

PACK

arknaden packnet.se

We deliver packaging news
via newspaper - web and events



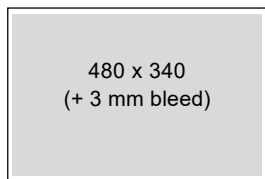
Media info 2022

PACKNET.SE

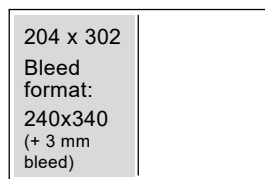
Publishing Dates 2022

Edition	Publ.Date	Deadline	Feature	Exhibition/Event
1	Mar 3d	Feb 10th	Packaging Technics, E-commerce, Transport & Logistic solutions	
2	April 27th	April 6th	Food Packaging, Pack Point Nordic, Sustainability	Pack Point Nordic
3	June 15th	May 25th	Marking & Labeling, Packaging Print	Anuga Foodtec Label Expo Advance number SP
4	Sept 27th	Sept 6th	Fair Issue Scanpack Food Packaging, Material & Design	Fair Issue Scanpack
5	Nov 8th	Oct 18th	Pharmaceutical & Chemical packaging, Scanpack Report	Scanpack report
6	Dec 12th	Nov 21th	Packaging machinery, Automation/Robot	Foodtech, Herning
+	Dec 12th	Nov 21th	Calendar 2023 (supplement in Packmarknaden No 6)	

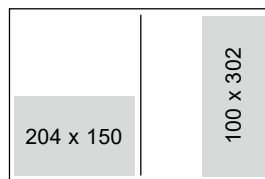
Formats and Prices Print



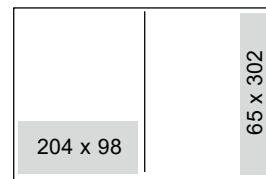
SPREAD SEK
59,800



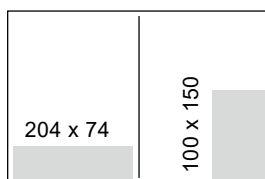
1/1-PAGE SEK
36,400



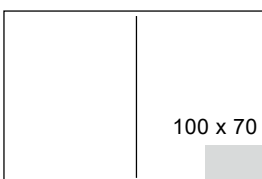
1/2-PAGE SEK
22,500



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

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

Membership

SEK 11,800/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.

Design 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)

Native Advertising is a sponsored
text on packnet.se that is marked
as an ad.

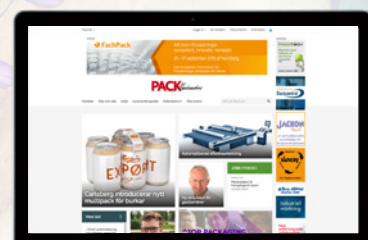
The content is designed so that
the reader perceives it as a natural
part of the platform.

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



Material

**E-mail material including
landing page to:**

annonns@nordiskemedier.se

Mark the material with packnet

Are you in love with packaging?

Packmarknaden is an industry-leading media channel for everyone who loves packaging. With us, you as a reader will find the latest news from the industry's suppliers and as an advertiser you will reach a target group of professionals in the packaging's value chain.

We exist as a magazine (since 1978) and publish six issues per year. The magazine is distributed to around 3,000 recipients per issue and additional magazines are distributed at trade fairs and conferences we attend. The magazine is also published as an e-magazine, an identical copy of the printed one, which you as a subscriber always have access to via login on the website: www.packnet.se.

Packnet.se is an industry portal with daily editorial news, a supplier register for those who want to find new suppliers and a place where member companies can post their own news under the heading: Företagens Egna Nyheter.

Here you also sign up for the newsletter, which twice a week summarizes the news flow in an email to over 8,000 registered recipients. The newsletter is free of charge. However, some articles are locked and in order to be able to read all content on Packnet.se, a subscription is required. At Packnet.se you can take advantage of advantageous subscription offers!

The packaging market reports on the dynamic packaging market in Sweden and the rest of Europe. Sustainability, smart packaging solutions, new products and company deals that set up a completely new game plan for you who work with packaging. Furthermore, market trends, standards and legal requirements, developments in graphic printing and packaging design, research & development, and everything else important you need to know for the right packaging choice are reflected.

In addition to our magazine and our daily news coverage online, we share knowledge about packaging to a professional target group through several events each year. You have probably heard of PACK@lunch - useful knowledge about packaging and PACK POINT NORDIC - leading packaging conference in Stockholm.

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



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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