard of PACK@lunch – lunch seminar on packaging or PACK POINT NORDIC – a one-day packaging conference in Stockholm with a Scandinavian outlook or the PACK & PLAST packaging conference which focuses on the role of plastics for efficient distribution of goods.

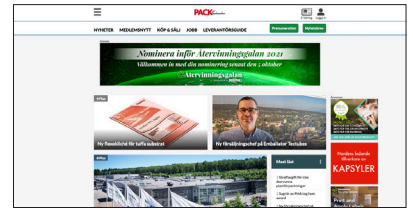
Links to our events can be found on Packnet.se under Menu and Calendar.

Welcome to a world of packaging!

Marcus Petersson Editor in chief



## Events



**PACK POINT NORDIC**  
Packaging conference focusing on food packaging.  
[www.packpointnordic.se](http://www.packpointnordic.se)



**PACK@lunch**  
Free seminars about packaging in collaboration with hosting companies.  
[packatlunch.se](http://packatlunch.se)



**Pack&plast**  
Packaging conference focusing on plastic packaging.  
[packoplast.se](http://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



**Marketing Manager**  
Jerker Evaldsson  
+46 70 975 99 40  
[jerker.evaldsson@nordiskemedier.se](mailto:jerker.evaldsson@nordiskemedier.se)



**Editor in Chief**  
Marcus Petersson  
+46 76 854 40 61  
[marcus.petersson@nordiskemedier.se](mailto:marcus.petersson@nordiskemedier.se)



**Business Developer**  
Per-Stefan Gersbro  
+46 70 998 96 91  
[psg@paccado.com](mailto:psg@paccado.com)



**Projekt Manager Event**  
Marc Feucht  
+46 73 682 53 26  
[marc.feucht@nordiskemedier.se](mailto:marc.feucht@nordiskemedier.se)



**Media Sales**  
Magnus Wrigert  
+46 73 682 53 37  
[magnus.wrigert@nordiskemedier.se](mailto:magnus.wrigert@nordiskemedier.se)



**Media Sales outside Scandinavia:**  
Annette Denys  
Communications, France  
+33 296 95 06 02  
+33 611 73 75 24  
[adenys@nordnet.fr](mailto:adenys@nordnet.fr)