



PACK

Marknaden packnet.se

*We deliver packaging news
via magazine - web and events*

Media info 2024





MEDIA
PARTNER

SCAN
PACK

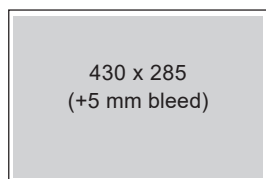


PACKNET.SE

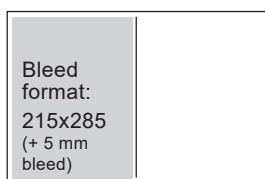
Publishing Dates 2024

Edition	Publ.Date	Deadline	Feature	Exhibition/Event
1	march 4	Feb 14th	Marking & Labeling, E-commerce, Transport & Logistic solutions	Anuga FoodTec 
2	April 26th	April 9th	Food packaging, sustainability, Pack Point Nordic	PackPointNordic 
3	June 14th	May 28th	Preview Scanpack Corrugated cardboard, Machine news, Glue and Tape	ScanPack 
4	Oct 8th	Sept 20th	Fair Issue Scanpack Packaging, Print & Design	Scanpack 
5	Nov 13th	Oct 28th	Scanpack Report, Food Packaging, Pharmaceutical packaging	Scanpack Report
6	Dec 16th	Nov 27th	Automation/Robot, Packaging machines, Plastic packaging	
+	Dec 16th	Nov 27th	Calendar 2025 (supplement in Packmarknaden No 6)	

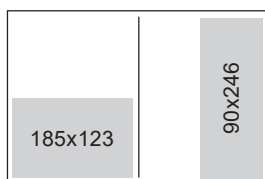
Formats and Prices Print



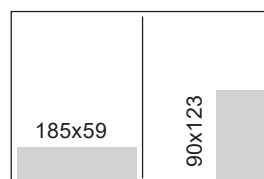
SPREAD
SEK 67 200



1/1-PAGE
SEK 39 900



1/2-PAGE
SEK 25 200



1/4-PAGE
SEK 16 500

INSERTS

2-page SEK 33 100
4-page SEK 36 700

COVER PAGES

2nd SEK 44 100
3rd SEK 40 900
4th SEK 45 000

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.

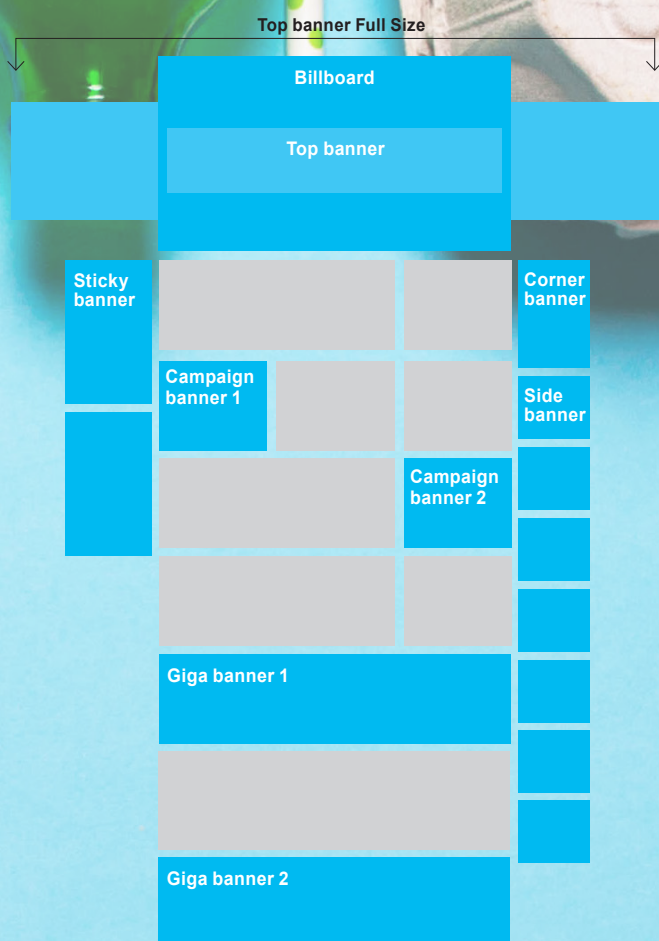
All images should be high resolution (300 dpi).

E-mail advertisement to:
annons.packmarknaden@nordiskemedier.se



Ad format & prices web/newsletter

Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 45 500
Billboard 980x540 px, static or animated, max 150 kb	SEK 39 200
Top banner 930x180 px, static or animated, max 70 kb	SEK 21 000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17 200
Corner banner 200x300 px, static or animated, max 70 kb	SEK 11 000
Side banner 200x175 px, static or animated, max 40 kb	SEK 3 300
Campaign banner 1* 300x250 px, static or animated, max 70 kb	SEK 16 700
Campaign banner 2** 300x250 px, static or animated, max 70 kb	SEK 11 500
Giga banner 1 930x250 px, static or animated, max 70 kb	SEK 21 000
Giga banner 2 930x250 px, static or animated, max 70 kb	SEK 11 500

* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page

** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page

File types

Static jpg, animated gif, Html (zip-file) Script. All banners must be responsive.

Animations should keep within 20 seconds. Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

Membership package

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

23 000 SEK

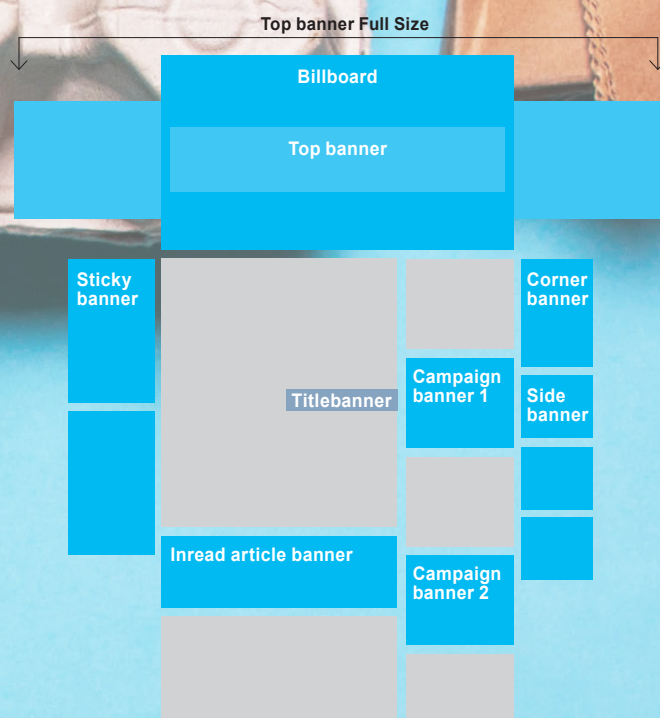
Membership

The membership includes:

- Posts on the member page
- Company profile
- 50% discount on digital banners

12 900 SEK/year

Article page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 45 000
Billboard 980x540 px, static or animated, max 150 kb	SEK 39 200
Top banner 930x180 px, static or animated, max 70 kb	SEK 21 000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17 200
Corner banner 200x300 px, static or animated, max 70 kb	SEK 11 000
Side banner 200x175 px, static or animated, max 40 kb	SEK 3 300
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 13 300
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 10 400
Title banner 300x60 px, static, max 20 kb	SEK 16 200
Inread article banner 660x200 px, static or animated, max 100 kb	SEK 21 000

File types

Static jpg, animated gif, Html (zip-file) Script. All banners must be responsive.

Animations should keep within 20 seconds. Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

Newsletter, prices per day

Streamer

Top advert left	Top advert right	Top advert Full Size
Middle advert left	Middle advert right	
Bottom advert left	Bottom advert right	

Streamer 820x28 px.....SEK 22 000/day
Top ad Full Size 820x200 pxSEK 18 400/day
Top ad 400x200 px..... SEK 9 200/day
Middle ad 400x200 px..... SEK 6 340/day
Bottom ad 400x200 px SEK 4 600/day

The newsletter is distributed two times a week.

Material

E-mail material including landing page to: annons@nordiskemedier.se

Mark the material with packnet.se

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

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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