

PACK

Marknaden packnet.se

*Packaging news
on a high level!*



Media info 2021
PRINT / WEB / EVENT

packnet.se

PACK@lunch

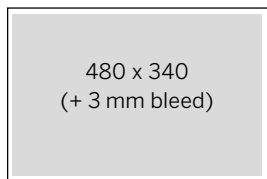
PACK POINT
NORDIC


PACK&PLAST

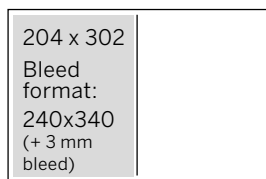
Publishing Dates 2021

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	

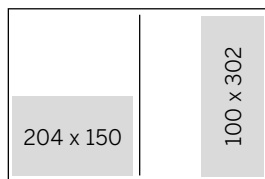
Formats and Prices Print



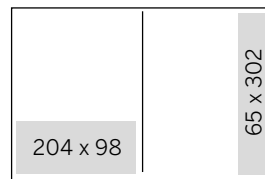
SPREAD SEK 59,800



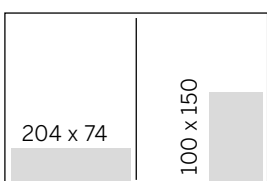
1/1-PAGE SEK 36,400



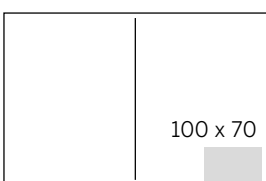
1/2PAGE SEK 22,500



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 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
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Toppannonns Full Size

820x200 px - max 50kb	SEK 5.000
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Toppannonns

400x200 px - max 50kb	SEK 2.500
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Mittenannonns

400x200 px - max 50kb	SEK 2.000
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Bottenannonns

400x200 px - max 50kb	SEK 1.500
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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.

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.

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 online 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 impor-

tant 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.

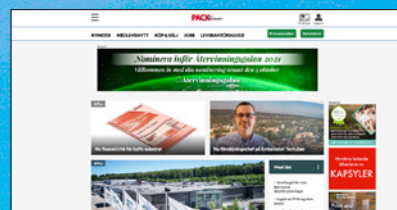
About three quarters of our readers have influence or significant influence over the purchase of packaging and over 50% have influence or great influence over investments in machinery and equipment. So advertisers know that their sales and advertising message in Packmarknaden or on Packnet.se hits a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



Marketing Manager

Jerker Evaldsson
+46 70 975 99 40
jerker.evaldsson@nordiskemedier.se



Editor in Chief

Marcus Petersson
+46 76 854 40 61
marcus.petersson@nordiskemedier.se



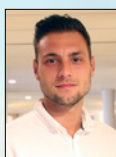
Business Developer

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



Projektledare Event

Marc Feucht
+46 73-682 53 26
marc.feucht@nordiskemedier.se



Media Sales

Danijel Dragisic
+46 70 995 13 37
danijel.dragisic@nordiskemedier.se



Media Sales

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