

Media info 2020

PRINT / WEB / EVENT

PACK
Marknaden packnet.se




packnet.se

PACK@lunch

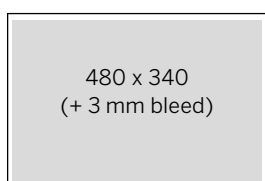
PACK POINT
NORDIC

The future of packaging technology
EMPACK2020

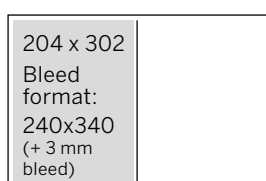
Publishing Dates 2020

Edition	Publ.Date	Deadline	Feature	Exhibition/Event
1	Feb 28th	Feb 4th	Packaging Technics, E-commerce, Transport & Logistic solutions	
2	April 28th	April 6th	Food Packaging, Pack Point Nordic, Sustainability	Interpack May 7-13th, PPN May 28th
3	June 12th	May 20th	Marking & Labeling, Packaging Print	
4	Sept 24th	Sept 2nd	Fair Issue Empack Food Packaging, Material & Design	 EMPACK2020 Fair Issue Empack Sep 30th - Oct 1st
5	Oct 29th	Oct 6th	Empack report Pharmaceutical & Chemical packaging	Empack Report ,  EMPACK2020 FachPack Sep 25-27th Report
6	Dec 9th	Nov 16th	Joint Edition Sweden/Denmark Automation/Robot, Packaging machinery	
+	Dec 9th	Nov 16th	Calendar 2021 supplement in Packmarknaden No 6	

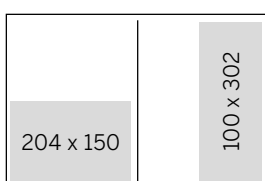
Formats and Prices Print



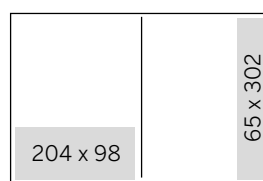
SPREAD SEK 59,800



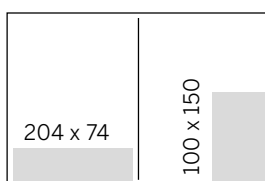
1/1-PAGE SEK 36,400



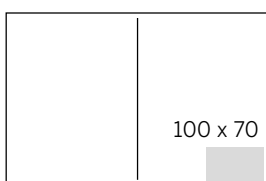
1/2PAGE SEK 22,500



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 coverage for labelling.

INSERTS

2-page SEK 28,500
4-page SEK 31,800

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



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.

Annonsformat & pris webb/nyhetsbrev

www.packnet.se

Newsletter

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

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	

Content Banner

Home page	SEK 2.500
230x230 px - max 55kb static	

Campaign banner 1

Home page 480x480 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 480x480 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
980x480 px - max 150kb	

Gigabanner 2

Home page	SEK 5.000
980x480 px - max 150kb	

Titelbanner – Article page

Artikelsidan	SEK 9.500
200x60 px - max 20 kb statisk	

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

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 15,000

Membership
SEK 7,800/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.



Material

E-mail material including landing page to:

annons@nordiskemedier.se
Mark the material with packnet

It's all about packaging!

Packmarknaden is all about packaging. The topics we address are packaging and packaging materials, packing machines and equipment, labelling, coding, marking, business news, market trends, standards and legal requirements, graphic printing and design, R&D, and other things key to know for the right packaging choice.

Here you will find advice on the latest packaging solutions for food and beverages, pharmaceuticals and health food, cosmetics

and personal hygien, and a lot of other consumer products. We also cover the latest news in packaging solutions for e-commerce, B2B, logistics, storage and handling, display and retail exposure, among other things.

Welcome to Packmarknaden and a world of packaging!

Marcus Petersson,
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
www.packatlunch.se

Packnet.se
- Daily news from the Swedish and international packaging market.

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

Kontakt



Marketing Manager
Jerker Evaldsson
+46 42 490 19 33
jerker.evaldsson@nordiskemedier.se



Editor in Chief
Marcus Petersson
+46 42 490 19 11
marcus.petersson@nordiskemedier.se



Business Developer
Per-Stefan Gersbro
+46 70 998 96 91
psg@paccedo.com



Project Manager Event
Lars Nordmark
+46 70 975 99 42
lars.nordmark@nordiskemedier.se



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