

PACK

Marknader packnet.se

We deliver packaging news
via magazine - web and events



Media info 2023

PACKNET.SE

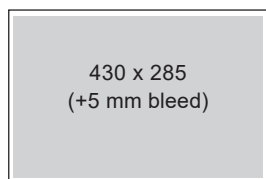
MEDIA
PARTNER

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

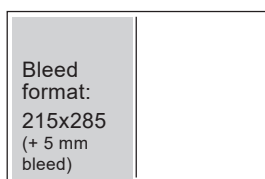
Publishing Dates 2023

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	Preview Empack Corrugated cardboard, Machine news, Glue and Tape	Labelexpo The future of packaging technology EMPACK 4-5 OKTOBER 2023 KISTAMÄSSAN
4	Sept 25th	Sept 4th	Fair Issue Empack Packaging, Print & Design	Empack The future of packaging technology EMPACK 4-5 OKTOBER 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)	

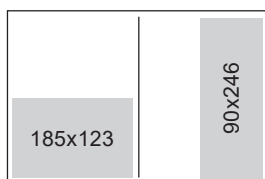
Formats and Prices Print



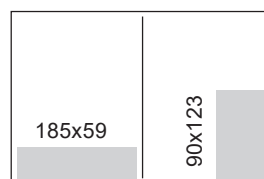
SPREAD SEK
64,000



1/1-PAGE SEK
38,000



1/2-PAGE SEK
24,000



1/4-PAGE 15,700

INSERTS

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

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.



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

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)

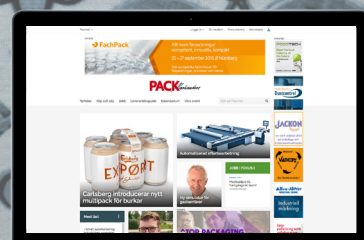
Static jpg, max 75 kb
Animated gif, max 75 kb
Html (full Source Zip)
Script

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

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.

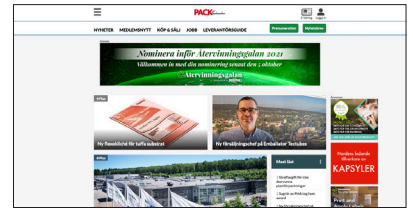
Links to our events can be found on Packnet.se under Menu and Calendar.

Welcome to a world of packaging!

Peter Olofsson 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.
packatlunch.se



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.

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